

ВОСПРИЯТИЕ ТИПОГРАФИКИ В ВЕБ-ИНТЕРФЕЙСАХ

В ЕБ - ДИЗАЙН СОСТОИТ НА

95%

И З Т И П О Г Р А Ф И К И



Hello, we are Awesomed -
A data-driven design agency

HIRE US



Features How It works? Discover Login



More powerful Make more money

Pickme helps businesses advertise their brand as well as their marketing campaigns effectively

GET STARTED



OUR WORK SERVICES CONTACT US

SCHOOL TO EXPLORE

BONDS



MASH UP

LET'S GO, CLICK TO MASH!

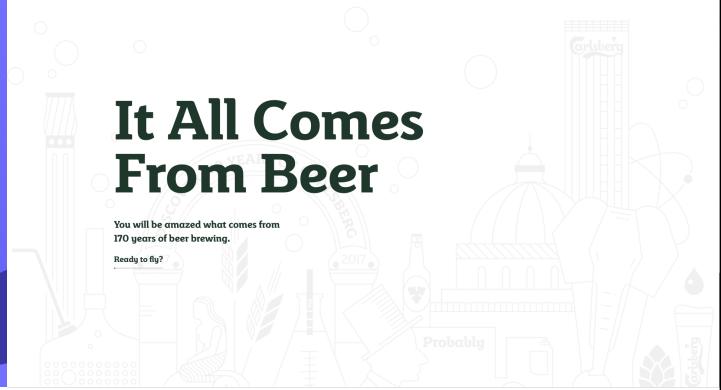
It's time you met your match! Create your own Mash Up with our fully interactive video. Click the background to mix, mash and slush prints then blow off your creation by shooting on social. Get generic. All soft, lar's, hard's.



It All Comes From Beer

You will be amazed what comes from 170 years of beer brewing.

Ready to fly?



J-M

**WORK CAREERS
ABOUT PRESS
CONTACT BLOG**

JOSEPHMAN
Web design, animation and
mobile development. I'm a person that
changes the way we work,
play and connect.

CURRENTLY
Working for a Digital Product
Designer
Designing a VR3D platform

FROM
Los Angeles
Software
Designer
Branding

FOLLOW
Josephman
Designer From LA

GLEEC CHAT

GLEEC CHAT INSURES SIMPLE
AND SECURED COMMUNICATIONS

Gleec guarantees absolute privacy for all
communications from companies or individuals.

GLEEC ON IOS GLEEC ON ANDROID

DISCOVER GLEEC APP

WE ARE

A creative
digital studio

craigslist ua

[post to classifieds](#)

[my account](#)

[search craigslist](#)

event calendar

M	T	W	T	F	S	S
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

[help, faq, abuse, legal](#)

[avoid scams & fraud](#)

[personal safety tips](#)

[terms of use](#)

[privacy policy](#)

[system status](#)

[about craigslist](#)

[craigslist open source](#)

[craigslist blog](#)

[best-of-craigslist](#)

[craigslist TV](#)

["craigslist joe"](#)

[craig connects](#)

ukraine

community

activities
artists
childcare
classes
events
general
groups

housing

local news
lost+found
musicians
pets
politics
rideshare
volunteers

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

services

automotive
beauty
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household
labor/move

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security

skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

discussion forums

resumes

gigs

europe

amsterdam
berlin
brussels
budapest
copenhagen
cotedazur
dublin
edinburgh
florence
london
munich
oslo
oxford
paris
prague
rome
stockholm
venice

us/ca

cl worldwide

ошибки.

кол-во шрифтов.

≈ 2-3 шрифта

длина строки.

< 600px

интерлинъяж.

150% от размера шрифта

ЕСЛИ ВЫ НÈ МØЖЁТЕ
ЕГÔ ПРÔЧИТАТЬ, НЕ
ИСПØЛЬЗЁЙТЕ ЕГО.

N O ° 1



HOW DID IT GET SO LATE SO SOON?

N O ° 2



YOU CAN HAVE IT ALL, JUST NOT ALL AT ONCE.

N O ° 3



TIME IS AN ILLUSION.

A N Ä R C H Y C A L L I G R A F F I T I I N S I D E S I M P L E S H Ä P E S



T O B E B O R N .

не нужно использовать
LOREM IPSUM.

