

TYPOGRAPHY



Girl Develop It
don't be shy. develop it. 

WELCOME!

Girl Develop It is here to provide affordable and accessible programs to learn software through mentorship and hands-on instruction.

Some "rules"

- We are here for you!
- Every question is important
- Help each other
- Have fun

95% of the information on the web is written language. It is only logical to say that a web designer should get good training in the main discipline of shaping written information, in other words: Typography.”

- INFORMATION ARCHITECTS, INC

“Typography is what
language looks like.”

- ELLEN LUPTON

Basic Terminology

TYPOGRAPHY

Type Classifications

TYPOGRAPHY

Serif

Aa

Aa

Aa

Sans serif

Aa

Aa

Aa

Slab serif

Aa

Aa

Aa

Choosing Typefaces for Web Projects

TYPOGRAPHY

Does the client have existing
type guidelines?

TYPOGRAPHY

What's the budget?

TYPOGRAPHY

What makes a good typeface?

TYPOGRAPHY

Technical Criteria

TYPOGRAPHY

Does it have a big family?

TYPOGRAPHY

Freight Sans Pro

About this font

Designed for warm formality in text and an authoritative, helpful tone in display, Freight Sans eschews mannerisms of form in favor of a studied balance of organic and geometric shapes. Because Freight Sans is a single design for a broad range of uses, it benefits from careful attention to tracking when it is set at very small or very large sizes. [More about Freight Sans Pro...](#)

Included in the [Portfolio plan](#) and higher



[SIGN UP](#)

[Weights & Styles](#)

[Specimens](#)

[Type Tester](#)

[Browser Samples](#)

Total size: 264K

Light 300

Size: 21K

The five boxing wizards jump quic

Light Italic 300

Size: 22K

Brawny gods just flocked up to qu

Book 400

Size: 21K

Waltz, bad nymph, for quick jigs \

Book Italic 400

Size: 23K

Vamp fox held quartz duck just b.

Medium 500

Size: 21K

The five boxing wizards jump qu

Medium Italic 500

Size: 22K

Brawny gods just flocked up to q

Semibold 600

Size: 21K

Waltz, bad nymph, for quick jigs \

Find the perfect font?

[Sign Up now](#)

About this foundry

Phil's Fonts evolved from one of the most well known and respected photolettering studios in the industry - Phil's Photo. We carry on the traditions and standards established by its founders. As the state of typography changes in the digital era, Phil's Fonts continues its love affair with beautiful faces, making fine typography available to artists and communicators around the world.

[Foundry site](#) | [Typekit profile](#)

Classification

[Sans Serif](#)

Recommended For

[Headings](#)

[Paragraphs](#)

Properties

FREIGHT SANS

Large X-height

Language Support

[Catalan](#)

[Czech](#)

[German](#)

[Browse Fonts](#) [Browse Lists](#) [Foundries](#) [Gallery](#) [About](#) [Blog](#) [Help](#) Find fonts

Freight Text Pro

by [Phil's Fonts](#)[Add to Favorites](#) [In Kit](#)

About this font

As the primary text design in the Freight series, Freight Text offers a variety of degrees of emphasis, from the spare, bony Light to the beefy Black. Designed concurrently, the romans and italics differ in texture but move with one calligraphic accord: neither is necessarily subject to the other. [More about Freight Text Pro...](#)

[Weights & Styles](#)[Specimens](#)[Type Tester](#)[Browser Samples](#)

Total size: 281K

Light 300

Size: 21K

The five boxing wizards jump qu

Light Italic 300

Size: 21K

Brawny gods just flocked up to quiz

Book 400

Size: 28K

Waltz, bad nymph, for quick jigs

Book Italic 400

Size: 28K

Vamp fox held quartz duck just by

Medium 500

Size: 21K

The five boxing wizards jump q

Medium Italic 500

Size: 21K

Brawny gods just flocked up to qui

Semibold 600

Size: 21K

Waltz, bad nymph, for quick jigs

Semibold Italic 600

Size: 22K

Vamp fox held quartz duck just by

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[Foundry site](#) | [Typekit profile](#)

Classification

Serif

Recommended For

Paragraphs

Properties

Standard caps

Regular contrast

Lowercase numbers

Heavy weight

Light weight

Regular weight

Regular width

Large x-height

Languages

[Catalan](#)[Czech](#)[German](#)[English](#)[Spanish](#)[French](#)[Italian](#)[Polish](#)[Portuguese](#)[Swedish](#)

FREIGHT SERIF

Does it have a minimum
character set?

TYPOGRAPHY

Aa Bb Cc Dd Ee Ff Gg

Hh Ll Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1234567890

““(?!&\$)].)”

Is it well spaced?

TYPOGRAPHY

kerning

kerning

Quicksand

Proxima Nova

Is it well hinted?

TYPOGRAPHY

Whether a typeface has been **designed or adapted for screen use** significantly influences how it will look on the web.

Jadage
Gm.

TaoTao

- Choose high quality fonts from reputable sites
- Test the font in a variety of browsers and devices

Weights & Styles Specimens Type Tester **Browser Samples** Total size: 139K

Regular ▾

Preview how this font looks in various browsers.

OS X Windows 7 Windows Vista Windows XP Ubuntu

Chrome on OS X

72 Quick fox jumps nightly above wizard.
48 Quick fox jumps nightly above wizard.
36 Quick fox jumps nightly above wizard.
30 Quick fox jumps nightly above wizard.
24 Quick fox jumps nightly above wizard.
18 Quick fox jumps nightly above wizard.
16 Quick fox jumps nightly above wizard.
14 Quick fox jumps nightly above wizard.
12 Quick fox jumps nightly above wizard.
11 Quick fox jumps nightly above wizard.
10 Quick fox jumps nightly above wizard.

 Atrament Web Regular in Chrome (22.0.1229.94) on OS X, taken on 2012-10-11 by Typekit.com

Weights & Styles Specimens Type Tester **Browser Samples** Total size: 139K

Regular ▾

Preview how this font looks in various browsers.

