

Yesterday

- Reorganize my mood board and experiment with shapes, space, and colour
- Practice responsive layout and add it to my garden
- Create a responsive layout webpage
- Post my article
- Start a new thing-a-day
- Revise my goals
- Added to my daily journal
- Made two small changes to my site

Today

- Learn more about contrast - go over Chris and Milka's resources
- Work on a responsive layout and add it to my web page
- Complete day 2 of a thing-a-day
- Complete a daily journal and commit and push it to github
- If there is time
 - Update my typeface on my website and apply the type rules
 - Update thing-a-day page
 - Update it on the server

Blockers: feeling slightly overwhelmed with the number of tasks I expect myself to complete. I need to prioritize 3 or 4 of the most important tasks rather than listing everything I want to get done.

Typography Manual Notes

- Flush Left
 - Set your flush left rag right because in western culture, people read from top to bottom, left to right. Eyes naturally follow this flow. Avoid indenting the first line.
- Use One Typeface
 - Avoid using two typefaces. Using two requires an understanding of the chosen faces in order to be confident that they are complementary
 - Avoid using two typefaces of the same classification. Do not use two sans serif, serif, slab serif, or script faces together. Reason - contrast.
- Skip a Weight - apply this to website
 - The key to design is contrast. So go from light to bold or from medium to extra bold. Slight changes in weight change make it harder for the audience to notice the difference
 - Try mixing bold for the headline and light for the body
- Double Point Size - apply this to website

- A good rule of thumb when changing point sizes is to double or half the point size you are using. For example, if you are using 30 pt for headline, use 15 pt for the body.
- For other uses, try 3x or 4x the point size for something more dramatic
- Align to One Axis
 - Build your type along one primary axis and align element to this grid line. For a vertical axis, align the left edge of your type. This will work regardless of font type or size. For horizontal axis, align on strongest horizontal element.
- Pick any Typeface - apply this
 - Akzidenz Grotesk, Avenir, Avant Garde, Baskerville, Bembo, Bodoni, Bookman, Caslon, Century, Clarendon, Courier, DIN, Franklin Gothic, Frutiger, Futura, Garamond, Gill Sans, Gotham, Helvetica, Letter Gothic, Memphis, Meta, Mrs. Eaves, OCRB, Rockwell, Sabon, Times New Roman, Trade Gothic, Trajan and Univers.
- Use rules/lines to group related blocks of information. This will also make dissimilar objects appear more orderly.
- Avoid the corners
 - Don't place elements along the edge or corners of a page unless to deliberately cut elements off. Negative space is a good thing
- Mind the Gap
 - Typography is all about spacing. Never force justify type because of the inherent rivers that it'll create.
 - Avoid having a single word on the last line of a paragraph, otherwise known as a widow.
 - Don't allow a new page or column to begin with the final word or line from a previous paragraph, therefore, separating it from the rest of its paragraph - known as orphan
 - Use a single space after punctuation in a sentence. Pay attention to the shape the rag create to avoid undesired shapes/angles
 - Spacing matters. The closer things are together, the more the reader will assume a relationship exists between separate blocks of information
- Relax, it's just type
 - Be bold or italic, never regular - this is not an actual rule. It is a way to govern your life. Now that you've learned the rules, break it

Typography Critique Week 2 - Two Weights, One pt Size Notes

- Hierarchy
 - What is the first read, second read, and third read?
 - What is the first thing your eye goes too, usually the darkest element
 - If everything is the same? What if we had large, medium, small? (<-- creates better hierarchy? Then go to dark, medium light, then long, medium, short. All these elements begin to interact with each other.
- Having small, medium, and large white space is good, but also mix it up i.e medium, small, large, or medium, large, small

- If text is left aligned and ragged right, you want to have your lines be short, long, short, long so the eye can follow through. It creates a shape and we don't want to have a shape or it starts to compete and speak louder
- Be aware of space that is almost the same amount. If you want to be dynamic, make sure you distinguish between the small, medium, and large.
- How to organize the element so your eyes travel around the page
- Creating an axis with typography design
- When creating alignment, stronger alignment is usually on the baseline.
- Prefer not to repeat the dimension of the page - aligns to the entire length or width of the page.
- Aligning elements to the edge of the page may not be the best choice because if the element is all the way to the edge, is there anything that can go to the edge to balance it out?
- Creating rhythm by bring elements out of the page then the next element is on the page.
- When designing layout, think about a modern architecture layout and the space flows in and out