

# Visual Communication: Web Interface design 2

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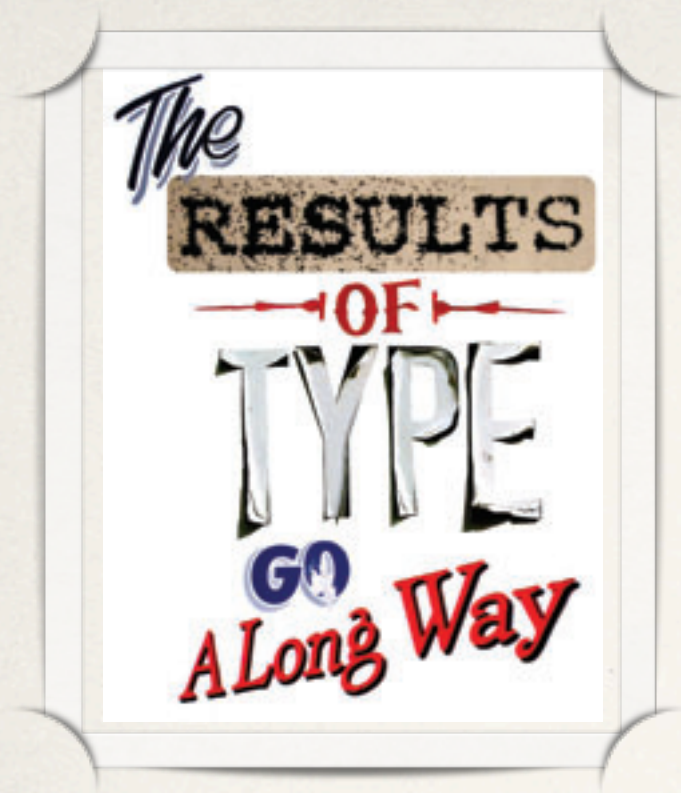
# Typography

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- ❖ Whether we're talking about an online ecommerce store, a web presence for a Fortune 500 company, or a profile for a social networking site, typography is a vital component.
- ❖ It is the substance of branding, the key to unspoken communication, and an essential piece of the web design pie.





- ❖ The root words that make up typography are typos, meaning impression or mark, and grapheia, meaning writing; typography literally means making impressions with writing.



# Taking Type to the Web

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- ✧ When it comes to the Web and choosing fonts for text that will be displayed in a browser, it doesn't matter if you have five, or 5,000, fonts installed; you have to think in terms of the lowest common denominator.
- ✧ The number of font families that are supported, by default, across both major operating systems is very small. This list of nine font families is commonly known as the safe list.

Arial

**Arial Black**

**Comic Sans MS**

Courier New

Georgia

**Impact**

**Times New Roman**

**Trebuchet MS**

**Verdana**

# Anatomy of a Letterform

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it is important that you know some basic terminology before we get started talking about type

