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HW4: Typography

The importance of typography on a website is to sell your site visually to those who are looking at it. You are not going to pull people in with a website made entirely of comic sans, so that's why there's so many types to fit the type of site you are making. Creating a website on a single font-face is acceptable, but sometimes you need to have some distinction between things on the site. It is fine to use another font-face, but two is normally the limit when creating sites. It's important for the user to remember the font-face so that they can feel like the rest of the site connects, instead of having a completely different font-face on another page. Consistency is a large part of making a website and consistent typography is almost as important as a consistent overall layout. Typography can convey a limited amount of emotion through the font itself. If used correctly you can bring attention to the big topics of your site, or paragraph information, though as a general rule it is best not to overdo this action.

Readability when it comes to using any typeface is probably the most important thing. If the user has a hard time reading what is on your site, chances are that they are going to just leave, or at the least be unsatisfied with their visit. If the font also does not match the design of the site it will mostly come out looking sloppy, though most of the generic typefaces like Arial and Times, do a good job of fitting into mostly any website.

It's fonts that really have a theme to them that are dangerous to use with your design unless it fits.

A fairly important rule of creating anything in generally is to always associate the same type of font-face with what you are writing, this can be on paper or online. If you are making a paragraph in serif font-face you don't want to start writing in sans-serif in the same paragraph, or even in things related to what you started writing in.

There are trends in typography that show the most used and least used font-faces. The most used fonts are Arial and Times New Roman and these are considered to be the best font-face to use in general terms. Things like comic sans have been trended towards being the least used for the reason that it is a joke font more or less.

Issues with Web versus Print is in that with print you can make your text look like anything you want save those that you can't make yourself, and though with Web you are limited to font types that people have made or, if you are so daring, one you made yourself. On the other hand Web also allows you to write in font that you may not be good at writing in on paper. It has the advantage of giving you the creative freedom to make your site look how you want.

In conclusion, typography is an important part of any website to draw the user in and not have them immediately back out of the site. There are many fonts, but choosing the correct ones are mainly up to the taste of the designer. If the designer's taste isn't good, well get a new designer.

My top ten list of rules is the following:

1. Readability
2. Matches design
3. Practicality
4. Spacing is consistent
5. Size is consistent
6. Limit to two font types
7. Typefaces compliment each other
8. Not overly distracting
9. Avoid multiple colored fonts
10. Avoid coloring links differently