цвет
контраст
выравнивание



We are built to build bold brands.



хороший пример.

но не используйте
HELVETICA FONT.



Windows: Segoe UI (or Tahoma for older versions of Windows)

macOS: San Francisco

iOS: San Francisco

Android: Roboto



Roboto **Everywhere.**



Windows: Helvetica Neue

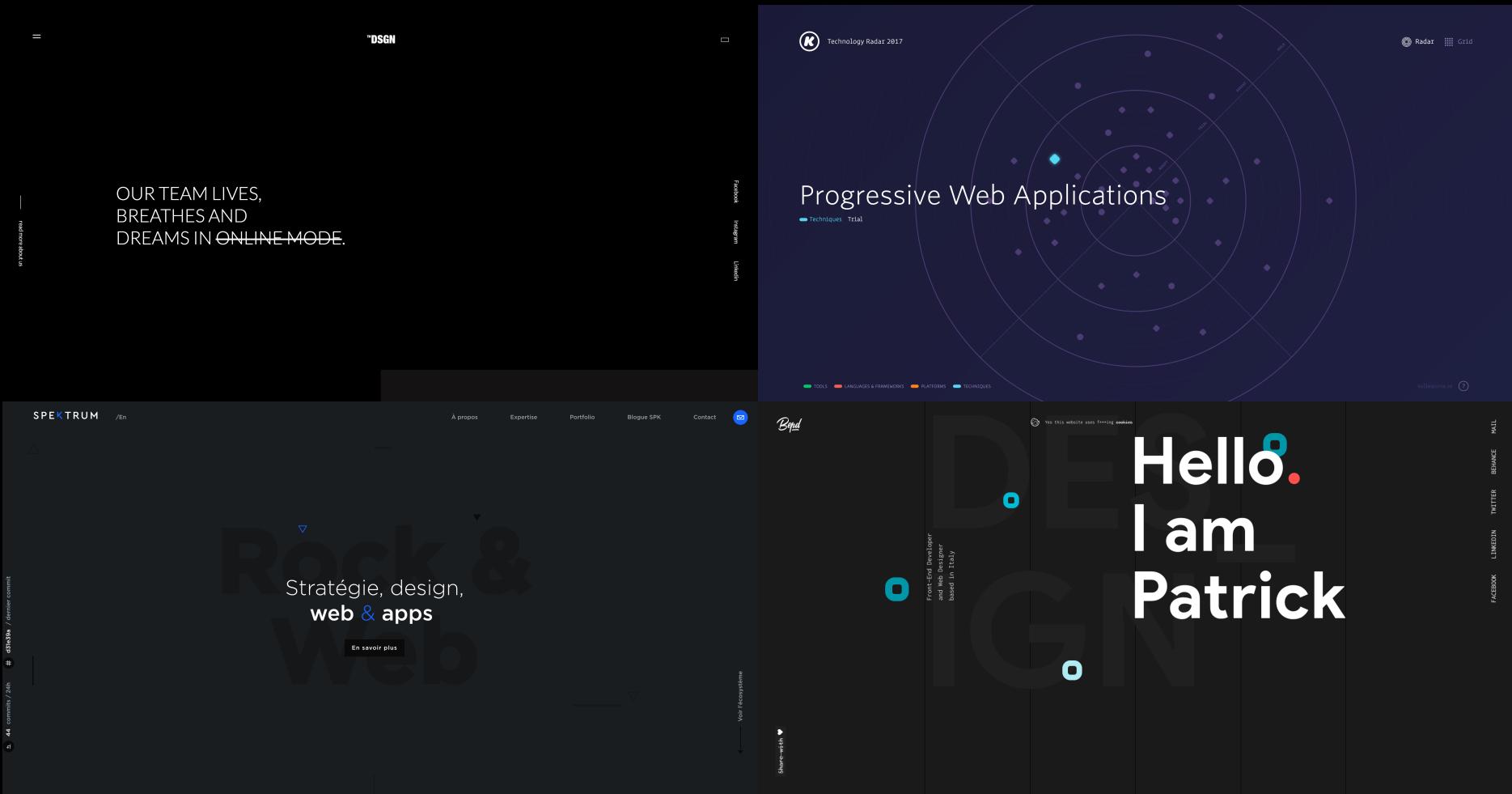
macOS: Helvetica Neue

iOS: San Francisco

Android: Roboto

∅

пример.



