

OS TRES PES DA WEB

Óscar Otero - FEED 2015

**ACCESIBILIDADE
INTERACTIVIDADE
TIPOGRAFÍA**

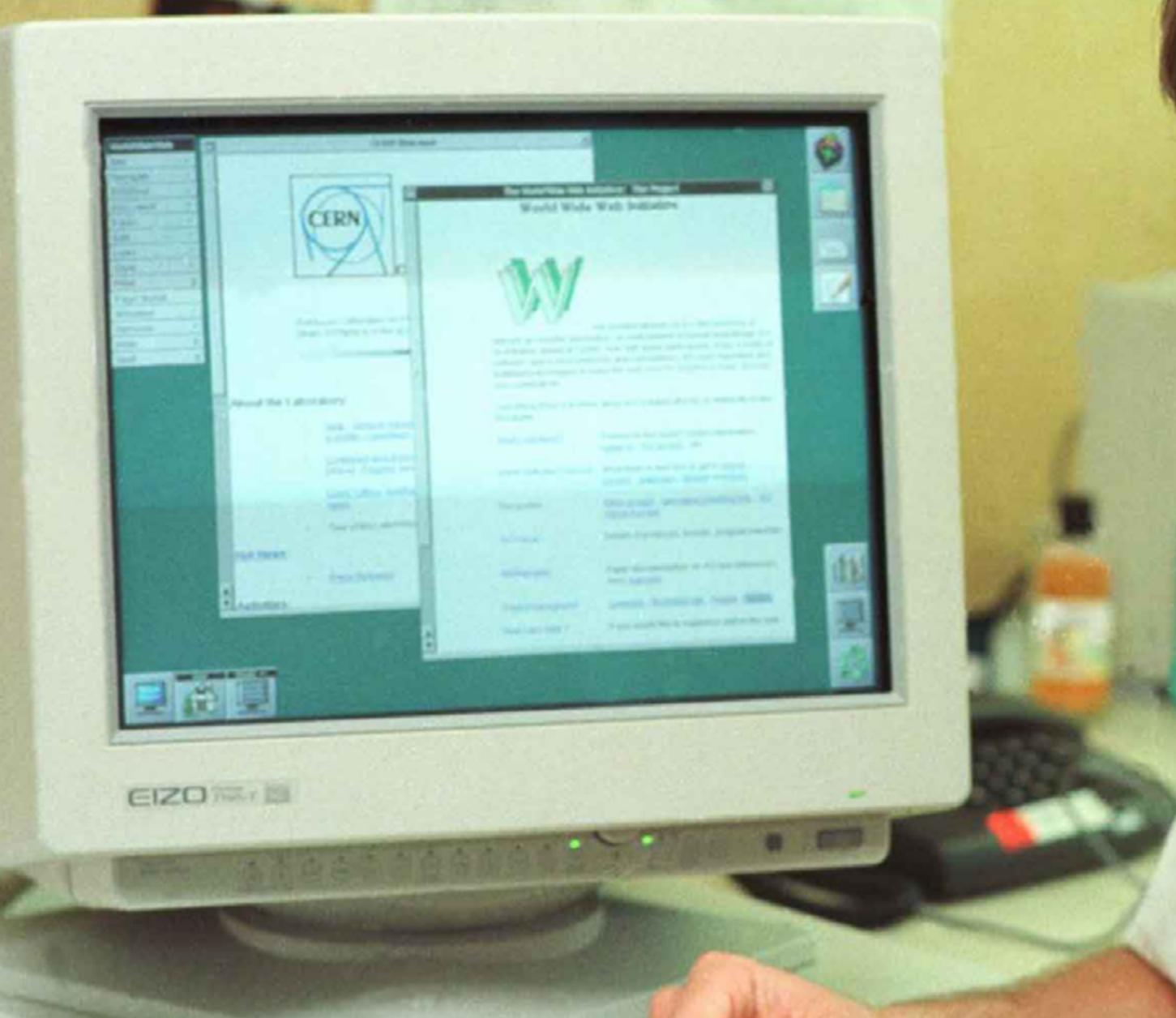
ACCESIBILIDADE



Web Accessibility

**A web naceu para
solucionar un problema
de accesibilidade**

Crea unha vez.
Accede dende calquera sitio



oscarotero — exec '/Applications/Lynxlet.app/Contents/Resources/termlet' — ex...

Asociación Galega de Deseñadores

Twitter Facebook Google

Feed 2015

20 e 21 de novembro - A Coruña
Foro de deseño
Eventbrite - FEED 2015

- * Massimo Menichinelli
- * Pepe Barro
- * Miguel Sabel
- * Óscar Otero
- * Javier Cañada
- * Marta Verde
- * Álvaro Valiño
- * Raquel Pelta

Cada certo tempo xorde unha nova palabra que ten de presenza nos diversos canais de comunicación do sector. Artigos, novas e conversas vense inzados por ese sintagma que verbaliza unha nova teoría/movemento/ tecnoloxía. Un hype, a gran maioría destes neoloxismos caen coa mesma velocidade coa que apareceron, froito da súa propia vacuidade.

No FEED 2015 queremos analizar os conceptos do noso profesionais e estudosos do deseño, veremos se discuten motion graphics, o deseño de interacción ou o infogafico. Variantes de campos maiores (gráfico, web...) ou se lingua conceptual e formal propia. Analizaremos se é unha burbuilla máis ou se realmente o deseño pode en niveis organizacionais e estratéxicos nas empresas. Estudaremos que hai detrás de conceptos como o deseño colaborativo ou o metadeseño. Apoiarémonos na análise do deseño e da tecnoloxía para intuir ata que punto o fabricación dixital provocarán unha reformulación das imaxes e dos obxectos.



