

# Typography and Bauhaus

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Time	Subject
8.30	Agenda and todays Literature
8.40	Why typography
8.50	Code school Exercises
9.20	Typography history and chocolate
9.40	A Website
<b>10.00</b>	<b>Break</b>
10.30	A typography toolbox
10.45	Lessons from Bauhaus
11.20	Creating a Style Guide
12.00	Dismissed

## Todays Schedule

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# For this week:

Topic: Typography and lessons from Bauhaus on how to express style.

## Read / watch:

[Tim Dikun] 19 min video on typography – Watch all three!

[Anni Murrey] Six Lessons from the Bauhaus : Must read!

[Dan Mayor] What font should I Use: Must read!

[John Doyle] Very interesting research and the chocolate experiment!

## Homework and preparation

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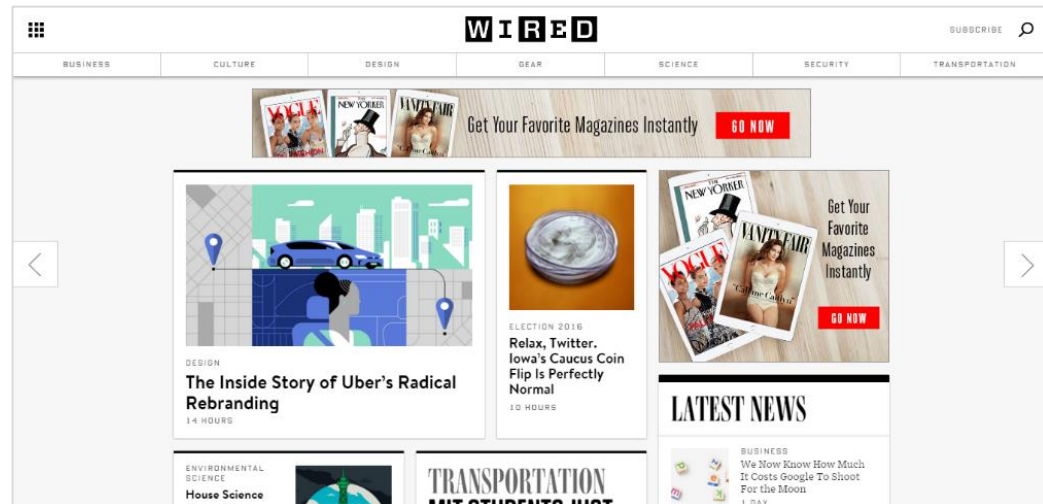
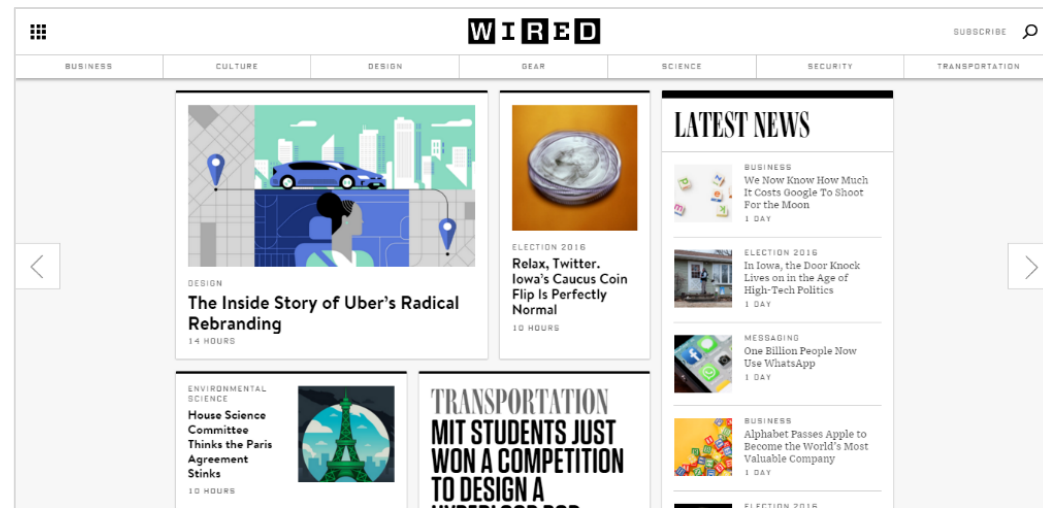
# “Content is king”

- Tim Dikun

You shape the design to fit and support the content. (But...)

Content is read and interpreted by the users (it is decoded).

The frame or context for this interpretation can be designed and controlled.



## Why Topography?

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CSS ZEN GARDEN

# The Beauty of CSS Design

A DEMONSTRATION OF WHAT CAN BE ACCOMPLISHED THROUGH CSS-BASED DESIGN. SELECT ANY STYLE SHEET FROM THE LIST TO LOAD IT INTO THIS PAGE.

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DOWNLOAD THE EXAMPLE [HTML FILE](#) AND [CSS FILE](#)

## Select a Design:

[Mid Century Modern](#) by [Andrew Lohman](#)

[Garments](#) by [Dan Mall](#)

[Steel](#) by [Steffen Knoeller](#)

[Apothecary](#) by [Trent Walton](#)

[Screen Filler](#) by [Elliot Jay Stocks](#)

[Fountain Kiss](#) by [Jeremy Carlson](#)

[A Robot Named Jimmy](#) by [meltmedia](#)

[Verde Moderna](#) by [Dave Shea](#)

## Archives:

[Next Designs](#) ›

[View All Designs](#)

Same content – different interpretation

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# CSS ZEN GARDEN

*The Beauty of CSS Design*

[VIEW ALL DESIGNS](#)



A demonstration of what can be accomplished through CSS-based design. Select any style sheet from the list to load it into this page.

