Assignment 2

Due: Saturday, 16 July 2022, 11:59 PM
To do: Make a submission

The learning objective of this exercise is to find the answers to the following questions:

- Why is typography important?

- How it impacts the viewer, user, or consumer of a website?

- Is it making the brand visually appealing or doing the opposite job? and then learn to build a typography base for your future projects.

Visit any three sites of your choice from the following list and critique typography style choices. Go through the site landing page and note what typography works well and what doesn't (if any).

https://www.gingko.pro/

https://www.explose.lu/en

https://works.studio/

https://gedaechtnispalast.ch/

https://thecarbonation.com/

https://electricred.design/projects

http://mango-media.eu/

https://www.idolebylancome.com//?lang=en

https://tula.redcollar.co/

Share what you observe and how did you feel by answering the questions:

1. **What is your overall first impression? Does the typography communicate the right thing? the brand and service of the organization or company. Will you choose these fonts for your future projects? Critically think <u>why</u> and in what <u>scenarios</u>?**
2. **Find the typefaces used. Check the overall quality of the typeface, such as does it have enough different weights and has all the characters you need? Try using an app like <u>WhatTheFont</u> (smartphone or browser) to identify the font if you don't know it.**
3. **Is it legible? Remember, the size matters!**
4. **Do you need the license, or is it available for free? Is it a web font? If you need to buy it, what is the price? Can you afford it?**

Check out these fonts resources for help:

- **dfont.com**
- **www.fontsquirrel.com**
- **www.myfonts.com**

Submission guidelines:

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1. **Compile the answers as PDF or Google Doc**
2. **Submit PDF or share the Google Doc link on eClass.**

Evaluation Criteria and Rubric:

Demonstrates a solid understanding of the major themes of the course.

Exceeding	Meeting	Approaching	Beginning	Needs Improvement
5	4	3	2	1
Sophisticated presentation of the issue, reflecting a clear understanding of nuances and context. Thorough demonstration of reasons and evidence to support one's position using session material and research.	Clear presentation of the issue, reflecting an understanding of nuances and context. Demonstration of reasons and evidence to support one's position using session material and research.	Presentation of the issue, reflecting an understanding of nuances and context. Some demonstration of reasons and evidence to support one's position using session material and research.	Minimal reflection of the understanding of nuances and context. No demonstration of reasons and evidence to support one's position using session material and research.	Absence of reflection of the understanding of nuances and context. No demonstration of reasons and evidence to support one's position using session material and research