DISEÑO DE INTERFACES WEB

PRESENTADO POR

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INDICE DEL DOCUMENTO

TIPOGRAFIAS SEGUN GOOGLE

La tipografía expresa jerarquía y presencia de marca.

DESARROLLO

Propiedades de tipo

Un tipo de letra es una colección de letras. Si bien cada letra es única, ciertas formas se comparten entre las letras. Un tipo de letra representa patrones compartidos en una colección de letras.

Los tipos de letra que se seleccionan por su estilo, legibilidad y legibilidad son más efectivos cuando se siguen los principios fundamentales del diseño tipográfico.
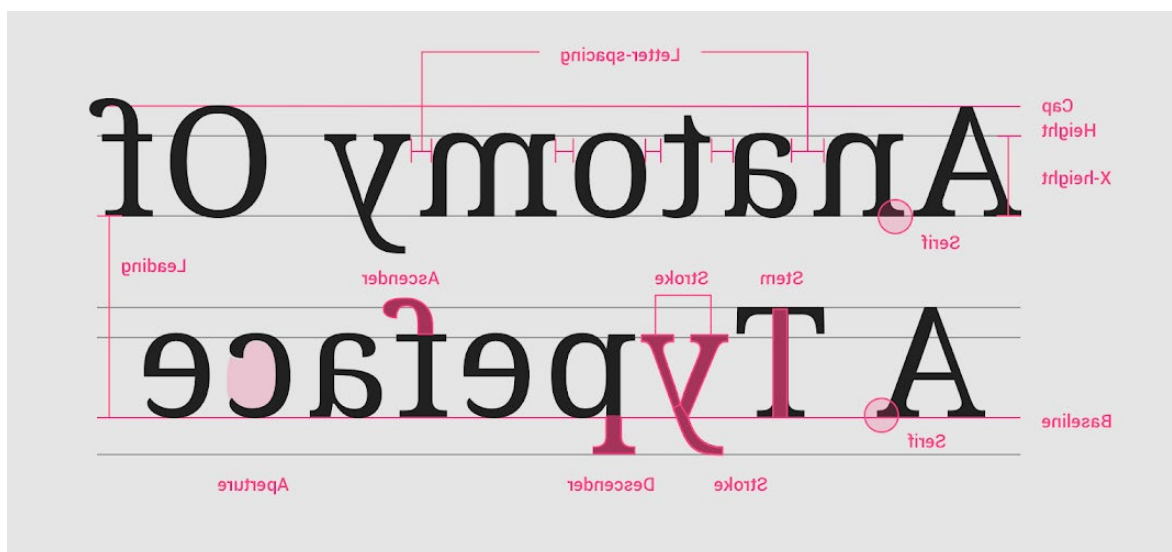
Nombres de las partes con forma de letra: apertura, ascendente, línea de base, altura de la tapa, descendente, interlineado, espaciado entre letras, sans serif, serif, tallo, trazo, altura x

