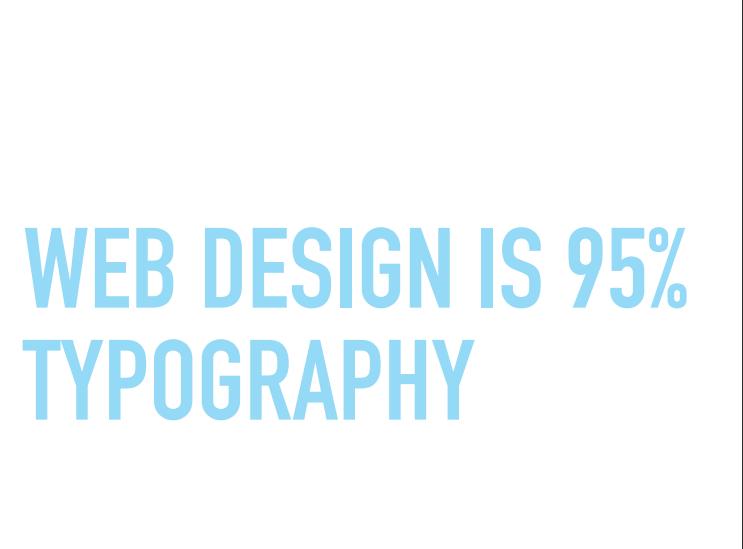


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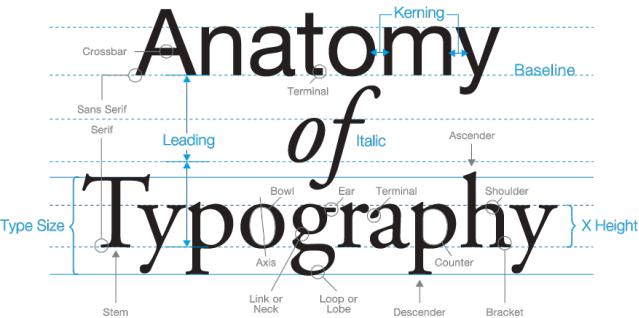
Typography

- Define
- Best practices for web fonts
- Use web fonts to improve readability and aesthetics of your
- Learn how to mitigate the site's performance hit when loading fonts.

Oliver Reichenstein, [Web Design is 95% Typography, iA.net](#)



WEB DESIGN IS 95%
TYPOGRAPHY



Typography: The visual art of creating written words. The art or procedure of arranging type or processing data and printing from it.

Font: A set of characters of the same style and size.

Type: Printed characters or letters.

Typeface: A relief of the character on the face of a metal block for printing.

Typography on the Web

Until 2009, the list of **web-safe fonts** was limited to 16 typefaces

Arial	Impact
Arial Black	Lucida
Century Gothic™	Palatino
Comic Sans	Tahoma
Courier	Trebuchet MS
Courier New	Times
Geneva	Times New Roman
Georgia	Verdana

Back in the good ol' days, HTML specification didn't provide any way to specify fonts. The only way you could include a specific font on a web page back in the early day of the web was to make a image of it and place it on the page.

Started embedding fonts in apps on web with the adoption of @font-face and the launch of Typekit

@font-face is a CSS rule which allows you to show a font on a Web page even if that font is not installed on the users' computer.



First commercial service that had worked out the technical hurdles, and the licensing hurdles. And they came up with a simple solution that designers and developers could both embrace.

Typekit is an online service which offers a subscription library of high-quality fonts. The fonts may be used directly on websites or synced via Adobe Creative Cloud to applications on the subscriber's computers.

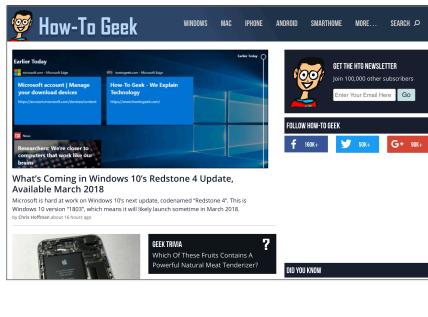
"@font-face is a css rule which allows you to download a particular font from your server to render a webpage if the user hasn't got that font installed. This means that web designers will no longer have to adhere to a particular set of "web safe" fonts that the user has pre-installed on their computer." from font-face.com

Some font-face support in early support in IE. Couldn't keep up when Google entered the web-font market in 2010.

FOUT

Flash of Unstyled Text

The Flash of Unstyled Text or FOUT, is the phenomenon where as a web page is loading, the text of the page appears briefly in a default font during the time that the web font files are loading, and then the page redraws itself with the web fonts. In some cases it causes navigation and text to visibly reflow due to differences in character width and height. In some cases they can even block rendering the rest of the page, so that you don't even get some of the images either.



