

# GD50 Web Design

Welcome

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# Typography

The Temptations & The  
Four Tops  
Wednesday, June 26, 2013  
8:00 pm

When The Temptations took the stage over 40 years ago their stunning harmonies and tight choreography combined with excellent leads created a legend. The Temptations made musical history with their string of fabulous pop and funk hits in the sixties and seventies, and they managed to weather a steady stream of changes in personnel and consumer tastes to be able to continue the history.

Steve Martin and  
the Steep Canyon Rangers  
Sunday, July 28, 2013  
7:30 pm  
Steve Martin and the Steep Canyon Rangers, featuring Edie Brickell will perform songs from their album *Love Has Come for You* as well as songs from *Rare Bird Alert* and other new tunes. The new collaboration, *Love Has Come for You*, is set for release on April 23 on Rounder Records.

The Avett Brothers  
Friday, August 16, 2013,  
8:00 PM  
The Avett Brothers will perform their smash hit *I and Love and You* along with the rest of their latest album. In the wake of the album's release, the Avett Brothers made the rounds on late-night TV, including appearances on the Late Show with David Letterman, The Late Late Show with Craig Ferguson, and Late Night with Jimmy Fallon.

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# Typography

**<h1>Heading 1</h1>**

**<h2>Heading 2</h2>**

**<h3>Heading 3</h3>**

**<h4>Heading 4</h4>**

**<h5>Heading 5</h5>**

**<h6>Heading 6</h6>**

```
h1 { font-size: 36px; }
```

```
h2 { font-size: 24px; }
```

```
h3 { font-size: 21px; }
```

```
h4 { font-size: 18px; }
```

```
h5 { font-size: 16px; }
```



# Typography

Basic methods for establishing a visual typographic hierarchy:

- **Size**
- **Weight**
- **Color**
- **Position**
- **Type Contrast**

## Simple rules for good typography

Here are some **basic rules to improve your typography** across either web or print. Of course, these rules are only to start with, and rules are meant to be broken. But if you want something to look neat, clean and generally well designed they are a good set to follow.

### Don't use too many typefaces

Consistency throughout a document or website is helpful. It brings unity and one identity. It also makes it clean, tidy and just basically not messy. A good rule to follow then is to not use more than 3 different typefaces in one document.

### Hierarchy

It is always important in typography to pay close attention to the hierarchy of the page. The most basic thing is to keep the headline at the top of the page in a larger size. But more than this it's just a case of looking at the page and asking other people what they read first. As a designer we should be thinking about communication constantly. This is our primary focus.

### Font size

Use no more than 4 font sizes in a document or website. Preferably 3. Again this is a case of consistency. Too many copy sizes make a document disjointed. 3 also allows enough variation to emphasise certain text and categorise text together. For example, you have

one size for a heading, one for an introduction, one for body text and one for a pullout quote or something else. This will be consistent across the whole 8-10pt for body copy. Always keep body point between these sizes. It looks neat and tidy and allows headings. Definitely do not go over 12pt.

### A typeface not legible is not a typeface

There is a place for all kinds of artistic typefaces, but for good standard copy lets keep things simple people. It must be legible. This is certainly the case for body copy. Keep experimental typefaces for posters or at best headlines. They are never well received in large quantities. Can you read this easily?

### Leading

Leading is essentially the vertical space between the lines of type. Leading is something that so many designers forget about, its easy just to stick with the auto settings. But trust me, this can make or break a document. Pay close attention to your leading. I personally like to

keep my leading tight, but without ever overlapping. Usually I will go for a little above the font size, slightly below the auto setting. This works especially well with helvetica like typefaces. Either way, there should not be too much space, and the letters should not overlap at all!

### Kerning

Kerning is the spacing between letters. Again, like leading this seems like an obvious one, but still needs careful attention. Consider if your typeface generally needs spacing out more, or if it looks better with tighter kerning. I always prefer helvetica and futura manually tightened as they have quite a bit of space between letters on the normal setting. Also it is worth taking special care with specific characters. Again, no characters should overlap. An example of this is for helvetica r and t characters together. Be worth kerning manually in this case.

### Accent or emphasise

This can help bring out key words and also break up large sections of text. Large chunks of copy tend to

# Typography

## Size

### Band History

Although they have played music together since childhood, the brothers Scott and Seth Avett truly began their partnership in the late 1990s with the merger of Seth's high school rock band, Margo, and Scott's college group, Nemo. After releasing three albums under the "Nemo" moniker, the Avetts started experimenting with acoustic music with some friends at night.

