



Noroff

School of technology
and digital media

Technical Report

Design 2 – MA 3

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Word count

Main text: 403



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2. Body

2.1. Introduction

From MA1 I chose to use only 1 font, Verdana for the whole site. Because Verdana is simple and easy to read. The font choice was not the main subject for MA1, and therefore not prioritised then. For this MA I chose to stick with Verdana as body text and add another font for the headers. I was considering a third font for cta and nav elements, but decided to keep it simple with only 2 fonts.

2.2. Main section of report

I decided to keep the web font Verdana as body text because it's easy to read, simple and well known. At first, I wanted to pair Verdana with a serif font for the headers to make that big contrast. However, I felt that the serif fonts broke the design principles on my home décor page. It was supposed to be minimalistic and simple. So, I tried to find good sans-serif fonts to pair with my Verdana body font. I used "typ.io/fonts" to help me find good font pairings and decided to go for Futura PT as my header font together with Verdana. They are both sans-serif, but they still got enough contrast and differences to go along together. The Futura PT is a much stronger and bolder font than Verdana, which makes it good for headers. I have used a bolder Futura PT for the h1's and a regular Futura PT for the product headers. I used a lighter Futura PT header for the products because the font size was smaller, and the text would be hard to read at a bold weight like the H1. I have also used a variation of Verdana through the page. The paragraphs and NAV are light, the CTA's are bold. The price tag for the products are black and bold while the "Free shipping" is light italic in the primary colour of the page. This makes a good hierarchy for the products. I want the user to look at the photo and price tag first when looking at a product.

2.3. Conclusion

I feel that Futura PT for the headers and Verdana for body text makes a good font pairing for my home décor page. They fit the overall design which is simple and minimalistic. They have enough differences to not overlapp each other as the same font. Variations in weight, size, style and colours help make the hirarchy understandable.



3. References

Font futura pt: <https://www.dafontfree.io/futura-pt-font/>





