FOUNDATIONS OF WEB DESIGN

CLASS 8

Typography Fonts and UX Design

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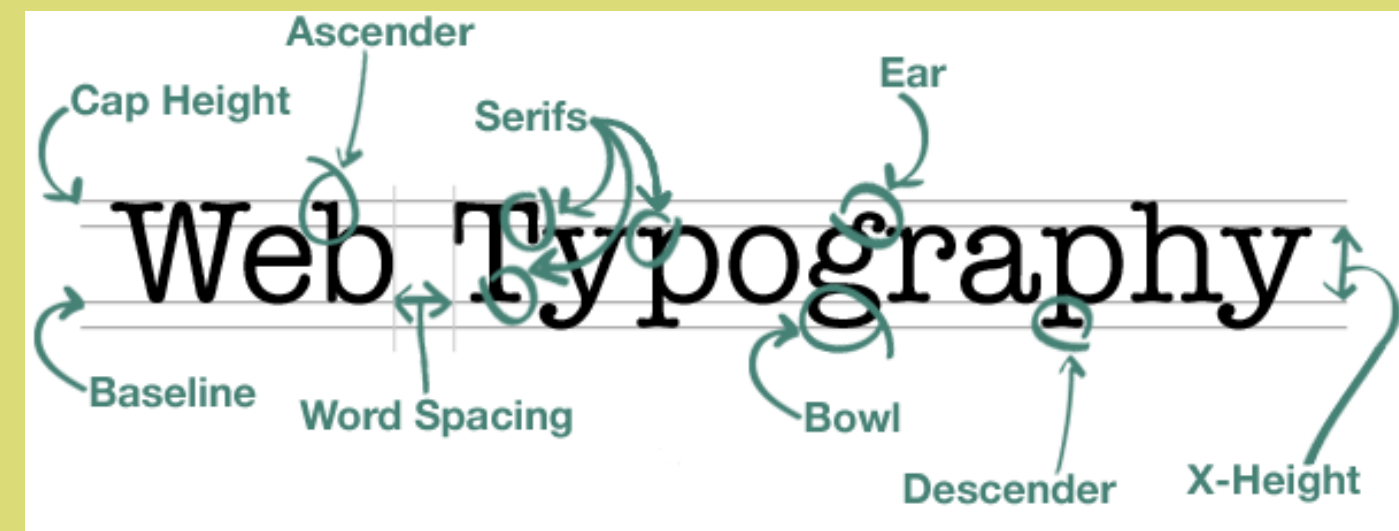
TYPOGRAPHY

🔍

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

Web Typography — Ascender, Cap Height, Serifs, Ear, Baseline, Word Spacing, Bowl, Descender, X-Height

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.
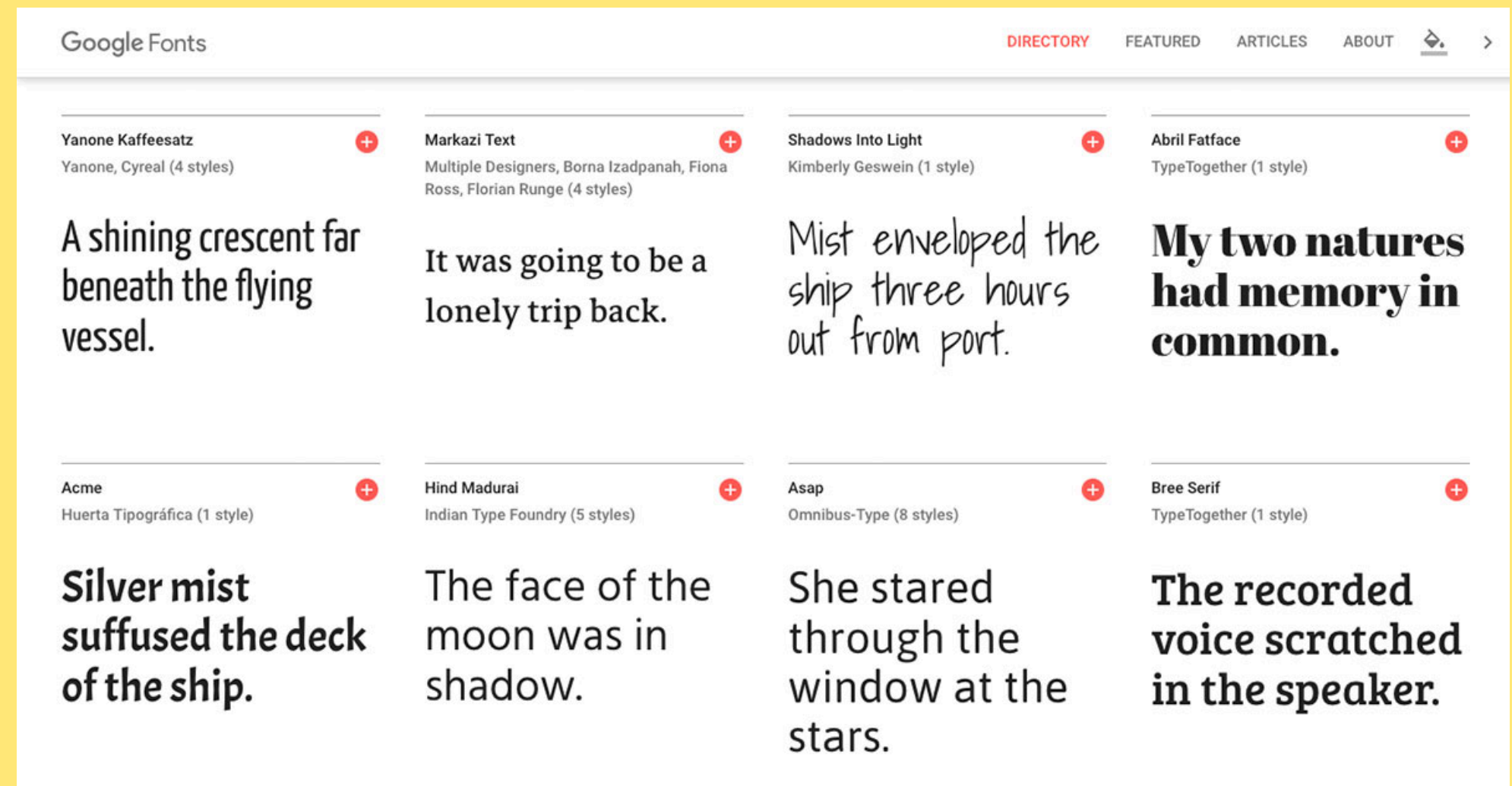
DISPLAY
Decorative, good as a design focal point.