DAG Asociación Galega de Deseñadores

FEED 2015

20 e 21 de novembro - A Coruña
Foro de deseño

[Mercar entradas Eventbrite](#)

Massimo Menichinelli
Pepe Barro
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Cada certo tempo xorde unha nova palabra que ten de súpito unha inusual presenza nos diversos canais de comunicación do sector. En pouco tempo, artigos, novas e conversas vense inzados por ese sintagma/ idea que verbaliza unha nova teoría/movemento/ tecnoloxía. Unha vez pasado o hype, a gran maioría destes neoloxismos caen coa mesma velocidade coa que apareceron, froito da súa propia vacuidade.

lingua conceptual e formal propia. Analizaremos se o design thinking é unha burbuilla máis ou se realmente o deseño pode –e debe– ser axente en niveis organizacionais e estratéxicos nas empresas e institucións. Estudaremos que hai detrás de conceptos como o deseño abierto, o deseño colaborativo ou o metadeseño. Apoiarémonos na análise da evolución do deseño e da tecnoloxía para intuir ata que

O deseño debe solventar
problemas sen crear
outros novos

A accesibilidade é o
primeiro paso para unha
boa experiencia de
usuario

Non se pode conseguir unha experiencia de usuario monolítica



Demasiadas variables técnicas:

- Tamaño de pantalla
- Tipo de control (teclado, rato, táctil, etc)
- Sistema Operativo
- Navegador usado
- Versión do navegador
- Conexión a internet
- Memoria RAM
- Tarxeta gráfica

**Todos somos
discapacitados dalgun
xeito:**

Poucos coñecementos informáticos
Problemas cognitivos
Problemas físicos (visión, mobilidade, etc)

...ou nalgún momento:

