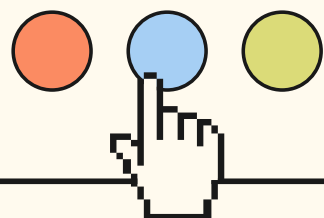




07/18/2024



FOUNDATIONS OF WEB DESIGN

CLASS 8

**Typography
Fonts and
UX Design**

<https://dem-1323.github.io/foundations-of-web-design/>

TYPOGRAPHY

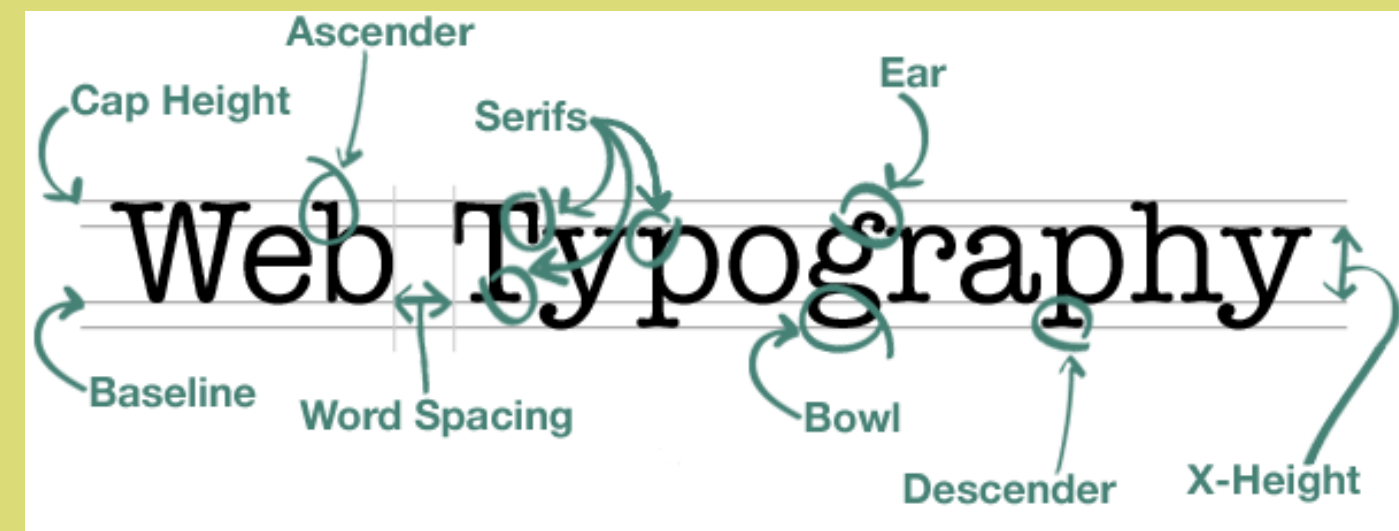


What Is It?

- The practice of arranging text in a readable and visually appealing way
- Good typography improves readability and sets the tone of your site

Key Elements

- Typeface and Font
- Font Size
- Line Height
- Line Length
- Letter Spacing



CHOOSING FONTS

Font Categories:

- **Serif**
- **Sans-Serif**
- **Script**
- **Decorative**

Font Pairing Tips: Combine fonts that complement each other. For example, pair a serif font with a sans-serif font for contrast

Serif.

Traditional, have feet.

Sans Serif.

Modern, feet free.

Script.

Cursive, a bit more decorative.

DISPLAY

Decorative, good as a design focal point.