Download the example  HTML FILE and  CSS FILE

## THE ROAD TO ENLIGHTENMENT

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, broken CSS support, and abandoned browsers.

We must clear the mind of the past. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WASP, and the major browser creators.

The CSS Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the time-honored techniques in new and invigorating fashion. Become one with the web.

## SO WHAT IS THIS ABOUT?

There is a continuing need to show the power of CSS. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will

### MID-CENTURY MODERN

*by* Andrew Lohman

### GARMENTS

*by* Dan Mall

### STEEL

*by* Steffen Knoeller

### APOTHECARY

*by* Trent Walton

### SCREEN FILLER

*by* Elliot Jay Stocks

### FOUNTAIN KISS

*by* Jeremy Carlson

# Same content – different interpretation

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“Typefaces are of monumental importance in the mobile era, essential both as a means of **clearly communicating information** and **distinguishing one app or website from another.**”

- *Steven Heller, Designer and journalist*



Typography is not only communicating the actual text, but communicating a style.

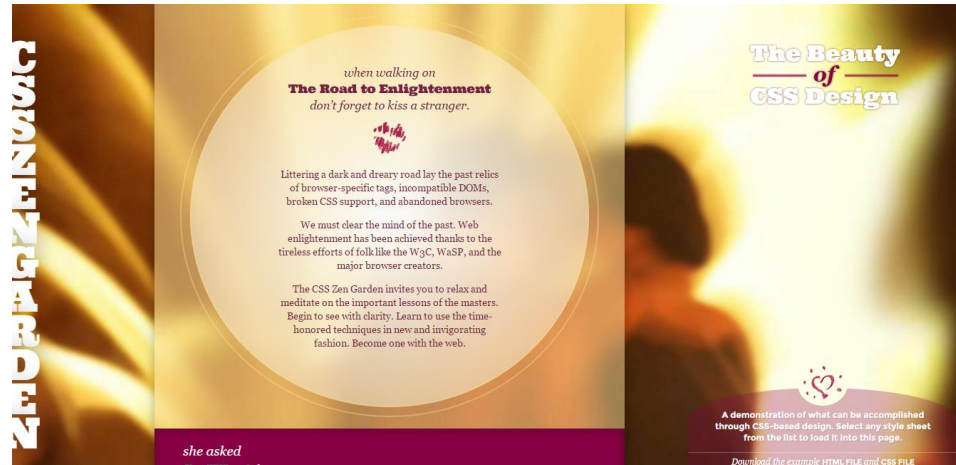
It is sending a message about you – a message about the author and sender.

## Why Topography?

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## ***“Reflect the spirit of content”*** – Tim Dikun



As **developers** you must be ready to interpret and communicate content. Typography is not just text that needs some styling. It is not just eye candy.

Typography changes the way content is communicated and received, it changes the way users see your product and what they expect.

## Why Topography?

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**Typography** is the technic (or art) of creating Readability and Visual Equity.

**Visual Equity** is “Value of visible form”. It is how a logo/text looks and feels.

So typography is the act of making written language(text) **readable**, by **clear character distinction**, and **appealing** when displayed.

To do this, we: select typeface, adjust size, decide on length and shape of the text by adjusting word and letter spacing, as well as line spacing.

Typography can also be purely decorative

What is Typography  
(according to John Doyle)

---



# Class

Serif.      Sans Serif.

**Serif**

*Serifs are the small lines tailing from the edges of letters*

Script.

*Ren*

Graphic.



Class >

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# Style

A collection of Typefaces that share certain commonalities regarding weight and shape, therefor expressing similar visual values (or style).



