

Web Interface Design



Typography Selection

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2º DAW

Content

Typography selection criteria 1

 Alice..... 1

 Poppins..... 1

Selected typography 2

Bibliography 3

Typography selection criteria

I will use two different fonts, one for titles and one for the rest of the text. I will also use the different weights to differentiate the hierarchy of each element using the same typography.

The fonts I have selected are Alice for the headings and Poppins for the rest of the text.

I will not use overline text and will only capitalize the first word of the text at the beginning of the sentence or after a period.

Alice

I will use Alice for titles, a typography inspired in the Lewis Carroll novel. Its soft and rounded features remember the handwriting lettering while is stylish and sophisticated.

I have selected this font because its widened proportions and open aperture make it easier to read while, at the same time, the fact that it is reminiscent of a handwritten font conveys closeness, elegance, affection and creativity to the reader.

Poppins

For the rest of the texts I have selected a sans serif typeface since they are designed to be displayed on screens, in addition they transmit modernity, security and minimalism.

It is an easy to read font because of its rounded lines. It is available in different weights, so it is easy to give it different visual heights, depending on the relevance of the information it contains.

Selected typography

Heading 1

Alice Black
Size 40 Letter spacing 30

Heading 2

Alice Black
Size 35 Letter spacing 30

Heading 3

Alice Black
Size 30 Letter spacing 30

Heading 4

Alice Black
Size 26 Letter spacing 30

Heading 5

Alice Black
Size 24 Letter spacing 30

Heading 6

Alice Black
Size 20 Letter spacing 30

Subtitle 1

Poppins SemiBold
Size 30 Letter spacing 0

Subtitle 2

Poppins SemiBold
Size 25 Letter spacing 0

Body 1

Poppins Regular
Size 14 Letter spacing 0

Body 2

Poppins Regular
Size 12 Letter spacing 0

Button

Poppins Bold
Size 16 Letter spacing 30

Caption

Poppins Medium Italic
Size 14 Letter spacing 0

Bibliography

- *Google fonts*. Available at: <https://fonts.google.com/> (Accessed: 20 October 2023).
- Importancia del Tipo de Letra en Nuestra Estrategia de marketing digital. Mente Diamante. Available at: <https://mentediamante.com/blog/importancia-letra-estrategia-marketing> (Accessed: 20 October 2023).
- Svaiko, G. (2023) *Font psychology: Here's everything you need to know about fonts*, *Designmodo*. Available at: <https://designmodo.com/font-psychology/#emotional-impact-of-fonts> (Accessed: 20 October 2023).