

TYPOGRAPHY

THE ULTIMATE WEB DESIGNER • BRAD HUSSEY

WHAT IS TYPOGRAPHY?

Gives a *voice* to written content

Increases (or decreases) readability

Gives content *form* and can *shape* a message

Gives *flow* to the message

silly

SILLY

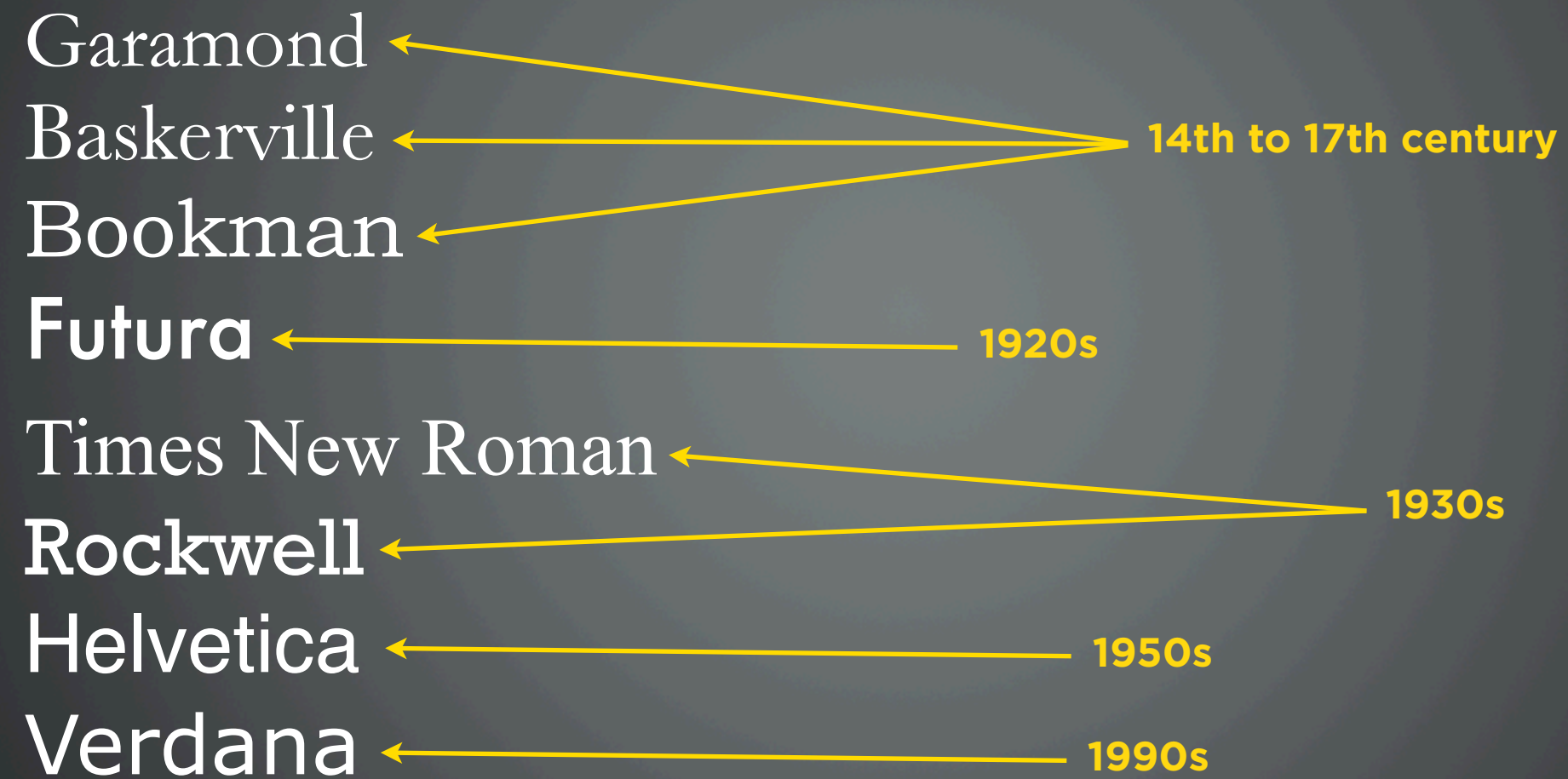
danger

DANGER

BUY NOW

buy now

THROUGH THE CENTURIES



Serif Typeface

Pin

SANS-SERIF TYPEFACE

PIN

BASIC TYPEFACE ANATOMY

Typography

ASCENDER

SERIF

DESCENDER



BASIC TYPEFACE ANATOMY



THAT'S THE BASICS. ONWARD & UPWARD!

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