Check out [Fonts.com](https://fonts.com) for many more

Class > Style >

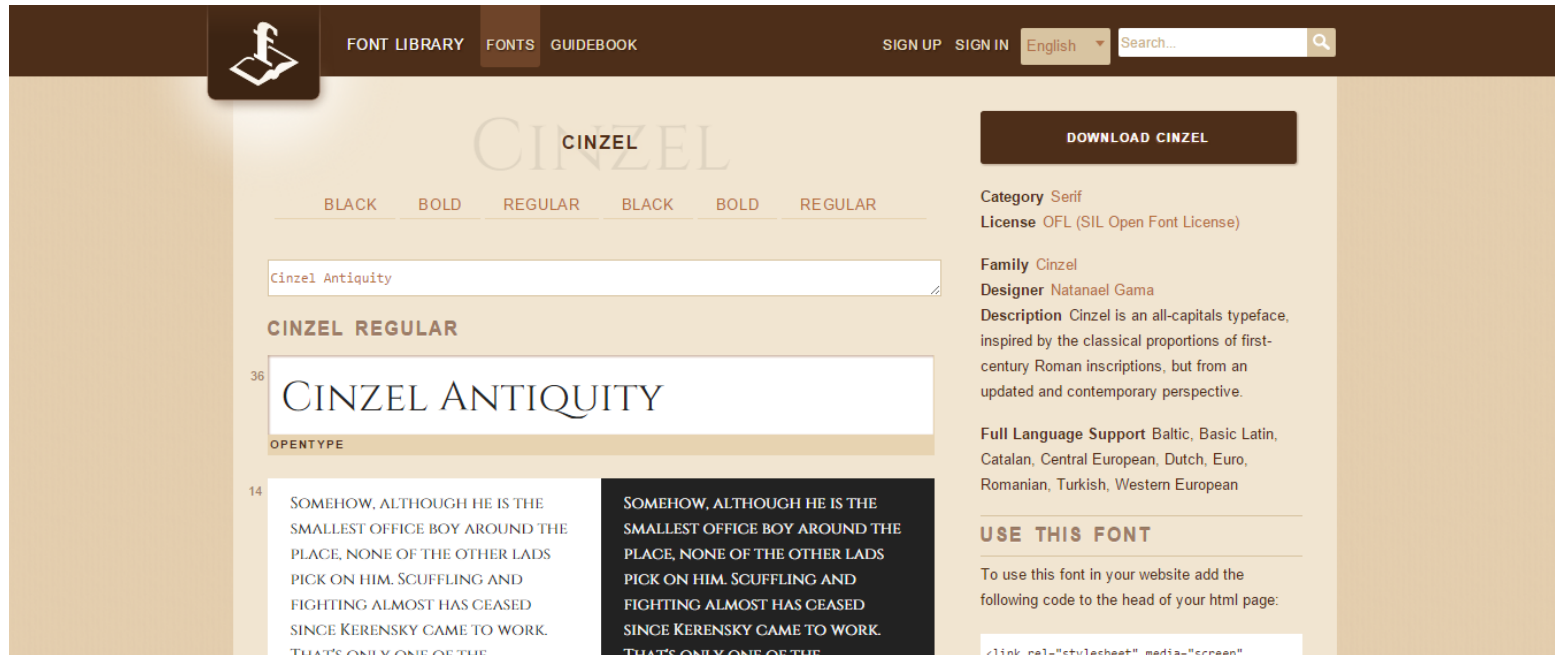
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# Typeface / Font family

Different variations of a certain font.



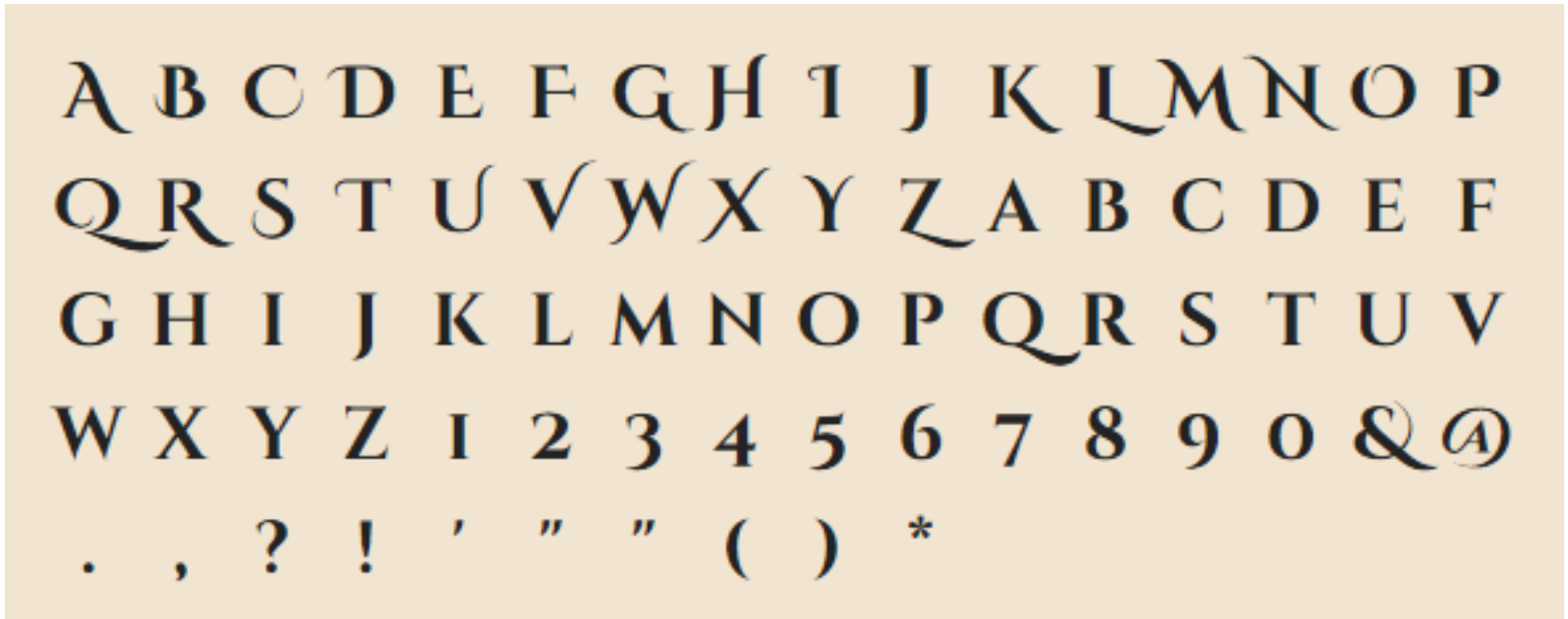
Check out Fontlibrary.org for many more

Class > Style > Typeface

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# Font

A specific set of Glyphs sharing visual traits and belonging to the same design.