OS X Windows 7 Windows Vista Windows XP Ubuntu

IE8 on Windows Vista

72 Quick fox jumps nightly above wizard.
48 Quick fox jumps nightly above wizard.
36 Quick fox jumps nightly above wizard.
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24 Quick fox jumps nightly above wizard.
18 Quick fox jumps nightly above wizard.
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14 Quick fox jumps nightly above wizard.
12 Quick fox jumps nightly above wizard.
11 Quick fox jumps nightly above wizard.
10 Quick fox jumps nightly above wizard.

 Atrament Web Regular in IE8 on Windows Vista, taken on 2012-10-11 by Typekit.com

Physical Attributes

TYPOGRAPHY

Paragraph Fonts

TYPOGRAPHY

What makes a good paragraph font?

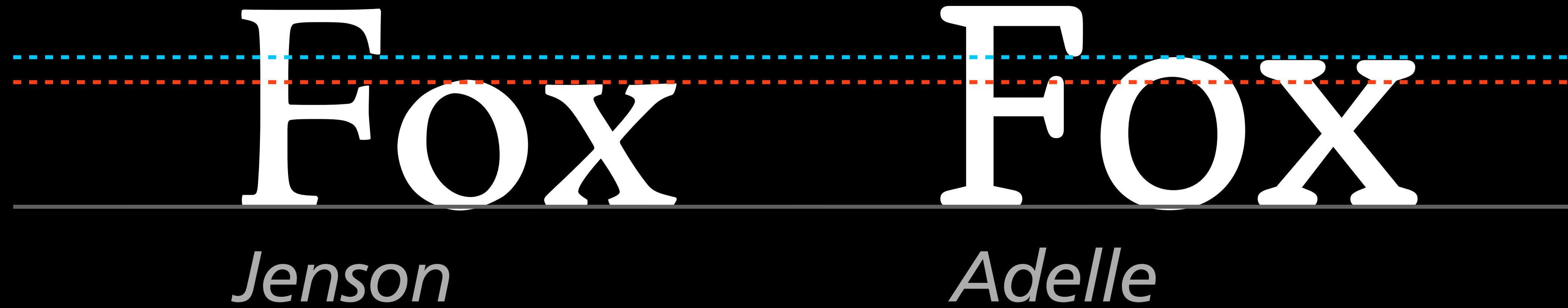
- Generous x-height
- No thin strokes or delicate serifs
- Easy to read

X-height

TYPOGRAPHY

x-height is the distance between the baseline of a line of type and tops of the main body of lower case letters

X-HEIGHT



FOX

Jenson

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

FOX

Adelle

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

X-HEIGHT vs CAP HEIGHT



FOX

Georgia

X-HEIGHT vs CAP HEIGHT

The diagram shows the letter 'R' from the font 'Clarendon'. It is positioned above a horizontal baseline. Three dashed lines indicate specific height levels: a yellow dashed line at the top, a red dashed line in the middle, and a black solid line at the bottom. An upward-pointing arrow is located near the red dashed line, indicating the cap height. The letter 'R' itself is white against a black background.

Clarendon

X-HEIGHT vs CAP HEIGHT

The diagram shows the word "FOX" in a large, bold, black serif font on a black background. Three horizontal dashed lines are overlaid: a yellow dashed line at the top, a red dashed line in the middle, and a thin grey line at the bottom. The red dashed line intersects the top of the letter "F". The yellow dashed line is positioned above the red line, and the grey line is below it. This illustrates the relationship between the x-height (the height of the lowercase letters) and the cap height (the height of the uppercase letters).

FOX

Baskerville

Stroke Contrast

TYPOGRAPHY

CONTRAST

Dog
Didot

Dog
Adelle

Dog

Didot

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

Dog

Adelle

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Display Fonts

TYPOGRAPHY

Sale!

howdy

When in doubt, read it

TYPOGRAPHY

Cake

Futura

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Cake

Frutiger

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

Typekit: Serif Paragraphs Tall X-height

The screenshot shows the Typekit website interface. At the top, there's a navigation bar with links for 'Browse Fonts', 'Browse Lists', 'Foundries', 'Gallery', 'About', 'Blog', and 'Help'. A search bar on the right contains the text 'Find fonts'. Below the navigation, there are tabs for 'My Library', 'My Favorites', and 'Purchased Fonts', with 'My Library' currently selected. A search bar shows the query 'meta'. To the right of the search bar are sorting options: a dropdown menu set to 'Sort By Featured', a font size slider, and a grid/matrix icon. A 'Classification' section on the right lists categories with representative icons: Sans Serif (M), Serif (M with green border), Slab Serif (M), Script (M), Blackletter (M), Mono (M), Hand (M), and Decorative (M). A 'Recommended For' section suggests 'Anthologies' for 'Design is an art of situations.' Below these are sections for 'Properties' (Weight, Width, x-height, Contrast) and 'Language Support'.

Classification ?

Sans Serif Serif Slab Serif Script

Blackletter Mono Hand Decorative

Recommended For ?

Design is an art of situations. Anthologies

Paragraphs Headings

Properties ?

G G G E E E

Weight Width

e e e o o o

x-height Contrast

Ab AB 246 246

Standard or Caps Only Upper or Lower

Language Support ?

Browse Fonts Browse Lists Foundries Gallery About Blog Help

Yesenia Perez-Cr.. log out Yesenia Perez-Cruz Launch Kit Editor

My Library My Favorites Purchased Fonts

meta edit ▾ A A Sort By Featured ▾

Viewing 8 of 8

Font Name	Designer
FF Meta Serif WebFont	FontFont
Leitura News	DSType
Freight Text Pro	Phil's Fonts
Rooney Web	Jan Fromm
Acuta	Anatoletype
Garamond Premier	Adobe
Adobe Text Pro	Adobe
Droid Serif	Google Android

Setting the Mood

TYPOGRAPHY

Find typefaces that convey
the **mood** of your content.