Base

The baseline is the invisible line upon which a line of text rests. In Material Design, the baseline is an important specification in measuring the...
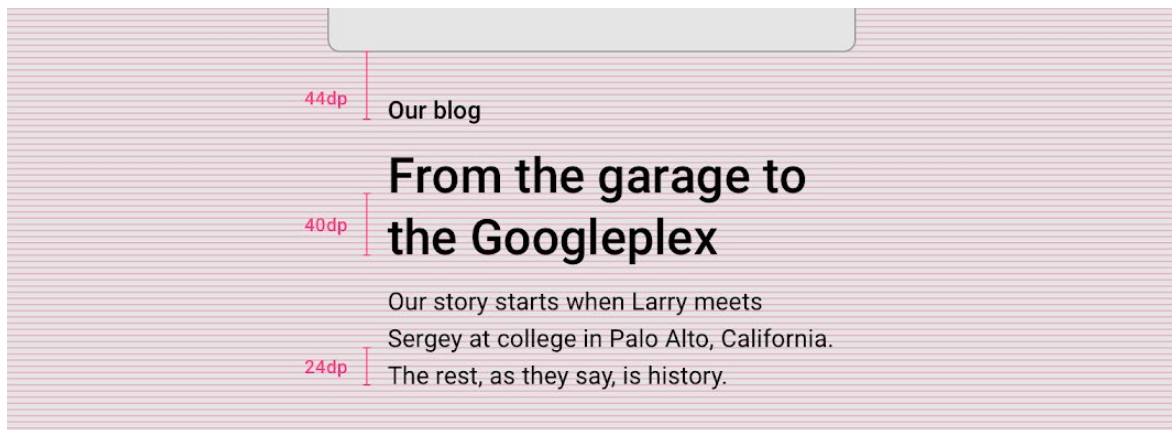
The **baseline** is the invisible line upon which a line of text rests. In Material Design, the baseline is an important specification in measuring the vertical distance between text and an element.
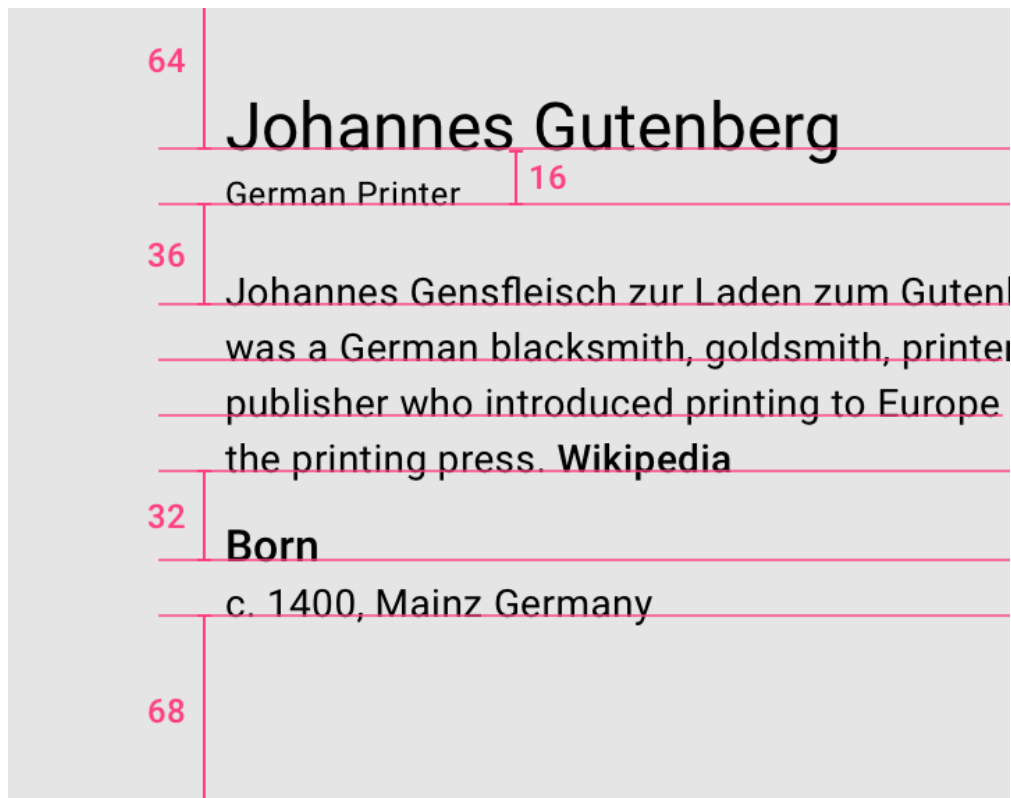

The baseline

4dp grid

Type aligns to the 4dp baseline grid.

Regardless of pt / sp size, a text's baseline must sit on the 4dp grid. Line-height must be a value divisible by 4 to maintain the grid.

Measurement from the baseline

Specify distances from UI elements from the baseline. Baseline values are software-agnostic, so they work in any design program, and work with the grid. On Android and iOS, code can be translated from baseline-relative specs into padding. For the web, automate the calculation using Sass or CSS.

64

Johannes Gutenberg

German Printer   16

36

Johannes Gensfleisch zur Laden zum Gutenl
was a German blacksmith, goldsmith, printer
publisher who introduced printing to Europe
the printing press. **Wikipedia**

32

Born

c. 1400, Mainz Germany

68

Reference baselines for vertical alignment, instead of bounding boxes. This produces more accurate implementation across design software and platforms.

32

✓ OVERLINE

32

Subtitle GS 1

16 Caption

Body 2. Roboto Regular 14sp with a line-height of 20sp.