Rompín un brazo

Non hai moita cobertura

Hai moito ruído

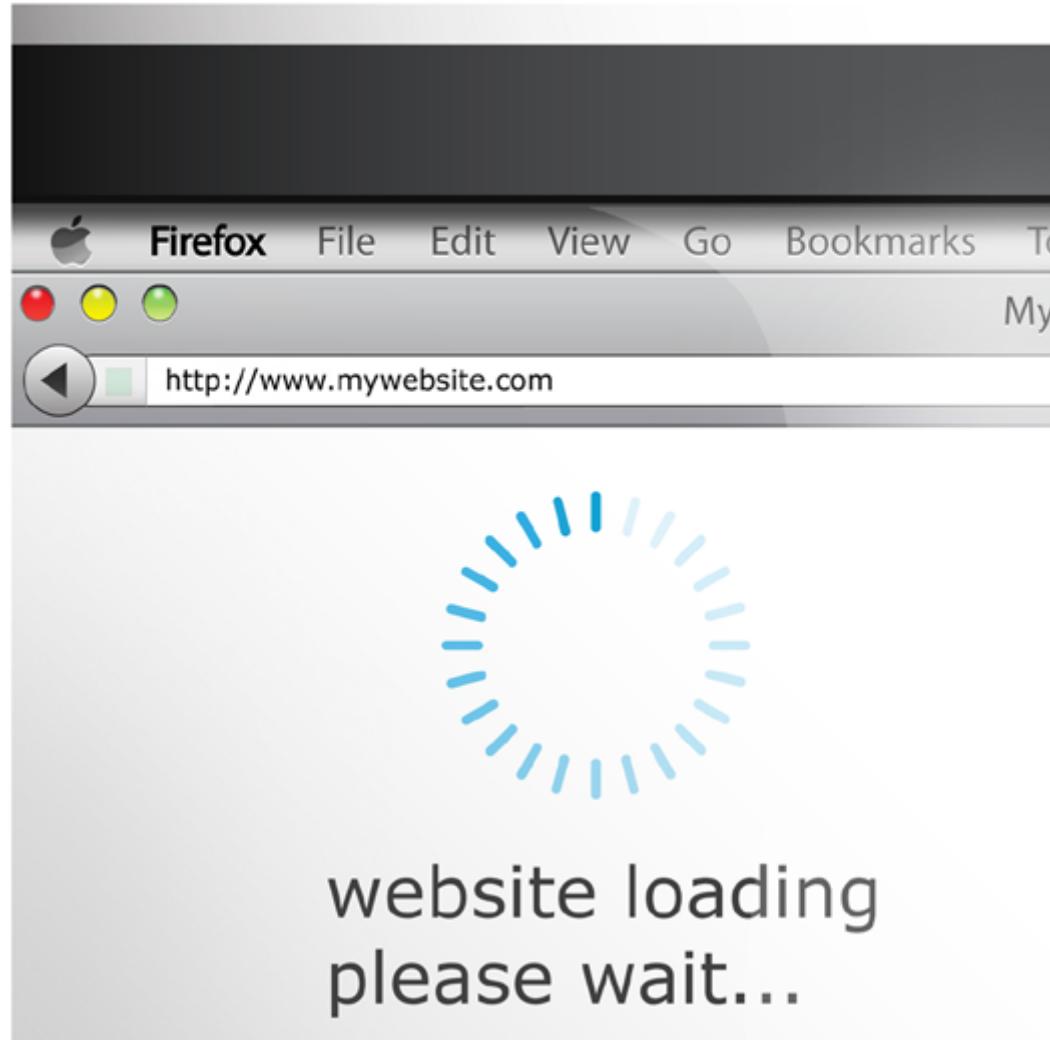
Estou quedando sen batería

Non hai moita visibilidade

A clave esta en
proporcionar a
experiencia adecuada en
cada caso

**Que cousas perxudican a
accesibilidade?**

Páxinas grandes e pesadas



Linguaxe pouco entendible

The screenshot shows the official website of the Spanish Tax Agency (Agencia Tributaria) in Galician. The top navigation bar includes links for 'Bienvenido' (Welcome), 'Benvingut' (Welcome), 'Benvido' (Welcome), 'Benvingut' (Welcome), and 'English'. The main menu categories are 'Axencia Tributaria' (selected), 'Cidadáns' (Citizens), 'Empresas e profesionais' (Companies and professionals), and 'Colaboradores' (Collaborators). A search bar and a link to 'Busca avanzada' (Advanced search) are also present. On the right, there's a section for 'Sede Electrónica' (Electronic Office) with the subtext 'Todos os trámites en liña' (All procedures online). The breadcrumb navigation shows the user is at 'Inicio > Axuda > Certificado electrónico > Que é e para que serve un certificado electrónico'. The main content area is titled 'Que é un certificado electrónico?' (What is an electronic certificate?). It defines an electronic certificate as a document issued and signed by an entity with the capacity to do so, used to identify a person. It also explains that such entities are often called certification authorities or service providers. The document identifies a physical or legal person and a public key assigned for signing processes. According to the Electronic Signature Law (59/2003), an electronic certificate is a document signed electronically by a service provider of certification that links verification data (public key) to the signer and confirms their identity. On the right side, there are four interactive boxes: 'Acceda directamente' (Access directly), 'Contacte connosco' (Contact us), 'Opine' (Comment), and 'Ligazóns de interese' (Links of interest).

Que é un certificado electrónico?

Un certificado electrónico emitido e asinado por unha entidade con capacidade para iso e que serve para identificar a unha persoa.

A esa entidade se lle adoita chamar de diferentes formas como: autoridade de certificación, prestador de servizos de certificación.

Tal documento, identifica a unha persoa física ou xurídica e a unha clave pública que se lle asignou para poder realizar procesos de sinatura e / ou cifrado. Cada certificado está identificado por un número de serie único e ten un período de validez que está incluído no certificado.

Dun xeito máis formal, segundo a Lei de Sinatura Electrónica 59/2003, un certificado electrónico é un documento asinado electronicamente por un prestador de servizos de certificación que vincula uns datos de verificación de sinatura (clave pública) a un asinante e confirma seu identidade.

Contraste de cores, tratamento tipográfico, etc.

Ponting defends England hierarchy

Triumphant Australia captain Ricky Ponting believes the level of criticism aimed at England coach Duncan Fletcher and captain Andrew Flintoff is unfair.

Australia won the first three Tests to regain the Ashes, and have won 14 out of 15 overall since their loss in 2005.

"There are 11 guys in the team, or 13 in the squad, and it's very harsh to blame the coach and captain," he said.

"They haven't played anywhere near as well as they'd liked but we haven't given them the opportunity to."

Ponting is only too well aware of the emotions that Fletcher and Flintoff are experiencing, as it is only 15 months since he became the first Australia captain for 19 years to lose an Ashes series.

Ponting, who celebrated his 32nd birthday on Tuesday, has responded magnificently with the bat in the current series, making over 500 runs in his first six innings, including two big centuries.

Requerimientos técnicos

The screenshot displays a desktop environment with several windows open. In the foreground, there is a large, semi-transparent Java error dialog box from the 'CORREOS' brand. The dialog has a dark grey header bar with the text 'Bandeja de entrada' on the left and a 'Cerrar' button on the right. The main content area is white and features the 'CORREOS' logo at the top left. Below the logo, the title 'VERSIÓN DE JAVA INCORRECTA' is displayed in bold blue capital letters. The message is presented in red text: 'Se ha detectado que no tiene instalada ninguna versión de Java igual o superior a la versión 1.6.0_17'. It continues with 'Para poder hacer uso de los servicios instale la última versión disponible en:' followed by a blue link: 'http://java.com/es/download/manual.jsp'. In the background, two other smaller, semi-transparent 'CORREOS' dialogs are visible, both with 'Cerrar' buttons in the top right corner. The background window on the right is titled 'Certificación' and shows a small preview thumbnail and a '20 por pagina' dropdown menu.

Bandeja de entrada

Cerrar

CORREOS

VERSIÓN DE JAVA INCORRECTA

Se ha detectado que no tiene instalada ninguna versión de Java igual o superior a la versión 1.6.0_17
Para poder hacer uso de los servicios instale la última versión disponible en:
<http://java.com/es/download/manual.jsp>

Cerrar

CORREOS

Cerrar

CORREOS

Cerrar

Cerrar

Certificación

20 por pagina ▾

**A mellor estratexia é
poñerse sempre no peor
dos casos**

CONTENT IS LIKE WATER



“ You put water into a cup it becomes the cup.
You put water into a bottle it becomes the bottle.
You put it in a teapot, it becomes the teapot. ”

O exemplo de Netflix

The stack (a pila):

<https://vimeo.com/140261016>

<https://vimeo.com/140261015>





100%

Texto normal

Arial

11

B*I*UA

Mais



Escribindo este documento sen conexión a internet

Offline first

A accesibilidade tamén
nos beneficia de cara a
fora

DAG Asociación Galega de Deseñadores compartiu unha ligazón.

