Module Assignment 2: Fonts

In this module assignment I analyse and explain my choice of fonts and hierarchy of fonts I used. I show how I chose to enrich the selected typography with CSS in order to create good visual harmony.

It is obvious that there are many considerations that come into play when selecting and combining typefaces. Among some of the decisions I made while pairing fonts together was the relations between the typography constants. At first, I went for the contrast approach combining Serif and sans serif by combining the Merriweather typeface with the Open Sans typeface but I later realized the combination was not the mood I wanted to achieve. The edges of the serif felt too sharp, I therefor went for Roboto Slab combined with Roboto. The thickness of the letters in Roboto Slab looks overall pretty even like the Merrieather but the edges of the Roboto Slab appeals more friendly and reminds me more of a home environment.

Although, pairing Google fonts is quite safe when following the pairing suggestions they provide, I still did some comparison in Adobe Illustrator by placing the typefaces above each other. I could clearly see the similarities and differences in shapes like for instance, Roboto Slab's openness of the counter spaces and the x-height looks similar to Roboto's, but the thickness of the stem is slightly different. Another benefit with this combination is that it's created by the same designer "Christian Robertson".

Roboto Slab: Lorem Ipsum

Roboto: Lorem Ipsum

In order to achieve good harmony I used the serif typeface for the main headline, sans serif for the lower-level headlines, the body text and the call for action buttons. In order to make the buttons stand out more than the body text, I literally changed the font weight to 600 which is equivalent to semibold weight. I let the rest of the typographic elements retain their regular weight but I changed the letter-spacing of the body-text and buttons to 0,5 px for better legibility. According to the following website https://material.io/design/typography/understanding-typography.html#readability, it is often recommended to apply tracking to the body text but maintain the headlines tight together. The line height on the other hand is set to 1.5 times higher than the font size of the body-text.

Apart from the characters constant values I tried to create the right proximity and space between the headings, body text and other elements on the pages.
I used 2 rem margin for top and 1 rem bottom space between the sub-title and the main heading. For the lower-level headlines I added 2 rem margin on top and bottom and 2 rem margin for the bottom of the paragraphs. In addition, I added 2 rem space

between each section to create clear distinction of what belongs together and not. I followed the usability content rule from lesson 3.3 about the appropriate line length of the text. The chunks of text on both of the pages I made does not exceed 60 characters on desktop screen view and descend as view width becomes narrower.

Conclusion

It is is no doubt that there is no one foolproof or hard and fast rule about combining typefaces, but by study the geometric shapes of the typefaces I can determine if it's a good match or not. Despite the fact that fonts appear different on the screen, it's amazing how powerful small adjustments with the text properties can change the overall legibility on the text. As important as it is to make sure the text is readable, we must not forget how to structure everything with good hierarchy.

Link to homepage:

- http://fronted.no/Noroff/Second_Year/Design_2/Week_3/MA_3/products.html

Reference list:

- Website article: https://material.io/design/typography/understanding-typography.html#readability