

User-Centered Website Development: A Human-Computer Interaction Approach





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With a foreword by:

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PowerPoint slides by Dan McCracken, with thanks
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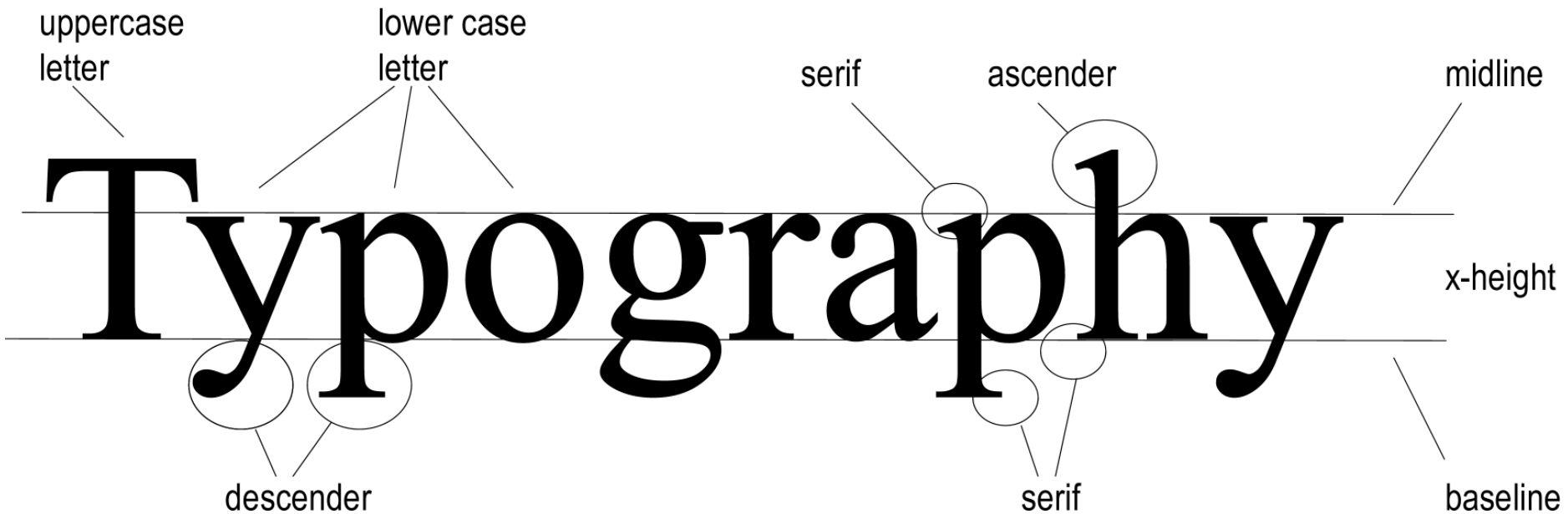
10. Typography

In this chapter you will learn about:

- ◆ The basic terminology and concepts of working with type
- ◆ A dozen typefaces and their characteristics
- ◆ What screen-friendly fonts are, and three examples
- ◆ How typography on the Web differs from typography in print
- ◆ How—using guidelines provided—to design typography for the Web that is readable, effective, and attractive



