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DISEÑO DE INTERFACES WEB

Tema: Comprensión de la
tipografía



Introducción

Estudios de materiales

Fundación material

Descripción general de la fundación

Medio ambiente

Diseño

NavegaciónColor

Tipografía

El sistema de tipos

Entender la tipografía

Ayuda de idioma

Sonido

Iconografía

Forma

Motion

Interaction

Communication

Machine learning

Entender la tipografía

La tipografía expresa jerarquía y presencia de marca.

CONTENIDO

Propiedades de tipo

Clasificación de tipo

Legibilidad

Fuentes del sistema

Propiedades de tipo **Enlace**

Un tipo de letra es una colección de letras. Si bien cada letra es única, ciertas formas se comparten entre las letras. Un tipo de letra representa patrones compartidos en una colección de letras.

Los tipos de letra que se seleccionan por su estilo, legibilidad y legibilidad son más efectivos cuando se siguen los principios fundamentales del diseño tipográfico.

Guidelines overview

Material Theming

Usability

Platform guidance



Nombres de las partes con forma de letra: apertura, ascendente, línea de base, altura de la tapa, descendente, interlineado, espaciado entre letras, sans serif, serif, tallo, trazo, altura x

Base



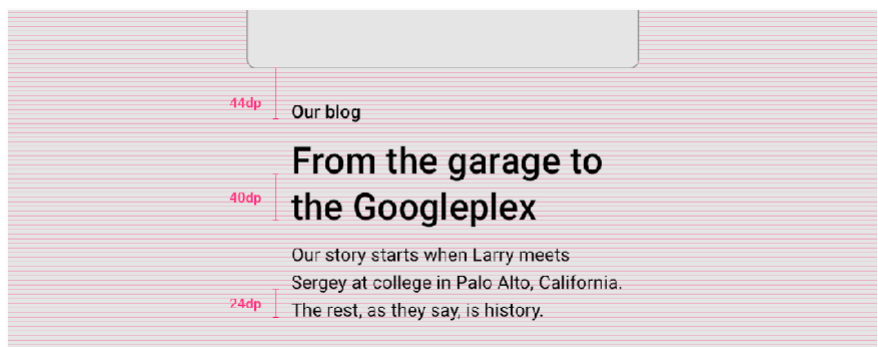
The **baseline** is the invisible line upon which a line of text rests. In Material Design, the baseline is an important specification in measuring the vertical distance between text and an element.



The baseline

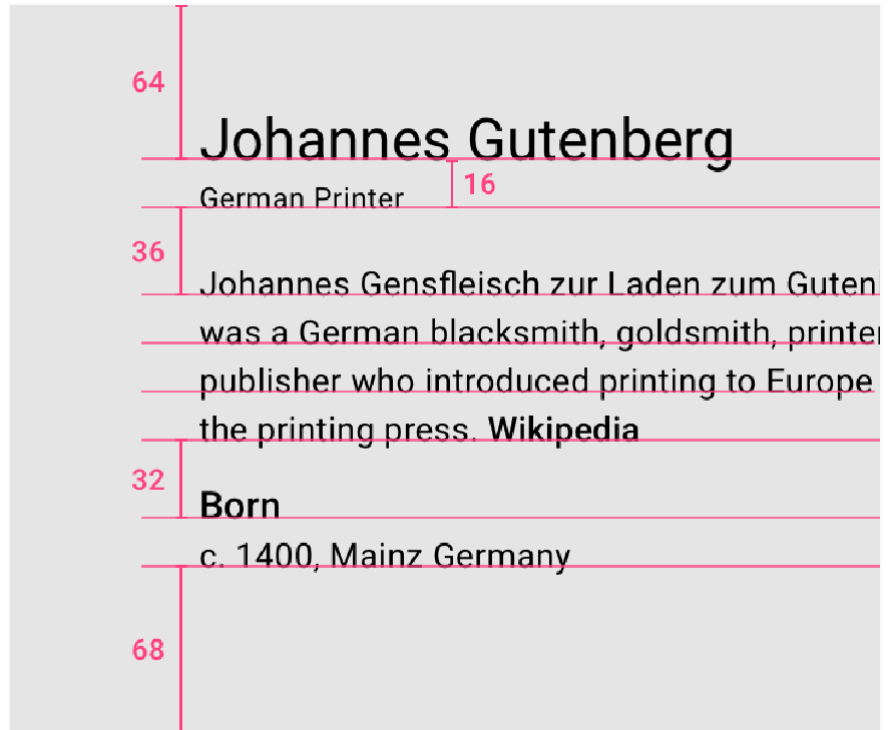
4dp grid

Type aligns to the 4dp baseline grid.

