

Digital Visual Design

Semester 1 | Level 4

Lecture 7

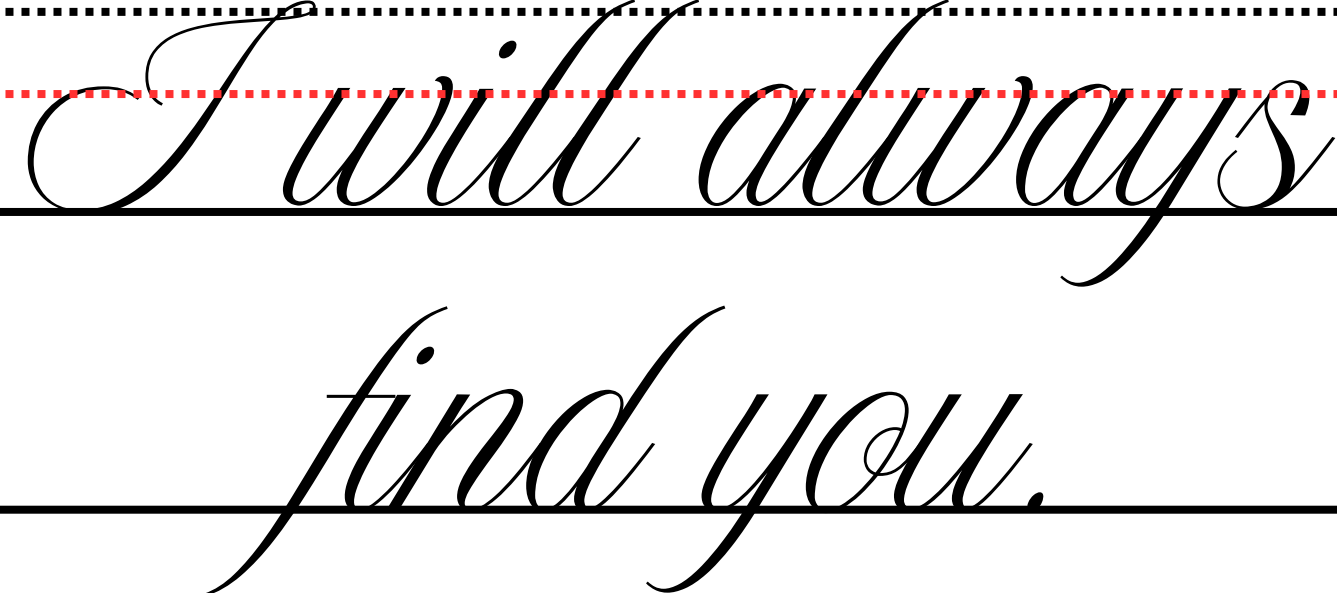
Subhan Ali



Typography

Typography expresses feelings, conveys meanings, creates contrasts, highlights ideas, and adds visual interests to the content that you're designing.

Cap Height, X-Height, Baseline



*I will always
find you.*

I will always find you.

I will always find you.

Serif

Sans-Serif

Font Weight

Font Weight

Font Weight

Font Weight

Font Weight

Typography

Delivers a Message

amazon

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. A small yellow vertical bar is positioned above the letter 'a'. Below the word is a thick, orange curved arrow that starts under the 'a' and points towards the 'n'.

Typography

Creates Hierarchy

fullstory

Platform

Customers

Plans

Resources

Company

Log in

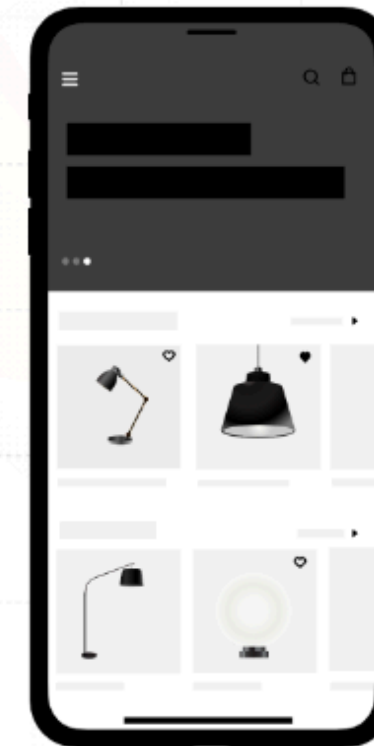
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Download the Gartner report on the future of digital product management →

Craft a more perfect digital experience.

Intuitive digital experience analytics that provide a complete picture so you can drive high-impact improvements.

