



UNIT 4: TYPE AND COLOR

Further Reading

Looking for more help with Type and Color? Here are a couple places you can check out:

- » A further discussion of typographic basics can found at FontShop, a highly-regarded type design company:
<http://www.fontshop.com/education/>
- » Strong typographical resource site:
<http://ilovetypography.com/2008/03/21/extreme-type-terminology/>
- » Articles such as How People Read on the Web: The Eyetracking Evidence demonstrate the importance of readability, layout, and hierarchy in web design:
<http://www.nngroup.com/reports/how-people-read-web-eyetracking-evidence/>
- » Hoefler & Co. is a highly regarded type foundry, a company that designs and distributes typefaces, and offers a Combing Fonts page on their site that is both informative and visually inspiring:
<http://www.typography.com/techniques/index.php>
- » For more on advanced typesetting concepts see Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students by Ellen Lupton, a designer and educator well known for her writings on typography and design:
<http://www.papress.com/html/book.details.page.tpl?isbn=9781616891701>
- » Strunk and White's The Elements of Style is an English writing and style reference frequently referred to by writers, readers, and designers alike:
<http://www.amazon.com/Elements-Style-Illustrated-William-Strunk/dp/0143112724/>
- » Maintain your awareness of current design trends and bolster your technological prowess by continuously learning through sites such as A List Apart and Communication Arts:
<http://alistapart.com/topic/typography-web-fonts>
<http://www.commarts.com>
- » Companies such as the Color Marketing Group monitor trends and forecast colors:
<http://www.colormarketing.org>

Also, as usual, please feel free to reach out to your mentor.