28

✓ O

S
C

Body 2.
a line-h
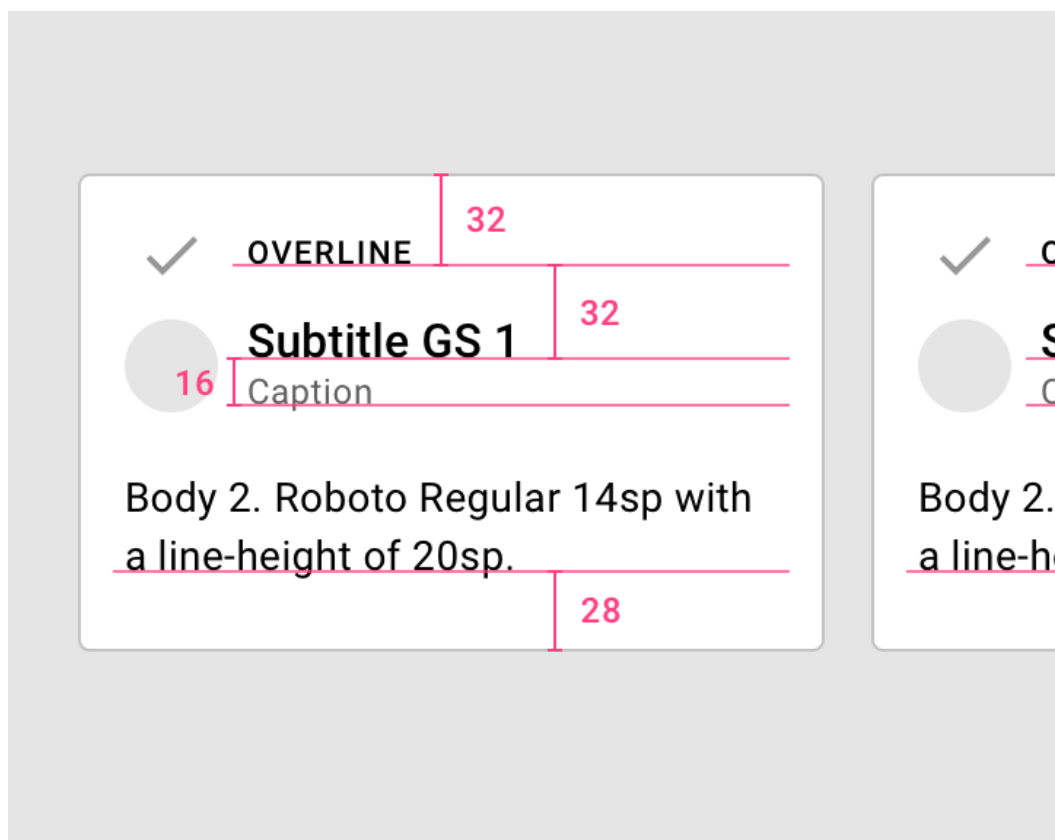
Measure text in relation to other components.

Cap height

Cap height refers to the height of a typeface's flat capital letters (such as M or I) measured from the baseline. Round and pointed capital...