10.2 Concepts and Terminology



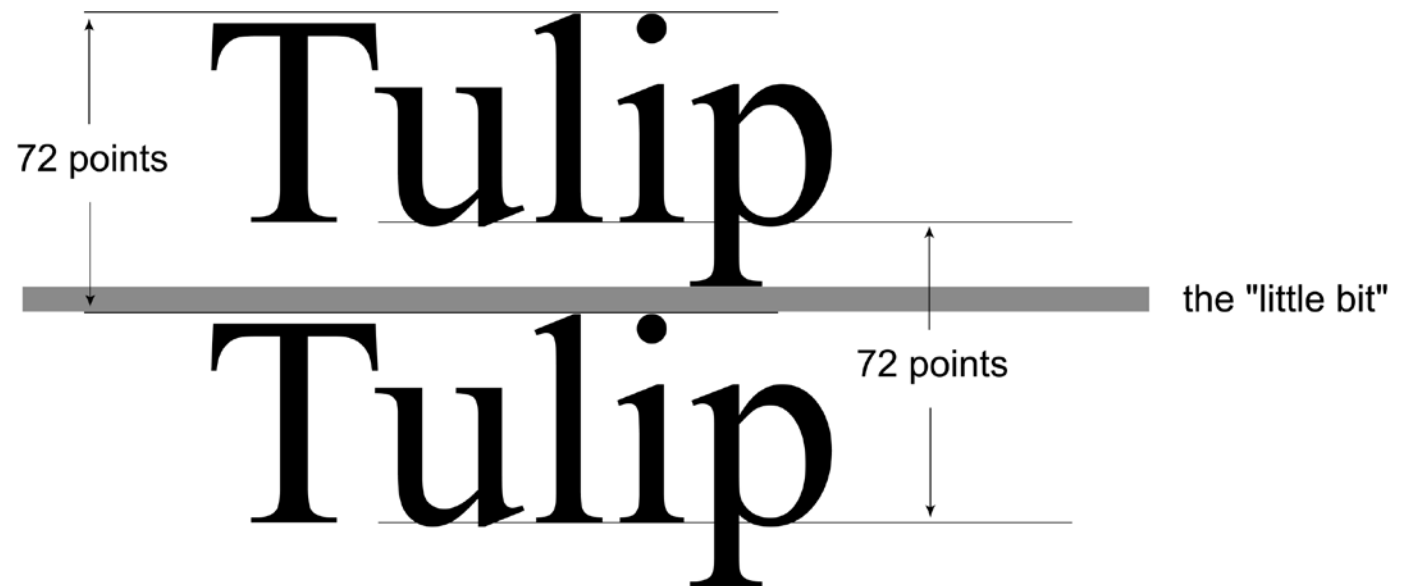


A sans serif font, Arial

Typography



What does the size of a font mean?





These letters are all 72 points; the lines
are one inch (= 72 points) apart

B B B B B B B

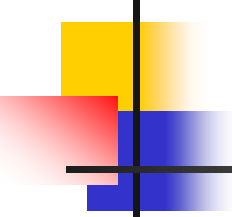
How big type is depends on the font size *and on the design of the font family*. Don't forget the "little bit"!

The fonts are Garamond, Goudy, Bookman Old Style, AlleyCat ICG, Caslon Open Face, Arial Black, Park Avenue, and Ultra Condensed Sans Two



Some text with reduced line spacing, to show what happens without the “little bit”

- ◆ The point size is also the distance between successive baselines, assuming no space is added between lines as is commonly done. It is clear, that without the “little bit,” the letters in successive lines would touch, seriously hampering legibility.



Times New Roman, 10 point, with 1pt leading and with 3pt leading

Typography has a long and proud history extending back to 1455, when Gutenberg invented printing from movable type. A subject area of great usefulness can build up quite a vocabulary in five and a half centuries. In the past ten years, designers have adapted typography for Web use. As with color in the previous chapter, the presentation here discusses basic tools for making Web pages easy to read and provides a basis for good communication with graphic designers.

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10.3 A (Bakers) Dozen Font Families



- ◆ 2 serif
- ◆ 6 sans serif
- ◆ 2 monospaced
- ◆ 1 script
- ◆ 1 Wingdings
- ◆ 1 Symbol (Greek)



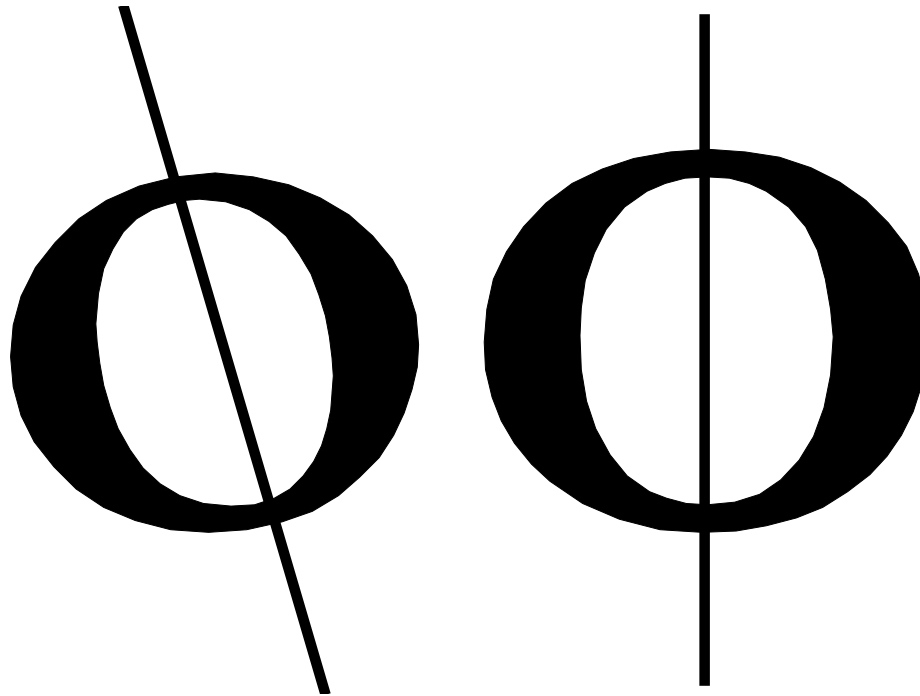
Times New Roman and its screen-friendly
cousin Georgia—in same font size