The New York Times

Sunday, January 27, 2013 Last Update: 3:36 PM ET

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Debate Shifts at Fed to Easing Its Efforts to Spur Economy

By BINYAMIN APPELBAUM
10 minutes ago

The Federal Reserve has left little doubt about its plans, but inside the central bank, debate is moving from whether the Fed should do more to stimulate the economy to when it should start doing less.

[Comments](#)

BEARING ARMS Selling a Generation on Guns With Games and



Germano Rorato/Agencia RBS, via European Pressphoto Agency

A 'Scene of Horror' at Brazilian Nightclub

By SIMON ROMERO 1:02 PM ET

A fire ignited by a band's pyrotechnics swept through a nightclub filled with university students early Sunday in

SundayReview

[OP-ART](#)

The Hôtel Meina

By ANDREA VENTURA and MIMMO FRANZINELLI

The story of Lotte and Mario, and what happened when the Nazis arrived at an Italian hotel.

[OPINION](#)

Enjoying Snow, While We Still Have It

By MARK VANHOENACKER

Scientists warn that future winters may be less white.



- Douthat: Divided by Abortion, Not Feminism

- Bruni: Catholicism's Curse

- Kristof: She's the Boss

- Friedman: Revolution Hits the Universities

- Editorial: What We Don't Know Is Killing Us

BUSINESS DAY »

How to Say 'Look at Me'





The New York Times

Sunday, January 27, 2013 Last Update: 3:36 PM ET

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Classifieds
Crosswords
Dining & Wine

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10 minutes ago

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BEARING ARMS
Selling a Generation on Guns With Games



Germano Rorato/Agencia RBS, via European Pressphoto Agency
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By SIMON ROMERO 1:02 PM ET

A fire ignited by a band's pyrotechnics swept through a crowded club, killing 217 people and injuring 200 others.

SundayReview

OP-ART

The Hôtel Meina

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[BUSINESS DAY »](#)

SERIOUS

Playful

Academic

Friendly

Trustworthy

Straight-forward

Authentic
Classic

Reputable



JANUARY 27, 2013: [Tahrir Square] [Korean War] [C.I.A. Leak] [New Orleans Pelicans]

[POSTCARD FROM NEW ORLEANS]

Not Everyone Can Be a 49er

How Arena Football League players fare in the NFL

By Nathaniel Rich

Illustration (detail) by John Ritter

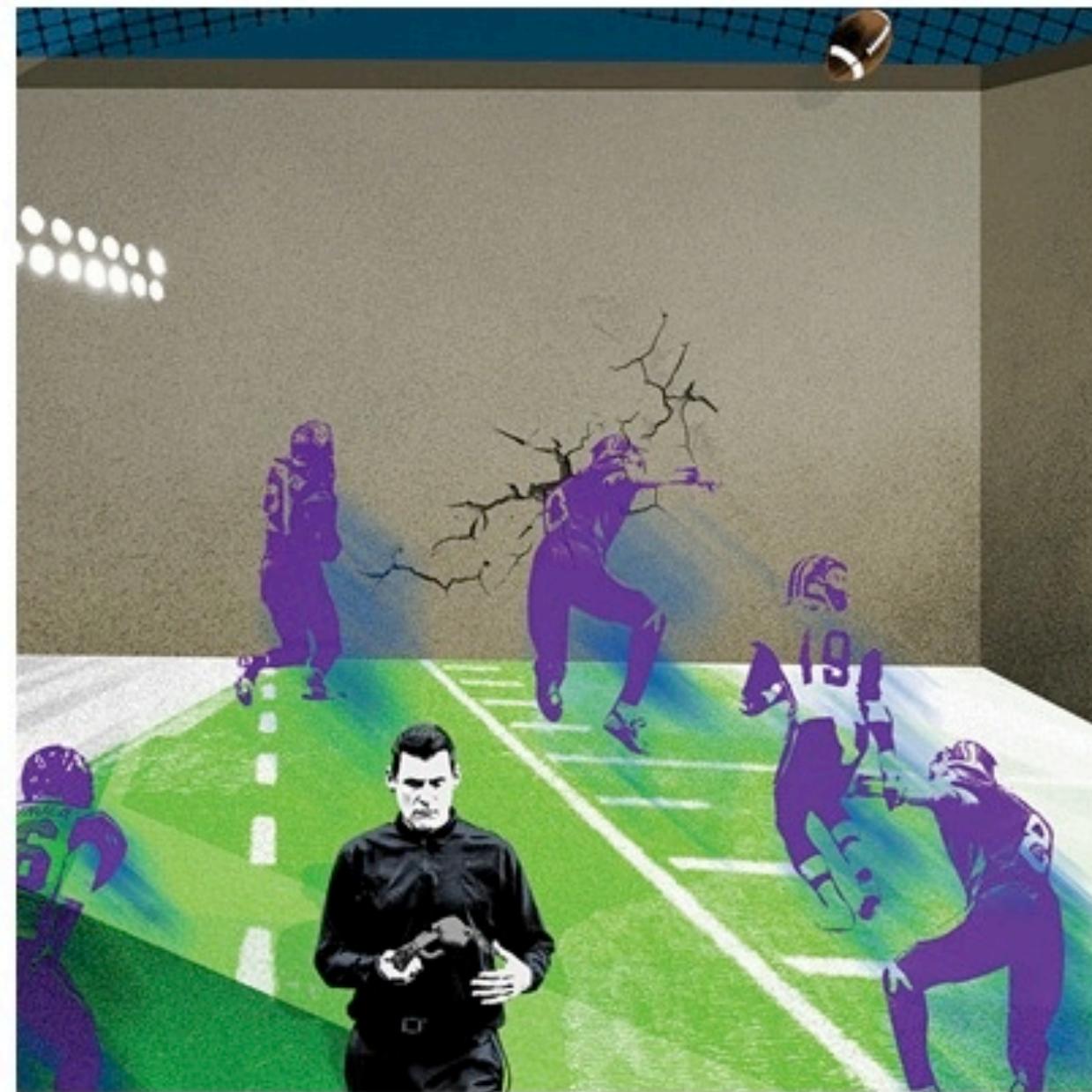
HARPER'S INDEX

Number of suspected leakers of classified information who have been prosecuted since Obama took office:

5

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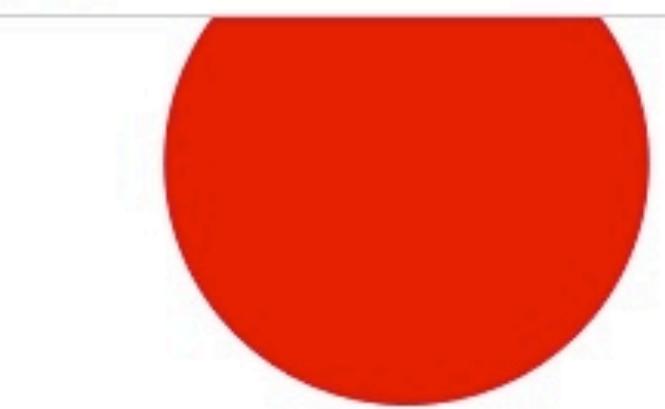


FINDINGS

Periods of heavy rain in the Sahara may have enabled humans to emigrate from Africa.

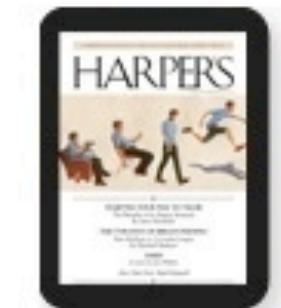
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WEEKLY REVIEW

Short-penised Pacific gooseneck barnacles were found to reproduce by oozing sperm into the water for females to capture. "Why depend totally on penis length?" said a biologist at the Darling Marine Center in Walpole, Maine. "Why not spermcast as well?"

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Friendship

CHEERFUL

Kids

A ONE-OF-A-KIND BOOK
Customized on demand to each kid,
printed individually, and hand-
bound.

The ADVENTURES of YOU and I

ILLUSTRATED BY Bryony Gomez-Palacio WRITTEN BY Armin Vit

A PRODUCT OF UNDERCONSIDERATION

Choose
**name, hair,
skin, and
favorite color**
to match your kid, your
little brother or sister,
your niece or nephew,
your cousin, or any other
kid you would want to
give this book to.

BEST FOR KIDS
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This is
“YOU”



“I”
Will be telling
the story

ORDER

\$15.00

16 pages
7 scenes
11 x 8.5 inches

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+ SHIPPING:
\$2 US / \$8 WORLD

Sample
scene

Other scenes involve
dinosaurs, deep-sea
diving, a circus, space
travel, a distracted ogre,
and a toy store.

CLICK TO SEE BIGGER



We can also sit criss cross applesauce for a bit and go into our imagination. Here is what I'm thinking: Maya, you are on a quest to save Queen Ice Cream of Sundae from the jolly green ogre. She is inside a castle made of frosting

with sprinkles that sits at the end of the caramel road. There is a field of lollipops to your right and a tree of heartfruits to your left. Then... Maya, I am getting hungry. Maybe we can do something less yummy.

Pairing Fonts

TYPOGRAPHY

Superfamilies

TYPOGRAPHY

Superfamilies are extended type families.
They have a large set of weights and usually
span different type classifications (e.g. serif &
sans serif)

giant

Meta

Normal 400

Size: 26K

The five boxing wizards jump

Normal Italic 400

Size: 26K

Brawny gods just flocked up to

Bold 700

Size: 26K

Waltz, bad nymph, for quick ji

Bold Italic 700

Size: 26K

Vamp fox held quartz duck jus

Book 500

Size: 30K

The five boxing wizards jump

Book Italic 500

Size: 36K

Brawny gods just flocked up to

Bold 700

Size: 34K

Waltz, bad nymph, for quick ji

Bold Italic 700

Size: 36K

Vamp fox held quartz duck jus

Fox Caught in Dog Jumping Incident

If you can keep your head when all about you are losing theirs and blaming it on you; If you can trust yourself when all men doubt you, but make allowance for their doubting too; if you can wait and not be tired by waiting, or being lied about, don't deal in lies, or being hated, don't give way to hating, and yet don't look too good, nor talk too wise; if you can dream - and not make dreams your master; if you can think - and not make thoughts your aim; if you can meet with Triumph and Disaster and treat those two impostors just the same.

Fox Caught in Dog Jumping Incident

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Contrast

TYPOGRAPHY



giant

*Benton Modern
Alright Sans*

Benton Modern Display Cond Regular

Nectar Risqué Quick Stone Tha

Benton Modern Display Cond Italic

Belief Great Every Rest Pick Cat

Benton Modern Display Cond Semibold

Grand Motifs Blasé Birds & M

Alright Sans Thin

Purchasers Honorable D

Alright Sans Thin Italic

Cinders Seance Spark L

Alright Sans Light

Curatorial Great Red Go

Alright Sans Light Italic

Review Torque Jump Co

Fox Caught in Dog Jumping Incident

If you can keep your head when all about you are losing theirs and blaming it on you; If you can trust yourself when all men doubt you, but make allowance for their doubting too; if you can wait and not be tired by waiting, or being lied about, don't deal in lies, or being hated, don't give way to hating, and yet don't look too good, nor talk too wise; if you can dream - and not make dreams your master; if you can think - and not make thoughts your aim; if you can meet with Triumph and Disaster and treat those two impostors just the same.