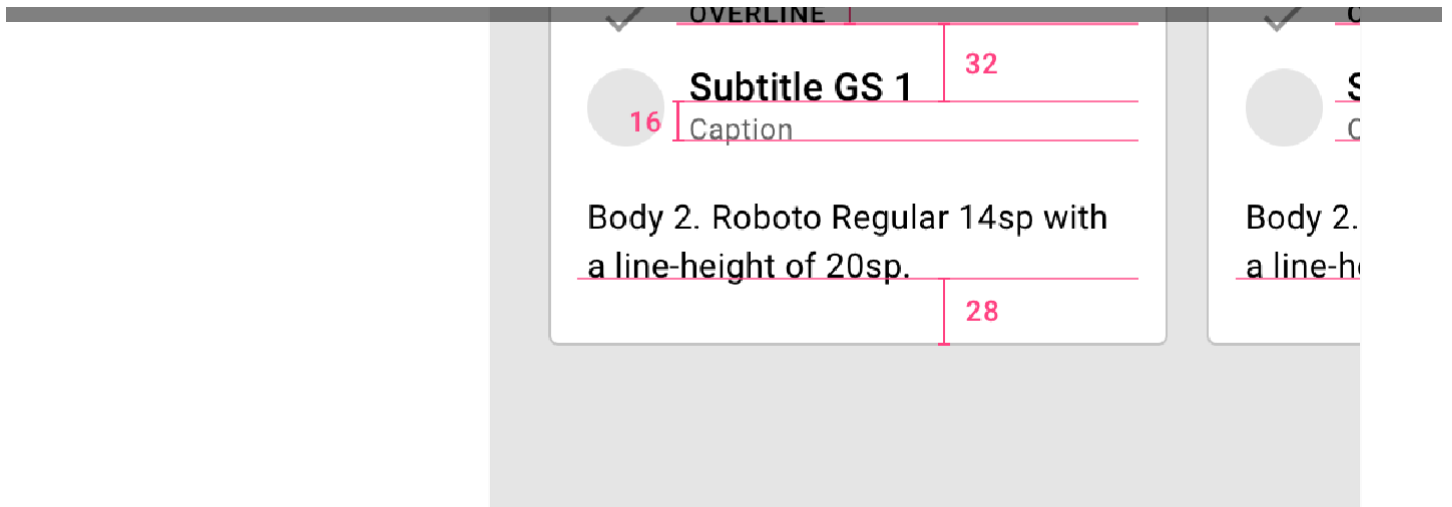


Regardless of pt / sp size, a text's baseline must sit on the 4dp grid. Line-height must be a value divisible by 4 to maintain the grid.

calculation using Sass or CSS.



Reference baselines for vertical alignment, instead of boundingboxes. This produces more accurate implementation across design software and platforms.

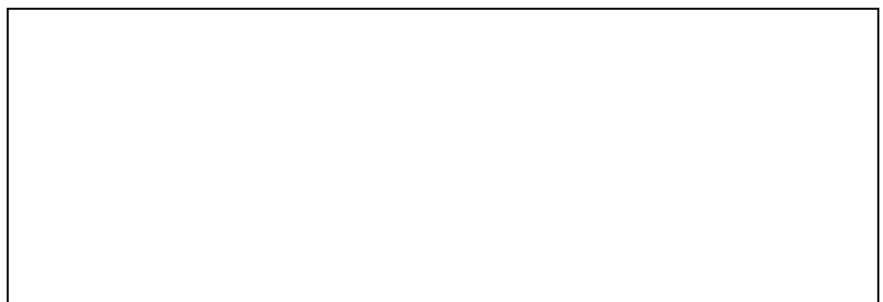


Measure text in relation to other components.