∅

15

оо, такой хочу на сайт.

**он такой модный
красивый
молодежный**

Ø

шрифт

HELVETICA NEUE

Шрифт, который держится на пространстве

Я ведь не дизайнер.

Как сделать, чтобы
было красиво?

- 1. простой.**
- 2. эффективный.**
- 3. user-friendly.**
- 4. результативный.**
- 5. красивый.**

лайфхаки.

golden ratio

$$\varphi \approx 1.618$$

HEADER

subheader

Let n be any integer other than 5 and you won't find the same pattern of consistent differences as shown above or the unique reciprocal and additive properties of phi.

It just so happens that you get phi when you let n equal 5. Let n be other integers and you get a series of numbers whose squares (see Φ_2 in table in green) each exceed their root by a difference (see Δ in table in blue) that increases by 0.25 for each number in the series, as shown below.

Modular Scale

Not sure how this calculator works? Here are some tips.

Bases

Ratios

Web Sass JS

This site is built & maintained by [Scott Kellum](#) and [Tim Brown](#). Copyright © 2010–2015 Tim Brown.

Table Text

The quick brown fox jumps over the lazy dog

a 67.34px 4.209em 4.209em @ 16

The quick brown fox jumps over the lazy dog

a 50.517px 3.157em 3.157em @ 16

The quick brown fox jumps over the lazy dog

a 37.897px 2.369em 2.369em @ 16

The quick brown fox jumps over the lazy dog

a 28.43px 1.777em 1.777em @ 16

The quick brown fox jumps over the lazy dog

a 21.328px 1.333em 1.333em @ 16

The quick brown fox jumps over the lazy dog

a 16px 1em 1em @ 16

The quick brown fox jumps over the lazy dog

a 12.003px 0.75em 0.75em @ 16

The quick brown fox jumps over the lazy dog

The screenshot shows the Modular Scale website interface. On the left, there's a sidebar with a 'Modular Scale' title, a note about tips, a 'Bases' input set to 16px, a 'Ratios' dropdown set to 1.333, and buttons for 'Web', 'Sass', and 'JS'. Below that is copyright information. On the right, there are five examples of text styling. Each example includes a sample word ('a') followed by its pixel value, em value, and the em value with a multiplier (@ 16). The first example uses a base of 16px, resulting in a 67.34px font size. Subsequent examples show how the same base and ratio produce larger or smaller font sizes as the multiplier increases. The text in each example is 'The quick brown fox jumps over the lazy dog'.