*Benton Modern
Alright Sans*



giant

*Benton Modern
Alright Sans*

Benton Modern Display Cond Regular

Nectar Risqué Quick Stone Tha

Benton Modern Display Cond Italic

Belief Great Every Rest Pick Cat

Benton Modern Display Cond Semibold

Grand Motifs Blasé Birds & M

Alright Sans Thin

Purchasers Honorable D

Alright Sans Thin Italic

Cinders Seance Spark L

Alright Sans Light

Curatorial Great Red Go

Alright Sans Light Italic

Review Torque Jump Co

Historical

TYPOGRAPHY

giant

Egyptienne
Univers

The quick brown fox jumps over

Univers® 45 Light Oblique

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps over

Univers® 55 Roman

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps ov

Egyptienne F™ 55 Roman

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps o

Egyptienne F™ 56 Italic

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps ov

Egyptienne F™ 65 Bold

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps o

Egyptienne F™ 75 Black

TRY IT Add to: WISH LIST ▾ WEB FONTS ▾

The quick brown fox jumps

Fox Caught in Dog Jumping Incident

If you can keep your head when all about you are losing theirs
and blaming it on you; If you can trust yourself when all men
doubt you, but make allowance for their doubting too; if you can
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your aim; if you can meet with Triumph and Disaster and treat
those two impostors just the same.

*Egyptienne
Univers*

URBANA

b

Urbana (via Typekit)

EL BÚHO Y EL PALOMO

de Rafael Pombo

Érase un búho, dechado
de egoísmo el más perfecto,
de todo siempre esquivado,
cual si diera resfriado
su agrio, antipático aspecto.

“¿Por qué me aborrecerán?”
Dijo irritado y confuso
a un palomito galán.
— “Por culpa tuya,” él repuso:
“Ama, oh, búho y te amarán.”

The Blood of the Arena

By Vincente Blasco Ibáñez

Chapter IV: The Lure of Golden Hair

On winter evenings when Gallardo was not at La Rinconada, a company of friends gathered in the dining-room of his house after supper. Among the first arrivals were the leather-worker and his wife, who always had two of their children in the swordsman's home. Carmen, wishing to forget her barrenness and oppressed by the silence of the great dwelling, kept her sister-in-law's youngest children with her most of the time. They, partly from spontaneous affection and partly by command of their parents, affectionately caressed with kissings and cat-like purrings their handsome aunt and their generous and popular uncle.

QUINOA & BLACK BEANS

A hearty dish featuring a sacred Incan crop turned modern superfood

Quinoa was of great nutritional importance in pre-Columbian Andean civilizations, secondary only to the potato, and was followed in importance by maize. In contemporary times, this crop has become highly appreciated for its nutritional value, as its protein content is very high (12–18%).

Ingredients

1 cup uncooked quinoa
1 1/2 cup vegetable broth
1 cup dry black beans (not canned)
1 T lime juice
1/2 cup chopped cilantro
1/2 t cumin
1/4 t cayenne pepper
salt (to taste)
pepper (to taste)

The works of

GABRIEL GARCÍA MÁRQUEZ

NOVELS

- In Evil Hour
- One Hundred Years of Solitude
- The Autumn of the Patriarch
- Love in the Time of Cholera
- The General in His Labyrinth
- A Very Old Man With Enormous Wings
- Ojos de Perro Azul (Eyes of a Blue Dog)
- Innocent Eréndira, and Other Stories
- Collected Stories
- Strange Pilgrims

SHORT STORIES

Urbana & Athletas

Urbana & Chaparral

Chaparral

Chaparral (via Typekit)

Crisp
True

Chaparral (via Typekit)

Typeface Classifications

Humanist sans-serif typefaces are characterized by the presence of the hand, an uppercase similar in proportion to the monumental Roman capitals, a lowercase similar in form to the Carolingian script, and an overall more organic structure.

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Chaparral with Caminos Dos

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Chaparral with Bree and Bello



typeconnection.com

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Project by [Aura Seltzer](#).

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and

Up close, Lapture shows off its curves and angles. Also note the negative space of the counters.

Such a lineage and peculiarity would typically prescribe an extremely narrow range of use cases. Yet Lapture is remarkably versatile, given its range of styles: display, subhead, caption, and text, all with a generous helping of weights and matching italics. The humanist details are clear at large sizes, but when used as a text face, its eccentricities are more felt than seen, making it surprisingly suitable for use in setting paragraphs.

Paradox

On defining logic and reason

[blog.typekit.com/
category/about-face/](http://blog.typekit.com/category/about-face/)

leads to a contradiction or a reason, similar to circular paradoxical statements do not bring results can be rectified by premises themselves are not cannot all be true together. absurd but is demonstrated to