Cap height refers to the height of a typeface's flat capital letters (such as M or I) measured from the baseline. Round and pointed capital letters, such as S and A, are optically adjusted by being drawn with a slight overshoot above the cap height to achieve the effect of being the same size. Every typeface has a unique cap height.
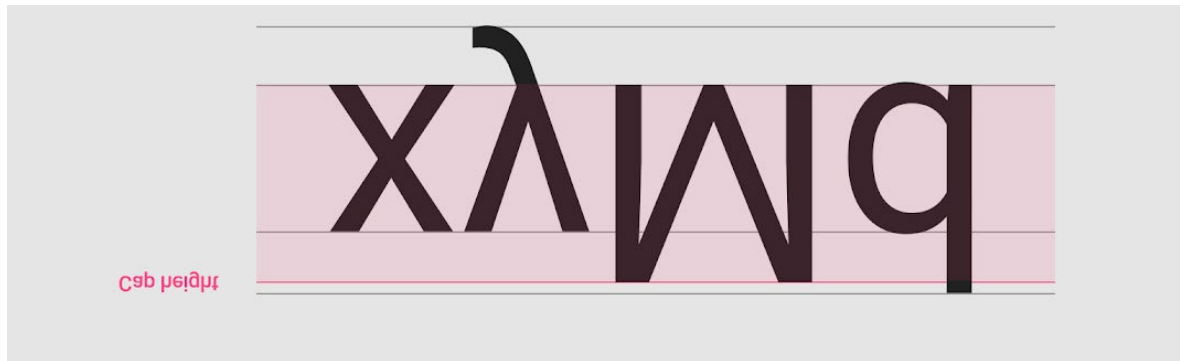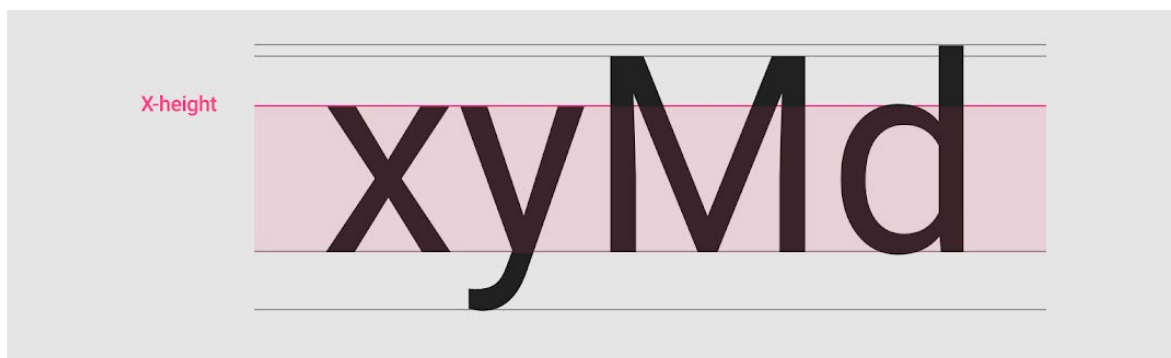

Cap height

X-height

X-height refers to the height of the lowercase x for a typeface, and it indicates how tall or short each glyph in a typeface will...

X-height refers to the height of the lowercase x for a typeface, and it indicates how tall or short each glyph in a typeface will be.

Typefaces with tall x-heights have better legibility at small font sizes, as the white space within each letter is more legible.

The height of a typeface's lower-case x determines its x-height.

Ascenders and descenders

Ascenders are an upward vertical stroke found in certain lowercase letters that extend beyond either the cap height or baseline. Descenders are the downward vertical...

Ascenders are an upward vertical stroke found in certain lowercase letters that extend beyond either the cap height or baseline. **Descenders** are the downward vertical stroke in these letters. In some cases, a collision between these strokes can occur when the **line height** (the vertical distance between baselines) is too tight.

Ascenders and descender

Weight

Weight refers to the relative thickness of a font's stroke. A typeface can come in many weights; and four to six weights is a typical...

Weight refers to the relative thickness of a font's stroke. A typeface can come in many weights; and four to six weights is a typical number available for a typeface.

Common weights:
1. Light
2. Regular
3. Medium
4. Bold

Type classificationEnlace
Serif

A serif is a small shape or projection that appears at the beginning or end of a stroke on a letter. Typeface with that have...

A **serif** is a small shape or projection that appears at the beginning or end of a stroke on a letter. Typefaces with serifs are called serif typefaces. Serif fonts are classified as one of the following:

Old-Style serifs resemble writing in ink, with:

- Low contrast between thick and thin strokes
- Diagonal stress in the strokes
- Slanted serifs on lower-case ascenders
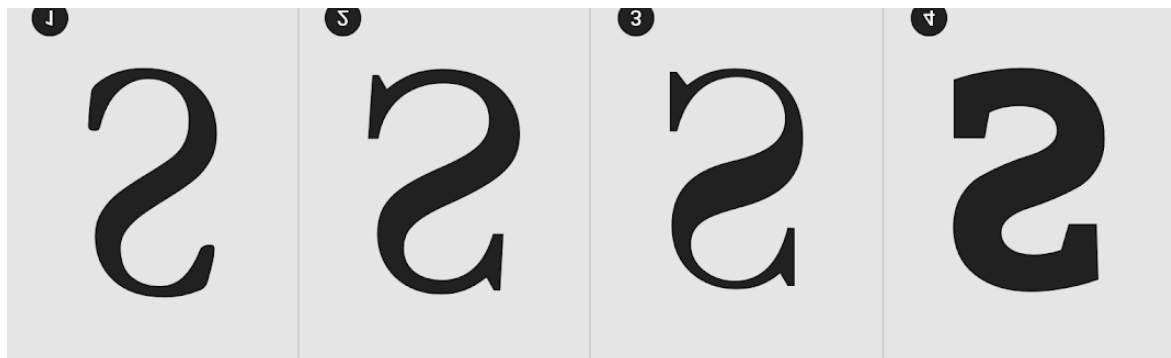
Transitional serifs have:

- High contrast between thick and thin strokes
- Medium-High x-height
- Vertical stress in the strokes
- Bracketed serifs

Didone or neoclassical serifs have:

- Very high contrast between thick and thin strokes
- Vertical stress in the strokes
- "Ball" terminal strokes.

Slab serifs have:

- Heavy serifs with imperceptible differences between the stroke weight
- Minimal or no bracketing

1. EB Garamond, old-style serif
2. Libre Baskerville, transitional serif
3. Libre Bodoni, didone / neoclassical serif
4. Bitter, slab serif

Serif Fonts

Google Fonts

Related linkarrow_downward

Sans Serif fonts

Google Fonts

Related linkarrow_downward

Monospace Fonts

Google Fonts

Related linkarrow_downward

Handwriting Fonts

Google Fonts

Related linkarrow_downward

Display Fonts

Google Fonts

Related linkarrow_downward

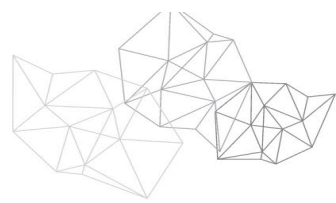## Sans Serif

A typeface without serifs is called a sans serif typeface, from the French word "sans" that means "without." Sans serifs can be classified as one...

A typeface without serifs is called a sans serif typeface, from the French word "sans" that means "without." Sans serifs can be classified as one of the following:

- **Grotesque:** Low contrast between thick and thin strokes, vertical or no observable stress
- **Humanist:** Medium contrast between thick and thin strokes, slanted stress
- **Geometric:** Low contrast between thick and thin strokes, with vertical stress, and circular round forms

1. Work Sans, grotesque sans serif
2. Alegreya Sans, humanist sans serif
3. Quicksand, geometric sans serif

Monospace

Monospace typefaces display all characters with the same width.

Monospace typefaces display all characters with the same width.

1. Roboto Mono, monospace
2. Space Mono, monospace
3. VT323, monospace

Handwriting

Handwriting typefaces are unconventional with a natural, handwritten feel. These typically are used as H1 - H6 in your type scale. They come in the...

Handwriting typefaces are unconventional with a natural, handwritten feel. These typically are used as H1 - H6 in your type scale. They come in the following forms:

- **Black letter:** High contrast, narrow, with straight lines and angular curves
- **Script:** Replication of calligraphic styles of writing (more formal)
- **Handwriting:** Replication of handwriting (less formal)

1. UnifrakturMaguntia, black letter
2. Dancing Script, script
3. Indie Flower, handwriting

Display

A miscellaneous category for all classification types that are only suitable for use at large point sizes. Display fonts typically are used as H1 -...

A miscellaneous category for all classification types that are only suitable for use at large point sizes. Display fonts typically are used as H1 - H6 in your type scale.
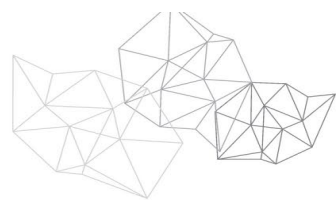
1. Shrikhand, display
2. Chewy, display
3. Faster One, display

ReadabilityEnlace

While legibility is determined by the characters in a typeface, **readability** refers to how easy it is to read words or blocks of text, which is affected by the style of a typeface.

Legibility

Color plays an important role in text legibility.

Related article arrow_downward

Letter-spacing

Letter-spacing, also called tracking, refers to the uniform adjustment of the space between letters in a piece of text. Larger type sizes, such as headlines,...