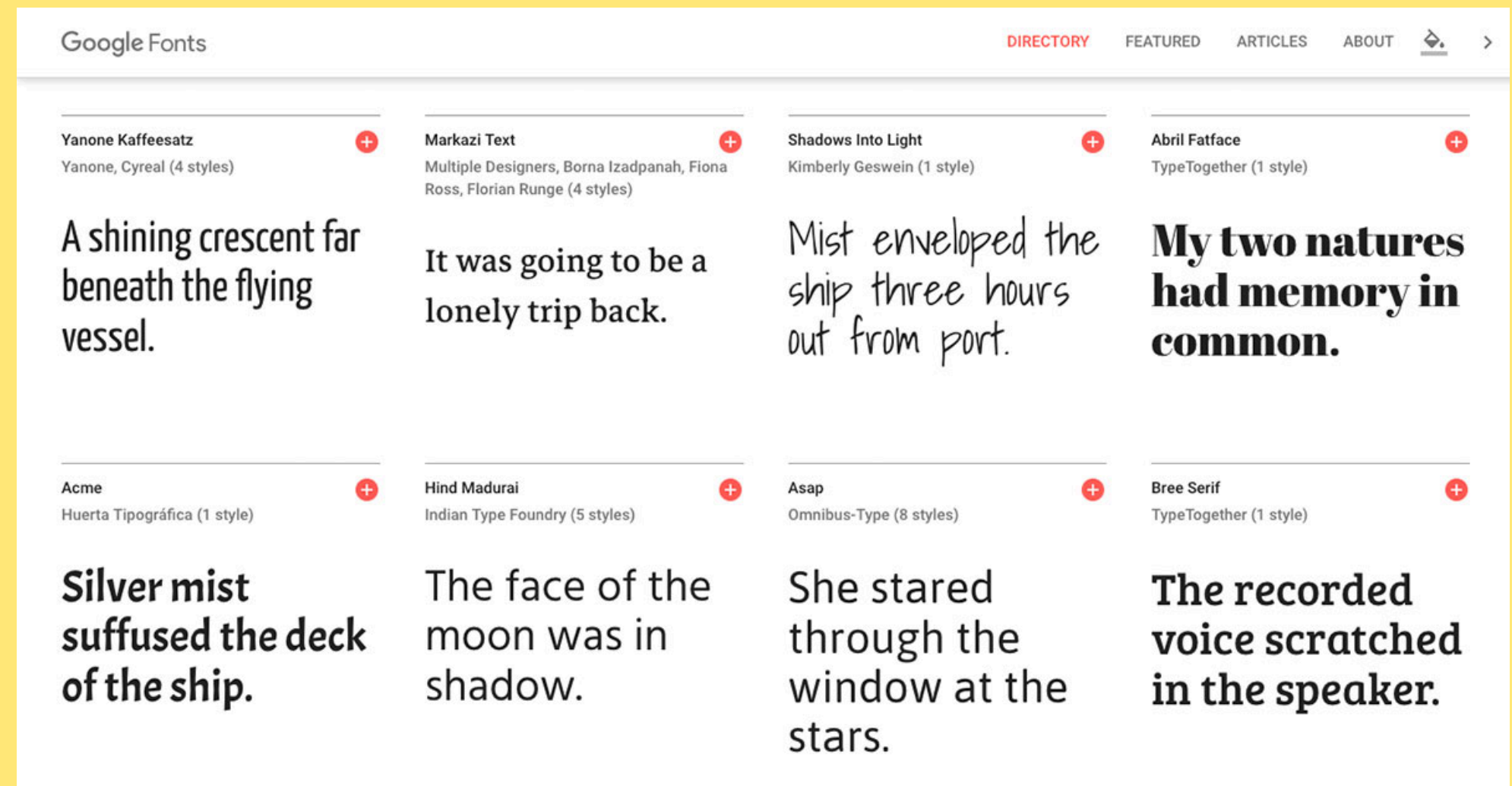
IMPORTING FONTS

You can use Google Fonts:

- Choose a font from the website
- Copy the link and paste it into the <head> tag
- Use the font-family property to set in css

Example:

```
<link href="https://fonts.googleapis.com/css2?
family=Roboto&display=swap" rel="stylesheet">
<style>body { font-family: 'Roboto', sans-serif; }
</style>
```



FONT FAMILY AND FONT WEIGHT

font-family Property:

- Specifies the type face

Ex:

```
body {  
  font-family: 'Arial', sans-serif;  
}
```

font-weight Property:

- Specifies the weight
(boldness) of the font

Ex:

```
h1 {  
  font-weight: normal;  
}
```

Font Family & Font Weight

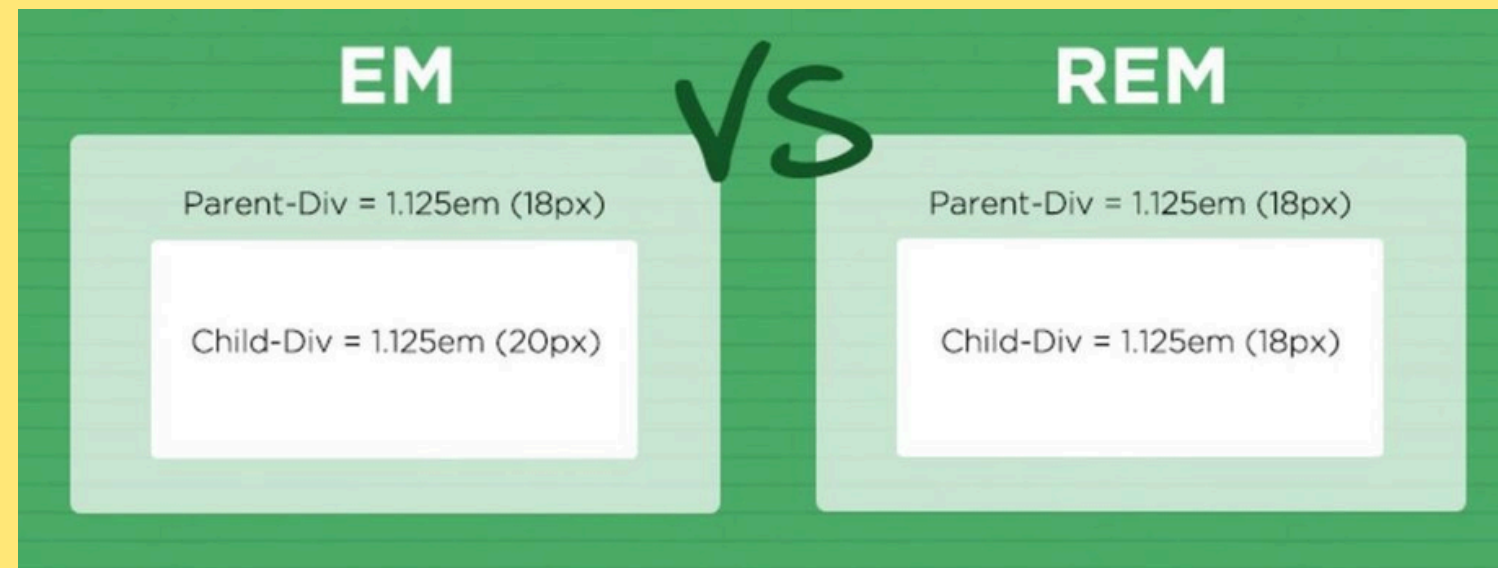
EM & REM

em unit:

- Relative to the parent element

Ex:

```
html {  
  font-size: 16px;  
}  
p {  
  font-size: 1.5rem; /* 24px */  
}
```



rem unit:

- Relative to the root element

Ex:

```
div {  
  font-size: 20px;  
}  
span {  
  font-size: 1.5em; /* 30px */  
}
```

UX DESIGN



What Is It?

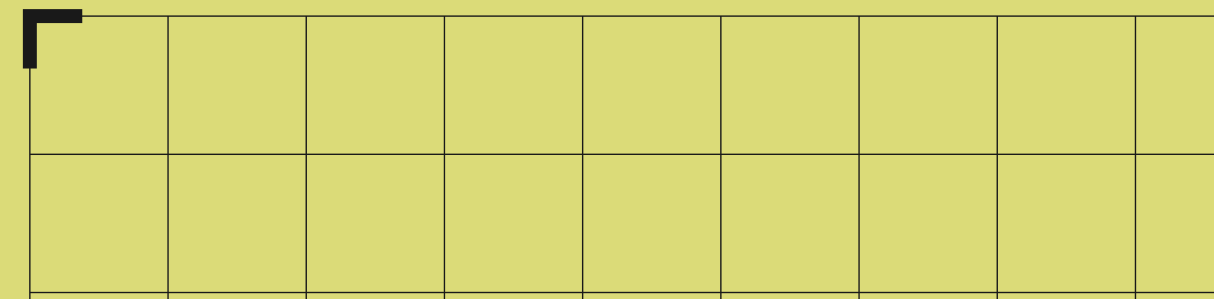


- The process of improving user experience through usability, accessibility, and pleasure
- Good UX ensures websites are user-friendly and enjoyable to use