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Setting Type

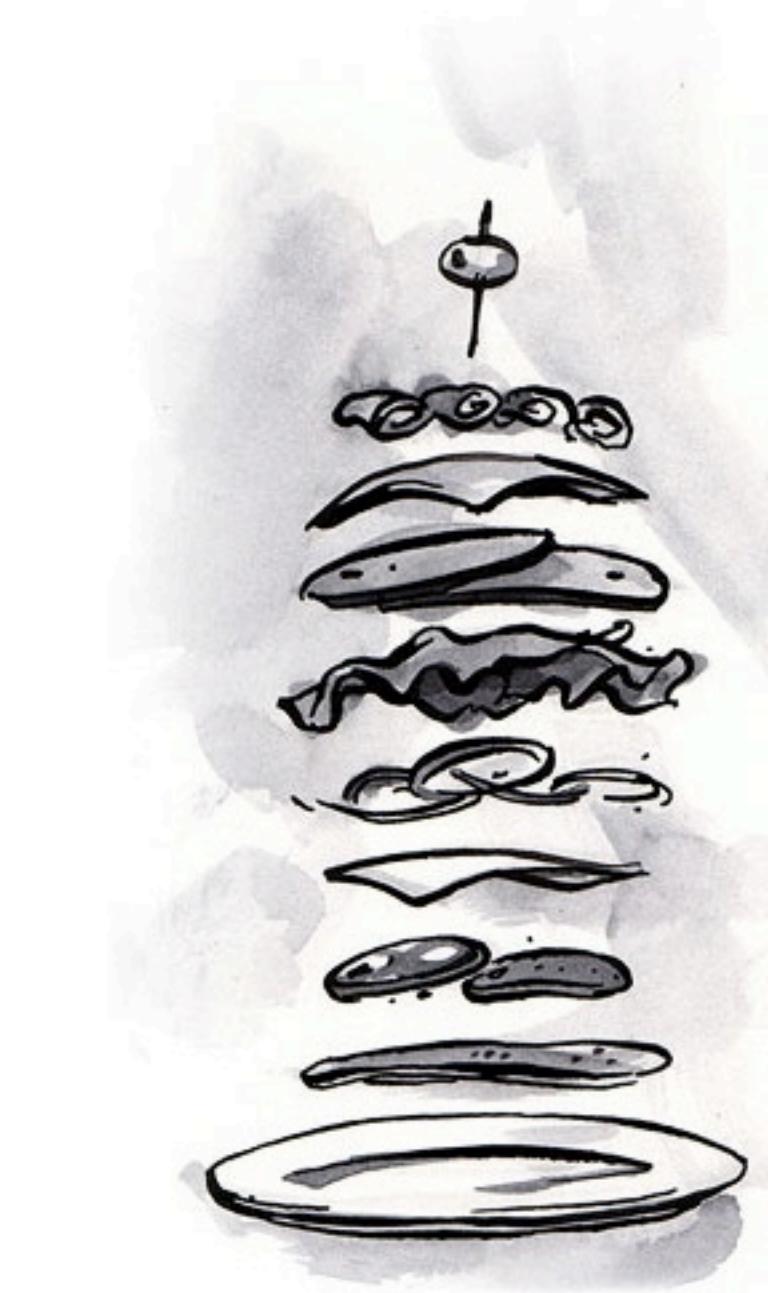
TYPOGRAPHY

1. It must be easy to read
2. It must be appropriate to your content.

White space

TYPOGRAPHY

White space, also called “negative space”, is the space between elements in a composition, or the portions of a design that are left unmarked.



Whitespace

by **MARK BOULTON** · January 09, 2007

Published in *Graphic Design, Layout & Grids* · [58 Comments](#)

My first design job was with a small print design agency in Manchester that produced work in varying media: packaging, publications, and marketing support materials, and... direct mail. I soon discovered that the graphic design principles I'd learned in college were of little use when I designed for direct mail, where big, bold, and crowded is the order of the day. In the words of one client—words I will never forget—"whitespace is empty space."

Illustration:

[Kevin Cornell](#)

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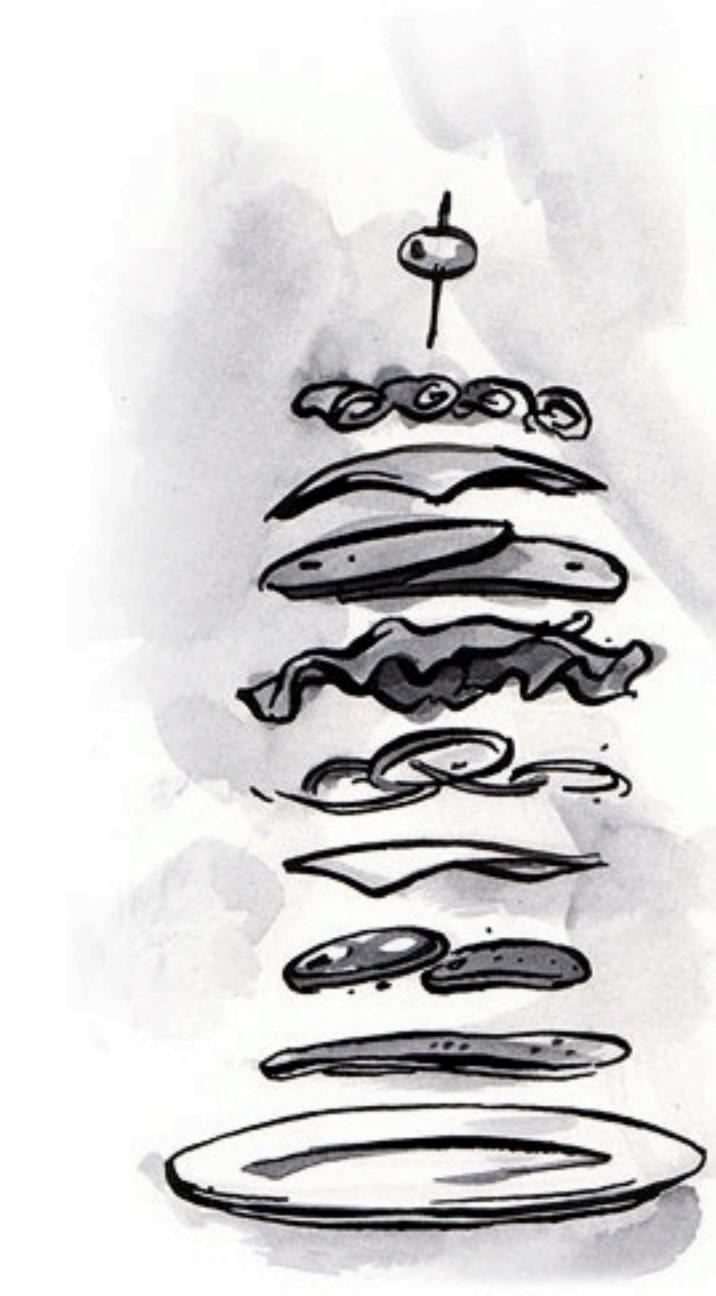
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Direct-mail clients need their packages to look down-market, because it works for them.

But for just about everything else, my client couldn't have been further from the truth.