**BAD** **OD**  
**TYPOGR**  
**GRAPHY**  
**IS** **IS**  
**EVERY**  
**BL** **WHERE**

GOOD TYPOGRAPHY IS INVISIBLE /  
BAD TYPOGRAPHY IS EVERYWHERE



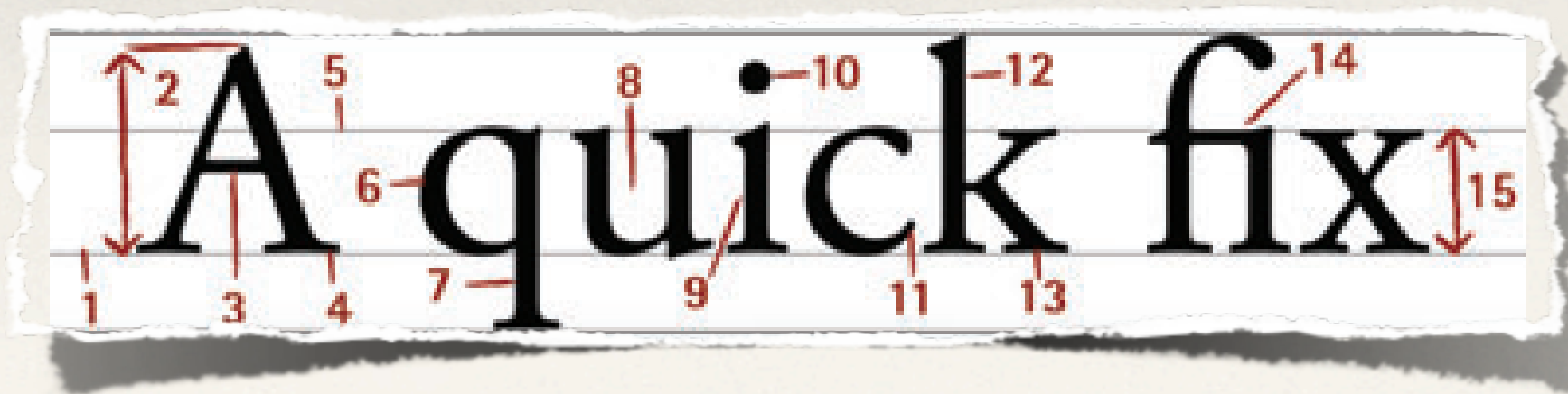




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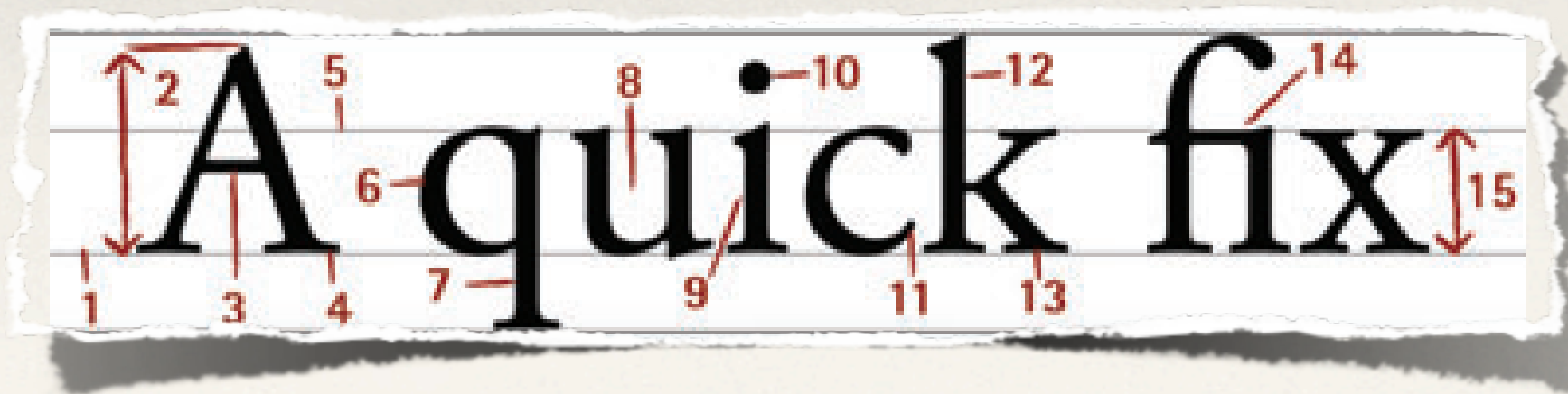
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- ❖ **5. meanline:** Another imaginary horizontal line that marks the top edge of the lowercase letters is the meanline. Contrary to the way it sounds, the meanline isn't always exactly centered between the baseline and the cap height.
  - ❖ **6. bowl:** The bowl of a letter is the rounded curve that encloses negative space in a letterform. Examples of bowls can be seen in the letters "D," "o," and "g."
  - ❖ **7. descender:** The lower portion of the lowercase letters "g," "j," "p," "q," and "y" that extend below the baseline of a typeface is known as the descender.