Cap height



Cap height refers to the height of a typeface's flat capital letters (such as M or I) measured from the baseline. Round and pointed capital letters, such as S and A, are optically adjusted by being drawn with a slight overshoot above the cap height to achieve the effect of being the same size. Every typeface has a unique cap height.



Cap height

X-height



X-height refers to the height of the lowercase x for a typeface, and it indicates how tall or short each glyph in a typeface will be.



The height of a typeface's lower-case x determines its x-height.

Ascenders and descenders



Ascenders are an upward vertical stroke found in certain lowercase letters that extend beyond either the cap height or baseline.

Descenders are the downward vertical stroke in these letters. In some cases, a collision between these strokes can occur when the **line height** (the vertical distance between baselines) is too tight.



Ascenders and descender

Weight



Weight refers to the relative thickness of a font's stroke. A typeface can come in many weights; and four to six weights is a typical number available for a typeface.



Common weights:

1. Light
2. Regular
3. Medium
4. Bold

Type classification **Enlace**

Serif



A **serif** is a small shape or projection that appears at the beginning or end of a stroke on a letter. Typefaces with serifs are called serif typefaces. Serif fonts are classified as one of the following:

Old-Style serifs resemble writing in ink, with:

- Low contrast between thick and thin strokes
- Diagonal stress in the strokes
- Slanted serifs on lower-case ascenders

Transitional serifs have:

- High contrast between thick and thin strokes
- Medium-High x-height
- Vertical stress in the strokes
- Bracketed serifs

Didone or neoclassical serifs have:

- Very high contrast between thick and thin strokes
- Vertical stress in the strokes
- “Ball” terminal strokes.

Slab serifs have:

- Heavy serifs with imperceptible differences between the stroke weight
- Minimal or no bracketing



- 1. EB Garamond, old-style serif
- 2. Libre Baskerville, transitional serif
- 3. Libre Bodoni, didone / neoclassical serif
- 4. Bitter, slab serif

Serif Fonts

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Sans Serif fonts

Google FontsRelated


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Monospace Fonts

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Handwriting Fonts

Google FontsRelated

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Display Fonts

Google FontsRelated

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French word “sans” that means “without.” Sans serifs can be classified as one of the following:

- **Grotesque:** Low contrast between thick and thin strokes, vertical or no observable stress
- **Humanist:** Medium contrast between thick and thin strokes, slanted stress
- **Geometric:** Low contrast between thick and thin strokes, with vertical stress, and circular round forms



1. Work Sans, grotesque sans serif
2. Alegreya Sans, humanist sans serif
3. Quicksand, geometric sans serif

Monospace



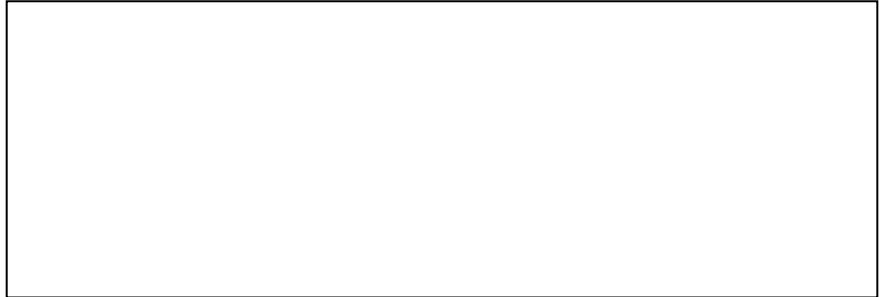
Monospace typefaces display all characters with the same width.



1. Roboto Mono, monospace
2. Space Mono, monospace
3. VT323, monospace



- ♦ **Black letter:** High contrast, narrow, with straight lines and angular curves
- ♦ **Script:** Replication of calligraphic styles of writing (more formal)
- ♦ **Handwriting:** Replication of handwriting (less formal)



1. UnifrakturMaguntia, black letter
2. Dancing Script, script
3. Indie Flower, handwriting

Display



A miscellaneous category for all classification types that are only suitable for use at large point sizes. Display fonts typically are used as H1 - H6 in your type scale.