Publicado por Oscar Otero [?] · 30 Outubro ás 12:48 ·



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Ana Maia
Eduardo Fernández
Luisa Fernández
Tina Tsoi
Suzanne Langford

Entrevista a Massimo Menichinelli

Massimo Menichinelli será o encargado de inaugurar o FEED 2015 co taller "Deseñar un Fab Lab ou outro laboratorio para unha comunidade, empezando polos usuarios e acabando co modelo de negocio" e posteriormente a charla...

DAG.GAL | FEITO POR DAG - ASOCIACION GALEGA DE DESENADORES

204 persoas acadadas

Potenciar publicación

Gústame Comentar Compartir

A DAG, Asociación Galega de Deseñadores gústalle isto.

Escribir un comentario...

Contido enriquecido nas redes sociais

(opengraph)

Contido enriquecido nos buscadores (microformatos)

[Salad - Thai Green Mango Salad Recipe](#)



★★★★★ 5 reviews - Total cook time: 20 mins

You asked for a one-page printable version of my step-by-step Green Mango Salad recipe, so here it is! This salad will blow you away with its ...
thaifood.about.com/od/thaisnacks/r/greenmangosalad.htm -

[Cached](#) - [Similar](#)

[Calendar of Events - San Jose, CA - Official Website](#)

www.sanjoseca.gov/Calendar.aspx ▾ San Jose ▾

Arts, Entertainment & Events (3) · Calendar Overlay ... San José City Hall and other City offices will close in observance of Thanksgiving and reopen on Monday, ...

- | | | |
|-------------|---|--------------------------------|
| Thu, Nov 20 | Teen Project: Make a tiny hat | Seven Trees Branch Library |
| Thu, Nov 20 | Steampunk Crafts | Joyce Ellington Branch Library |
| Fri, Nov 21 | FY 2015-16 Operating Grants ... | San Jose City Hall, Tower 1446 |

More from The Daily Show with Jon Stewart - Co...



[Jon's Job Offer](#)
11 hours ago

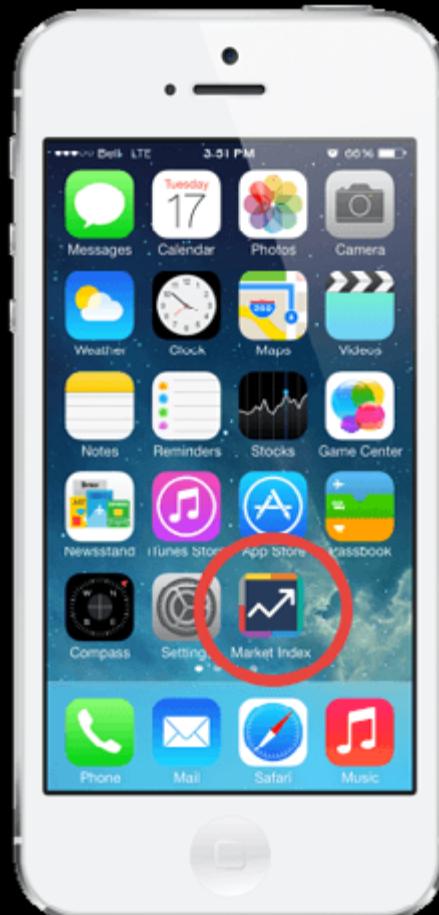
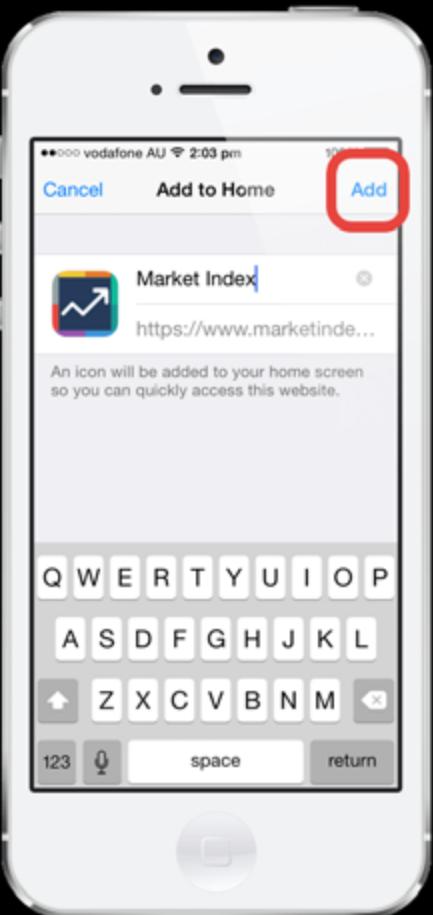


[Moment of Zen - Jon's Announcement](#)
1 day ago



[Guardia Veracity](#)
2 days ago

Gardar favoritos no móvil



WN TO

Black Friday This Week

Black Friday deals > Shop now



Samsung Galaxy Nexus 4G Android Phone
★★★★★ (14)

Samsung Galaxy S II Epic Touch 4G...
★★★★★ (169)

Samsung Galaxy S III 4G Android Phone...
★★★★★ (39)

the Amazon.com Store Card
Learn more *Restrictions apply
Advertisement

UP TO 50% Off WINTER CLOTHING
Select styles. Prices as marked. See more

Gold Box Deal of the Day
The Lord of the Rings: The Motion Picture Trilogy.....
List Price: \$119.99
Deal Price: \$42.49
You Save: \$77.50 (64%)

Today's Deals

Pin to Start Add to favorites

30 Off

Gardar favoritos en windows

Amazon.com: Online Shopping for Electron

Online Shopping for Electron X

Pin to Start

People

59° San Francisco Partly Cloudy 65°/53° Weather

Messaging

:-)

Amazon

CNET

Google Chrome

Mozilla Firefox

16 Friday

Internet Explorer

SkyDrive

NETFLIX

**Cada canle de
accesibilidade ten o seu
público**

Hi, we're Lullabot!

