


# Update SPD 1.2 Course Tracker

- Attendance
- Blog Post status





Y bueno, esa es mi vida.

# Typography and Design

# Design:

1. to conceive or execute a plan
2. to devise for a specific function or end
3. to indicate with a distinctive mark, sign, or name
4. to make a drawing, pattern, or sketch of

Design is about **communication**.

As a designer it is your job to  
communicate the values of your product  
with your audience.

A **product** has a purpose, and it's produces **values**.

These should be **expressed** in the design.

“There are three responses to a piece of design – yes, no, and **WOW!**

Wow is the one to aim for.”

- **Milton Glaser**



# Design Features

- Typography
- Color
- Layout
- Everything else...

# Typography

“Typography is the craft of endowing human language with a durable visual form.”

– **Robert Bringhurst**, The Elements of Typographic Style

# Talking about Type

# Terms



Align type on the baseline

# Kearning

Breathe

B r e a t h e

The space between characters - **Make type more legible**

# Leading

In typography, leading (/ˈlɛdɪŋ/ LED-ing) refers to the distance between the baselines of successive lines of type. The term originated in the days of hand-typesetting, when thin strips of lead were inserted into the forms to increase the vertical distance between lines of type. The term is still used in modern page-layout software such as QuarkXPress and Adobe InDesign.

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The space between lines - **longer lines need more space**

# Font Face

A typeface is a style of lettering.

San serif

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**Trueno Extra Bold**

Helvetica Neue

Serif

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**Baskerville Bold**

*Didot Italic*

Script

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**Lobster**

*Zaphino*



## Serif vs San Serif

The small features on the ends of strokes in some fonts are known as “Serifs.”

**Serif - Superclarendon**

Serif - Didot

Serif - American Typewriter

Serif - Baskerville

Serif - Georgia

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**San-serif - Arial**

**San-serif - Helvetica Neue**

**San-serif - DIN Alternate**

**San-serif - Trueno**

**San-serif - Impact**

**San-serif - Avenir**

Serif

**Type something**

Type something

# Font Family

Fonts sharing a common design style are commonly grouped into font families

Font Family

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**Trueno Regular**

***Trueno Regular Italic***

Trueno Ultra Light

*Trueno Ultra Light Italic*

Trueno Light

*Trueno Light Italic*

**Trueno Semi Bold**

***Trueno Semi Bold Italic***

**Trueno Bold**

***Trueno Bold Italic***

**Trueno Extra Bold**

**Trueno Black**

***Trueno Black Italic***

# **Color/Value Contrast**

Making type legible is important. Creating contrast between typefaces gives you creative opportunity for communication.

# Contrast

Contrast is the difference in luminance or colour that makes an object distinguishable.

Type should have good contrast.

Larger type needs less contrast.

Smaller type needs more.

Use your best judgement.

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Contrast

Light text against a dark background.

Be honest with yourself, if you are  
having a hard time reading  
something someone else is having a  
really hard time.

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Contrast

Color contrast is a thing!

Some colors don't contrast well and create problems for reading.

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Contrast

Type should have some contrast ...

# Font/Face Contrast

Pairing different font faces provides another opportunity for creative communication.

**Proxima Nova** - same family different weight and size



## *Font/Face Contrast*

Pairing different font faces provides another opportunity for creative communication.

**Lobster + Roboto** - Different faces

# Google Fonts

Google Fonts are great, their site suggests pairings.

<https://fonts.google.com>

**Playfair + Lato** - Weight and Face

# Information Hierarchy

# Hierarchy

Use the ***style*** type to create visual hierarchy.

Hierarchy communicates **what is important**

And the **order** things should be read

It **organizes** information

<https://www.canva.com/learn/typeface-fonts/>

# Why information Hierarchy?

Allows the designer/developer to point out to the viewer what he wants the viewer to see first.

This is very important in today's society as most people are in a hurry.

With the hierarchy principle, a designer can 'shout out' what is most important on the page/screen before the viewer gets bored and moves on.

## Hierarchy Helps

Use styles to create a hierarchy

Without style the type is flat and uninteresting.

## Hierarchy Helps

**Use styles to create a hierarchy.**

Without style the type is flat and uninteresting.

# Use Font Weight

## Size and weight

Use design to create a hierarchy in your type. It will organize how and what you communicate.



# Use Font Color

Use design to create a hierarchy in your type. It will organize how and what you communicate.

Size and Color

# Use Position

Position matters

Use design to create a hierarchy in your type. It will organize how and what you communicate.

# Use Everything

Use size, weight, color, etc. These are tools to help you arrange type to optimize your communication.

Size and Color

# Quiz

Type Thing

A handwriting guide for the phrase "Type Thing" on four-line red paper. The lines are labeled A (top), B (bottom), C (middle-top), and D (middle-bottom). The word "Type" is written between lines C and D, and "Thing" is written between lines A and B. A vertical line segment labeled "E" is positioned between lines C and D, indicating the height of the lowercase letters in "Type".

# Typography Tipsd

Use **one** or **two** Typefaces or better use **one font family**

**Use Line spacing.** Longer lines require more space.

Use Good **contrast**.

Avoid Pure Black and Pure White. **Use off white and off dark and gray** instead.

**Create a Hierarchy** by styling each piece of information differently.

**ACTIVITY** - Access via  
class syllabus on Github