- ❖ **8. counter:** The negative space within a letter is called the counter. In some letters, like "A," "o," and "P," the counter is fully enclosed. The non-closed negative spaces in letters like "G," "u," and "c" are also known as counters.
- ❖ **9. stem:** A stem is the main vertical or diagonal stroke in a letterform. These include the vertical portions of the letters "I" and "H," as well as all of the strokes in the letter "W."
- ❖ **10. tittle:** This is probably my favorite typeface term. Tittle is the name given to the dot above the lowercase "j" and "i."
- ❖ **11. terminal:** The end of a stem or stroke that has no serif is known as a terminal. Even the ends of some serif typefaces have terminals, as you can see in the letter "c"
- ❖ **12. ascender:** The tops of most lowercase letters form an imaginary line that's known as the meanline. Some lowercase letters have an ascender, which is an extension that rises above the meanline. Those letters are "b," "d," "f," "h," "k," "l," and "t."





- ❖ **13. leg:** The lower, angled strokes seen in the letters “K,” “R,” and “Q” are known as legs. These are also sometimes referred to as tails.
- ❖ **14. ligature:** The “f” and “i” of the word “fix” are actually combined into one character. This combination of characters is known as a ligature. Ligatures exist to give the spacing between certain characters a greater aesthetic balance.
- ❖ **15. x-height:** The x-height is exactly what you would expect it to be: the height of the lowercase x in a typeface. Essentially the x-height is the distance between the baseline and the meanline of a typeface. Although it’s not very practical, you can actually use x-height as a relative unit of measurement in CSS (ex).



# Text Spacing

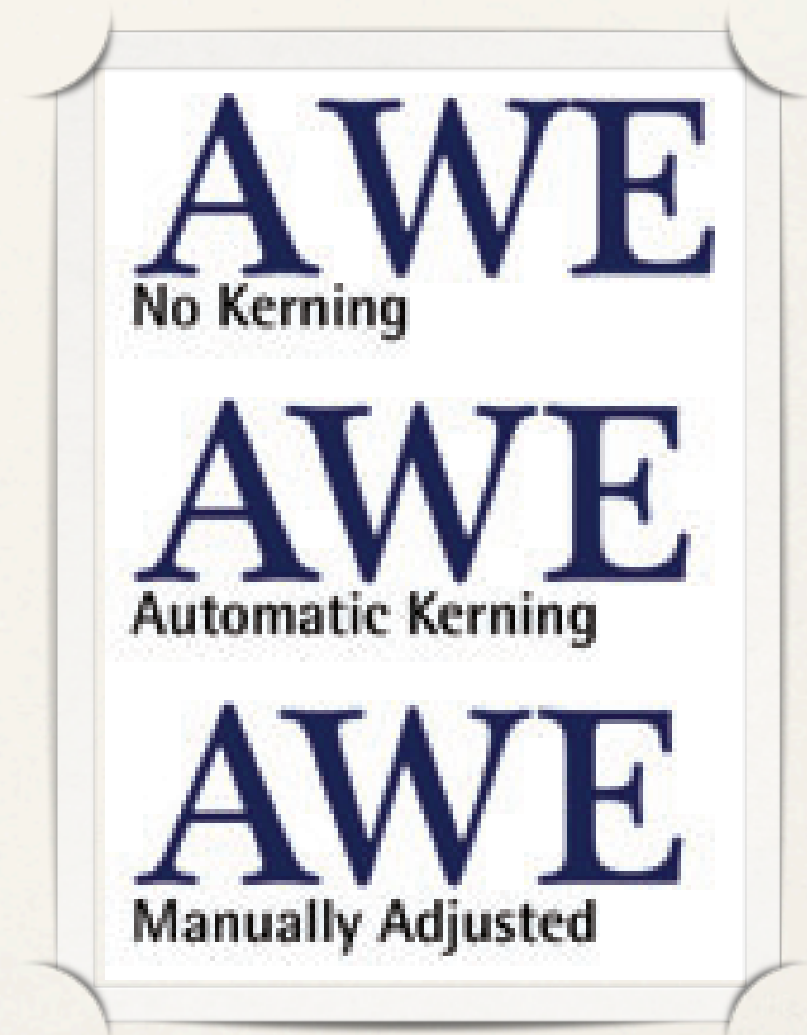
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- ❖ Regardless of whether we're talking about using type for print or for the Web, there are two directions in which we can control spacing: horizontally, and vertically.