We're an interactive **strategy**, **design**, and **development** company. We create delightful experiences using Drupal and open source technologies.

We also speak, podcast and write articles to share our expertise!

The screenshot shows the Chrome DevTools developer console. At the top, there's a navigation bar with tabs like Elements, Network, Sources, Timeline, Profiles, Resources, Audits, and Console. Below that is a sub-navigation for Styles, with sub-options like Computed, Event Listeners, DOM Breakpoints, and Properties. A search bar labeled "Find in Styles" is present. The main area is the Console tab, which has tabs for Search, Emulation, and Rendering. It shows a warning message: "Mixed Content: The page at '<https://www.lullabot.com/>' was loaded over a secure <https://www.lullabot.com/> connection, but contains a form which targets an insecure endpoint '['http://lullabot.list-manage.com/subscribe/post?u=579cc4bca784b8844042fea50&id=7a64ff23fe'](http://lullabot.list-manage.com/subscribe/post?u=579cc4bca784b8844042fea50&id=7a64ff23fe)'. This endpoint should be made available over a secure connection." Below the message, there's some redacted JavaScript code. At the bottom left, it says "Love JS? We're hiring." followed by a link. A large red checkmark icon is on the right side.

```
1 <!doctype html>
2 <html class="windows x86 no-js" lang="gl" dir="ltr" data-latest-firefox="42.0" data-esr-versions="38.0" data-fxa-branch="fxa-38">
3   <head>
4     <meta charset="utf-8">
5   <!--
6     .----.
7     / \  q..\
8     / \ / \ _\_
9     / \ / \ / \ / \
10    / \ / \ / \ / \ / \
11    / \ / \ / \ / \ / \
12    / \ / \ / \ / \ / \
13    / \ / \ / \ / \ / \
14    / \ / \ / \ / \ / \
15    / \ / \ / \ / \ / \
16    / \ / \ / \ / \ / \
17    / \ / \ / \ / \ / \
18 vVVv vVVv
19
20 Hi there, nice to meet you!
21
22 Interested in having a direct impact on hundreds of millions of users? Join
23 Mozilla, and become part of a global community that's helping to build a
24 brighter future for the Web.
25
26 Visit https://careers.mozilla.org to learn about our current job openings.
27 Visit https://www.mozilla.org/contribute for more ways to get involved and
28 help support Mozilla.-->
29
30   <meta name="viewport" content="width=device-width, initial-scale=1">
31   <!-- validates bing webmaster tools -->
32 <meta name="msvalidate.01" content="B7B177115A634927D608514DA17B2574" />
33 <!-- YouTube Verification -->
34 <meta name="google-site-verification" content="Mef8xJZ1-faaN2AdGdCfRFo5VeoXOSxjXNIzMsxcx94" />
35
36   <title>Estamos construíndo unha Internet mellor - Mozilla</title>
37   <meta name="description" content="Sabía que? Mozilla - a organización que desenvolve Firefox"
38   <meta property="og:type" content="website">
39   <meta property="og:site_name" content="Mozilla">
40   <meta property="og:locale" content="gl">
41   <meta property="og:url" content="https://www.mozilla.org/gl/">
42   <meta property="og:image" content="https://mozorg.cdn.mozilla.net/media/img/home/page-image.3
43   <meta property="og:image:width" content="1200" />
44   <meta property="og:image:height" content="630" />
```

INTERACTIVIDADE

**As convencións axudan a
simplificar as interfaces**

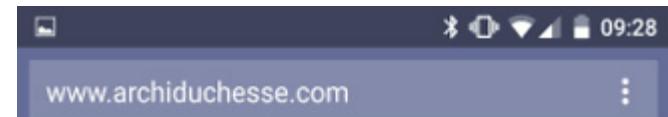
**A aparición dos móbiles
para navegar pola web
tamén axudou**

A boa interface reside nos detalles

Charles Earmes:
“Non son solo detalles, son o deseño”



Son o que fan que un sitio que “soportas” se convierta nun sitio “que adoras”



Rose framboise



Chaussettes en jersey fabriquées et teintes en France, coton indien certifié Oeko-tex, remaillage fin et solide, tige haute demi-mollet.

- 78% coton
- 20% polyamide
- 2% élasthanne

Taille :

Quantité :

Vert pomme



Chaussettes en jersey fabriquées et teintes en France, coton indien certifié Oeko-tex, remaillage fin et solide, tige haute demi-mollet.

- 78% coton
- 20% polyamide
- 2% élasthanne

Taille :

Quantité :

Bleu De Nîmes



Chaussettes en jersey fabriquées et teintes en France, coton indien certifié Oeko-tex, remaillage fin et solide, tige haute demi-mollet.

- 78% coton
- 20% polyamide
- 2% élasthanne

Taille :

Quantité :

As microinteracciones:

Cada unha controla unha tarefa (e solo unha) específica da web

A mayoría deben ser invisibles para o usuario

É o complemento do que se chama “big picture” e controlan os momentos específicos na interacción.

