

After finishing the games given to us, I have noticed a lot of things when it comes to differences in font faces and how their spacing from each character varies from each other. Some fonts have certain curvatures and elongations/flanges, or in a more proper term its serifs, which creates variation on how much spacing is needed in between characters, there are some fonts which have long serifs but don't affect spacing that much while some take these into account, other font styles don't even utilize serifs yet each character is spaced a good distance from each other. The video we watched showed that space is not just done by the separation between characters, Cooper Black became a very popular font style which is seen everywhere in the US until today. The font itself screamed to be noticed by other people, like the term suggests, it is a type of bold font which means the text is thicker than its normal width. The difference is instead of increasing space in between the characters they have been able to squeeze negative space within the characters so that it does not feel too tight to the eyes. I've also noticed that when you look close and long enough there are minute differences between the styles, at first look we really did think that most font styles are identical and it would take an enthusiast to notice differences in a whim especially between the fonts Helvetica and Futura which at first glance may look the same but you will notice one of them have sharper angles and corners compared to the other.

When it comes to colors, we do not even notice how much it is different as do not normally see any change in its shade or value and you will see it as the original color. However, doing the game about getting the product correct and spending time fiddling with the color wheel you will notice how much saturation and desaturation affects the color chosen. Another thing I have noticed is that the logos that used the warmer side were my highest scores, these maybe because scream more to the eye, like Cooper Black, compared to the cooler palette and I remember them more accurately. The cooler colors that I got a decent score with were logos that are very familiar to me so I generally knew the color area where it resided.