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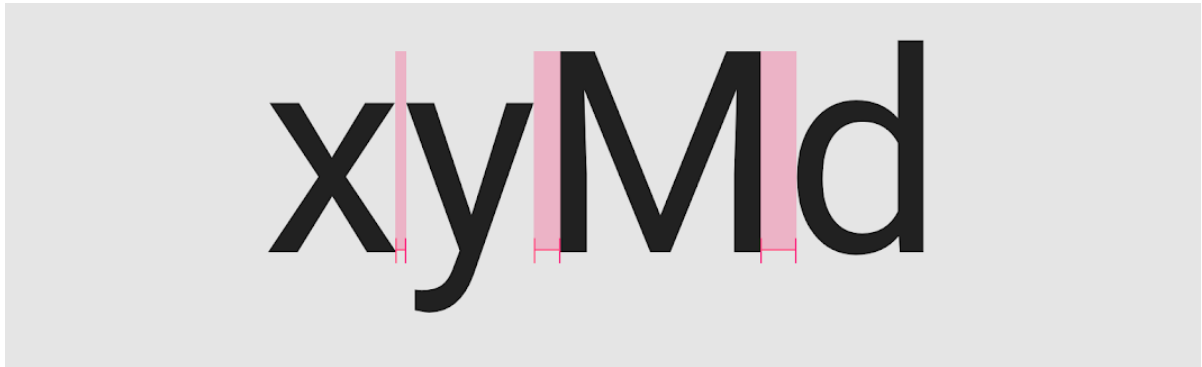

Larger type sizes, such as headlines, use tighter letter-spacing to improve readability and reduce space between letters.

Tighter letter-spacing

For smaller type sizes, looser letter spacing can improve readability as more space between letters increases contrast between each letter shape. Text in all caps, even at small type sizes, has improved readability because of its added letter spacing.
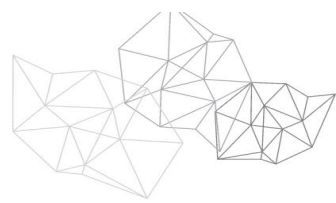
Looser letter spacing

Tabular figures

Use tabular figures (also known as monospaced numbers), rather than proportional digits, in tables or places where values may change often.
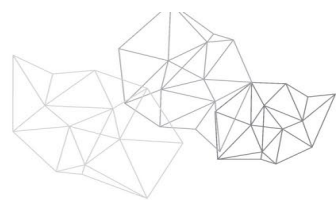

Tabular figures keep values optically aligned for better scanning.

Line length

Line lengths for body text are usually between 40 to 60 characters. In areas with wider line lengths, such as desktop, longer lines that contain...

Line lengths for body text are usually between 40 to 60 characters. In areas with wider line lengths, such as desktop, longer lines that contain up to 120 characters will need an increased line height from 20sp to 24sp.

	0	30	**40**	**60**	90
Too narrow	Tokyo, Japan's busy capital, mixes the ultramodern and the traditional, from neon-lit skyscrapers to historic temples. The opulent Meiji Shinto Shrine is known for its towering gate and surrounding woods.				
Ideal range	Tokyo, Japan's busy capital, mixes the ultramodern and the traditional, from neon-lit skyscrapers to historic temples. The opulent Meiji Shinto Shrine is known for its towering gate and surrounding woods.				
A little wide	Tokyo, Japan's busy capital, mixes the ultramodern and the traditional, from neon-lit skyscrapers to historic temples. The opulent Meiji Shinto Shrine is known for its towering gate and surrounding woods.				
Too wide	Tokyo, Japan's busy capital, mixes the ultramodern and the traditional, from neon-lit skyscrapers to historic temples. The opulent Meiji Shinto Shrine is known for its towering gate and surrounding woods.				

The ideal line length is 40-60 characters per line for English body text.

	0	**20**	**40**	50
Too narrow	Creating opportunity for everyone			
Ideal range	We believe everyone deserves the chance to learn, succeed, and be heard.			
Too wide	Our goal is to develop services that significantly improve the lives of as many people as possible.			

The ideal line length for short lines of English text is 20-40 characters per line.

Line height

Line height, also known as leading, controls the amount of space between baselines in a block of text. A text's line height is proportional to...

Line height, also known as leading, controls the amount of space between baselines in a block of text. A text's line height is proportional to its type size.

[13]

1. Type size 14, Line-height 20dp
2. Type size 20, Line-height 28dp

Paragraph spacing

Keep paragraph spacing in the range between .75x and 1.25x of the type size.

Keep paragraph spacing in the range between .75x and 1.25x of the type size.

Type size 20sp, line-height 30dp, paragraph spacing 28dp

Type alignment

Type alignment controls how text aligns in the space it appears. There are three type alignments: Left-aligned text is the most common setting for left-to-right...