# Horizontal Spacing

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- \* **Kerning** and **tracking** are two terms you'll often hear in conversations about horizontal letter spacing.
- \* Kerning is the process of adjusting the space between individual letters.
- \* The kerning between the letters "Wa," for instance, should be—and is—much tighter than the kerning between "WV."
- \* Tracking adjusts the horizontal spacing between letterforms, but applies to the space between each letter.

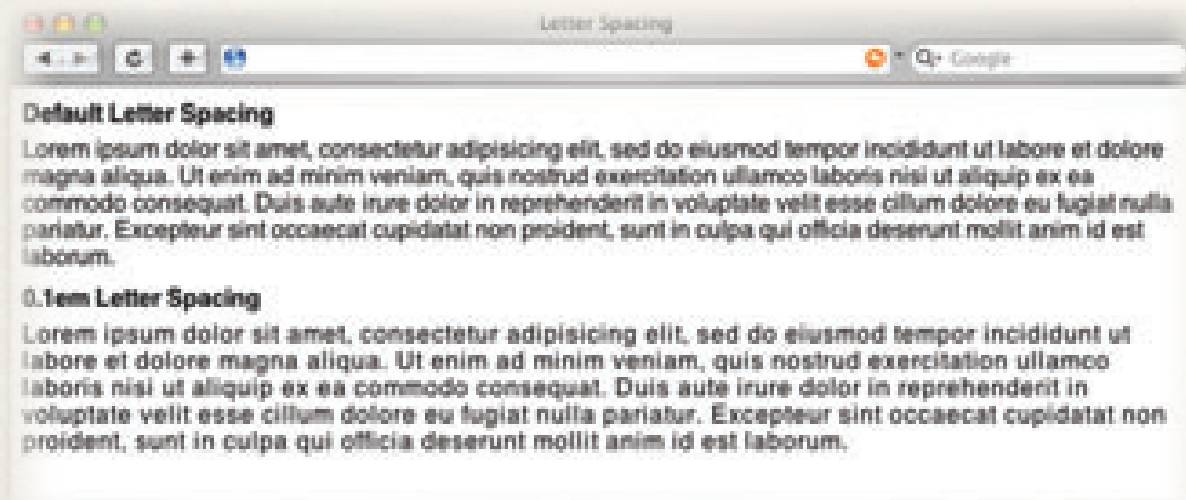




# Vertical Spacing

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- ❖ In print design language, the vertical space between lines of text is known as leading.
- ❖ Text with added vertical space is much easier to read
- ❖ An **em** is a CSS unit that measures the size of a font, from the top of a font's cap height to the bottom of its lowest descender. Originally, the em was equal to the width of the capital letter M, which is where its name originated.





# Text Alignment

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- ❖ When text is **justified**, the letter and word spacing is automatically adjusted so that each full line of text has a word or letter that lines up against the left and right edges of the text area.
- ❖ When text is centered or aligned along the left or right edge of the page or column, the spacing between the characters and words remains constant.