Exemplos:

Activar/desactivar preferencias

Deixar un comentario

Loguearse

Ver unha notificación

Compartir un elemento

Instapaper

Exemplo:
Crear nova carpeta
en instapaper

 Home

 Liked

 Archive

 Highlights

 Browse

 UX

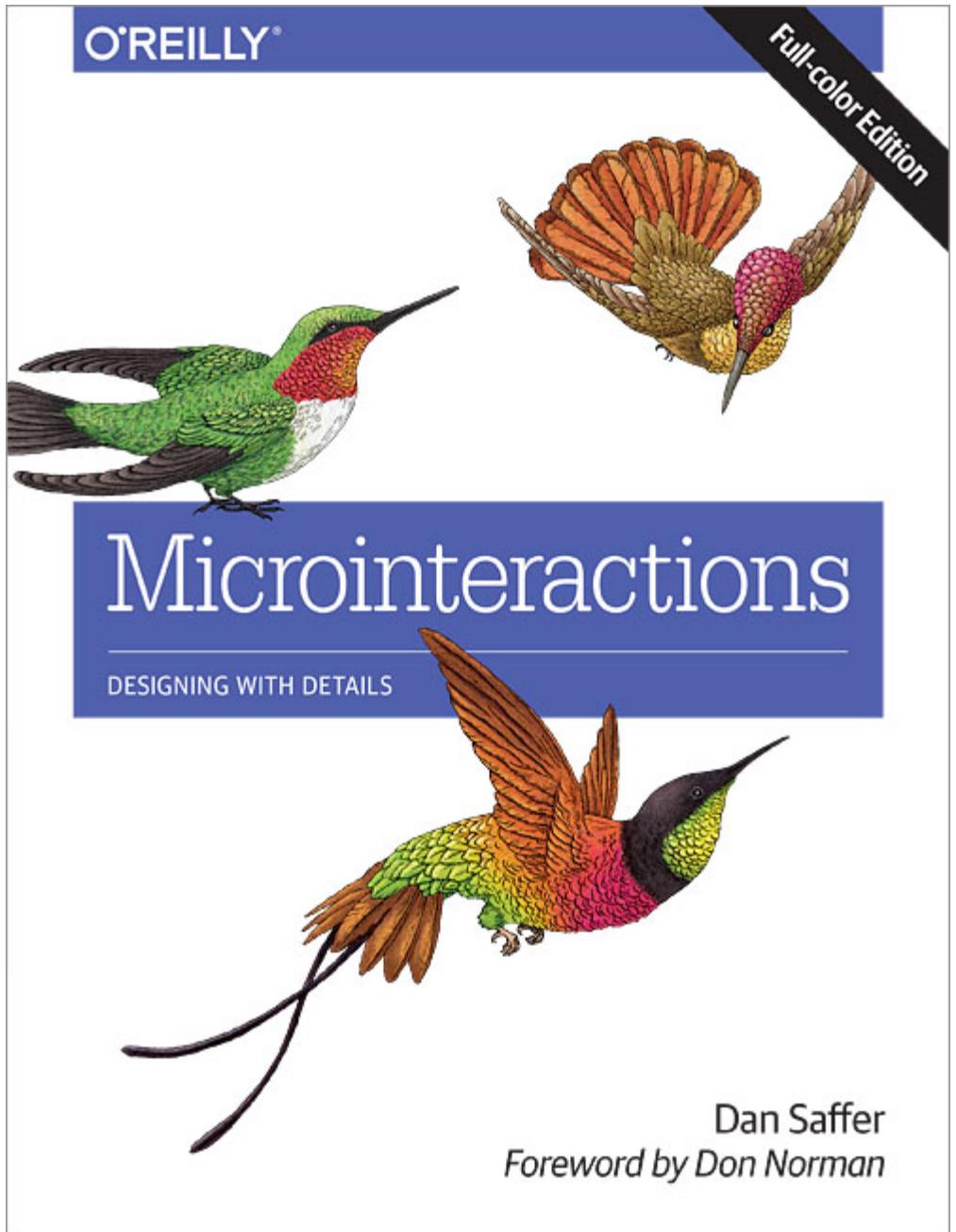
 Blog

 Web Design

Add Folder



Dan Saffer
escribiu un libro
“Microinteractions”





TRIGGER



RULES



FEEDBACK



LOOPS
& MODES

O trigger é o que inicia a interacción

Pode ser visible e interactivo

por exemplo, un botón



You're all set to send!

Prepare for launch



You're about to send a campaign to:

Gamification Weekly

Send Now

Cancel

This is your moment of glory.

You chose to share this campaign after sending via Social Media.

Auto-tweet campaign: "Gamification Weekly #45 - Work is play? Toothbrushing, recruiting and hacking <http://eepurl.com/UIrTL> #gweekly #gamification"

Every data point is sacred

The surprising lesson I learned from a single, innocuous piece of data

B i H₁ H₂ “ ⌂ +

Despite living much of my life in public on the web, I've always understood the importance of personal privacy in the abstract. I've kept up on the world of privacy and since I run a large community I've paid special attention to the idea of data privacy. That said, I'm not a guy that only buys things in cash as I understand the benefits of tracking my own purchase data for later analysis. I know my credit card statement shows a rich history of parking, eating, entertainment, and the patterns of where I go each day, but I don't lose sleep at night worried about data breaches revealing too much about my life. That all said, it wasn't until this past summer that the idea of