Type alignment controls how text aligns in the space it appears. There are three type alignments:

- Alineado a la izquierda: cuando el texto está alineado con el margen izquierdo

- Alineado a la derecha: cuando el texto está alineado con el margen derecho
- Centrado: cuando el texto está alineado con el centro del área en la que se encuentra

Alineado a la izquierda

El texto alineado a la izquierda es la configuración más común para los idiomas de izquierda a derecha, como el inglés.

> We believe a better design process yields better products, which is why we're expanding Material to be a system that supports the principles of good design and strengthens communication and productivity with new tools and inspiration. We hope these resources will help teams realize their greatest design potential, and we're eager to see the results.
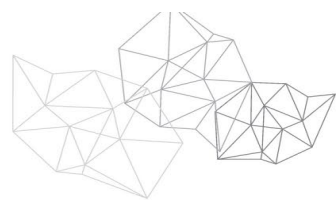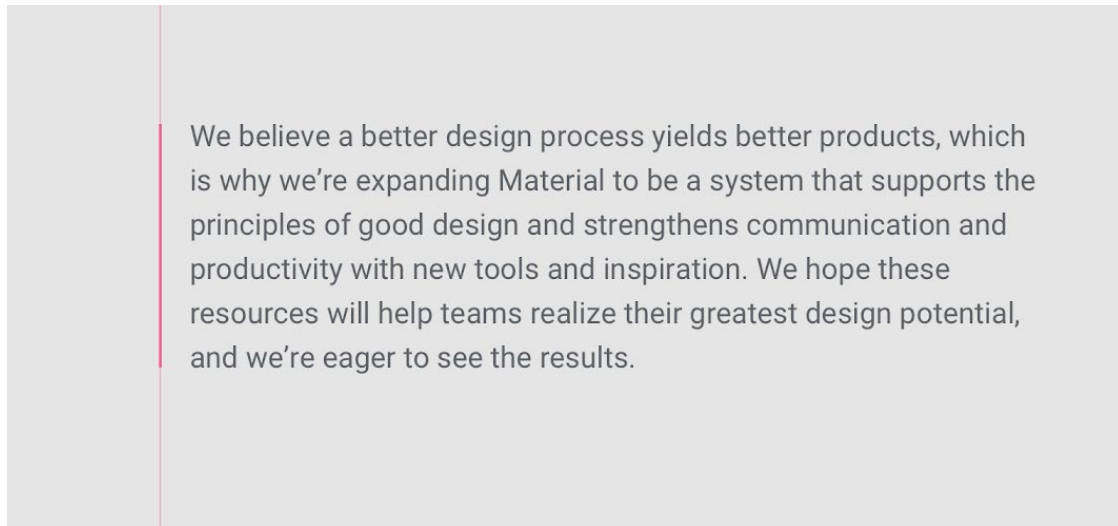
Texto alineado a la izquierda aplicado al texto del cuerpo

Alineado a la derecha

El texto alineado a la derecha es la configuración más común para los idiomas de derecha a izquierda, como el árabe y el hebreo.

Los idiomas de izquierda a derecha pueden usar texto alineado a la derecha, aunque es mejor para distinguir elementos tipográficos cortos dentro de un diseño (como notas al margen) y no se recomienda para copias largas.
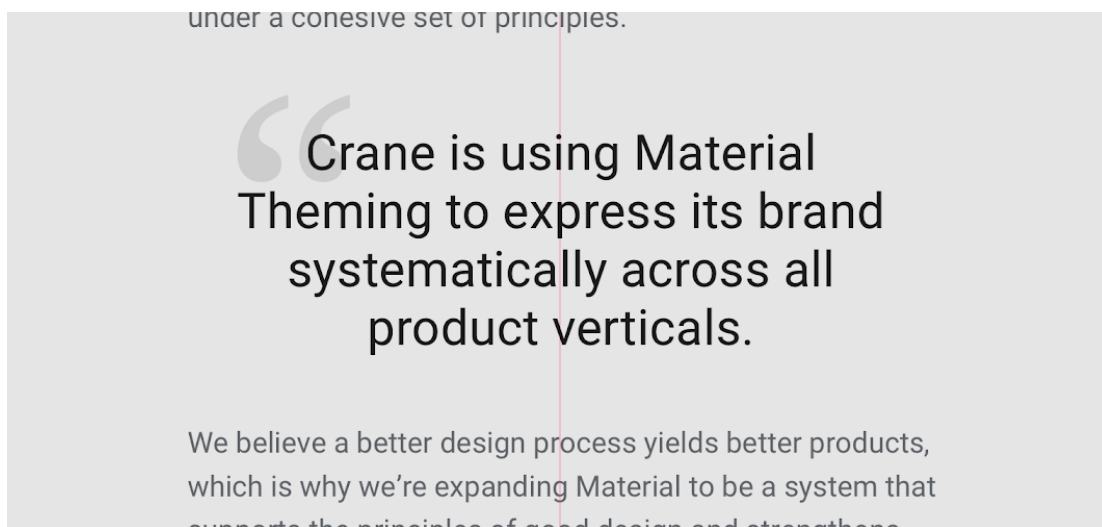
and implementation, establishing a shared lang
help teams unite style, branding, interaction, ar
under a cohesive set of principles.