[Meet whitespace](#)



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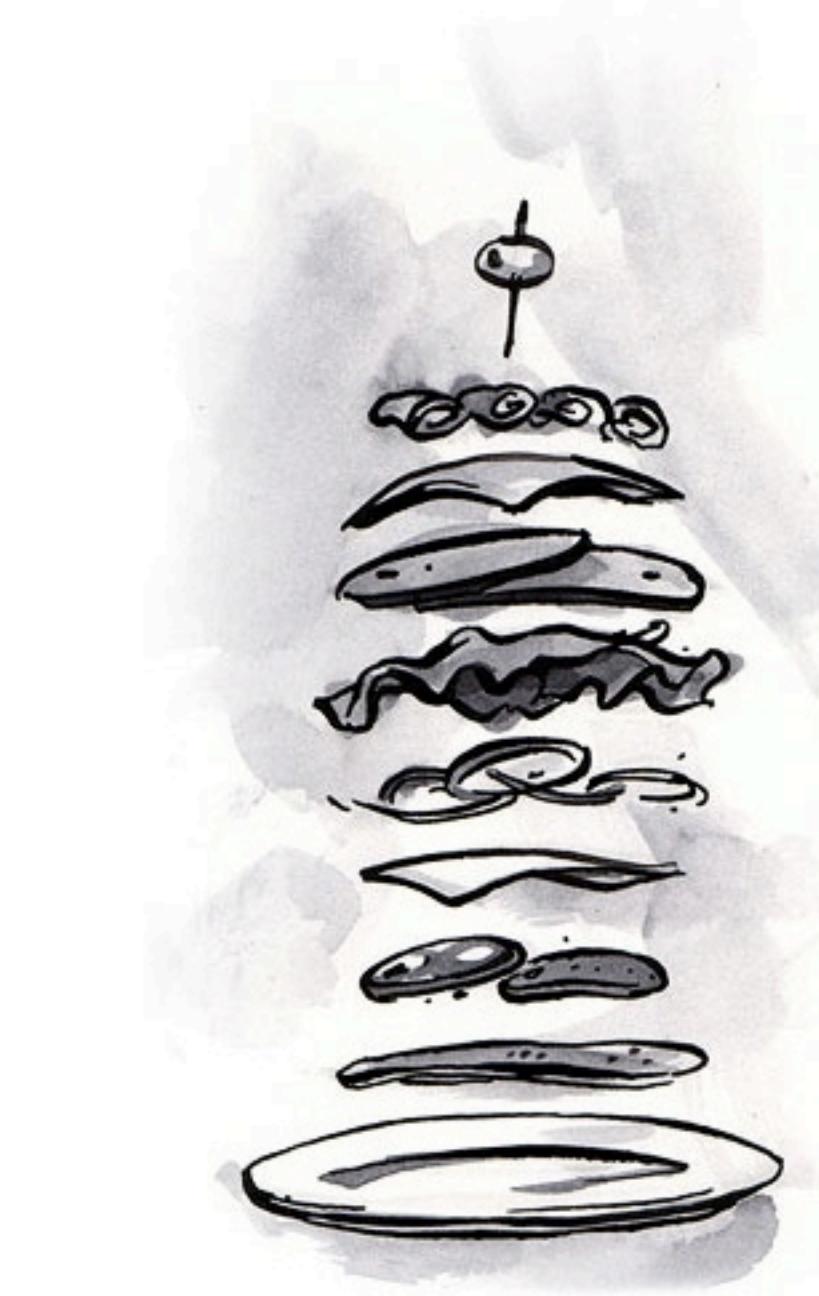
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[Meet whitespace](#)

Issue No
230



Whitespace

by **MARK BOULTON** · January 09, 2007

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But for just about everything else, my client couldn't have been further from the truth.

Meet whitespace

Line-height (Leading)

TYPOGRAPHY

Line height refers to the vertical space between lines of text. For body text, 150% of the font size is a good starting point.

If you can keep your head when all about you
are losing theirs and blaming it on you; If you
can trust yourself when all men doubt you, but
make allowance for their doubting too; if you
can wait and not be tired by waiting, or being
lied about, don't deal in lies, or being hated,
don't give way to hating, and yet don't look
too good, nor talk too wise; if you can dream -
and not make dreams your master; if you can
think - and not make thoughts your aim; if you
can meet with Triumph and Disaster and treat
those two impostors just the same.

24px/1.5em

If you can keep your head when all about you
are losing theirs and blaming it on you; If you
can trust yourself when all men doubt you, but
make allowance for their doubting too; if you
can wait and not be tired by waiting, or being
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think - and not make thoughts your aim; if you
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those two impostors just the same.

24px/1.75em

\$1.1 Billion in Thanks From Bloomberg to Johns Hopkins



Luke Sharrett for The New York Times
Mayor Michael R. Bloomberg, on the Johns Hopkins campus this month, is the most generous living donor to any education institution in the United States, according to university officials and philanthropic tallies.

By MICHAEL BARBARO
Published: January 26, 2013 | 218 Comments

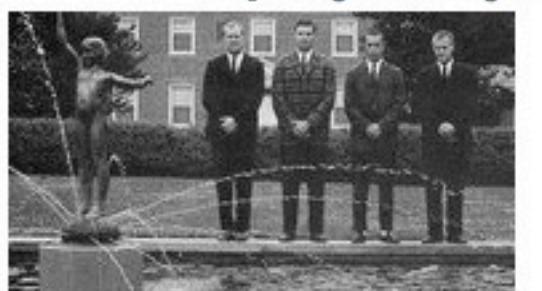
BALTIMORE — He arrived on campus a middling high school student from Medford, Mass., who had settled for C's and had confined his ambitions to the math club.

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Enlarge This Image



Johns Hopkins University

Who's the top donor? Third from the left. The other 1964 Johns Hopkins class officers were Jim Kelly, Al Bigley and Larry Alessi.

Readers' Comments

Share your thoughts.

But by the time [Michael R. Bloomberg](#) left [Johns Hopkins University](#), with a smattering of A's and a lust for leadership, he was a social and political star — the president of his fraternity, his senior class and the council overseeing Greek life. "An all-around big man on campus," as he puts it.

