Typography

Typography Slideshow

Notes to accompany Typography slideshow. (1st, 2nd, 3rd slides, etc.)

1. Good design attracts the viewer, typography is part of design and if we have sound typographic design viewers will want to read the content.
2. Anatomy of a Typeface.
3. Helvetica is a popular sans-serif typeface, it's considered very good but it's also very common. Alternatives to Helvetica are; FF Dagby, Proxima Nova, Museo Sans, Pragmatica, Slab serif. Georgia is a serif typeface, also very good but widely in use. Alternatives to Georgia are; Chaparral, FF Meta Serif, Droid Serif, FF Tisa. Garamond is a classical sans-serif typeface which has inspired renditions. Garamond renditions; LTC Garamont, Garamond BE Sabon, Stempel Garamond, Granjon, ITC Garamond, Garamond 3, Adobe Garamond, Simoncini Gramond, Garamond Premier Pro.
4. Does the historical context of the typeface support what you want to convey through the design?
5. What special characters does your typeface support?
6. Use two different typefaces to create contrast, or use one typeface and create contrast with font; size, colour, weight or style. Limit the amount of typefaces to three, preferably two. Pairings, you want two typefaces that work well together. Paragraph text is longer than heading text and needs to be easy to read. Decorative texts are better for headings. Use different typefaces to create contrast. Alternatively create contrast with font; size, colour, weight or style. No more than three typefaces. Keep line width between 45 - 75 characters. Long lines need more line spacing than shorter lines. Line spacing is generally between 1.2 and 1.5 ems. Paragraphs can be indented or have a line of spacing, indenting is more common in long text blocks such as those found in novels. Avoid widowed words at the end of each paragraph.
8. Left, right, centre and justify text alignment. Shorter lines of justified text can create rivers.

N.B. Google fonts has pairing example and you can see all the supported characters. Don't depend on CSS bold and italic, use only typefaces that support those. Vertical Rhythms; consistent line height for all headings sizes and paragraph text. There's support for typography in CSS including character spacing, no widowed words, uppercase letters, line height, drop caps, etc. Jason Santa Maria on Web Typography https://vimeo.com/59237572