Type Overview

# Practical Typography

Practical typography is learning how and why to adjust the aspects of font that you have control over such as choosing the typeface and size.

# Readability Issues

Some issues regarding readability are decided on the correct typeface, pairing multiple fonts, setting the correct size, establishing a clear visual hierarchy, applying correct leading and tracking, choosing a readable color, and utilizing a balanced and geometric grid.

## Poor Readability

<http://arngren.net/>

The readability of this sight is awful. It’s almost impossible to tell what text goes with which photo. There’s more than seven different font colors. The sidebar link text is too close together.

## Good Readability

<https://artistsatriskconnection.org/>

Artists at Risk Connection is an example of good readability. The contrast of the dark text on light background helps guide the reader to the text. The font pairings and different sizes set up the hierarchy. Font background color provide visual calls to action.

# Pairing Fonts

Considerations when pairing fonts include making sure they work together, that they are not too similar but also not too different. You must also consider whether or not the fonts work with your design and that they convey your message strongly.

## Good Font Pairing

<https://www.jhornig.com>

The J. Horning website combines Kaufmann typeface with NeutriDemi. NeutraDemi is a perfect example of a modern sans-serif typeface that promotes style and elegance, while Kaufmann adds flair to the design with it’s handwritten nature.

# Elements of Readability

## Size

Font size is important because you want to make sure your content is easily readable. Smaller font encourages readers to read more, whereas larger font is scanned more. However, you don’t want your font size so small that it is hard to read.

## Hierarchy

Having a good hierarchy provides a clear visual structure for your content. The most important content should have the most prominent typographic element in the design while the most text-heavy portion should be a smaller font.

## Leading

Leading is the space between lines of text. If the leading is too close together, your text will be impossible to read.

## Tracking

Tracking is the space between characters in text. Tracking affects the overall character density. Not only is it used to help make text more readable, it also helps to eliminate windows and orphans in paragraphs. Widows are when the final line of a paragraph begins a new column or page.  Orphans are when paragraphs end in single words, part of words or a short phrase.

## Color

Color is sometimes used to convey meaning beyond the basic text. When choosing font and background colors, the contrast of the text should be enough to be easily read. If the background is dark, text should be a lighter color; if the background is light, text should be dark.

# The Grid

The grid provides the layout for the text. This presents a clear balance and geometric structure to your design. The grid also establishes a visual hierarchy and helps indicate how large or small your text should be.

# How To Stand Out With Typography

The typography of your website can help you stand out from the others. A unique font that isn’t often used might catch an eye. Learn the rules so you will know how to break them. The most important thing is to match your design. Having your website stand out from the others will leave a lasting impact on users. The right font, size, color, etc will make your site memorable.

## A “Standing Out” Example

<http://iheartsingularthey.com/>

I love this site for many reasons but the first that drew me to it was the use of their fonts. The hierarchy is very clear, providing visual cues to headings and content. The colors contrast in an easy-to-read fashion. The font pairings work together to give the page an overall cohesive design.