Course Site Title (first level menu item)

# Lesson Title (second level menu item)

## Lesson Objectives/Outline (each is third level menu item)

* Understand the ins and outs of Typography
* Review some essential Vocabulary
* Understand how we use hierarchy in typography
* Choose fonts
* Apply your knowledge in Figma
* Attribution and further investigation

## Understand the ins and outs of Typography

1. Web typography is typography a concept that is very old but applied to newer mediums. We must consider technical aspects like modern tools, equipment (like CSS and monitors, mobile and responsive design).
2. Typography is the means for which we create an optimal reading experience (paraphrasing Oliver Reichenstein). We are primary concerned with communication of your content. Remember that readability is not the same as legibility. Readability takes impact of design and how that impact influences positively or negatively ease of comprehension and the effort the content takes to read (On Web Typography pg 6).
3. Typography does have pre-defined boundaries based on your purpose, and if you understand those boundaries you can focus on being creative but not over the top is such a way that will turn your audience off to your content. If you really know the rules well, you may find acceptable and even beneficial ways to break them.
4. A test of your knowledge

## Essential Typography Vocabulary/glossary

## Hierarchy in heading and paragraph font styles

## Choosing Fonts

## Apply your knowledge in Figma

## Attribution and further investigation

1. Figma resource
2. Second Figma Resource
3. <https://www.amazon.co.uk/exec/obidos/ASIN/0881792128/jalfrezi-21/>
4. <http://book.webtypography.net/>
5. <https://www.amazon.com/gp/product/0520250125/ref=as_li_tl?ie=UTF8&tag=informationar-20&camp=1789&creative=9325&linkCode=as2&creativeASIN=0520250125&linkId=d708ea688c2998c86813dad10ab1941f>
6. <https://www.amazon.com/gp/product/3037784261/ref=as_li_tl?ie=UTF8&tag=informationar-20&camp=1789&creative=9325&linkCode=as2&creativeASIN=3037784261&linkId=0219c92eaa7b472349eac4e12caa819b>
7. <https://www.amazon.com/gp/product/3721200438?ie=UTF8&tag=informationar-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=3721200438>
8. https://www.amazon.com/gp/product/3721201450/ref=as\_li\_tl?ie=UTF8&tag=informationar-20&camp=1789&creative=9325&linkCode=as2&creativeASIN=3721201450&linkId=bedf39da5e449b0f7d1c7abcefb6f1fc
9. <https://typedecon.com/blogs/type-glossary?page=3>
10. Ian Yate at Envato Tuts