<http://www.modularscale.com/>

**multiple of 25px
on line-height**

ПРОСТРАНСТВО

БАЛАНС И РИТМ

МАСШТАБ
ПРОСТРАНСТВО

БАЛАНС И РИТМ

∅

practises

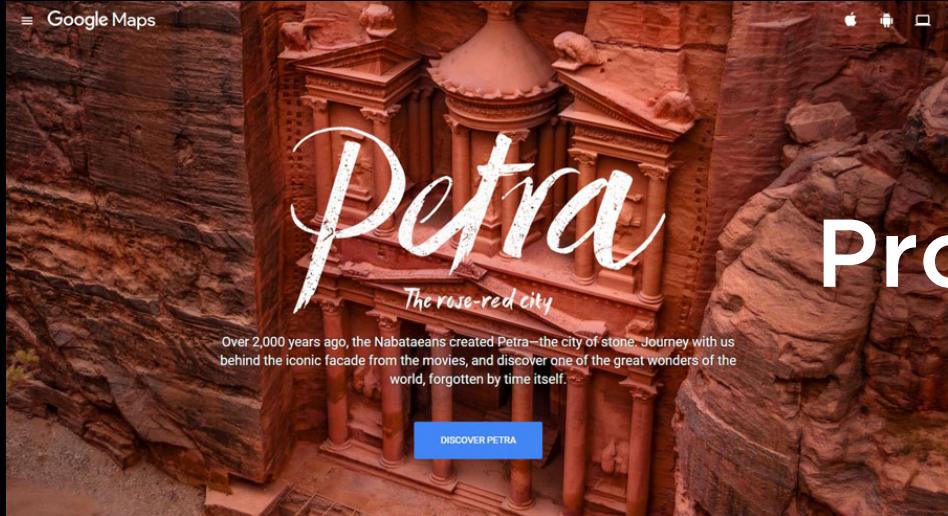
МАСШТАБ

СЕТКА И ВЫРАВНИВАНИЯ

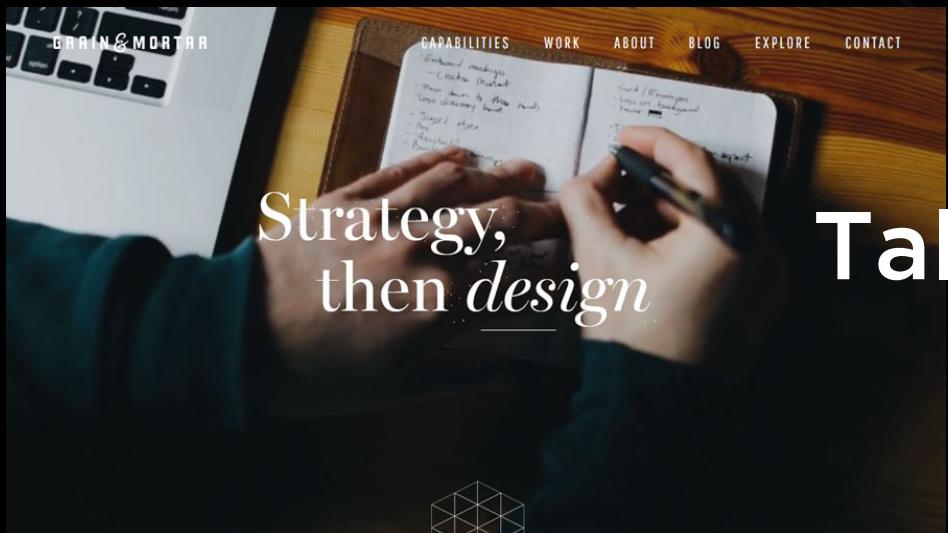
БАЛАНС И РИТМ

∅

° 27



Proportions



Strategy,
then *design*

Taller X-Heights

letter-spacing: x.xxem;
word-spacing: x.xxem;
font-variant: small-caps;
text-transform: uppercase;
text-rendering: optimizeLegibility

TrueType

OpenType

Embedded Open Type

Web Open Font Format

convert:

<https://www.fontsquirrel.com/tools/webfont-generator>

<http://www.font2web.com/>

relative units.