Key Principles



- Usability
- Accessibility
- Consistency
- Feedback
- Efficiency



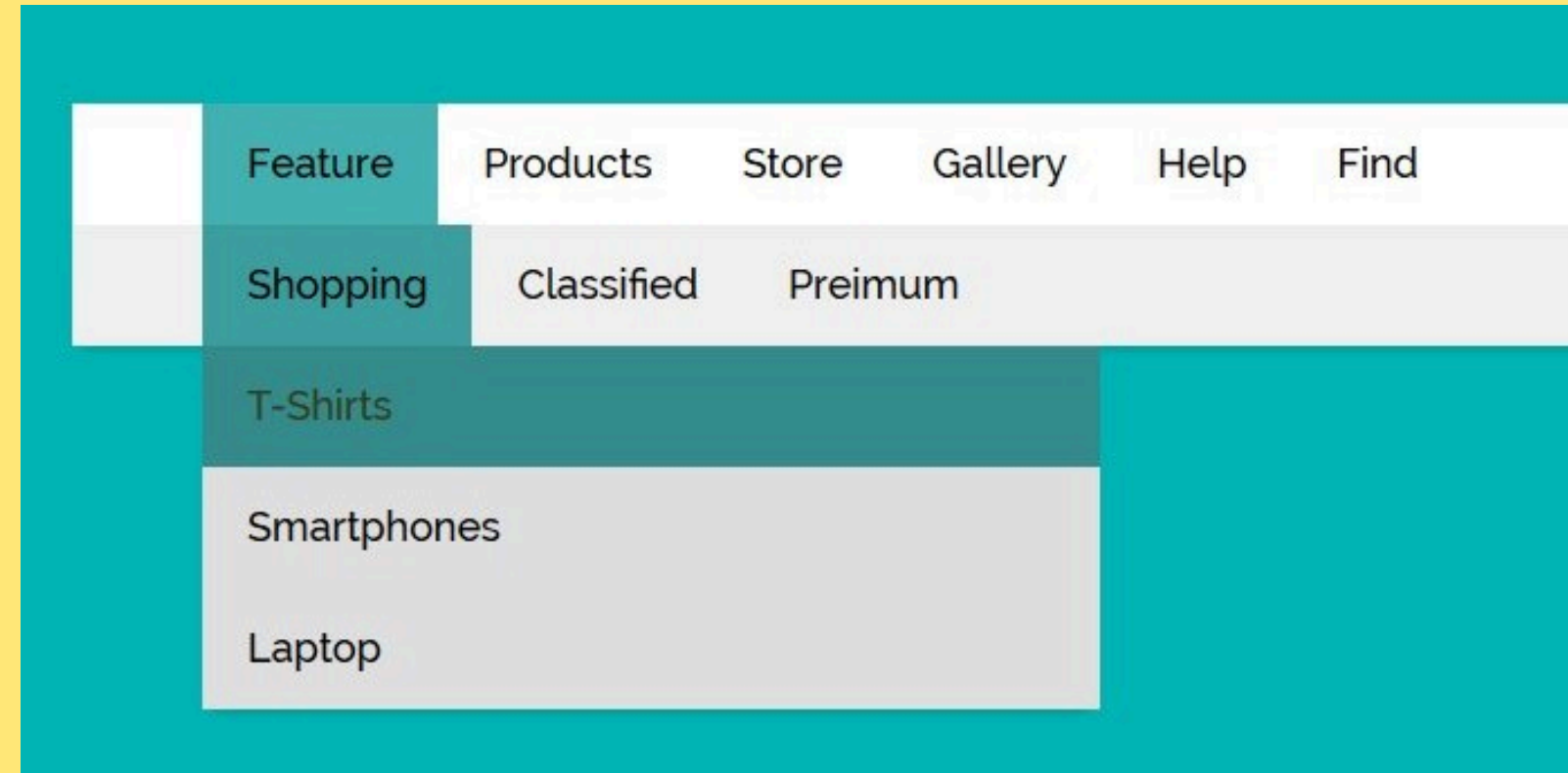
USABILITY ACCESSIBILITY

Usability

- Make navigation intuitive
- Ensure clear and concise content
- Provide easy-to-use interfaces

Accessibility

- Use semantic HTML
- Provide alt text for images
- Ensure color contrast



3. Smart luggage

 Coolife Spinner Carry On Luggage, best carry on luggage

If you're a frequent traveller, you may want to consider investing in **smart luggage**. Depending on your budget, some of the features of smart luggage include GPS tracking, USB charging ports, Bluetooth connectivity, and built-in digital scales.

All of these things can help make life easier when you hit the road. Getting to the airport and discovering you've overpacked is no fun; built-in scales help solve this problem, coming in handy when you need to make sure your luggage doesn't go over an airline's weight limit.

FEEDBACK EFFICIENCY

Feedback

- Provide visual cues
- Use loading indicators
- Display confirmation messages

Efficiency

- Minimize the number of clicks
- Optimize loading times
- Simplify tasks

JAVASCRIPT ⚙

Test 1, no focus class

Test 2, with focus class

Clicking