Trigger invisible

combinación de teclas, un xesto, etc



≡ ▾

What to Watch

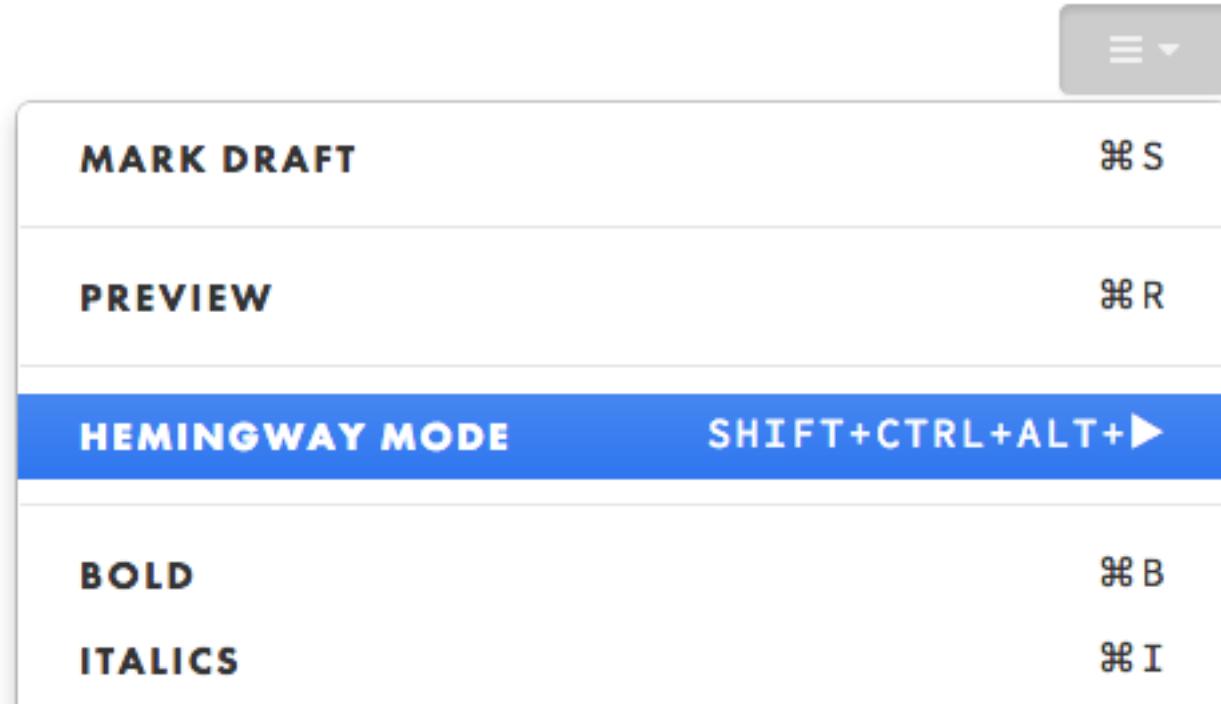
- My Channel
- My Subscriptions
- History
- Watch Later

SUBSCRIPTIONS

cat

- cat stevens
- cats
- catch me if you can
- cat videos
- cat vines
- cat fails
- catfish
- cats in the cradle
- cats meowing
- catfish and the bottlemen