em

задаёт размер относительно шрифта родителя

rem

задаёт размер относительно размера шрифта элемента <html>

vw

1% ширины окна

vh

1% высоты окна

vmin

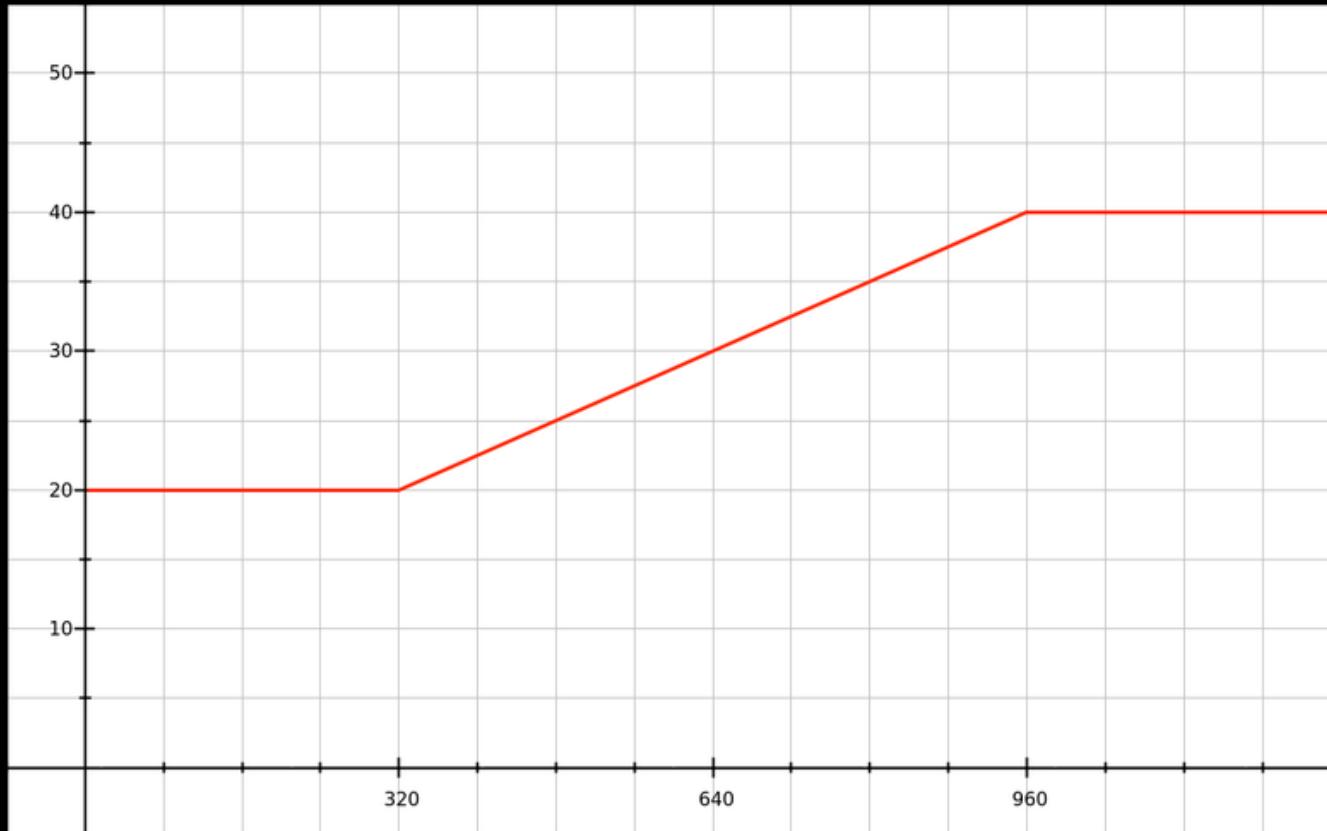
наименьшее из (vw, vh)

vmax

наибольшее из (vw, vh)

CSS-ШЛЮЗЫ

```
h1 { font-size: 4vw; /* Бум! Готово. */ }
```



CSS-шлюз — это особый вид вычисления CSS-значения, при котором:

- есть минимальное и максимальное значение,
- есть две контрольные точки (breakpoint) (обычно зависят от ширины области просмотра),
- между этими точками значение меняется линейно от минимума до максимума.

```
h1 { font-size: 1.25rem; }
```

```
@media (min-width: 320px) {  
    h1 { font-size: /* Значение от 1.25 rem до 2.5 rem */; }
```

```
}
```

```
@media (min-width: 960px) {
```