1. Shrikhand, display
2. Chewy, display
3. Faster One, display

Readability Enlace

Legibility

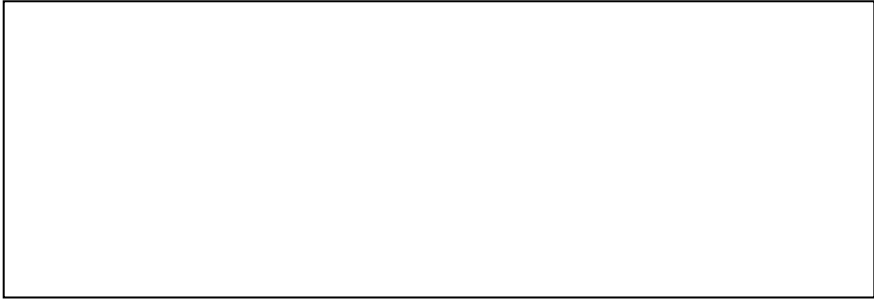
Color plays an important role in...

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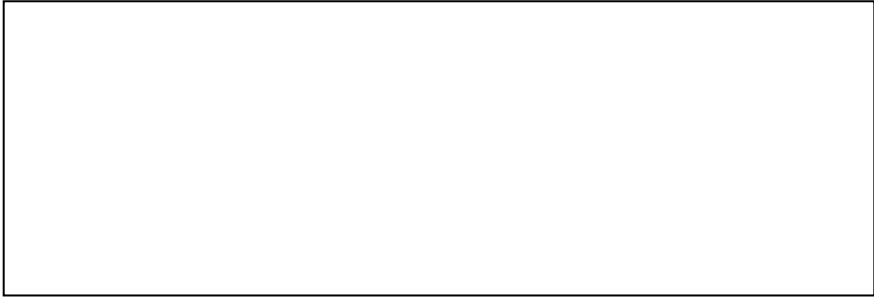
Letter-spacing

⬆

Letter-spacing, also called tracking, refers to the uniform adjustmentof the space between letters in a piece of text.



Larger type sizes, such as headlines, use tighter letter-spacing toimprove readability and reduce space between letters.



Tighter letter-spacing

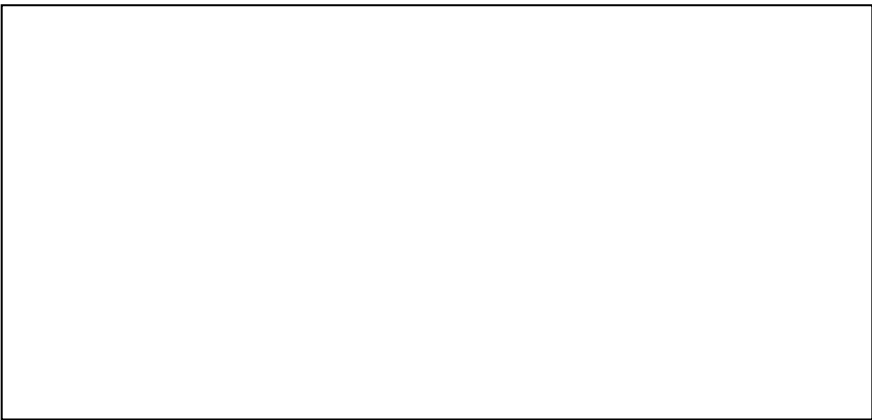
For smaller type sizes, looser letter spacing can improve readability asmore space between letters increases contrast between each letter shape. Text in all caps, even at small type sizes, has improved readability because of its added letter spacing.



Looser letter spacing

Tabular figures

Use tabular figures (also known as monospaced numbers), rather than proportional digits, in tables or places where values may change often.



Tabular figures keep values optically aligned for better scanning.