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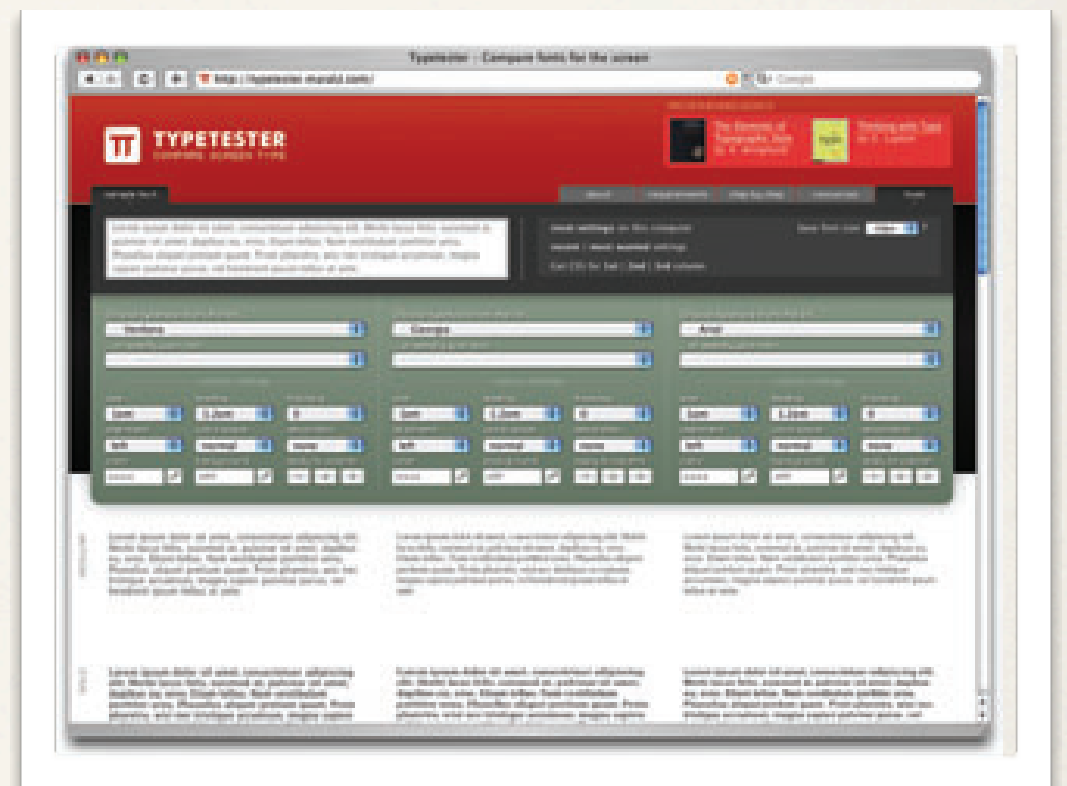
Justified text and narrow columns, particularly narrow columns with longer words do not play well together either.



# compare HTML type

- ❖ If you want to see how some HTML text will look with different leading, tracking, and alignment settings applied, a great tool to check out is Marko Dugonji's Typetester.

<http://typetester.maratz.com/>





# Typeface Distinctions

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- ❖ The average Windows PC has just over 40 fonts installed by default, while the average Mac user has access to around 100 fonts.
- ❖ Many of these fonts are grouped together into **font families**, with each font in the family representing a different variation of the font after which the family is named.
- ❖ Most font families include the regular font face along with **italic, bold, and bold italic** variants.
- ❖ Some fonts have no variations at all, some may only have bold or italic, and some commercially available font families have hundreds of variants.



# Typeface categories

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- ❖ The majority of font families can be classified as either serif or sans serif.
- ❖ Beyond this distinction, there are many other ways in which we can classify and group fonts.
- ❖ We can also group fonts into six simple categories: serif, sans serif, handwritten, monospace, novelty, and dingbats.

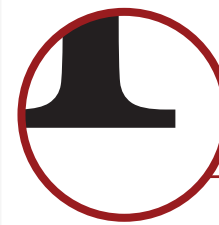


# Serif Fonts

- ❖ There is much debate over the original purpose of these ornamental strokes, but in more recent history, they've been proven to increase legibility in large blocks of text by providing a horizontal line of reference.
- ❖ **old-style serif font**: When I see an old-style serif font, it seems to me to have a hint of historic, hand-crafted charm. At the same time, fonts like Garamond are extremely versatile. They're not so old-fashioned that they can't be used in modern applications.