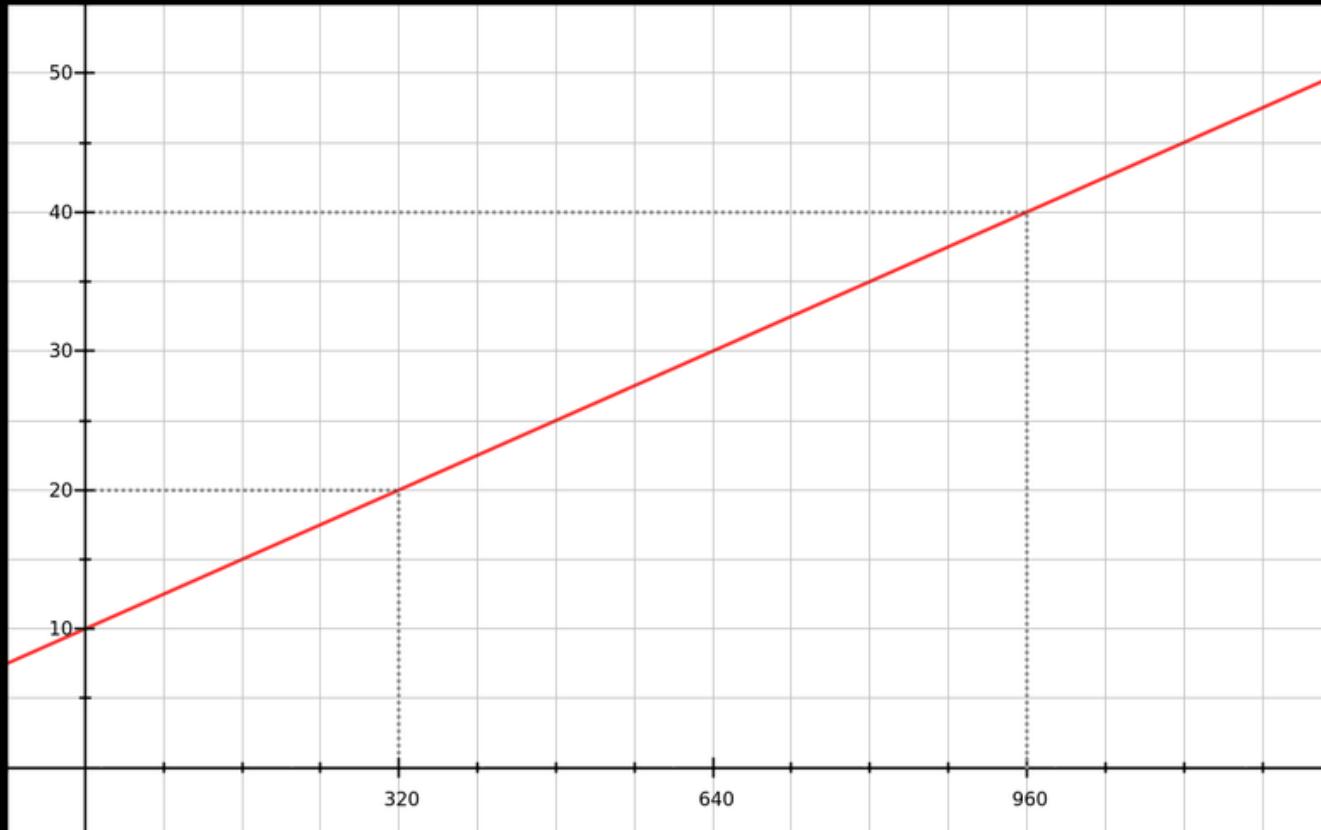
```
    h1 { font-size: 2.5rem; }
```

```
}
```

```
h1 {  
    font-size: calc(1.25rem + viewport_relative_value);  
}
```

CSS-шлюзы могут принимать только
числовые значения, использовать
`calc()` и принимать значения в
пикселях.

- CSS-шлюз для свойства `opacity`, потому что `opacity: calc(.5+1px)` является ошибкой;
- CSS-шлюз для большинства функций `transform` (например, `rotate`: шлюз не может выполнять вращение на основании значения в пикселях).



$$y = mx + b$$

y – размер шрифта (вертикальная ось),

x – ширина области просмотра в пикселях (горизонтальная ось),

m – наклон (slope) функции (сколько пикселей мы добавляем к размеру шрифта при увеличении ширины области просмотра на 1 пиксель),

b – размер шрифта до того, как мы начинаем увеличивать размер области просмотра.

1.

- Общее увеличение font-size – 20 пикселей (40 - 20).
- Общее уменьшение области просмотра – 640 пикселей (960 - 320).
- Если ширина области вырастет на 1 пиксель, размер font-size увеличится на:

$$20 / 640 = 0.03125 \text{ px.}$$

2.

