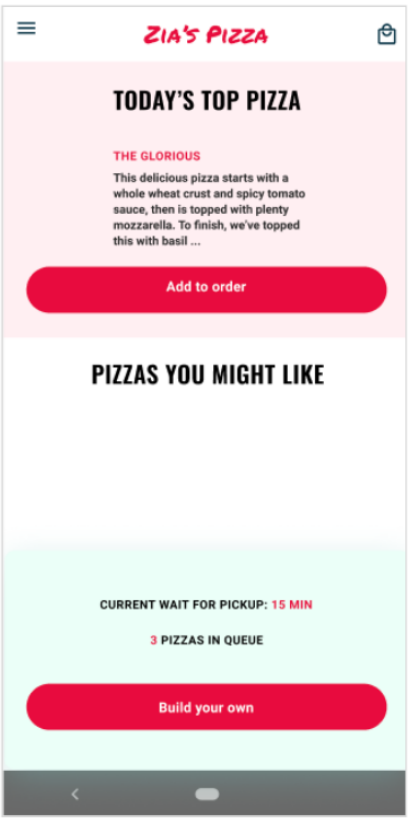


Activity Exemplar: Add typography to your portfolio project mockups

Here is a completed exemplar for Zia's Pizza, along with an explanation of how the exemplar fulfills the expectations for the previous activity.



Exemplar



LOGO: PERMANENT MARKER 24PX

HEADER: OSWALD/SEMIBOLD/24PX

SUBHEADER: ROBOTO/BOLD/12PX

Body: Roboto/Regular/12px

Button: Roboto/Bold/14px



Assessment of exemplar

Assess the typography you added to your mockups in the activity, using the criteria below.

In the example above, different weights and sizes of multiple **typefaces** are used to establish the visual hierarchy of the information on this page. The specific **font** choices are established and identified so that they can be replicated throughout the entire app.

Generally, larger and heavier fonts are going to grab more attention than smaller and lighter fonts. The largest size font is reserved for the logo and headers. The Permanent Marker typeface is a handwriting-style typeface, so it's used the least because it's the toughest to read. The rest of the written content uses various sizes and weights of the Oswald and Roboto typefaces. This choice maintains consistency but allows for a broad range of hierarchical levels.

Information architecture choices play a role in your typography choices as well; font placements can change their emphasis. Make sure your font choices are drawing attention to where you want the user to focus.

Compare the exemplar above to your completed deliverable. What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

