Typography and Design Systems

Module 6

Instructor: Davis Levine
EXSM 3922: Visual Design for UI
Fall 2022

Typography is what language looks like

– Ellen Lupton

Typography is what language looks like

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Typefaces

Choosing a typeface for your design will impact the mood and aesthetic quality of your design.

Roboto Slab	Variable
Christian Robertson	

Whereas recognition of the inherent dignity

Playfair Display	Variable
Claus Eggers Sørensen	

Whereas recognition of the inherent dignity

Merriweather	8 styles
Sorkin Type	

Whereas recognition of the inherent dignity

PT Sans	4 styles
ParaType	

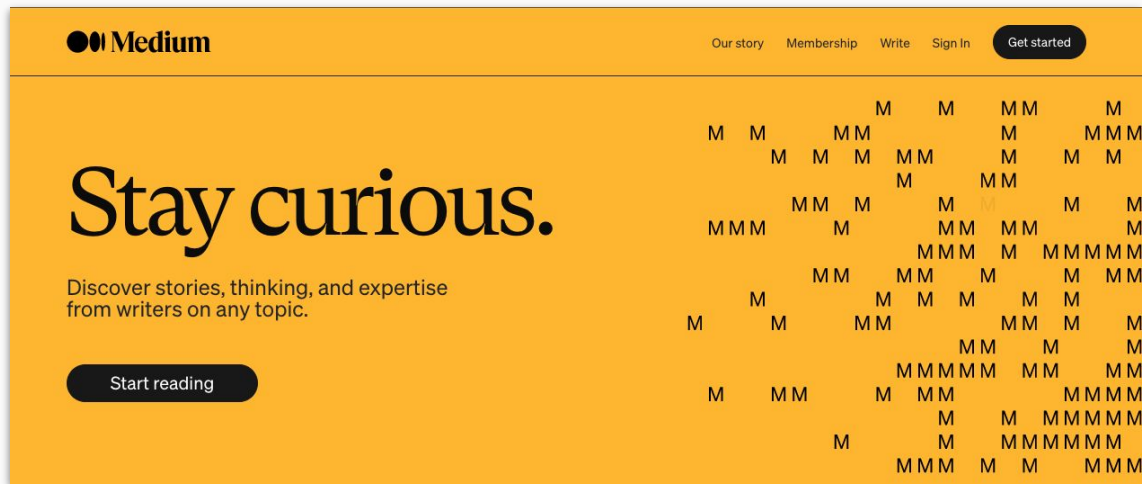Whereas recognition of the inherent dignity

ABC

Sans serif

ABC

Serif

Typographic Hierarchy

Typographic size, weight and colour are useful tools to create hierarchy in your designs.

Author →
Meta-data →

← Heading / title
← Sub-title

Jules Cheung
Apr 9, 2017 · 7 min read · ▶ Listen

3 ways to improve your visual design skills

Quick tips for visual design newbies

← Body text

I've noticed a trend after screening dozens of junior designer portfolios. Designers (mostly from bootcamps) were heavily focused on UX and evangelizing the Design Thinking mindset popularized by consultancies like IDEO. What lacked was the ability to breath life into designs, and portfolios fell flat in showcasing visual design fundamentals taught in art school.
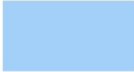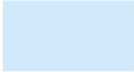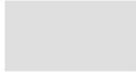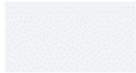
Style Guide

Typography is one aspect of style guide you can deliver to your client to communicate your visual design.
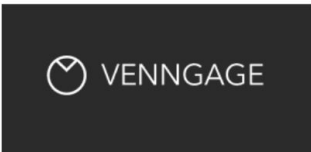
Style guides help you consider the unity of the design elements in relation to each other

VENNGAGE STYLE GUIDE CHEATSHEET

TYPOGRAPHY

FONT SPECIMEN

Oxygen
abcdefghijklm
nopqrstuvwxyz
1234567810

HEADER TEXT WEIGHT

Aa

SUB HEADER TEXT WEIGHT

Aa

BODY TEXT WEIGHT

Aa

COLOR GUIDE

#2D95EC   #666666

LOGO VARIATIONS

VENNGAGE

VENNGAGE

VENNGAGE

Assignments

Your sixth assigned reading will dive deeper into information design and effective communication with typography.

For your sixth and final assignment, you will be creating a web layout using the concepts you've learned in this course along with a style guide with your design choices.

Sources

Images

1. Google fonts (https://fonts.google.com/)
2. Medium homepage (https://medium.com/
3. 3 ways to improve your visual design skills (https://medium.com/user-experience-design-1/3-ways-to-improve-your-visual-design-skills-fa9dc8e583ff)
4. Venngage Branding Infographic Template (https://es.venngage.com/templates/infographics/venngage-brand-style-guide-73e591b4-c31b-4cec-89f8-b916cb4d3ec2)