Web Typography

Web Typography

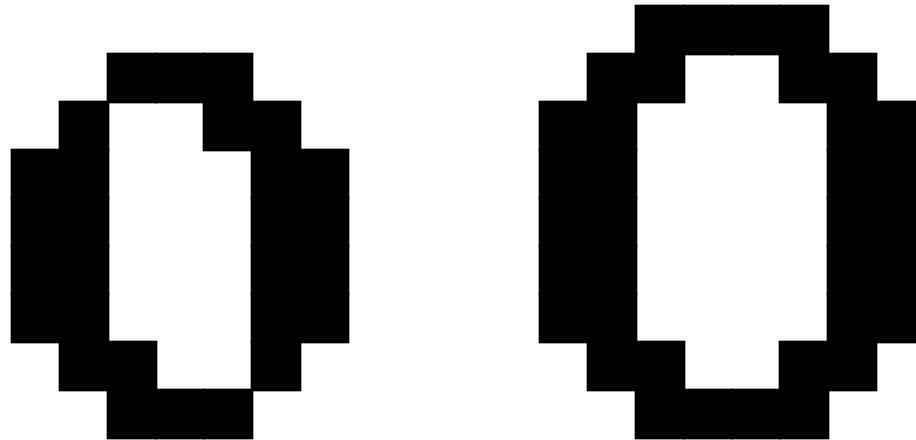


Times Roman letters have oblique stress;
Georgia has vertical stress





The pixel view: how Georgia gets vertical stress (and the letters are bigger)





Times New Roman and Georgia

10 point Times New Roman

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10 point Georgia

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Six sans serif fonts

Arial

Web Typography

Verdana

Web Typography

Arial Black

Web Typography

Impact

Web Typography

Comic Sans

Web Typography

Trebuchet

Web Typography



Comparison of some sans serif fonts

Arial bold and Arial Black

Web Dev **Web Dev**

Arial and Impact

Web Dev **Web Dev**

Arial and Comic Sans

Web Dev **Web Dev**

Arial and Trebuchet

Web Dev Web Dev



Arial and its screen-friendly cousin
Verdana—in same font size

Web Typography

Web Typography



Courier New and Times New Roman

```
cout << "Hello, World!";  
cout << “Hello, World!”;
```

Courier New is a *monospaced* font: the comma gets as much horizontal space as the W. For program listings, this is exactly what we want. Seldom desirable otherwise.



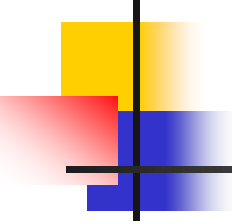
A bit of C++ code in Courier

```
// Hit(): return true if mouse is inside bug
// and update hit taken count
bool Bug::IsHit(const Position &MousePosition) {
    if (GetBmp(GetDirection()).IsInside(MousePosition)) {
        ++HitsTaken;
        return true;
    }
    else
        return false;
}
```



In Times New Roman the same thing seems strange—to a programmer

```
// Hit(): return true if mouse is inside bug
// and update hit taken count
bool Bug::IsHit(const Position &MousePosition) {
    if (GetBmp(GetDirection()).IsInside(MousePosition)) {
        ++HitsTaken;
        return true;
    }
    else
        return false;
}
```



Andale Mono is a screen-friendly version of Courier

```
// Hit(): return true if mouse is inside bug
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    }
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        return false;
}
```



Nuptial Script

A Perfect Wedding

Some people think that a script font actually looks like handwriting. Not MY handwriting, for sure, but it doesn't really look like anybody's handwriting.





The Greek alphabet in the Symbol font

αβγδεζηθικλμνξοπρδτυφχψω

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ



10.4 A Web Page is Not a Printed Page



- ◆ Some things a Web designer can't be sure of:
- ◆ The resolution of the user's monitor
- ◆ The size of the user's browser window
- ◆ The text size: users can change it
- ◆ The settings and quality of the user's monitor, in terms of brightness, contrast, and color balance
- ◆ The fonts available to a user
- ◆ *Very* different from print design!



10.5 Text in graphics

- ◆ What if you want to use a font your users probably don't have? Answer: make a graphic of it

IT'S THE BEE'S KNEES

- ◆ With a drop shadow

IT'S THE BEE'S KNEES



10.6 Guidelines: Body Type on the Web



- ◆ Use Georgia or Verdana
- ◆ Use 10 point or 12 point type
- ◆ Avoid bold or italic in body type, except for a few words for emphasis
- ◆ Use upper case only for the first word of sentences, proper names, etc.
- ◆ Use left alignment
- ◆ Use dark text on a light background
- ◆ Never use underlining for emphasis



10.7 Guidelines: Display type on the Web



- ◆ Big is beautiful
- ◆ Use any typeface that is legible—if your users have it; insert as a graphic if they don't
- ◆ Use the HTML line-height attribute for control of line spacing
- ◆ Use HTML letter spacing and word spacing to get effects you want
- ◆ Don't use any form of animation of text—*ever*



Summary

In this chapter you learned:

- ◆ The basic terminology and concepts of typography
- ◆ A dozen typefaces and their characteristics
- ◆ What a screen-friendly font is, and how it works
- ◆ How typography on the Web differs from typography in print
- ◆ Guidelines for text and display type on the Web