Garamond

Old-Style

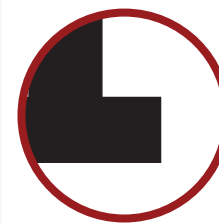


Baskerville

Transitional

Didot

Modern



Rockwell

Slab



# Serif Fonts

- ❖ **transitional serif font**: The curved angle that connects the terminal of the stroke to the serif is known as a bracket. Straight lines gives this category of font a more modern and mechanical voice.
- ❖ **modern serif font**: Modern serif fonts provide a large amount of contrast between the thick and thin strokes, and their serifs are often completely unbracketed. Today, these fonts have an association with elegance, sophistication, and fashion. Because of their fine-line details, modern serif fonts are really only suitable for use in headlines.





# Sans Serif Fonts

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- ❖ They stand out as headlines, especially when placed near body text that's set in a serif face. This has long been a standard practice in print design.
- ❖ However, on the Web, the opposite has become true as designers use sans serif fonts for body text, contrasted with serif-font headlines.
- ❖ Regardless of how they're used, sans serif fonts are extremely legible and practical for almost any purpose.





# Handwritten Fonts

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- ❖ Yet the wonderful thing about handwriting is that it acts as a symbol of humanity, and gives a tangible personality to the text it represents.
- ❖ Handwritten fonts provide personality without the human error factor.

*Shall we visit the Winery?*

Bikham Script Pro

*The cow says 'moo'.*

Kemie PX

*Sorority Sisters Unite*

Snell Roundhand

*STRAIGHT UP GANGSTA*

Bring tha noize

# Fixed-width Fonts

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- ❖ You may have noticed by now that in most fonts, each letter takes up a different amount of space.
- ❖ For instance, the capital “W” takes up a large area, while the letter “l” has a very narrow footprint.
- ❖ The explanation for this phenomenon is that the majority of fonts are proportionately spaced. Associated with each character of each font are rules that determine not only the width of the character, but also the amount of space that will appear around each character.

**Women of the world wear makeup.  
The lily in the valley is tiny.**



# Fixed-width Fonts

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- ❖ The reason the two sentences appear to be the same width now is that Courier is a fixed-width or monospaced font.
- ❖ This category of fonts has uniform spacing, and the letterforms are designed so that they are similar in width.

Women of the world wear makeup.  
The lily in the valley is tiny.



# Novelty Fonts

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- ❖ Novelty fonts, which are also known as display or **decorative fonts**, represent the vast majority of the fonts that are available for free online.
- ❖ By their very nature, these fonts are less legible than their traditional counterparts, but when used sparingly, they can add a wealth of personality and flair to a design.
- ❖ Most clients will already have some form of branding in place, and choosing a bizarre or offbeat novelty font may tarnish the company's image.









# Choosing the Right Fonts

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- ❖ There's no right answer for any of these scenarios, but there are definitely some fonts that just don't work in each case.
- ❖ First, try to narrow the field down to a few good candidates, then try to refine your choices again, until you find one that works well.
- ❖ Try asking a friend or coworker the question "Which one makes you feel more adjective?" replacing adjective with the feeling you're aiming to elicit.

Joe's Restaurant Skia	Joe's Restaurant Versailles	Joe's Restaurant Legault	Joe's Restaurant Colona MT
JOE'S RESTAURANT Lithos Pro	JOE'S RESTAURANT Charlemagne	Joe's Restaurant Park Avenue	Joe's Restaurant Disgusting Behavior
JOE'S RESTAURANT Umbra	Joe's Restaurant Amigo	Joe's Restaurant Sloop	Joe's Restaurant Bubbledot ICG
Joe's Restaurant Insignia	Joe's Restaurant Adobe Jenson Pro	Joe's Restaurant Pelican	JOE'S RESTAURANT Cottonwood
Joe's Restaurant Bauhaus 93	Joe's Restaurant Modern No. 20	Joe's Restaurant Harrington	Joe's restaurant Slugfest