$$b = y_1 - 0.03125 \times x_1$$

$$b = 20 - 0.03125 \times 320$$

$$b = 10$$

$$y = 0.03125x + 10$$

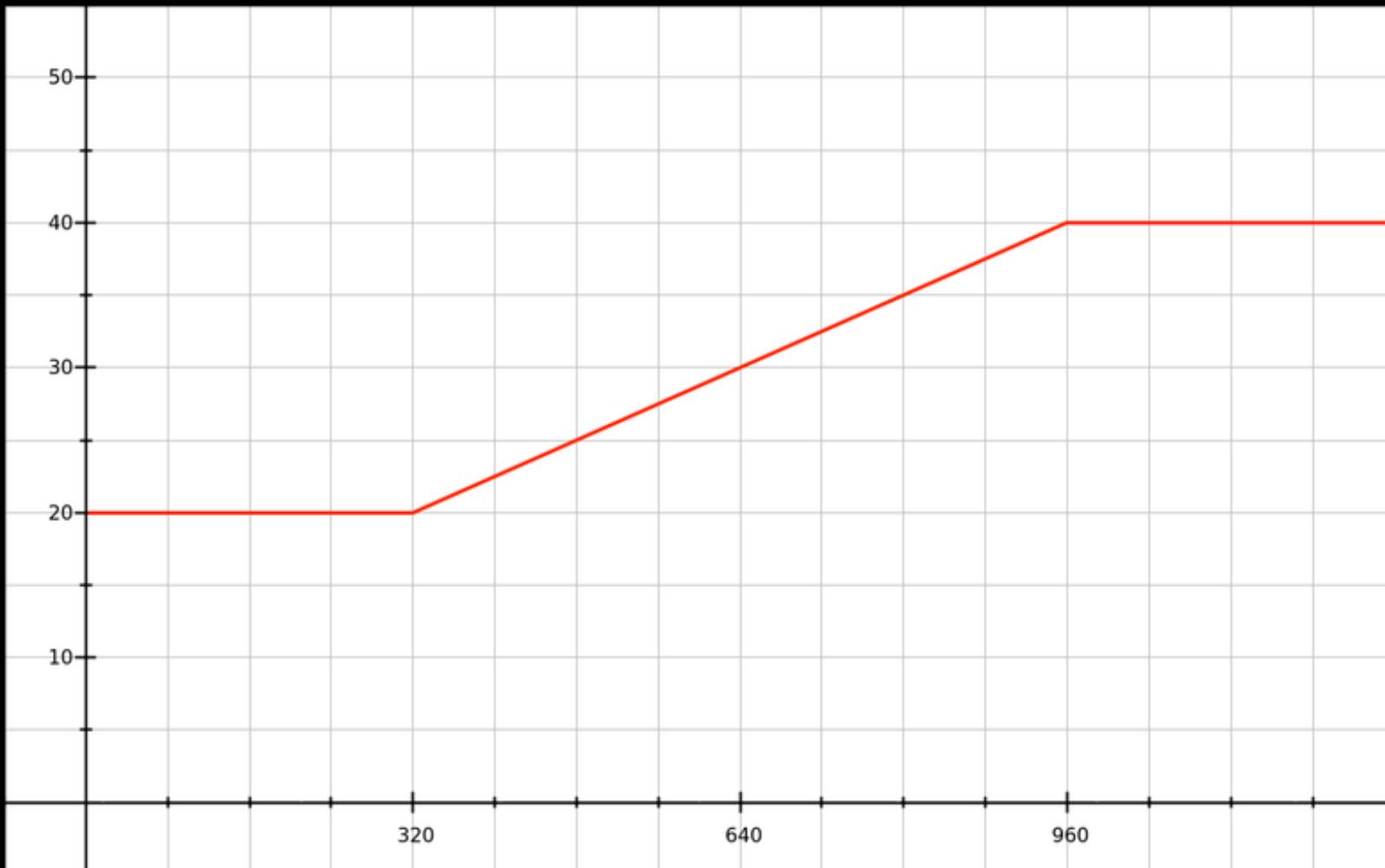
```
font-size: calc( 0.03125 * 100vw + 10px );
```

≈

```
h1 { font-size: 20px; }
```

```
@media (min-width: 320px) {  
    h1 { font-size: calc( 3.125vw + 10px ); }  
}
```

```
@media (min-width: 960px) {  
    h1 { font-size: 40px; }  
}
```



