TYPOGRAPHY & IMAGES

Typography is the style or appearance of text, also refers to the art of working with text. It is everywhere we look, on the web, in books, posters, signs, product packaging, clothes and more.

Why is *typography* so important?

It is important because it is so much more than just choosing the most attractive font. It is a vital component of user interface design. Great *typography* will establish a strong visual hierarchy and provide the perfect graphic balance.
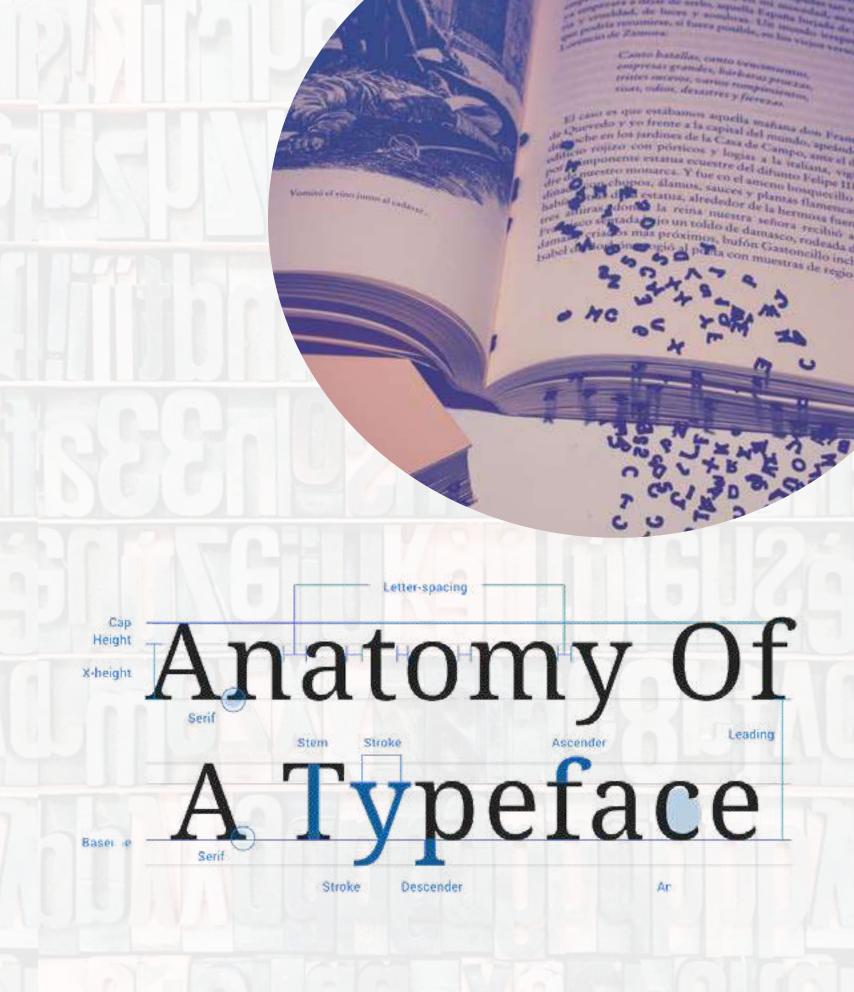
Hierarchy is used to guide the reader's eye to what is most important. It shows the reader where to begin and where to go next using different levels of emphasis.

When choosing a font, it is important to really think about your message because fonts can come across as casual, neutral, exotic or graphic.

Some fonts that you may want to avoid, Comic Sans, Curlz, and papyrus. Nothing particularly wrong with these fonts but because they just have a certain reputation for being out dated and over used. Consider using or trying a different font.

When deciding on what font to use keep in mind, **less is more**. It is probably a good idea to limit yourself to one or two per project. But if you need or want more contrast, try repeating on of your fonts in a different size, weight or style. This trick is foolproof for creating interesting combinations that work.

Anatomy Of A Typeface

Letter-spacing
Cap Height
X-height
Serif
Stem   Stroke   Ascender   Leading
Baseline
Serif
Stroke   Descender   Ar

LEADING

Leading is the space between lines of a text.

Tracking

Tracking is the overall space between characters.

KERN I NG

kerning is the space between a specific character.

A A A A
Light   Regular   Mediuum   Bold

Weight refers to the thickness of a font stroke. These examples are the most common weights.

Serif Fonts
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Serif Fonts

SERIF – they have little strokes called serifs attached to the main part of the letter. They are a classic look and are a good choice for more traditional projects common in print publications like magazines and newspapers.

Sans Serif
Sans Serif
Sans Serif
Sans Serif
Sans Serif

SANS SERIF – They don't have that extra stroke, in French for "without serif". Considered cleaner and more modern than serif fonts, also easier to read on computer screens, smart phones and tablets.

Display
Display
Display
DISPLAY

DISPLAY FONTS – Come in many different styles like script, black-letter, all caps, and just plain fancy. They are best for small amounts of text, like titles and headers also for graphic-heavy designs.

An image is a picture that has been created or copied and stored in electronic form. An image can be described in terms of vector or raster. An image stored in raster form is sometimes called a bitmap. An image map is a file containing information that associates different locations on a specific image with hypertext links.

Most common image file formats are:

JPEG – Raster format that stands for Joint Photographic Experts Group (the technical team that developed it). It's a go-to file format for digital images. It's the most universally recognized image file formats and compatible with most browsers, software and apps.

PNG – Widely used on websites to display high-quality digital images (Portable Network Graphic). A type of raster image file. It is popular file type with web designers because it

can handle graphics with transparent or semi-transparent backgrounds. You can open a PNG using any image editing software without the need for licencing. Designers often use PNG files for logos.

Vector – Are images that are built by mathematical formulas that establish points on a grid. Vector files are more versatile for certain types of tasks, they can be scaled at high resolution to virtually unlimited sizes.
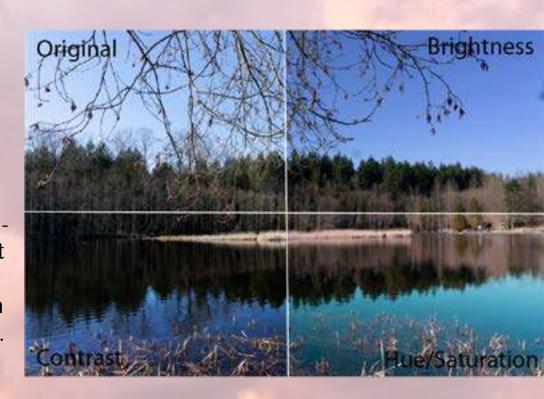
Vector grahics are digital art that is rendered by a computer.

Raster images are made up of tiny pixels.

Photo Editing is the act of altering an image. Photo editing techniques are done manually while others are conducted through automated software. Editing helps you get the best image possible, as close to what you imagined or perhaps better. The Quality of the image directly affects peoples opinion.

Adjusting could improve the image. Brightness, hue/saturation and contrast seem the easiest controls for an image but each one plays a different role which can affect the final result.

Cropping an image

Cropping is a basic photo manipulation to remove an unwanted object or irrelevant noise.

Resizing an image

Resizing changes the dimensions of an image, which can affect the file size and image quality and allows you to make an image smaller or larger without cutting anything out. Most common reason for resizing images is to reduce the size of a large file making it easier to share through email or share online.