Web Font Loader

Loads by default with Typekit and Google Fonts

```
body {font-family: "Supermercado One"}  
.wf-inactive body {font-family: arial, verdana;}
```

Silver mist suffused the deck of the ship.

Silver mist suffused the deck of the ship.

Silver mist suffused the deck of the ship.

Implementing web fonts well requires a layered approach. Make sure your site looks good even if the web fonts don't load. Although the design may not be everything you envisioned, it will minimize disruption during the loading process for those devices that do support them or slow-loading situations.

What is one of the most important elements to consider when designing for varying screen sizes?

Font Size.

- Tailor the heading sizes according to screen size.
- As screen sizes get smaller, there are fewer elements present on the screen, and fewer characters that can be displayed per line.
- Smaller font sizes for headers can still convey importance and hierarchy (such as reducing an H1 from 3em to 2em on smallest screens), but don't need to *shout*, especially since there is less competition on the screen.
- Text will wrap more smoothly from one line to the next.

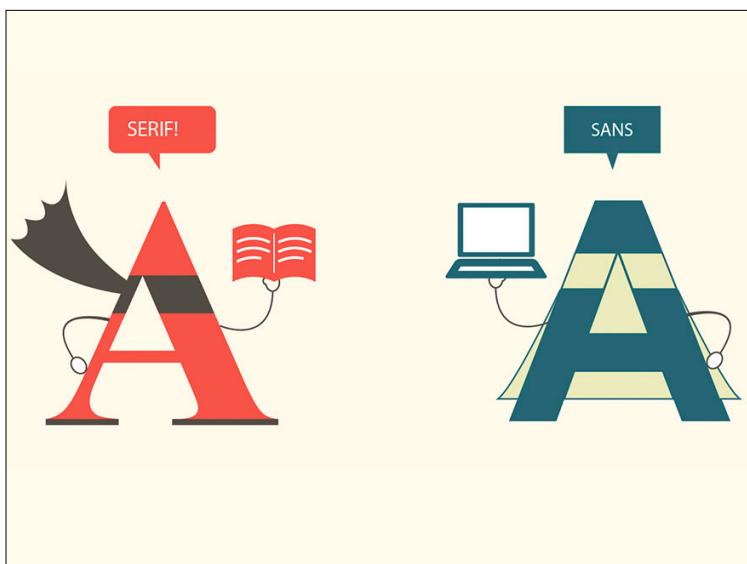
Selecting Fonts

- Start with the paragraph (p tag)
 - Includes typeface, line length, line height, indenting, initial capitals, link styles, and is the largest amount of text on the screen.
- Match the message or purpose of your design
- Consider context and audience
- Use suitable fonts: Display fonts are not easy to read at length; use Body fonts for readability

This is text that is too large to be readable in blocks. Note the odd breaks, hyphenation and how long it takes to read.



Most fonts can be classified into one of four basic groups: with serifs, without serifs, scripts and decorative. Typographers and scholars of typography have devised various systems with scores of sub-categories.



Serif make the individual letters more distinctive and easier for our brains to recognize quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive. Because serifs are usually small and thin, they often don't display as well on pixel-based screens, looking distorted and "noisy" rather than clear and crisp. Designers generally favor sans-serif fonts for web use, especially at small sizes.

Sans-serif literally means "without serif" – these fonts don't have the extra lines on the ends of letters. For that reason, they're generally thought to look more modern and streamlined.

Weight

Light
Medium
Bold
Black

Weight is the thickness of the stroke weight, This characteristic is perhaps the one of which people are most aware, such as the use of a bold weight.

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Font Pairings

01. Freight Sans and Freight Text

Freight Sans
Freight Text

Freight is available in a range of weights and styles

An example of a superfamily. GarageFonts' Freight is available in a large range of weights and styles, including Sans, Text, Display and Micro versions - giving you a versatile typographic toolkit.

02. Super Grotesk and Minion Pro

Minion Pro
Super Grotesk

This match creates a luxurious finish

The ever-popular serifed Minion Pro works perfectly as a headlining font in this luxurious pairing. Coupled with the nimble sans-serif Super Grotesk, these two fonts carry a modern sense of elegance with minimal effort.

03. Kaufmann and NeutraDemi

Kaufmann BT
Neutra Text

At a dash of handwritten flair with this font pairing

The flowing, handwritten stylings of Kaufmann add a touch of personality to this outfit couple. Offsetting the straight and angular sans-serifed NeutraDemi.

Hierarchy

Typography Best Practices for the Modern Web

A guide to responsive web typography covering all the best practices & font styling size rules to ensure your site's content is readable & a joy to behold.