# Typography

## Color

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## Position

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# Typography

## Contrasting Type

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# Typography

## Combination

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# Typography

## CSS Font Properties

[http://www.w3schools.com/css/css\\_font.asp](http://www.w3schools.com/css/css_font.asp)

**font {**     Sets all the font properties in one declaration

**font-family {**   Specifies the font family for text

**font-size {**     Specifies the font size of text

**font-style {**    Specifies the font style for text

**font-variant {** Specifies whether or not a text should be displayed in a small-caps font

**font-weight {** Specifies the weight of a font

# Typography

## CSS Text Properties

[http://www.w3schools.com/css/css\\_text.asp](http://www.w3schools.com/css/css_text.asp)

**color** { Sets the color of text

**direction** { Specifies the text direction/writing direction

**letter-spacing** { Increases or decreases the space between characters in a text

**line-height** { Sets the line height

**text-align** { Specifies the horizontal alignment of text

**text-decoration** { Specifies the decoration added to text

**text-indent** { Specifies the indentation of the first line in a text-block

# Typography

## CSS Text Properties

[http://www.w3schools.com/css/css\\_text.asp](http://www.w3schools.com/css/css_text.asp)

**text-shadow** { Specifies the shadow effect added to text

**text-transform** { Controls the capitalization of text

**vertical-align** { Sets the vertical alignment of an element

**white-space** { Specifies how white-space inside an element is handled

**word-spacing** { Increases or decreases the space between words in a text



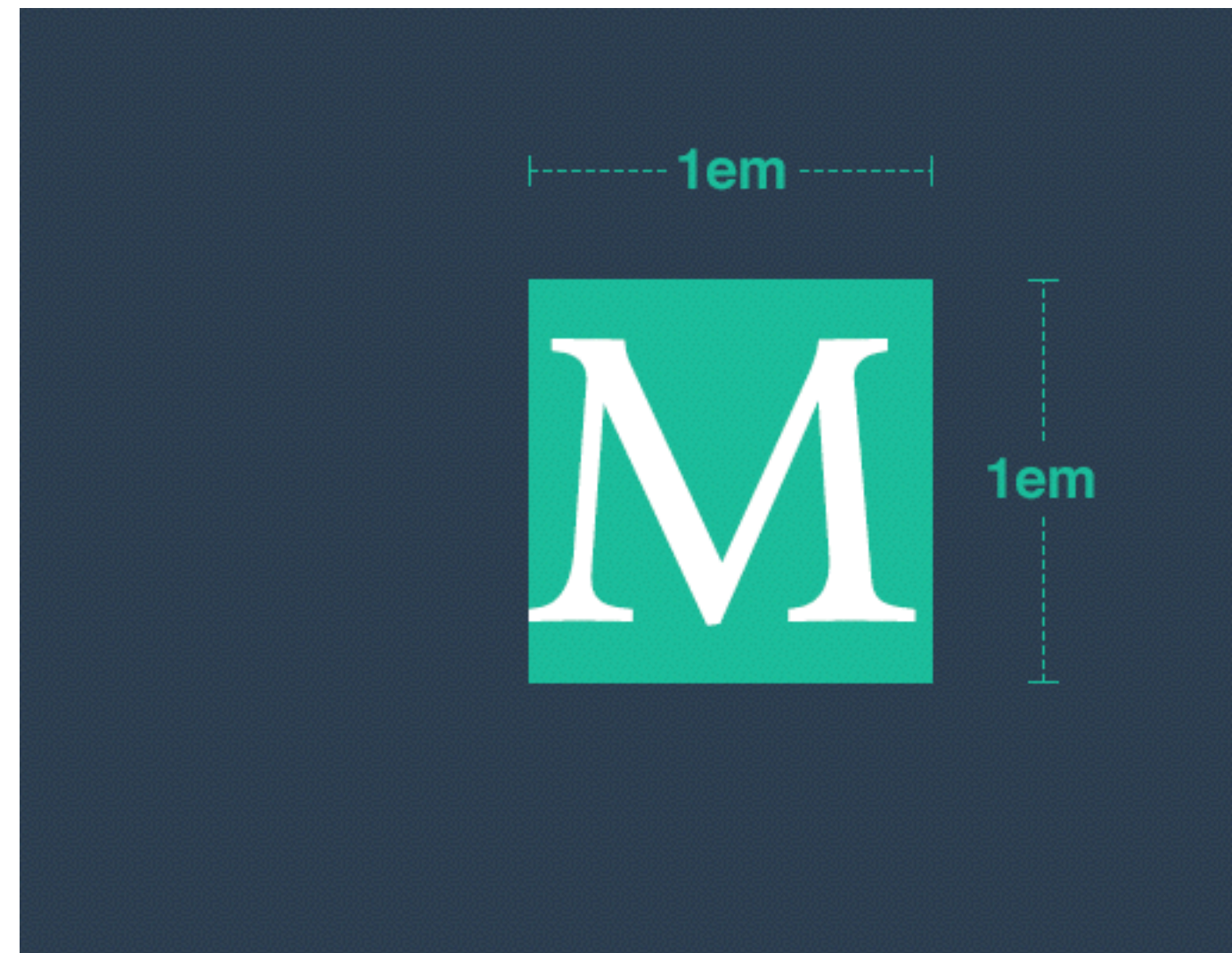
# Typography

## Understanding EM

<http://webdesign.tutsplus.com/articles/taking-the-erm-out-of-ems--webdesign-12321>

**Unlike pixels, which are absolute, ems are *relative* to their parent's font size**

1em is equal to the inherited font size. If the font size of a <div> is set to 16px, 1em within that <div> is equivalent to 16px. If the font size of that <div> changes to 20px, 1em within that <div> is equivalent to 20px.



# Typography

“Typographic hierarchy is a *system* for organizing type that establishes an order of *importance* within the data, allowing the reader to *easily find* what they are looking for and *navigate* the content.”

# Typography

## Legibility VS Readability

To paraphrase Stephen Coles, the term readability doesn't ask simply, *"Can you read it?"* but *"Do you want to read it?"*

# Typography

## Legibility VS Readability

Good  
legibility

**POOR  
LEGIBILITY**

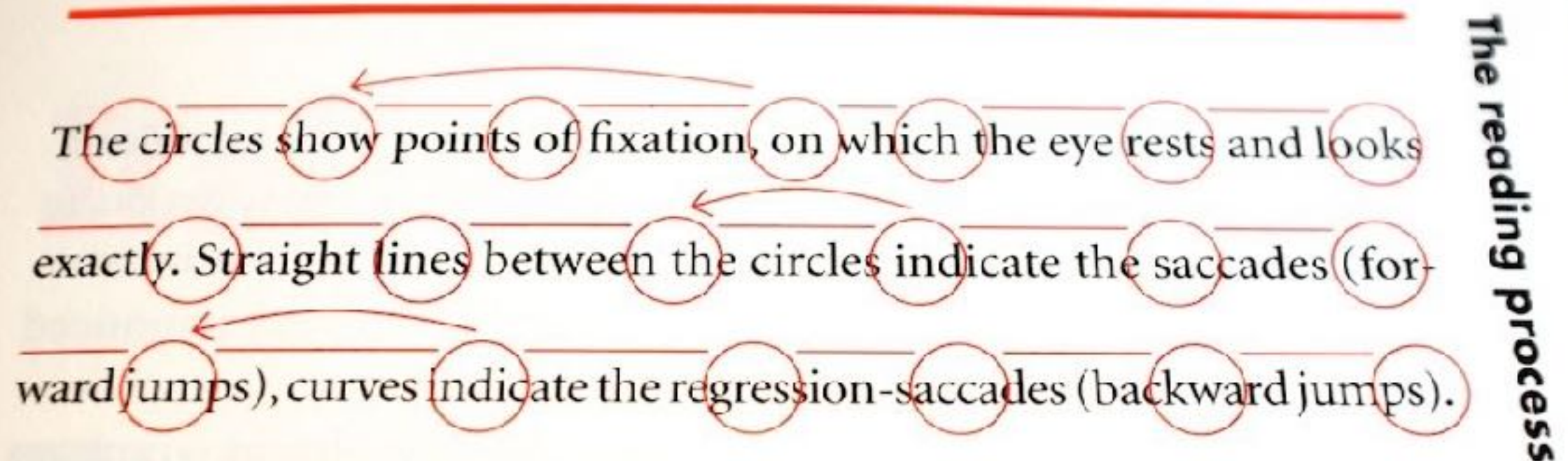
Good readability.  
More comfortable  
to read.

Poor Readability.  
Less comfortable  
to read.

# Typography

## Saccades and Fixations

How our eyes move over text and allow our brain to process information.