We believe a better design process yields bette
which is why we're expanding Material to be a
supports the principles of good design and stre
communication and productivity with new tool:
inspiration. We hope these resources will help
realize their greatest design potential, and we'r
see the results.

Material is an adaptable
design system - backed by
open-source code - that helps
teams easily build high-quality
digital experiences.

Texto alineado a la derecha aplicado a una nota al margen

Centrado

El texto centrado se utiliza mejor para distinguir elementos tipográficos cortos dentro de un diseño (como las comillas extraídas) y no se recomienda para copias largas.

under a cohesive set of principles.

" Crane is using Material
Theming to express its brand
systematically across all
product verticals.

We believe a better design process yields better products,
which is why we're expanding Material to be a system that
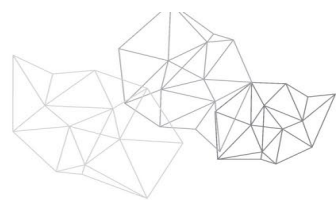supports the principles of good design and strengthens

Texto alineado al centro aplicado a una cita de extracción

Bidireccionalidad

Las IU de los idiomas que se leen de derecha a izquierda (RTL), como el árabe y el hebreo, deben reflejarse para garantizar que el contenido sea fácil de entender.

Artículo relacionado

Fuentes del sistemaEnlace

Las fuentes del sistema vienen preinstaladas en su computadora o dispositivo. Por lo general, tienen un amplio soporte de idiomas y no tienen costos de licencia para los desarrolladores. El uso de la fuente predeterminada del sistema en la fuente de su aplicación une la coherencia de la plataforma con la apariencia de su aplicación. Sin embargo, debido a que aparecen en muchos lugares en los dispositivos, es posible que no se destaquen.

Roboto

Fuentes de Google

Enlace relacionado

Usar fuentes del sistema

Los tipos de letra del sistema nativo deben usarse para grandes bloques de texto y cualquier texto por debajo de 14 sp. Roboto es la fuente del sistema predeterminada para Android. Para...

Los tipos de letra del sistema nativo deben usarse para grandes bloques de texto y cualquier texto por debajo de 14 sp.

Roboto es la fuente del sistema predeterminada para Android. Para plataformas fuera de Android y productos web, use un tipo de letra de sistema que sea preferido en esa plataforma. Por ejemplo, las aplicaciones de iOS deben usar la fuente San Francisco de Apple.
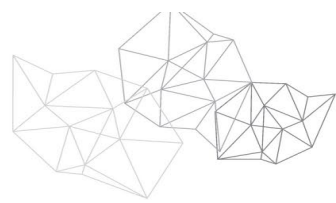
Title

Switch

Android Switch On

Android Switch Off

Single check

Option 1

Option 2

Multiple check

Option 1

Option 2

Option 3

Fuente del sistema **Android** Roboto

Title

Switch

iOS Switch On

iOS Switch Off
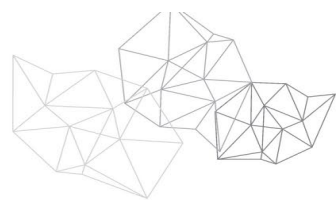
Single check

Option 1 ✓

Option 2

Multiple check

Option 1 ✓

Option 2 ✓

Option 3

Fuente del sistema **iOS** San Francisco

CONCLUSIÓN

[19]

FIN