

COLORED & IMAGES



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Typography

Learning about typography doesn't have to be scary if you know which fonts work for traditional projects. Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. It involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), as well as adjusting the space between pairs of letters.



Fonts

Fonts are graphical representations of text that may include a different typeface, point size, weight, color, or design. When designers talk about fonts, they mean the design, size, and boldness of letters and symbols. Fonts help designers convey interface content, guide web or

mobile app users to interact with the interface smoothly. There are about over 200,000 fonts. And I will mention about some fonts during this project.

A large, vertical pink rectangle with a subtle drop shadow. Inside the rectangle, the word "FONTS" is written vertically in a bold, yellow, sans-serif font, rotated 90 degrees counter-clockwise.

FONTS



This font seen here is commonly used for long-form body text or larger displays, especially on screens with small size or low resolution. Sans-serif fonts are also used for wayfinding or signage applications, such as highway signs. Some of the most popular sans serif typefaces are Arial, Helvetica, Open Sans, Calibri, and Verdana.



DISPLAY FONTS

DISPLAY FONTS ARE FONTS THAT ARE DESIGNED FOR USE AT A LARGE SCALE SUCH AS FOR HEADINGS, BILLBOARDS, ADVERTISEMENTS, OR MAGAZINES. THEY ARE MEANT TO CATCH THE EYE AND BE EASY TO READ. DISPLAY FONTS CAN BE PART OF BRANDING AND INCORPORATE DIFFERENT SHAPES AND STYLES. THEY CAN BE SERIF, SLAB SERIF, DIDONE, SCRIPT, SANS SERIF, AND MORE. DISPLAY FONTS ARE NOT DESIGNED FOR EXTENDED PASSAGES OF BODY TEXT.

fancy fonts

Fancy fonts are used for creative and decorative projects where your imagination can run wild. They are typically used for titles and headlines or for small amounts of text in large sizes such as in greeting cards or posters



IMAGES

Images are important with typography because they can help communicate the messaging, tone, and sentiment of a design piece. Typography has two main purposes in graphic design. The first is to promote legibility, and the second is to help communicate the messaging, tone, and sentiment of a design piece. Images can help with the second purpose by providing context and visual interest that can help draw the viewer's eye and reinforce the message being communicated by the typography.



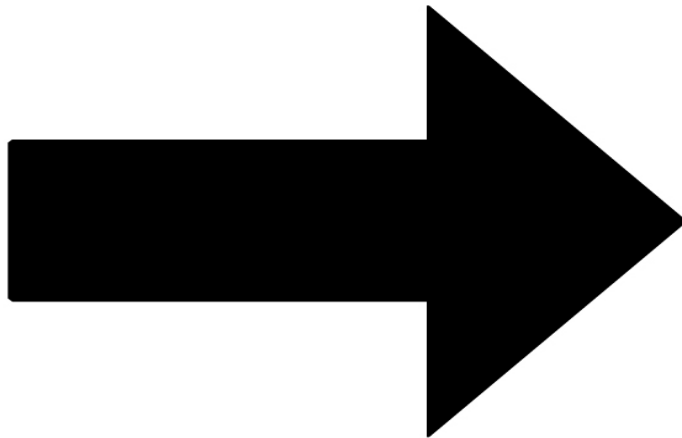
Legibility

First, not all typefaces are—or should be—created with legibility as a primary design function. Many faces are drawn for the purpose of creating a typographic statement, or for providing a particular spirit or feeling to graphic communication. Some typefaces are just designed to stand out from the crowd. To the degree that a typeface has personality, spirit, or distinction, however, it almost always suffers proportionally on the legibility scale.



Commuinication

Strong communication is a tool to provide a way different from the other. The choice of a correct typeface will determine what is conveyed and understood. For some serious content, we can use professional, simple fonts whereas for something exciting we have to design content in a fun and playful manner. Therefore, the right communication can convey a certain mood. between the website and the viewer. The arrangement of content, fonts, colours and other details reflect the message that the website wants to convey. It guides and informs the users about the website.



examples given next page

Signage



warning signs



safety signs