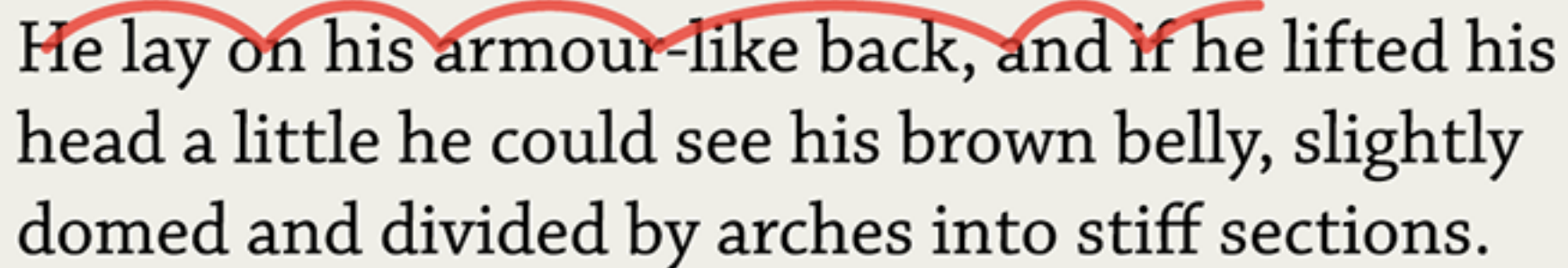




# Typography

## Saccades

Series of back and forth movements called saccades, or lightning-fast hops across a line of text



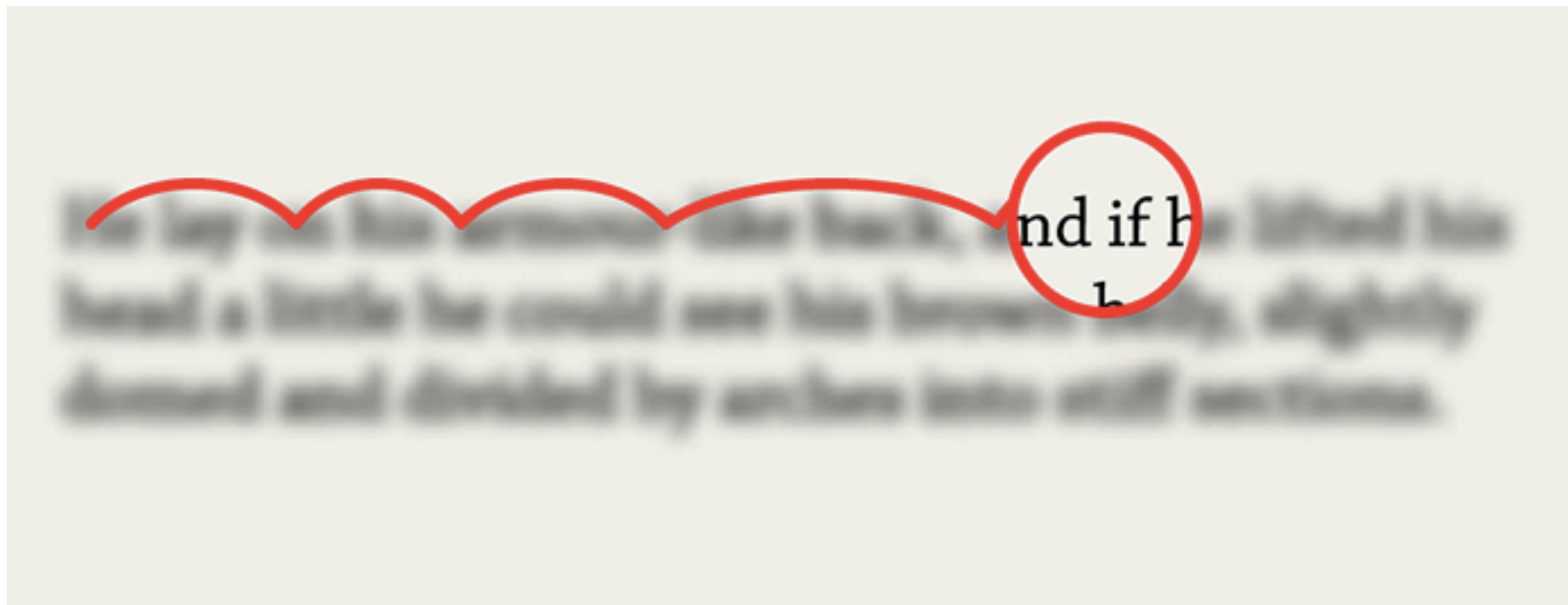
He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

The diagram shows a series of red, overlapping, downward-curving arcs drawn over the first line of the text. These arcs represent the 'lightning-fast hops' or saccades of the eye as it moves across the line of text from left to right.

# Typography

## Fixations

Fixations are the brief moments of pause between saccades.



# Typography

## **Think about the end user**

Readers for web could be in many different situations remember to consider design for the outliers as well as typical user cases.