Article by [Jason Beever](#) June 13, 2017 Tags: [typography](#)

Body text → Painters have their brushes. Sculptors have their clay. Web designers have their... words? As Oliver Richensteins has now [famously written](#): "95% of the information on the web is written language." After all the careful consideration you've given to your site's custom graphics, icons, pretty menus, and clean

Headings (H2) → Establishing a Visual Hierarchy

The most important objective of good web typography is to create a **hierarchy** of content that visually flows from one element to the next. Proper distinction between your Headings, Subheadings and Body text, a variety of font weights and styles, and having enough white space between blocks of text are all factors that promote an effortless reading experience.

Headings (H3) → Building a Strong Body

Your first order of business is to nail down your site's main **Body** text, since this is what your visitors will spend most of their time reading. Your goal is to create text that flows naturally across large paragraphs, inspiring a healthy rhythm for long stretches of reading.

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LEFT

Left-aligned text works because it mirrors the way you read – from left to right. You know where each line ends and where the next begins.

CENTER

Centered text should be used sparingly and for small text blocks.

RIGHT

Right-aligned text can be difficult to use effectively and should be reserved for small text frames and text art elements.

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"WIDOWS" & "ORPHANS"

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Balam Ajpu: Mayan Hip-Hop's Political Agenda

"When people feel our passion, they offer theirs."

By Jose Garcia



Courtesy of Victoria Cataño and Gerardo del Valle

"They appeared as if in a dream at the top of each dune, half-hidden in the cloud of smoke rising from their steps."

—“Danza,” I.M.G. Le Chien

The first time I saw the members of Balam Ajpu perform together was in 2012, in Guatemala City’s ZONA M. My closing show. They put on an unforgettable show.

Tzatu, Nativo, and Mc2 walked onto the stage slowly, like a gentle mist, while shaking their sombrero and blowing incense. People watched them go, though in a daze. White fog covered the steps. When the smoke cleared, Tzatu was kneeling down, lighting a small fire while reciting Mayan poetry. Soon that spiritual opening turned into a furious hip-hop concert.

Despite the language difference—Tzatu was rapping in Tz’utujil—his fiery, speedy rapping infected the crowd, which began dancing, bobbing their heads, and clapping along. Tzatu howled, screamed, and strained his voice. It was powerful and hypnotizing, larger than life.

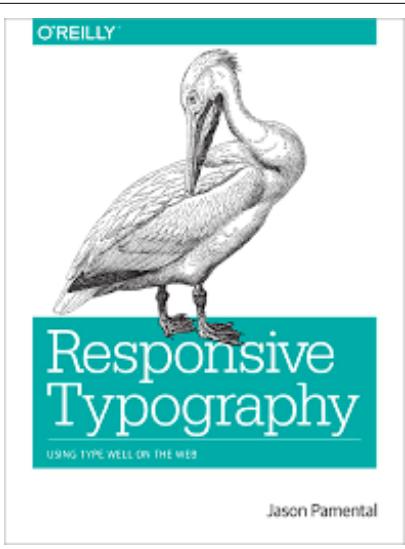


Best line length for readability- between 45-75 characters. A line length that is too short causes the eye to jump too quickly from one line to the next. A line length that is too long causes the reader's eye to lose track of its place.

Legibility

- **Size:** for printed text, standard 9 to 12 point type is considered optimal. Smaller sizes are acceptable when limited to captions and notes. Use larger type for low resolution displays and more senior audiences.
- **Typeface:** there is no performance difference between serif and sans serif typefaces, so select based on aesthetic preference. Sentence case text should be used for text blocks.
- **Contrast:** use dark text on a light background or vice versa. Performance is optimal when contrast levels between text and background exceed 70 percent. Patterned or textured backgrounds can reduce legibility.
- **Text Blocks:** there is no performance difference between justified and unjustified text. For 9 to 12 point type, a line length of 3 to 5 inches is recommended, resulting in 10 to 12 words per line or 35 to 55 characters.
- **Spacing:** for 9 to 12 point type, set leading to (spacing between text lines, measured from baseline to baseline) to the type size plus 1 to 4 points. Proportionally spaced typefaces are preferred over monospaced.

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I WILL TURN ANY SENTENCE
OR GROUP OF WORDS
into
**A BEAUTIFUL
ARRANGEMENT**
of
TYPOGRAPHY

Typography exists to honor content.

Explore Different Typography Choices with Your Resume

- Try experimenting with some different font pairings for your headings and body text and see how they change the look and feel of the content.
- Once you have the styles working correctly, ask yourself what changes do the new typefaces suggest? Do you need to adjust the size and or the line height? What about other styles such as bolding and Italic?
- Once you have something you're happy with, post it to Slack!