

## **Question-1 Why is typography important?**

Whether it's on our phones, in books or on websites, we're constantly digesting written words. From instruction booklets to shop fronts, type is all around us. We often reflect on the power of the written word, but rarely do we consider the designer's role in emulating the tone of the word or sentence.

Behind the scenes, a designer has taken the time to consider the relationship between the look of the text and what the text says. In reality, different moods, atmospheres and emotions can be expressed simply through the type choice.

Typography has two main purposes in graphic design. The first is to promote legibility, and the second is to help communicate the messaging, tone, and sentiment of a design piece. Another function of typography revolves around aesthetics. We're drawn to visually attractive designs that are clean and easy on the eyes. The importance of typography in real life, design, etc. is boundless. Here some them in following:

### **01. Grab The Viewer's Attention**

The attention span of people is fast decreasing, and it is now a few seconds only. Brands have to grab the attention of their target customers in that friction of time. Graphic designers, therefore, use the power of typography to catch the eye immediately. Since typefaces come in a wide range of shapes, sizes, and styles, these elements become crucial to creating unique designs.

### **02. Make Text Reader-Friendly**

Careful use of typography ensures that visitors can read the text on a web page easily. A wrong choice of fonts will make the presentation complex and confusing for the viewers.

For instance, small and cramped fonts create tension in the eyes. So, even when the design project is fun and complex, the audience should be able to scan the text. The readability of the content also depends a lot on how the designer does alignment and arranging of the text. Conventionally, the designers have been aligning the font in four ways: right, left, centered, and justified.

### **03. Establish Hierarchy**

An experienced and skillful graphic designer makes good use of different font sizes and font types to draw visitor's attention to the most important information first. The

viewer can locate such information just by having a quick look at it. To achieve this, the designer uses a variety of font sizes for heading, subheadings, and the text body.

#### 04. Builds Recognition

Brand recognition is crucial for businesses to deal with competition. In graphic design, the fonts are the visuals that target customers or visitors keep in memory for a long time. It is these visuals that help a business build recognition amongst its customers.

Many logos are typography based. They are all brands that people recognize quickly. So, your typography design ideas should aim at building your brand recognition.

Careful use of typography is essential to ensure the desired impact on the audience and how they should perceive your brand. Take, for example, the logos of Coca-Cola, Google, GAP, and Disney. These are all great examples of a recognizable typography logo due to their specific use of typefaces.

#### 05. Give Value and Tone to Your Brand

Typography is also helpful in setting the values and tones of a brand. Each typeface has the power to represent businesses in different ways in terms of what they do and what for they stand. This is precisely the reason for there being many kinds of typefaces as they represent different moods and effects through a design.

The audience understands a design by grasping its message. So, the designers incorporate the fonts that set the tone to present and convey a message.

#### 06. Draw Attention

One of the most important roles of typography is to draw attention to important messages. Typography is an easy and impactful method for making a word or phrase stand out in a design. Some ways to draw attention through typography include increasing the size, changing the color, and changing the font or typeface to contrast with the surrounding elements.

## **Question-2 How it impacts the viewer, user, or consumer of a website?**

Typography is a minor consideration for most business owners trying to make a better website, but it has a huge impact on the website's usability and experience.

Poor typography is confusing, hard-to-read, and best left to websites that show up on page 10 of a Google search. Users will have a difficult time navigating your site and staying engaged long enough to reach your CTAs.

Typography blunders involve more than just typos. If you want help boosting your conversion, watch out for these critical design errors on your website.

### **Choosing fonts for a brand:**

The font you choose for your website impacts readability, but it's also an important design element that carries symbolic weight for your brand.

Fonts have associations with certain adjectives. If you're using a font that doesn't mesh with your brand's personality, you send a confusing message to your audience.

### **Perfect typefaces placement:**

Your typography should follow the attitude and values that your audience is looking for. At the same time, a collection of typefaces and fonts helps break up the text to make it easier to scan a webpage.