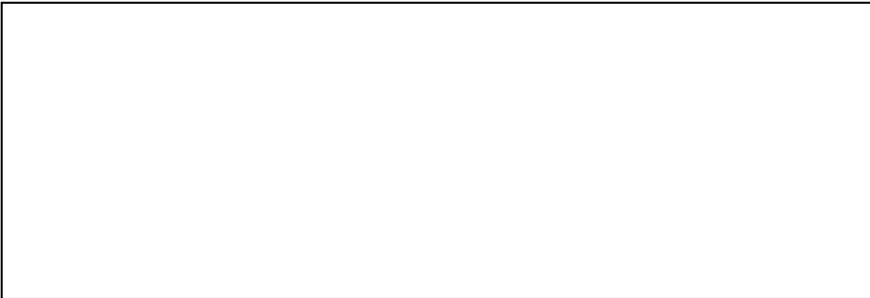
Line length



Line lengths for body text are usually between 40 to 60 characters. In areas with wider line lengths, such as desktop, longer lines that contain up to 120 characters will need an increased line height from 20sp to 24sp.



The ideal line length is 40-60 characters per line for English bodytext.



The ideal line length for short lines of English text is 20-40 characters per line.

Line height



Line height, also known as leading, controls the amount of space between baselines in a block of text. A text's line height is proportional to its type size.

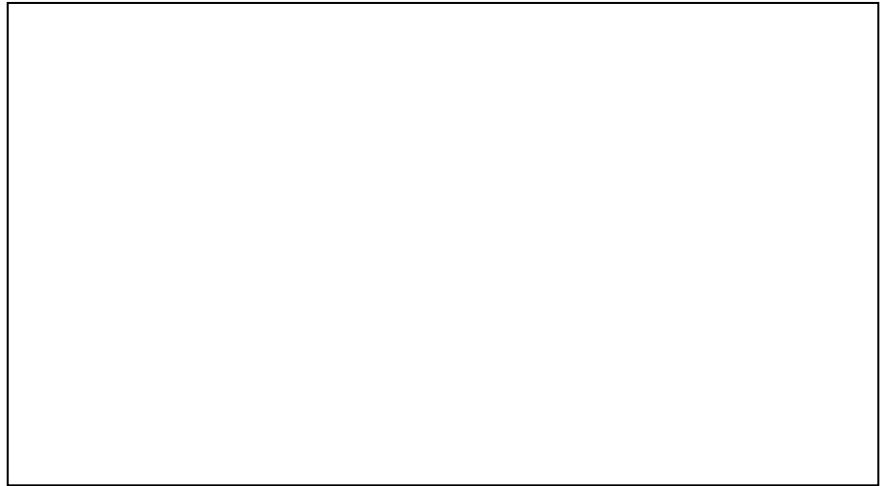


1. Type size 14, Line-height 20dp
2. Type size 20, Line-height 28dp

Paragraph spacing



Keep paragraph spacing in the range between .75x and 1.25x of the type size.



Type size 20sp, line-height 30dp, paragraph spacing 28dp

Type alignment



Type alignment controls how text aligns in the space it appears. There are three type alignments:

- Left-aligned: when text is aligned to the left margin
- Right-aligned: when text is aligned to the right margin
- Centered: when text is aligned to the center of the area it is set in

Left-aligned



Left-aligned text applied to body copy

Right-aligned

Right-aligned text is the most common setting for right-to-left languages, such as Arabic and Hebrew.

Left-to-right languages can use right-aligned text, though it is best for distinguishing short typographic elements within a layout (such as side notes), and is not recommended for long copy.



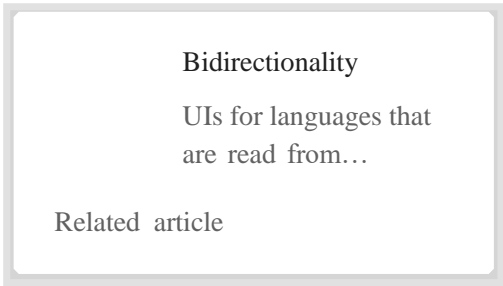
Right-aligned text applied to a side note

Centered

Centered text is best used to distinguish short typographic elements within a layout (such as pull quotes), and is not recommended for long copy.