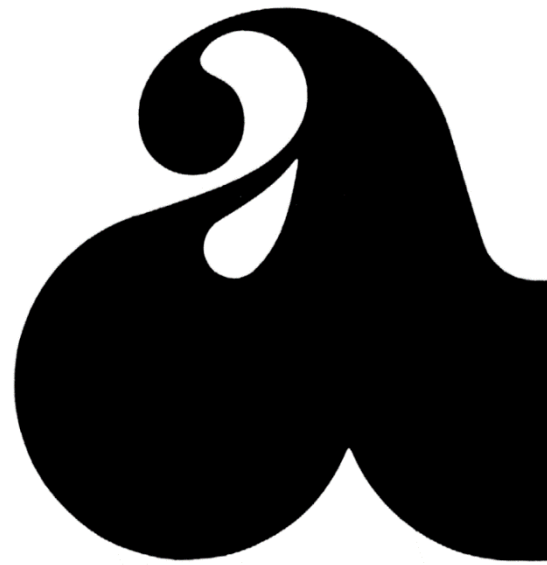


Class > Style > Typeface > Font

---

# Glyph

A unique symbol representing a readable character, which, when combined with other glyphs creates a word.



Class > Style > Typeface > Font > Glyph

---





[illegible]



LEVEL 1

# Typography

## 1.1

### TYPEFACE CLASSIFICATIONS

- ☒ Typeface Classifications
- >\_ Typeface Mixing I
- >\_ Typeface Mixing II
- >\_ Context-Specific Typefaces I A
- >\_ Context-Specific Typefaces I B
- >\_ Context-Specific Typefaces II A
- >\_ Context-Specific Typefaces II B

## 1.2

### SIZE, LEADING & WEIGHTS

- ☒ Size, Leading & Weights
- >\_ Font Size Adjustments
- >\_ Leading Adjustments

## 1.3

### LINE-WIDTH & WIDOWS

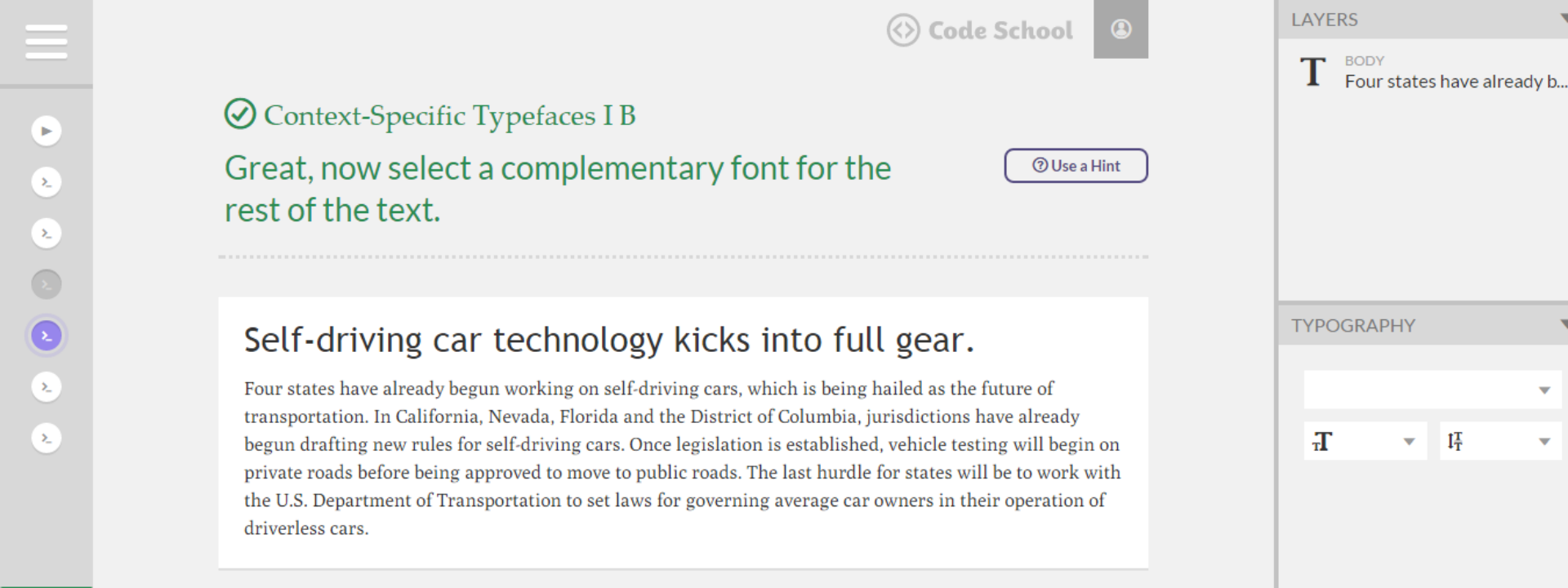
- ☒ Line-Width & Widows
- >\_ Line-Width Adjustments I
- >\_ Line-Width Adjustments II
- >\_ Widow Removal I
- >\_ Widow Removal II
- >\_ Widow Removal III

Check My Work

Continue

Code school

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Different industries have certain values  
Different typeface styles express certain values

The same style (Transitional) have different values depending on class (serif vs. sans serif)  
Values expressed by style are secondary in body text. Harmony is primary.

Code school example

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[illegible]

Hieroglyphs and pictograms.  
Used by ancient civilizations to  
represent ideas. Ca. 20.000 BC.

Evolved into alphabets and  
phonographic writing, which led to  
typographic systems. Ca. 3.500 BC.

