

- Typography
  - It's been said that 95% of design is Type (probably by a typographer...lol), but the fact of the matter really is that all great designers are good at Typography.
  - It's been scientifically proven that people form opinions in response to how something looks in 1/10<sup>th</sup> of a second.
  - There are literally an overwhelming number of typefaces available today (over 100,000) – so many so that people can end up frozen in indecision.
  - Understand the basics of what you're looking for and follow a good system for choosing your project typeface.
  - We can safely say that you are already familiar with the five basic classifications, so we won't go too deeply into them other than a few brief points:

## type classifications



- Serif Type Family
  - Traditional Choice
  - Easily recognizable, been around for hundreds of years
  - Serif is still popular because with all the extra bits, the letters are more clearly defined and easier for the eye to differentiate and the brain to process the information (books and e-books use serif for this reason)
  - Not good for fine-print, typeface looks broken up as all the little ticks thin out
  - Some of your primary choices are Times New Roman (still viable, not as overused as it once was); Baskerville; Century; Garamond (fairly popular); Palatino Linotype (easy to read with a more modern line)

- Sans Serif Type Family
  - More Modern, but still Traditional
  - Traditionally, Sans Serif Type was used for Heading and Titles, but because they provide a cleaner, more modern look, they have been widely adapted across large bodies of text and throughout print
  - Sans Serif Type has grown in popularity in the Web world because they have proven to be more legible than Serif Type when it comes to computer screens or other digital media.
  - Most designers will almost exclusively use Sans Serif for web design
  - Some of your primary choices are Arial (created in 1982, it has become one of the most popular choices); Helvetica; Myriad Pro; Calibri; Swiss
- Script Type Family
  - Script is very traditional as well
  - Script Types can be much harder to read than a Serif or Sans Serif Type
  - Don't over-use them, or use them in large blocks of text – it becomes too difficult for the brain to process all that information quickly
  - Script Types are a good choice for headlines or in a situation where you only have a few words, but as mentioned, stay away from them for large blocks of text
  - Script Types can be further broken down into “formal” and “casual” scripts
    - Formal Script choices are Commercial Script; Edwardian Script; Vivaldi; Alex Brush (has a modern influence and good flow)
    - Casual Script choices are Freestyle Script; Brush Script (retro); Jenna Sue (versatile and good for uppercase); Blackjack
- Decorative Type Family
  - Instantly adds character – they have very strong personalities – they like to stand out
  - Wide Variety available
  - Never mix multiple decorative typefaces – pick one, stick to it or it loses its' overall affect (personality clashes – competing for attention)
  - Some of your choices are Jokerman; Ravie; Scribble (nice flow, but only uppercase); Stencil (all uppercase – good on images);
- Blackletter Type Family
  - Can be fun to use when you need a historic look for small chunks of text
  - Downsides are similar to Script Type in that it can be hard to read and for the brain to process, especially when dealing with smaller sizes
  - Best used for single-letter, Drop-cap
  - Some of your choices are Diploma; Old English Text
- Tip: When selecting a typeface, keep a look out for typefaces that have multiple versions to choose from – this allows you to vary the look and feel (the user experience) without introducing multiple typefaces (Swiss is a good example of a typeface with many versions).
- Tip: When you choose a typeface for a business, you have to make sure that it represents the company very well – especially when considering decorative types.

- Things to consider before choosing your typeface:
  - What image are you trying to convey?
    - Professional
    - Casual
    - Entertaining
    - Fun
  - Who is your target market?
    - Young vs Old
    - Business vs Casual
    - Serious vs Fun
  - How will your target market be interacting with your design?
    - Scanning vs Deep Reading
  - What is the voice of what you are trying to convey?
    - Loud, Soft, Calm, Excited, etc.
  - What is the mood of what you are trying to convey?
    - Tranquil, Hyper, Happy, Solemn, Neutral, etc.
- Mixing Typefaces Do's and Don'ts
  - Primary Rule is: Less is More – so do use a single typeface or no more than 2
  - Do choose additional typefaces from within the same typeface (variations)
  - It's ok to mix a Serif Headline with a Sans Serif Body (modern look) or vice versa (traditional look)
- Colour Matters (more specifically, Contrast Matters) and can interfere with readability
- Paid Typefaces (foundries):
  - [fonts.com](https://fonts.com)
  - [myfonts.com](https://myfonts.com)
  - [fontspring.com](https://fontspring.com)
  - Keep in mind that purchased typeface licenses allow you to pass the typeface on to the printer or web server to ensure that your typeface can be properly portrayed.
- Free Typefaces:
  - [fontspring.com/free](https://fontspring.com/free)
  - [fontquirrel.com](https://fontquirrel.com)
  - [fonts.google.com](https://fonts.google.com)
  - [fontawesome.com](https://fontawesome.com)
  - etc.

- Introduction to React
  - What is React?
    - React is a JavaScript Library for building User Interfaces
    - React runs in the browser, not from a server – so things happen instantly (no waiting for server responses for page changes)
  - Why React?
    - React has a small learning curve
    - React builds off of what you already know
    - React uses components to build the User Interfaces (components are reusable and makes working in teams easier)
    - React has a wide range of application such virtual apps, desktop apps, mobile apps, etc.
    - React has a large support network (community) – you don't have to reinvent the wheel...if there's something you're trying to do, it's likely that's it already been done and there's a tool or library that can be used
- Setting up the Environment
  - Install Visual Studio Code if you don't already have it
  - Install Node.js if you don't already have it
    - **npm init -y**
  - Install **live-server** if you haven't already done so (npm)
  - Install Babel – Babel is a JavaScript Compiler
    - **npm i -g babel-cli**
    - **npm i babel-preset-react**
    - **npm i babel-preset-env**
  - React is a library and we'll start by linking to it's CDN
    - **<script src="https://cdnjs.cloudflare.com/ajax/libs/react/16.9.0/umd/react.production.min.js"></script>**
    - **<script src="https://cdnjs.cloudflare.com/ajax/libs/react-dom/16.8.6/umd/react-dom.production.min.js"></script>**
    - **<script src="scripts/app.js"></script>**
  - Launch the Babel Server
    - **babel src/app.js --out-file=public/scripts/app.js --presets=env,react --watch**
- Introduction to JSX
  - JSX is an extension of JavaScript, so JavaScript is the JS part, and the X is XML
  - JSX compiles down to JS (via Babel)