His gratitude toward the university, starting with a \$5 donation the year after he graduated, has since taken on a supersize, Bloombergian scale.

On Sunday, as he makes a \$350 million gift to his alma mater — by far the largest in its history — the New York City mayor, along with the president of the university, will disclose the staggering sum of his donations to Johns

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What's Popular Now

Successful and Schizophrenic



Gay Lawmakers' Growing Presence Suggests Shift in Attitudes

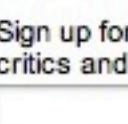


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- THOMAS L. FRIEDMAN
Revolution Hits the Universities



- \$1.1 Billion in Thanks From Bloomberg to Johns Hopkins



- WELL
Ask Well: Squats for Aging Knees



- YOUR MONEY
Disputing a Charge on Your Credit Card



- FRANK BRUNI
Catholicism's Curse



- 36 Hours in Marin County, Calif.

Visiting Marrakesh.

MOROCCO

by Darragh Field

I visited Marrakesh in 2010, staying in a Riad inside the maze of the old city. Once inside the city walls, the cars give way to pack animals and porters carting merchants goods to and from the Souks. This is a city of traders and touts, they take a stab at your nationality as you walk by, despite being Irish, I look English or German to Moroccan eyes and they greet me as such in bids to get me into their stores.

The souk is one enormous organic winding Aladdin's cave, shop fronts are covered in ornate and beautiful lanterns, mosaic arches and filigree embossed doorways. The city is made up of layers and at the surface there are the same tourist traps you get anywhere but on the back streets there are alchemists selling love potions and curses, terrifying dentist stalls, butchers with camels heads as their shop signs. Its a noisy, busy maze and the locals buzz by you, jostling you as they get about their day. You will get lost but that is part of the charm of the place.

As the day closes the shops disappear and what once was a busy shop-filled street becomes empty and totally unrecognisable. Kids will hassle you for money in exchange for directions which is ingenious if a tad opportunistic. The main square at night is the place to eat and watch street entertainers. I found a circle of men and teenagers with one boxer in the middle and one by one the men tried and failed to beat the boxer for prize money. They shouted instructions to the challengers as each one in turn was knocked to the ground by the polished hands of the boxer. Around the square there were fire breathers, water sellers twirling the tassels on their

Line-length

TYPOGRAPHY

Line length is the measure is the amount of characters on a line. Around 50-80 characters is best for readability. If the measure is too long, the reader will have a harder time finding the start of the next line while reading.

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

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Visual Hierarchy

TYPOGRAPHY

Heading one

An introductory paragraph is a great way to summarise the content before the reader really digs into the detail of your story. With a .intro class attached, this special paragraph can have a unique text size while inheriting its other attributes from it's parent.

Heading two

This is a paragraph, which will probably be the most common element on your site. It's likely that the vertical rhythm of your site will be largely determined by the line-height of your paragraph.

Heading three

Content can contain inline styles such as [hyperlinks](#). It's likely that the vertical rhythm of your site will be largely determined by the line-height of your paragraph.

HEADING FOUR

Heading one

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HEADING FOUR

Type Scales

TYPOGRAPHY

By using culturally relevant, historically pleasing ratios to create modular scales and basing the measurements in our compositions on values from those scales, *we can achieve a visual harmony* not found in layouts that use arbitrary, conventional, or easily divisible numbers.

— TIM BROWN

Heading one

An introductory paragraph is a great way to summarise the content before the reader really digs into the detail of your story. With a `.intro` class attached, this special paragraph can have a unique text size while inheriting its other attributes from it's parent.

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Heading three

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HEADING FOUR

Modular Scale

16	<input type="button" value=""/>	px <i>Ideal text size</i>
21	<input type="button" value=""/>	px <i>Important number</i>
1:1.618 - Golden Section <input type="button" value=""/>		
<input type="button" value="Submit"/>		

Tim Brown · [@nicewebtype](#)

Introduced at [Build 2010](#) (video)

Read [More Meaningful Typography](#)

MODULAR TYPE SCALES

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Modular Scale

16 px *Ideal text size*
21 px *Important number*
1:1.618 - Golden Section
Submit

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16 px *Ideal text size*
21 px *Important number*
✓ 1:1.618 - Golden Section
2:3 - Musical Fifth
3:4 - Musical Fourth

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21px @ 1:1.618
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Pixels	Ems	% of 13
986.378	61.649	7,587.523
751.538	46.971	5,781.062
609.628	38.102	4,689.446
464.486	29.03	3,572.969
376.779	23.549	2,898.300
287.074	17.942	2,208.262
232.867	14.554	1,791.285
177.425	11.089	1,364.808
143.923	8.995	1,107.100
109.657	6.854	843.515
88.951	5.559	684.238
67.773	4.236	521.331
54.976	3.436	422.892
41.887	2.618	322.208
33.978	2.124	261.369
25.888	1.618	199.138
21.000	1.313	161.538
16.000	1	123.077
12.979	0.811	99.838

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16.000	1	123.077
12.979	0.811	99.838

MODULAR TYPE SCALES

<http://modularscale.com/>



→ demo

→ instructions

→ feedback

Frameworks make decisions for you about how to organize, structure and design a site. Pattern libraries don't separate styling and markup, making them tough to use in a truly modular fashion. We weren't satisfied, so we made a thing that doesn't do that.

Typeplate is a "typographic starter kit". We don't make aesthetic design choices, but define **proper markup with extensible styling** for common typographic patterns. A stripped-down Sass library concerned with the appropriate technical implementation of design patterns—not how they look.

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Sass

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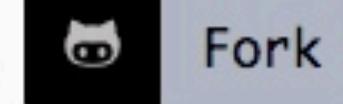
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1 2 3 4 5 >

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Aaargh > Tup Wanders > Sans Serif > 1 Style > [DOWNLOAD TTF](#)

Afta Sans AaBbCcDdEeFfGgHhIiJjKk

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