First alphabet ca. 1.000 BC. Used by  
Greek (Alpha Beta = alphabet) and  
later by Romans who developed  
different scripts and styles.



## Brief history of typography

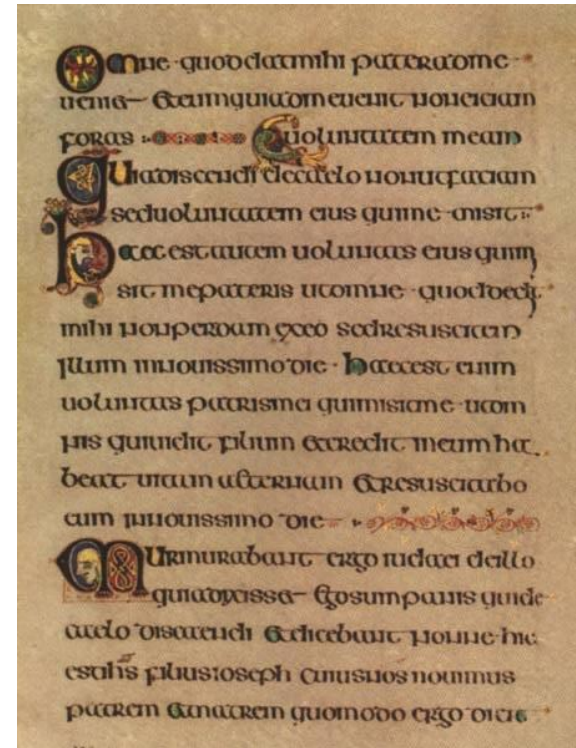
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The Middle saw hand-written and well-illustrated manuscripts. A wide range of writing styles with prominent features and rounded, elaborate lettering.

The art of Calligraphy spread and page layout became a thing.

15<sup>th</sup> century = Johannes Guttenberg and the Guttenberg press.

Text = information and communication.

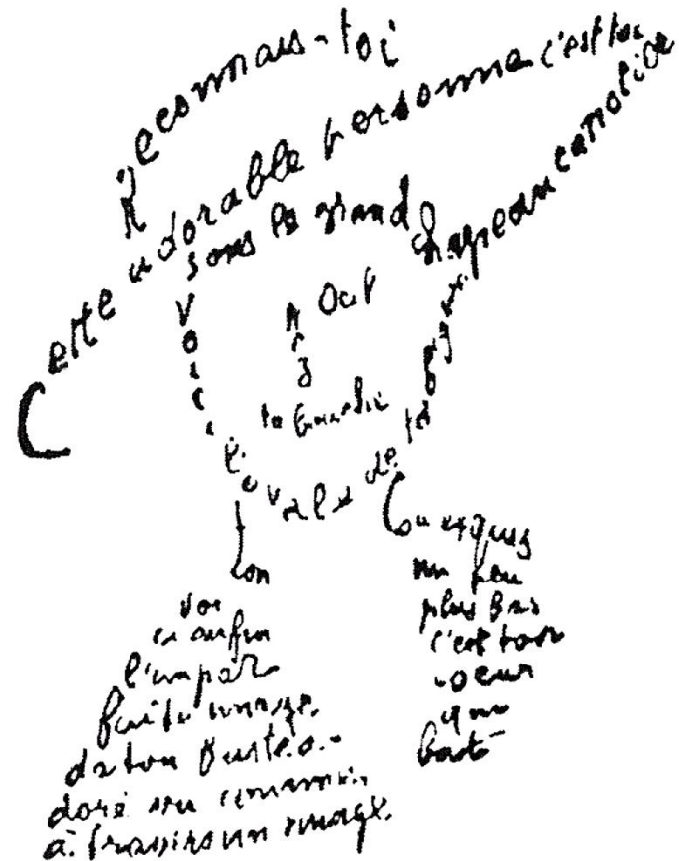


## Brief history of typography

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letters became art in the 20<sup>th</sup> century. The visual sets a mood for the reader. We utilize both the visual and the verbal. Think of it as sunglasses with a tone.

With typography – each font affects how you interpret what you are reading. Just like capital letters are read as someone shouting.



## Brief history of typography



Today "Type Foundaries" make fonts often licensed only for web-use.

A brand new typeface might cost you 400.000 Dkr. So use FontStand.

Rick Santorum's website pirated the Fedra font from Dutch type foundry Typotheque – who then sued the site and closed it.

[wired.com/2015/10/you-wouldnt-think-it-but-typeface-piracy-is-a-big-problem/#slide-6](http://wired.com/2015/10/you-wouldnt-think-it-but-typeface-piracy-is-a-big-problem/#slide-6)



## Brief history of typography

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

<b>Kelley</b> Cartoon Comic Groovy Old School Curly Western Eroded Distorted Destroy Horror	<b>Fire, Ice</b> Decorative Typewriter Stencil, Army Retro Initials Grid Various	<b>European look</b> Chinese, 3pin Arabic Mexican Roman, Greek Russian Various	<b>Techno</b> Square LCD Sq-ft Various <b>Bitmap</b> Pixel, Bitmap	<b>Gothic</b> Medieval Modern Celtic Initials Various	<b>Basic</b> Sans serif Serif Fixed width Various	<b>Script</b> Calligraphy School Handwritten Brush Trash Graffiti Various	<b>Decorative</b> Alien Animals Asian Ancient Runes, Elvish Esoteric Fantastic Horror Games Shapes	<b>Bar Code</b> Nature Sport Heads Kids TV, Movie Logos Sexy Army Music Various	<b>Holiday</b> Valentine Easter Halloween Christmas Various
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**How to install a font** (details in the [Help](#) section)

