

Color and Typography

With the asynchronous session, we were asked to watch videos about typeface and the importance of relevance of font usage, spacing, and font size. The video about bad typography is interesting. Just like how Steve Harvey prompted to crown Ms. Columbia as Miss Universe instead of Ms. Philippines due to bad typography. No one couldn't blame him because the cue card is indeed confusing, the way they presented what to be read was just confusing because some things are not taken into consideration like putting a word winner to indicate that Philippines won the Miss Universe 2015 and aligning all text in the center so they would know that it's all meant to be together. The typography of the US ballot election was also discussed, and the bad typography shows how much it affected the US candidacy due to bad design and bad typography. The typography of prescription drugs is also a good topic. The brand and the number are the ones that are highlighted and with a bigger font size which are less important or have less relevance to the medicine. The new developed design for the prescription drugs gave highlight to the name of the drug and gave a color coding rings for the packaging to avoid mixing each medicine with each other. And utilize the back of the bottle to put the warnings before taking in the medicine.

The exercise that was given to us also helped me to recognize common typeface. I am not knowledgeable about font because I only use default fonts like Calibri or Arial. It helped me differentiate one font from another. The "Better Web Type" exercise was really challenging, I was able to get high score at the start but it became harder at the last stage, which I'm really confused about since I don't know exactly why I'm wrong. The how well do you recognize the brand is also challenging because one color has a lot of variations so pinpointing the right one is a real challenge. The kerntype is also fun but I was having a hard time with it too because I am not really great with spacing, that's the thing I always miss most of the time so working on it would be great.

I really enjoyed the asynchronous session because of the activities and the videos that gave importance about typography and the usage of font and how some fonts are designed and how is it still relevant up until now.