* Overview of lesson
* Encourage students to follow along
* Purpose
  + Focus should (generally) be on the content, not the text.
  + Think about books you’ve read, magazine articles, newspapers, or blogs. Does the typeface get in the way, or does it blend into the background?
* Google Font Library
  + <https://fonts.google.com>
  + Why is language an option?
    - Different character sets (alphabets)
    - ASCII vs UTF-8, UTF-16, UTF-32.
    - Will your site be translated into other languages? Will you use the same font for each translation? If not, what happens?
      * Show example in Google fonts of using Devanagari (day-və-nah-gər-ee) in a non-Devanagari font (देवनागरी)
  + Optimization
    - If you’re only using the font for your header, for example: https://developers.google.com/fonts/docs/getting\_started#optimizing\_your\_font\_requests\_beta
  + Number of styles
    - Will you ever need a bold version of this font?
    - Will you ever need an italic version of this font?
    - If these styles aren’t present, browser may *synthesize* these properties
      * If no italic, font given a oblique value--it just skews the font
      * See https://en.wikipedia.org/wiki/Oblique\_type for notable examples
  + Relevant CSS properties
    - Font-weight
      * 100-900
  + Tweaking your fonts:
    - <https://developers.google.com/fonts/docs/getting_started#enabling_font_effects_beta>
    - Look at what the CSS is doing [https://fonts.googleapis.com/css?family=Rancho&effect=shadow-multiple|3d-float](https://fonts.googleapis.com/css?family=Rancho&effect=shadow-multiple%7C3d-float)
  + Add a font using link tag
* Local fonts
  + Download from <https://fontlibrary.org/en/font/datalegreya>
  + Note file extension
  + <http://caniuse.com/#feat=ttf>
  + <http://caniuse.com/#feat=woff>
  + Warning about licensing
  + Converting font types
    - <https://www.fontsquirrel.com>
    - Warning about font converters: not all will work well, make sure to test
      * Enable multiple:

@font-face {

font-family: “Roboto”; /\* can be anything, is how we reference this font \*/

src: url(fonts/Roboto.woff2) format('woff2'),

url(fonts/Roboto.woff) format('woff'),

url(fonts/Roboto.tff) format('truetype');

}

* Icon fonts
  + Why? easily place common icons on your page with minimal overhead
  + Font awesome
* Content and tone
  + Where do your eyes go first?
  + Contrast
  + Bad examples
    - <http://www.font2web.com/>
    - <http://www.oocities.org/area51/dungeon/1788/>
      * Literally anything on oocities.org
  + Good examples
    - <https://www.codecademy.com/learn> - good contrast
    - <https://medium.com/@robertloerzel/the-story-of-chicagos-four-star-city-flag-4042dc579cb2>
    - Open a nearby book. See how it uses font families, sizes, colors, and contrast
* Color palette
  + Applicable in traditional art, home decoration, and clothing as well
  + Keep it limited
    - Product design
      * Show geforce box
      * Show amd box
    - Fashion
      * <http://www.refinery29.com/fashion-week-2017-fall-fashion-trends/media/seeingredembed-lr_ft2oicy.jpg>
  + What feelings do you want to convey? What cultures are you reaching out to?
    - Red in China---what colors are prominent?
      * <http://www.jokesoftheday.net/jokes-archive/2016/07/14/Walking-through-Chinatown-2C-a-t-.jpg>
    - Counterculture movements -- goth, punk (black with white highlights)
      * <http://www.hottopic.com/>
  + Kuler.adobe.com
* Colors in CSS
  + Rgb
  + Rgba
  + Hexadecimal
  + Names
* Q&A

### 

### 

### Unit 6 Seminar

* **Learning Standard**: Use non-user font families by linking a Google Font in HTML
* **Learning Standard**: Use non-user font families by linking a font with @font-face in CSS
* **Learning Standard**: Select typefaces for a site design
* **Learning Standard**: Utilize fonts to convey content and tone
* **Learning Standard**: Select color palette for a site design
* **Learning Standard**: Utilize color palette to enhance user experience

[Facebook Brand Guidelines](https://facebookbrand.com/wp-content/uploads/2016/08/facebook_brandassetsguide.pdf)

[Snap Brand Guidelines](https://www.snap.com/en-US/brand-guidelines/)

[How Typography Could Have Fixed the Oscars](https://www.fastcodesign.com/3068570/typography-ruined-the-oscars-biggest-moment-this-guy-fixed-it)

[99% Invisible](http://99percentinvisible.org/)

[More reading on CSS 3D Transforms](https://desandro.github.io/3dtransforms/docs/introduction.html)