Extract the files you have downloaded, then:

- Windows 10/8/7/Vista: Right-click on the font files > "Install"
- Windows XP: Put the font files into C:\Windows\Fonts
- Mac OS X: Double-click the font file > "Install font" button. [Other OS...](#)

**29,216 fonts** of which:  
8,112 with accents  
9,409 with the Euro symbol

**Recently added fonts**

**Dry Brush** by Levi Szekeres

*Dry Brush*

**Fogtwo No5** by gluk

*Fogtwo No5*

**Milton One** by Youssef Habchi

**Download**

**Download**

**Download**

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<http://www.dafont.com/>

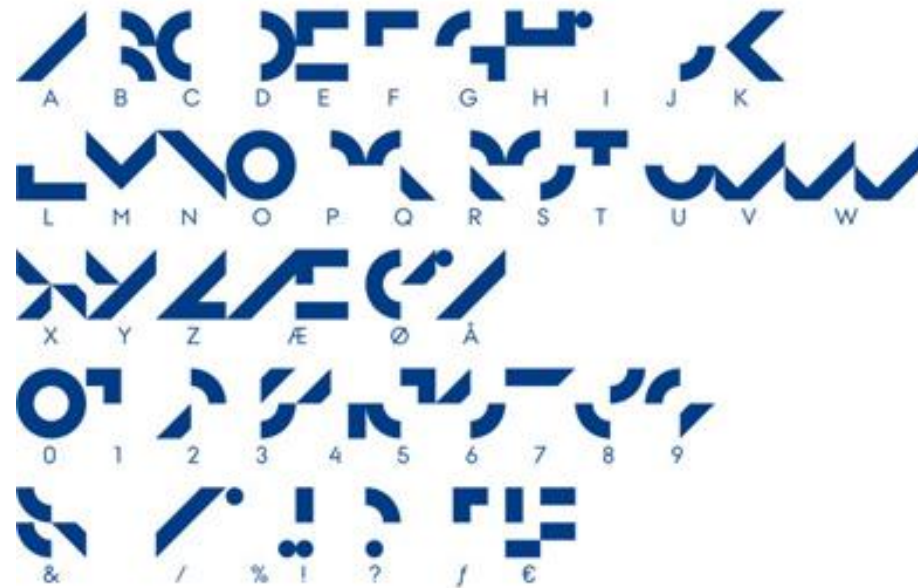
The Pirate Bay (65.000 Fonts)

DaFont

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Typography according to Mayor

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# Dress For The Occasion

“While appropriateness isn’t a sexy concept, it’s the acid test that should guide our choice of font.”

What are you saying and who are you talking to? Audience, Tone and Purpose.



## Typography according to Mayor

# Know Your Families(styles): Grouping Fonts



“Invest the time to get to know the typefaces and choose one that really suits you content well”  
- Dikun

Check out [Fontlibrary.org](https://fontlibrary.org) for many more

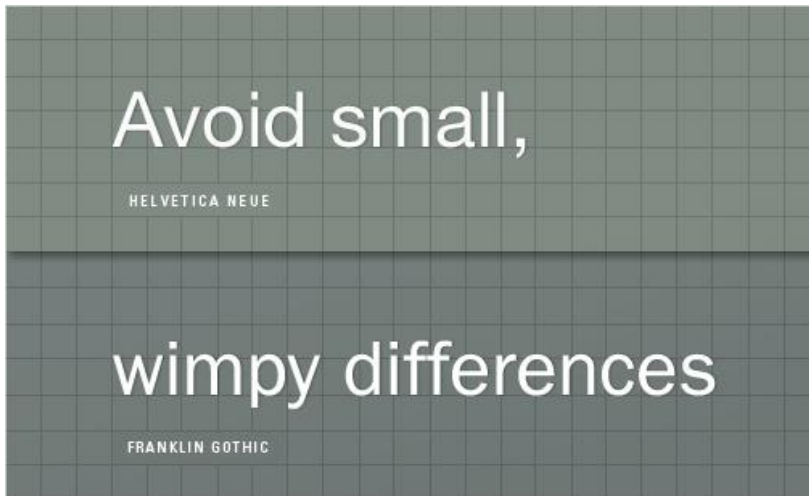
Check out [Fonts.com](https://fonts.com) for many more

## Typography according to Mayor

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# Don't Be a Wimp:

The Principle of Decisive Contrast or  
Choosing contrast over harmony



## Rules of thumb

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# Headings ... are the fun part.

- **The main text** should be easy to read. Think of it as glass through which the reader sees content. It conveys a message, that message is important.

- **Attention:** Once you got the attention of the reader, the typeface should become invisible and deliver content clearly.

**A note on UX:** Fonts “colour” content. In choosing a font you experience a clear distinction between usability and UX. It is not a trade off (or it should not be). The right font puts the reader in the right mood to grasp the content.