Center-aligned text applied to a pull quote



System fonts Enlace

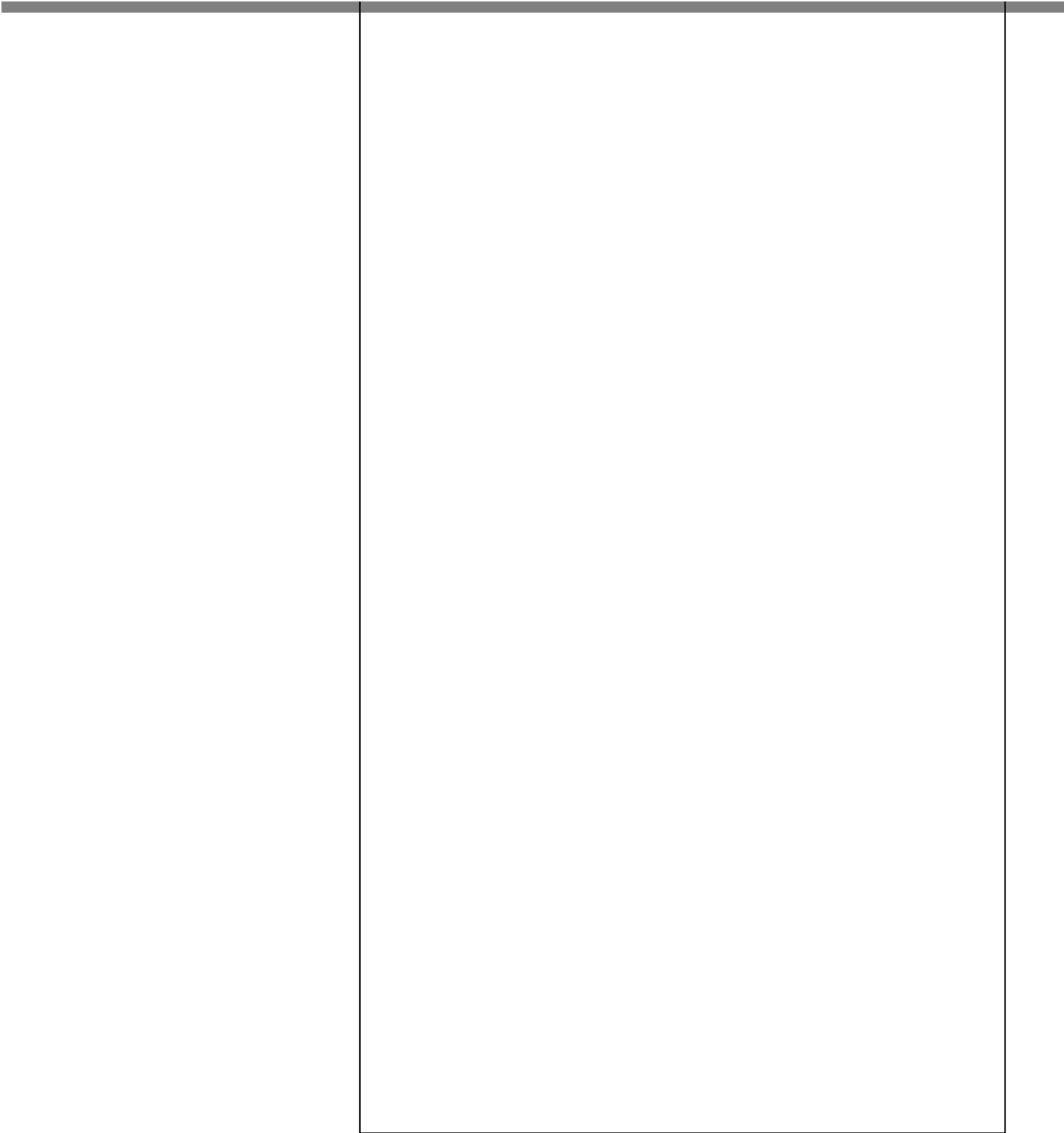
System fonts come pre-installed on your computer or device. They typically have wide language support and no licensing costs for developers. Using the system default font in your app font unites the consistency of the platform with your app’s look and feel. However, because they appear in many places on devices, they may not stand out.



Using system fonts



Native system typefaces should be used for large blocks of text andany text below 14sp.



Fuente del sistema **Android** Roboto

Fuente del sistema **iOS** San Francisco

Hasta la próxima



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