

Fall 2017 — ar589.github.io

Week 3

Interactive Design

The Design
Process

Typography

Type-Focused
CSS Properties

Challenge Review!

The Design Process

**What is the job
of a designer?**

Understand the Content

- What's the point?
- How should the user feel?

Identify Design Opportunities

- How can you generate interest?
- What parts of the content can benefit from design attention?

Understand the Audience

- What are they looking for?
- How can you help?

Consider the Context

- What devices will be used?
- What is the user's environment like?
- How does your design adapt?

Engage the viewer.

Typography on Screen

Type should be

- Legible: Able to be read
- Readable: Pleasant to read
- Scannable: Able to be parsed quickly

Hallmarks of Good Typography

- Strong hierarchy
- Comfortable leading
- A proportional line length

Typography-Focused CSS Properties

Color

Defines the color of the text.

Value can be HEX, RGB, HSL, or a CSS color name.

```
.mytext {  
  color: blue;  
}
```

Font Family

Defines the typeface.

Accepts multiple fall back values;

```
.mytext {  
  font-family: "Helvetica Neue", Arial, sans-serif;  
}
```

Font Style

Defines how much the font should be slanted.
Values are 'normal', 'italic', and 'oblique'.

```
.mytext {  
    font-style: italic;  
}
```


Font Weight

Defines how bold the font should be.
Typical values are 'normal' and 'bold'.

```
.mytext {  
  font-weight: bold;  
}
```

Text Transform

Defines how the text content should be transformed.
Values are 'none', 'capitalize', and 'uppercase'.

```
.mytext {  
  text-transform: uppercase;  
}
```

Line Height

Defines the height of a single line of text. Designers call this “leading.” Use “unitless” values.

```
.mytext {  
  line-height: 1.6;  
}
```

Max Width

Defines the maximum width of the element.
Use this to control line length.

```
.mytext {  
  max-width: 600px;  
}
```

Challenge 3

Make a type specimen webpage for a web-safe font.

Examples

- Helvetica
- Arial
- Times New Roman
- Georgia
- Verdana
- Courier

Requirements

- At least three different type sizes
- Display and body copy
- At least regular, bold, and italic styles
- Special characters

See the course website for examples.