## Rules of thumb

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Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo Pp  
Qq Rr Ss Tt  
Uu Vv Ww  
Xx Yy Zz

Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo Pp  
Qq Rr Ss Tt  
Uu Vv Ww  
Xx Yy Zz

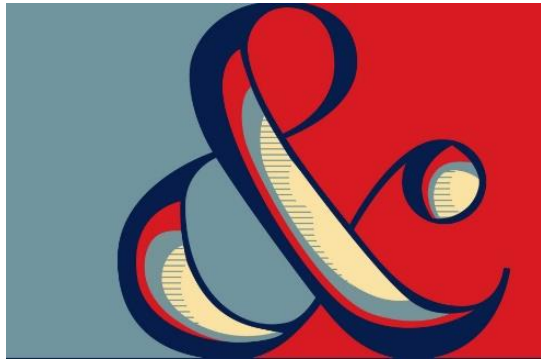
Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo Pp  
Qq Rr Ss Tt  
Uu Vv Ww  
Xx Yy Zz

The font you choose expresses a voice and an emotion.

Rules of thumb

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**In the mind of the user:** An industry or a type of product often goes together with a certain font or type.



This relationship is stronger than that between brand name and type.

*Signet  
Roundhand*

Even a name that is appropriate for a product can lose this appropriateness if written with the wrong font.

Findings by John Doyle et. al.

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[illegible]



# Web it up

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1. What is this sites mission and goal? And how can you tell?
  - What industry does it belong to and what does that signify?
2. Who are the sites users? How do you know?
  - Age, gender, salary, origins, hobbies, motivations?
3. On what platform and from where might this site be accessed?
  - What does this signify, and what are the users motivations for visiting?
4. Do you recognise any design patters? What do they signify?
  - Horizontal navbar at top or symmetrical composition?
5. Are they breaking any “rules” or doing anything original?
  - What is with the usability and User experience?

Web web web web art?

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Break 30 minutes

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”Invest the time to get to know the typefaces and choose one that really suits you content well”

- Dikun



Typography cheat sheet

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Use the text by Dan Mayo and Tim Dikuns tips from the video, to create you own - **easy and quick typography cheat sheet**.

1. Write down (copy/paste) the name of the style.
2. Write down what values and industries are associated with the style.
3. Give a clear example of the style.
4. Note several typefaces belonging to it (with links).
5. Think of creating an easy overview that allows for easy retrieval. Use any program

# Typography cheat sheet

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[illegible]



# Lessons from Bauhaus

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# In what ways can the six lessons from Bauhaus be used in designing digital interfaces?

In groups around the table, **take turns** to apply a lesson from Bauhaus and give examples.

Each person has one minute.

Note: You might want to take a look at former projects and consider each of the six lessons.



## Lessons from Bauhaus

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Existed from 1919 to 1933 in different German cities and under different head-masters.

A school of architecture - but the research and exploration of shape, and color influence art and design.



## Lessons from Bauhaus

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# 1. Form Follows Function

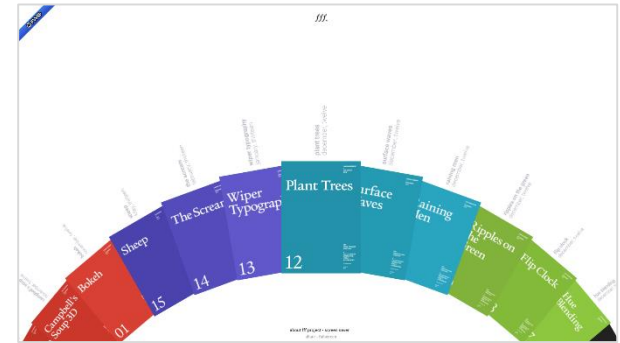
Never sacrifice your message for your design. Focus on readability, narrative, and information. Use your design to reinforce your message, never the other way around.



## Heidegger?

Ready at hand = Natural extension of you.  
Present at hand = Requires adaptation.

Design your products to be Ready at hand.



## Lessons from Bauhaus

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## 2. Always a Connection Between Color and Shape

Colors and shapes may hold deeper connections than we realize. Consider your combinations.

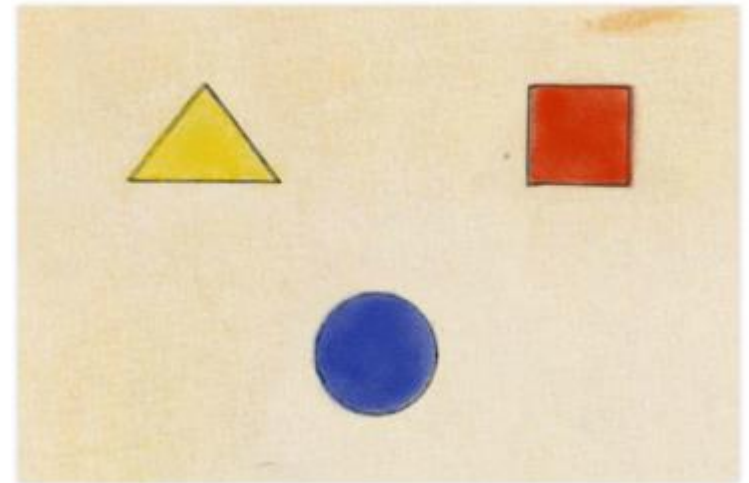
Kandinsky says:

Yellow corresponded with the triangle.

Blue corresponded with the circle.

Red corresponded with the square.

“The vast majority people make these choices.” – **but only kind of!**



## Lessons from Bauhaus

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### 3. Clean, Powerful Typography Matters

Be as imaginative with your typography as you are with every other tool in your toolbox, but make sure it never detracts from your message. Remember the styles and values.



