Chapter 5

Working with Type in Edge Animate

“Letterforms that honor and elucidate what humans see and say deserve to be honored in their turn. Well-chosen words deserve well-chosen letters; these in their turn deserve to be set with affection, intelligence, knowledge and skill. Typography is a link, and it ought, as a matter of honor, courtesy and pure delight, to be as strong as the others in the chain.” Robert Bringhurst

This quote from Bringhurst’s masterwork, *The Elements of Typographic Style* (second edition, Hartley and Marks, 2002), sums up the essence of type use in Adobe Edge Animate. The words we put on the Stage and subsequently put into motion are usually well chosen. They have to be, because they are the communication messengers, providing the user with access to understand the message you are trying to communicate. This chapter will focus on using type to do just that. The problem with type on the Web is that typography wasn’t in the equation. Still, when it comes to using type on the Web, things are changing for the better.

Here is what we will cover in this chapter:

- A brief typography primer
- Adding text in Adobe Edge Animate
- Formatting text
- Adding and using drop shadows
- Clipping text
- Using web fonts in Adobe Edge Animate
If you haven't already downloaded the chapter files, they can be found at http://www.apress.com/9781430243502. In this chapter, we will be using these files:

- Autumn.an
- Quote.rtf
- Shadow.an
- Clipping.an
- TypeKit.an
- GoogleFont.an
- AdobeWebFont.an

Fonts and Typefaces

Before we explain the difference between a font and a typeface, let’s get really clear on one point: type is not that gray stuff that fits around your “whizzy” Adobe Edge Animate animations. It is your primary communications tool.

Reading is hard-wired into us. If it were not, you wouldn’t be looking at this sentence and assimilating it in your brain. You have a need for information, and words are how you get it. The thing is, the choice of font and how you present the text not only affect the message, but they also affect the information presented. You can see this in Figure 5-1. The phrase “Edge is cool” takes on a different meaning in each instance of the phrase. Using the same Times New Roman typeface, but with the bold and italic variants, the message “changes,” depending on the style applied.

![Image of different font styles](image)

Figure 5-1. It is all about the message.