In too many cases, a designer won't find the balance between the two and will end up adding a dizzying array of typefaces.

You make your brand too confusing when you use too many different typefaces to break up your heading, sub-headings, and other text elements. Your website will look amateurish.

### **Text Is Centered in the Wrong Places:**

People love symmetry, but the centered text should see limited use around a webpage. In long paragraphs, the centered text creates a visually unappealing and hard-to-follow flow.

Users need to search for the beginning of a line when reading from one line to the next. A left-justified body of text can be read efficiently because the beginning is predictable. With a jagged, zig-zag alignment, centered text loses that efficiency.

### **Question-3:**

Just like the color has meaning for your brand, typography is equally as powerful in representing the values and tone of your brand. Each classification of typeface has a different set of connotations and therefore will create a different representation of who you are and what you stand for as a brand.

The reason there are so many classifications and kinds of typefaces is that they all give a vastly different mood or effect. For example, sans-serif typefaces are typically modern looking. They're often clean, simple, easy to read on a large scale, and fitting for a lot of things today. On the other hand, serifs are often considered old-fashioned; they look older and give an older vibe, but they are typically known to be easier to read for more long-form content such as blogs and books.

Monospaced typefaces are often used in computer programming and coding, so are going to give a technological vibe to your design. Script fonts feel more hand-written and personal but can vary from cute, modern brush lettering, to quite ornate, fancy calligraphy. Blackletter is associated with the gothic era and therefore feels darker, creepier, and a bit moody.

So, I can say that typography creates the brand appealing when it is suited with the right impactful font.

<https://explose.com/en>

1. Visiting this digital agency website, my overall first impression is positive. In my point of view, this typography communicates their organization and services very well. They are keeping their website minimalistic and to keep pace with this vibe they have used a sans-serif font in titles which suits their services very well. Yes, I will choose these fonts whenever I try to create a design with a minimalistic impression and being straightforward about the services or about my company directly to the users.
2. The typeface they have used here is 'Circular STD' and only in one section they have used 'Freight Text Pro'. Both of them have all the font weight and characters one can look for.
3. Yes, it is very much legible. It feels smooth to the eyes when I read a title. There's no haziness in their theme as well as in their font. So, I can get their brand identity very clearly.
4. Both of them aren't free to access. I have to get the license and both of them are web fonts. The price for the 'Circular STD' full pack is \$860USD and the 'Freight Text Pro' full pack is \$280. Which is out of my hand.

<https://thecarbonation.com/>

1. This is a product showcasing website where they are trying to tell the users about their products. The font they have used here is a very polished font as well as their brand or product. So, this typography is suitable for their product and they have used it very well. Yes, I'll use this font for future projects. Whenever I want to show a sense of peace, smoothness, and relaxation to the eyes in my projects I will choose this font.
2. The typeface they have used here is 'Italian Plate NO1 Expanded'. It has all the font weights but this website used two of them which are Regular and Bold.
3. Yes, it is legible. The font size, color, and font-weight seem readable to me.
4. To use this font, I have to get a license. The price for using this typography in my website is € 1,000.00. I can't afford it.

<https://tula.redcollar.co/>

1. This website is designed following the modern trend so does its typography. The typography has a modern feeling to it. It is an expanded sans serif with square letterforms due to what the font face was named. As this website is showcasing their product in a modern way of design and the typography, they have used fits in there very well, I can say it communicates their brand perfectly. Yes, I will choose this font when I will try something modern design this would suit better.
2. The font used here is Quadrat Grotesk New. This font has 3 styles which are Regular, Bold, and Black. Besides, it has all the characters I look for.
3. Yes, it is readable. As it has some geometrically shaped character though it doesn't create any strain on the eyes. The size and font weight used is legible.
4. As it is a premium font, I have to get a license to use it on my projects. It is a web font and the price of the full package of this font is \$81.25. Which is affordable for me.