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:

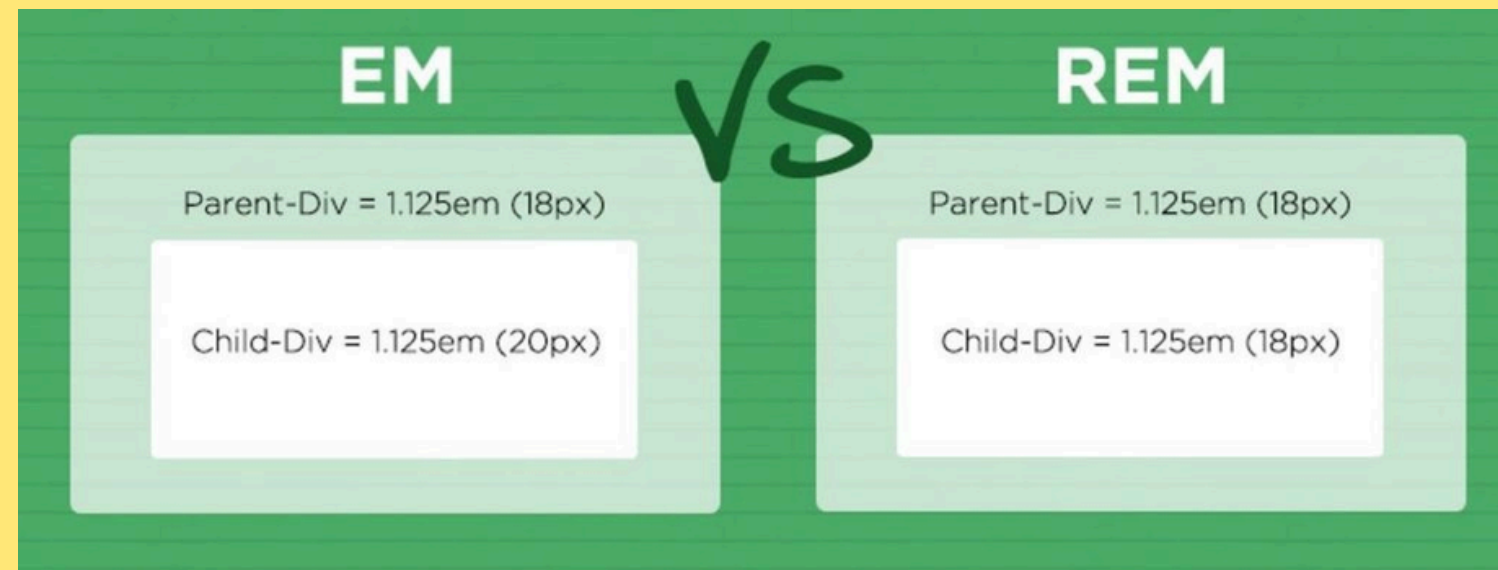**h1 {**
 font-weight: normal;
}

Font Family & Font Weight

EM & REM

em unit:
- Relative to the parent element

Ex:

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


EM VS REM

Parent-Div = 1.125em (18px)
Child-Div = 1.125em (20px)

Parent-Div = 1.125em (18px)
Child-Div = 1.125em (18px)

rem unit:
- Relative to the root element

Ex:

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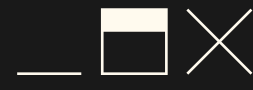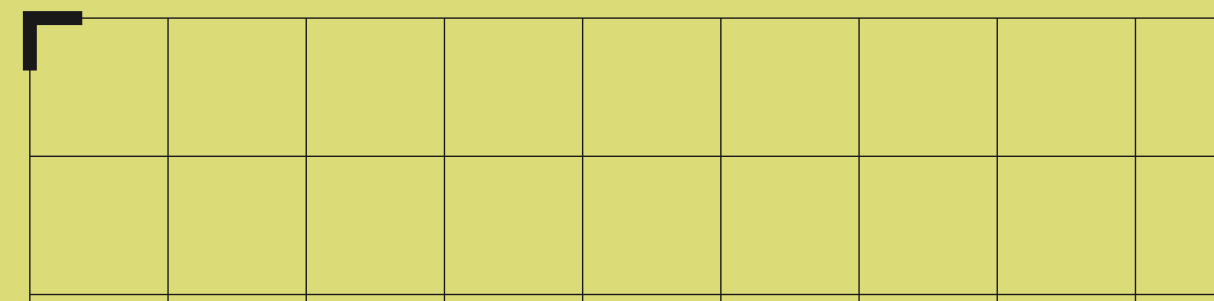
UX DESIGN

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
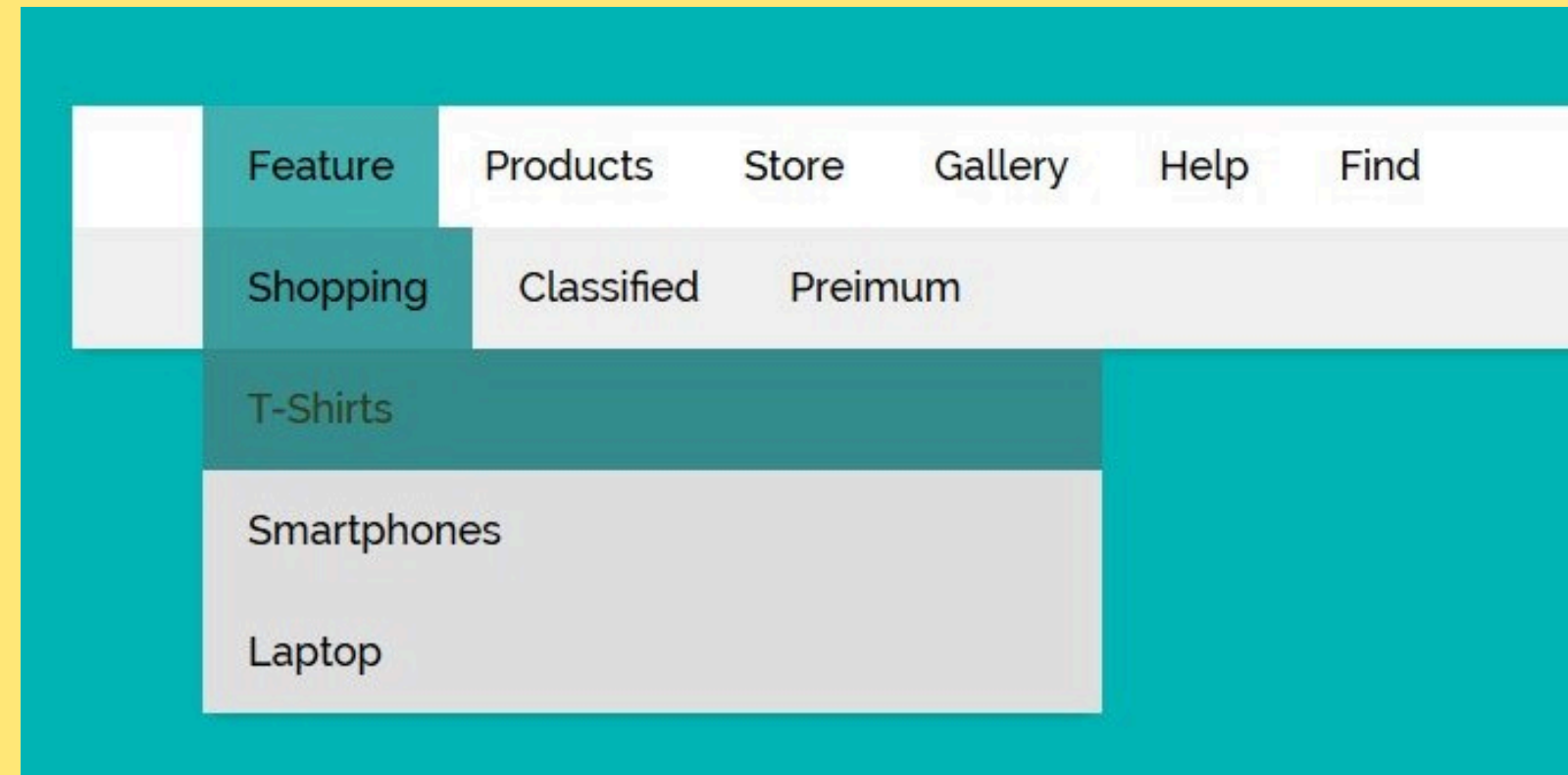- Consistency
- Feedback
- Efficiency

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**

| Feature | Products | Store | Gallery | Help | Find |

| Shopping | Classified | Preimum |

T-Shirts

Smartphones

Laptop

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