AIR NEW ORLEANS BAe 3101 FLIGHT CREW CHECKLIST (7TH REVISION)		
BAE-31 NORMAL PROCEDURES CHECKLIST		
Seventh Revision		
BEFORE STARTING (* - First Flight of the day)		
1. Prop Start Locks/Fuel Caps/Inlet Covers - SECURED/L/F 2. Fuel Selector - SECURED 3. Gear Handle - DOWN 4. Battery Master - AS REQUIRED/VOLTAGE CHECKED 5. Parking Brake - 700 PSI/SET 6. Cart Light & Ground Power Panel - CHECKED/TESTED 7. Fuel/Engine/Drum Meters OFF 8. Fire extinguishers/Hyd Pump Handle - CHECKED/ON BOARD 9. Emergency Hyd Selector - NORMAL 10. Trim - SET (3) 11. Fuel Selector - TEST/OFF 12. Power/Off Light - GRND START/TAKL/FULL & FREE 13. Pressurization/Temps Panel - SET 14. Battery Temp - TEST/CHECK 15. RAT - TEST/TIME 200T 16. Fuel Quantity - CHECKED 17. Cockpit Panel - CHECKED/TESTED 18. L.P. Cocks - TEST/OPEN 19. SML/TTL - ON 20. Anti-Icing - TEST/NORMAL 21. Headphones - ON 22. Generators - OFF EXTERNAL PWR/ON INTERNAL PWR 23. Avionics Master - OFF 24. Emergency Lights - TEST/NORMAL 25. External Lights - AS REQUIRED		
BEFORE TAXI		
1. Generators - ON 2. Battery Master - INTERNAL 3. Amp/Volt Meters - CHECK LOADS/SHARING 4. External Power - REMOVED AND CLEAR 5. Checks - REPORTED 6. Avionics Master - ON 7. Windshield Wiper - WARM 8. Flap/Frustrums - AS REQUIRED 9. Hyd Selector - ON 10. Hyd Pressures - CHECKED (4 at 2000 PSI) 11. Start Locks - REMOVED 12. Taxi/External Lights - AS REQUIRED		
BEFORE TAKEOFF		
1. Passenger Briefing - COMPLETE 2. Cabin Pressure - CHECKED 3. Alt/End Switches - AIR 4. Oil Colder Flaps - AS REQUIRED 5. Radar - STANDBY CR1. Checkouts - CHECKED WITH TAXI CR2. Flight Instruments/Slip/Horizon - CHECKED/SET CR3. Oxygen - NORMAL/PRESSURE CR4. O/Y Window - SECURED/R CR5. Engine Instruments - NORMAL CR6. Oxygen Generators - NORMAL CR7. Avionics - SET/CLEARANCE BRIEFING CR8. Seat Belts/Harness - SECURED L/R CR9. Airframe/Eng. Prop Re-tac - CHECKED & TESTED CR10. Fuel Selector - TESTED CR11. Start Locks - REMOVED CR12. Flight Controls - FREE/CONNECT CR13. Stall Protection - TESTED/ON CR14. Cam - TESTED/ARM AS REQUIRED *CR15. TTL - TESTED CR16. V Speeds/Captain's Briefing - COMPLETE		
TAKE-OFF SPEEDS		
TODAY - OFF		
WEIGHT	V _R	V _S
14110	165	165
14220	171	171
14330	177	177
14440	183	174
14550	189	113
14660	195	112
14770	201	111
14880	207	110
14990	213	109
15110	219	108
15220	225	107
15330	231	106
15440	237	105
15550	243	104
15660	249	103
15770	255	102
15880	261	101
15990	267	100
16110	273	99
16220	279	98
16330	285	97
16440	291	96
16550	297	95
16660	303	94
16770	309	93
16880	315	92
16990	321	91
17110	327	90
17220	333	89
17330	339	88
17440	345	87
17550	351	86
17660	357	85
17770	363	84
17880	369	83
17990	375	82
18110	381	81
18220	387	80
18330	393	79
18440	399	78
18550	405	77
18660	411	76
18770	417	75
18880	423	74
18990	429	73
19110	435	72
19220	441	71
19330	447	70
19440	453	69
19550	459	68
19660	465	67
19770	471	66
19880	477	65
19990	483	64
20110	489	63
20220	495	62
20330	501	61
20440	507	60
20550	513	59
20660	519	58
20770	525	57
20880	531	56
20990	537	55
21110	543	54
21220	549	53
21330	555	52
21440	561	51
21550	567	50
21660	573	49
21770	579	48
21880	585	47
21990	591	46
22110	597	45
22220	603	44
22330	609	43
22440	615	42
22550	621	41
22660	627	40
22770	633	39
22880	639	38
22990	645	37
23110	651	36
23220	657	35
23330	663	34
23440	669	33
23550	675	32
23660	681	31
23770	687	30
23880	693	29
23990	699	28
24110	705	27
24220	711	26
24330	717	25
24440	723	24
24550	729	23
24660	735	22
24770	741	21
24880	747	20
24990	753	19
25110	759	18
25220	765	17
25330	771	16
25440	777	15
25550	783	14
25660	789	13
25770	795	12
25880	801	11
25990	807	10
26110	813	9
26220	819	8
26330	825	7
26440	831	6
26550	837	5
26660	843	4
26770	849	3
26880	855	2
26990	861	1
27110	867	0

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