## Lessons from Bauhaus

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## 4. You Don't Have to Abolish Capital Letters, But Sometimes It Helps

Make your design accessible. If you're hoping to appeal to a wide audience, avoid over-stylizing. Reduce your design to its most essential elements.

## 5. Share and Collaborate

Work with others, share ideas, and don't live in fear of losing credit. Sometimes getting better and learning is more important.

Lessons from Bauhaus

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## 6. Imitation is the Highest Form of Flattery: Bauhaus is Everywhere

When you see a great graphic idea, be inspired.



### Lessons from Bauhaus

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[illegible]

# Upcoming mandatory in Frontend.

A quick and easy purchasing website for Construction workers. The site will be used in the office and in the field, by workers and managers.

The site must be responsive and must include:

- A FrontPage
- A product catalogue with 2 pages including at least 16 products on each page arranged as you see fit.
- A purchase history which allows for each retrieval of information of earlier purchases and popular products.
- Scanning function (mobile version) of barcodes or products serial numbers which allows for quick order and delivery.

The site is made with a one-time-set-up function (like Apple or Steam) which means the users do not have to fill out account information on every purchase.

## Exercise – Style Guide

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# Create a style guide

This exercise will be part of the mandatory assignment. Work individually, but share ideas and thoughts.

Start out by deciding on attributes of your target group:

- **Audience:** Age, gender, cultural niche.
- **Tone:** Casual, friendly, formal, fun.
- **Purpose:** Information, conversion, conversation.

Headline Text

B-Head (Or Sub-Head) Text

Nav Item 1 | Nav Item 2 | Nav Item 3

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Byline Text on July 5th, 1987

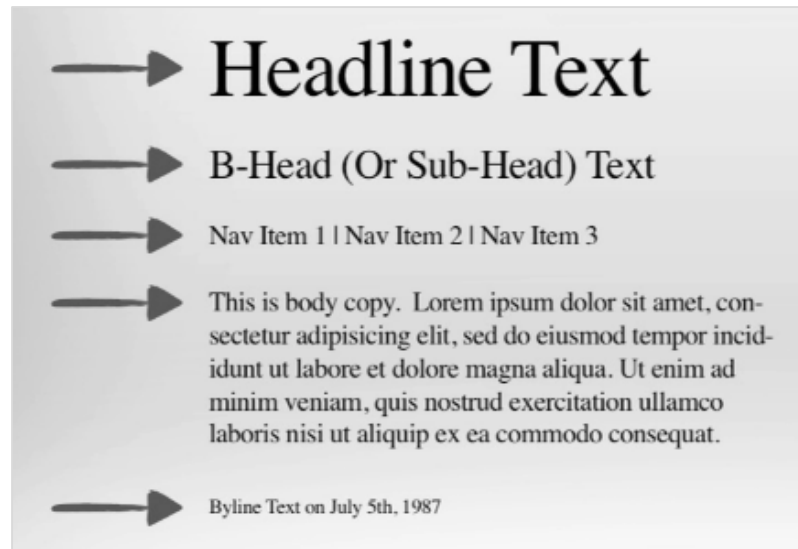
## Exercise – Style Guide

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# Create a style guide

Using your typography cheat sheet, decide on:

- Headline
- B-head
- Navigation
- Body
- Byline



IMPORTANT: Write down an explanation as to why you made these choices.

## Exercise – Style Guide

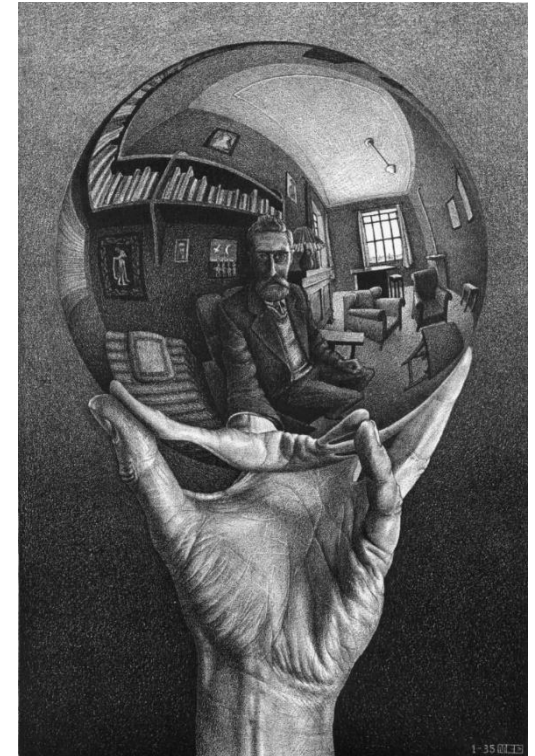
---

# Typography

- Class > Style > Typeface > Font > Glyph
- Clearly communicating information
- Distinguishing one app from another
- Went from expressing ideas to expressing words
- Mayor and Dikun says: "Know Your styles"
- Don't be a Wimp. Principle of Decisive Contrast
- Make a Style guide

## Bauhaus

- Imitation is the Highest Form of Flattery.
- Clean, Powerful Typography Matters.
- Form Follows Function.



What happened today?

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# Next time:

Topic: Colours to set the mood +  
The Basics of web navigation.

## Read / watch:

[Dikun] 16 min video on colour – Must watch all three! ##

[Krug] Chapter 6. Pages 55 – 83 on navigation – Must Read!

[Price] 23 min video on colour – With great examples ##

Homework and preparation

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