GET A DEMO



Typography

Promotes Brand Recognition

Johnson & Johnson

Typography

Promotes Brand Recognition

adidas

Typography

Makes Impact



Imagery in Visual Design

TRAVEL & ADVENTURE

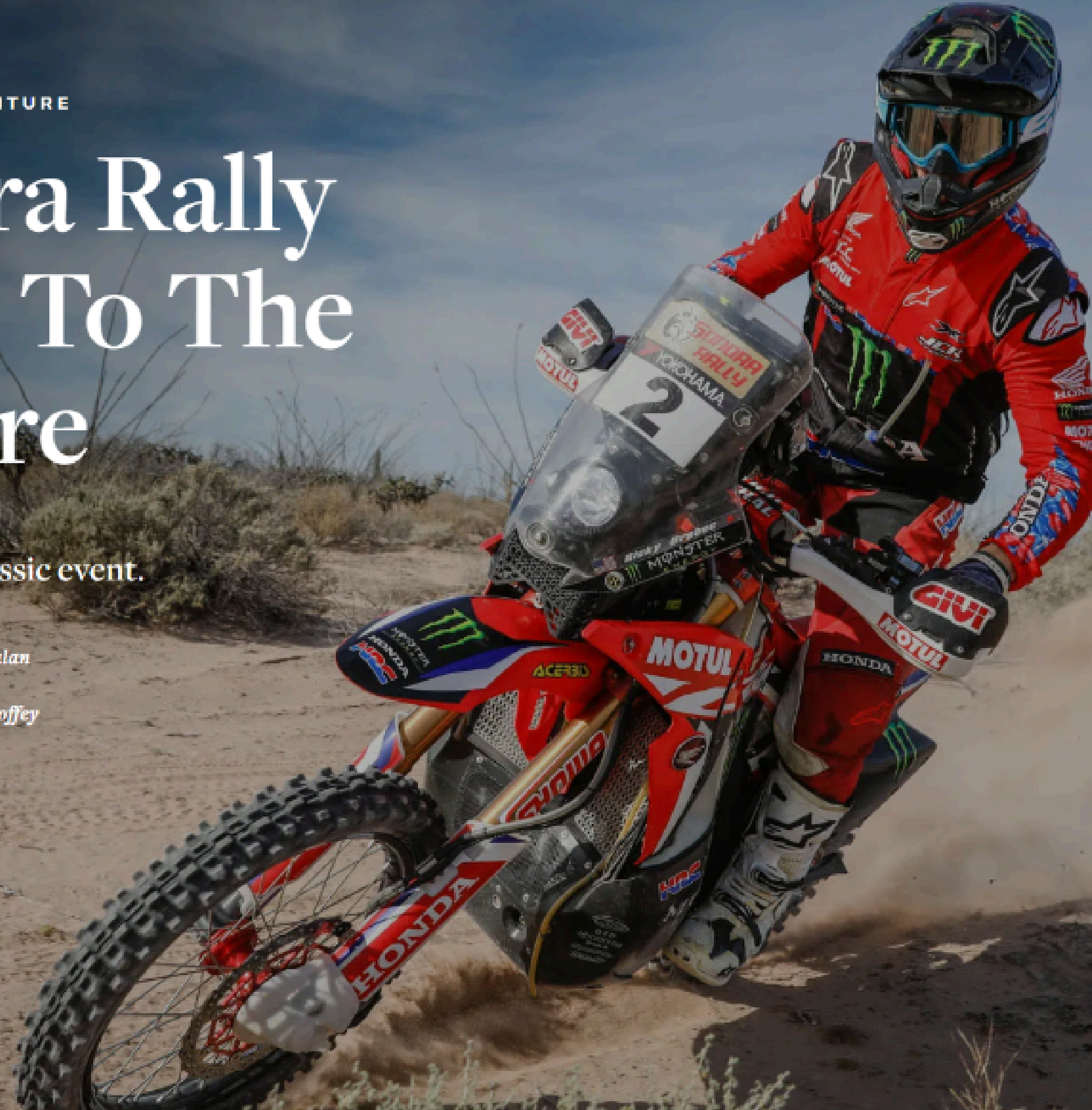
The Sonora Rally Goes Back To The Future

.....
A fresh take on a classic event.

WORDS *Kyra Saccalan*

IMAGES *Justin W. Coffey*

4 min read



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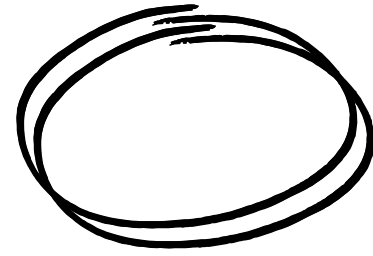
SHAPE YOUR PERFECT BODY

A small river named Duden flows by their place and supplies
it with the necessary regalia.

TAKE A TOUR NOW →



Figma Activity



Thank you