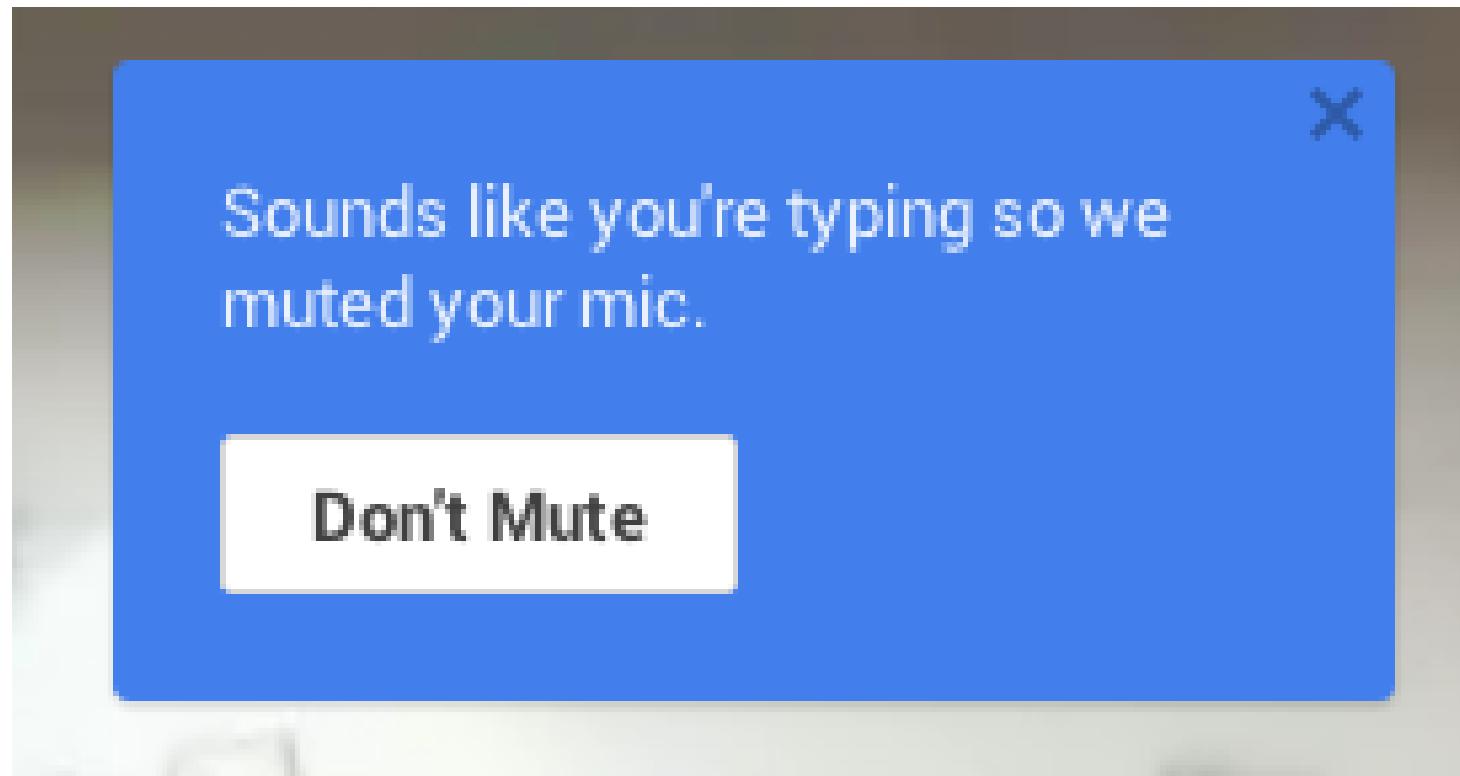
Autocompletado de youtube



Combinación de teclas



Trigger do sistema
Unha notificación



Trigger do sistema
Outro exemplo

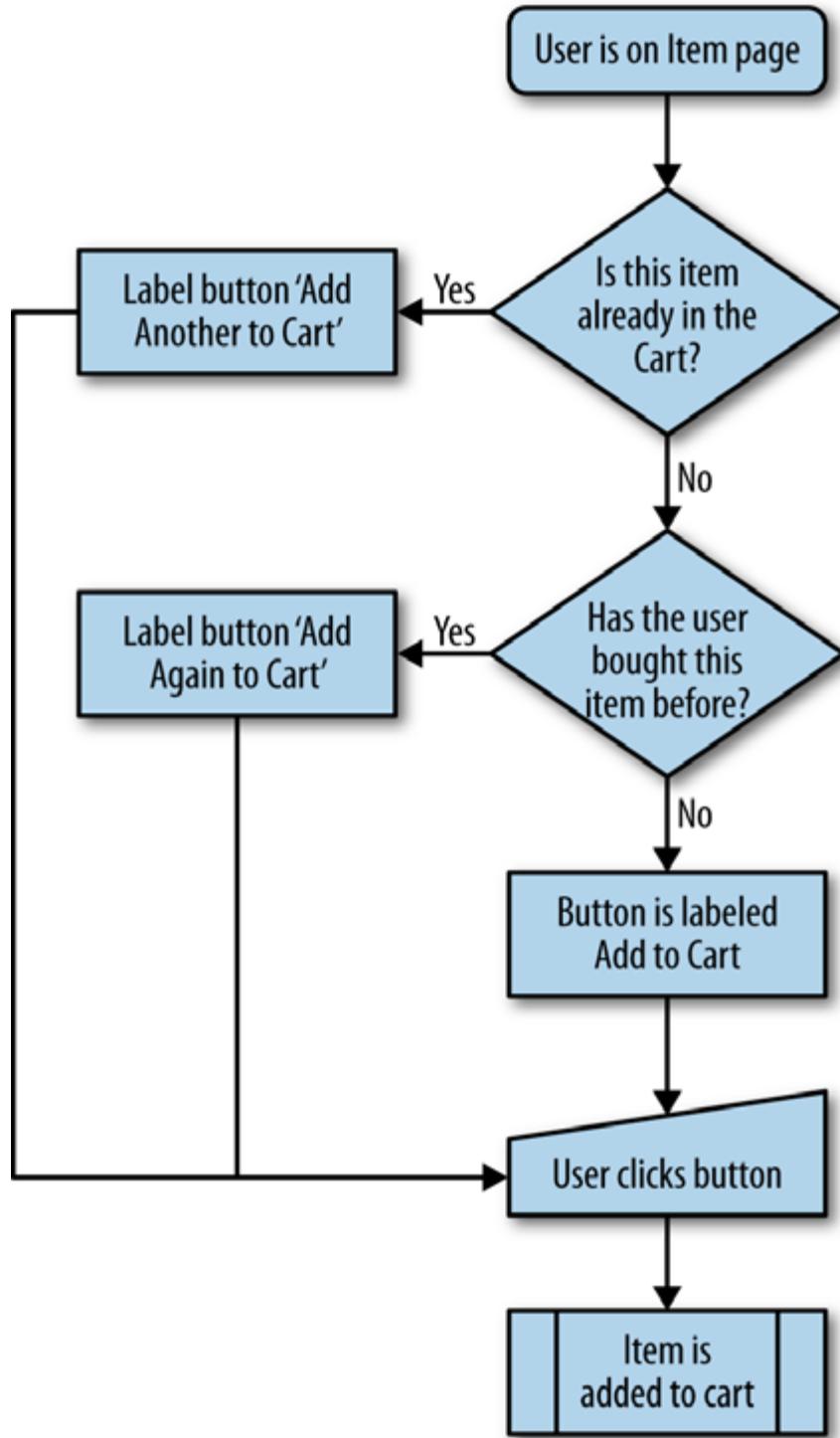
**Rules: definen o
comportamento da
interacción, as normas
que o rixen**

SHIPPING ADDRESS

First name	Johnny
Last name	Appleseed
Company	Optional
Address	123 ABC Street
Apt, suite, etc.	Optional
City	Laguna Niguel
Country	United States
State	California

**Non empeces de
cero**

**Shopify: segundo a IP, enche
automaticamente a dirección**



Exemplo de lóxica

Botón engadir ao carro da compra

**Feedback: informan
ao usuario do que esta
pasando**

Feedback: O sitio ideal para humanizar produtos

Comunicación de persona a persona

Feedback: Axuda a entender a interacción

<http://photojojo.com/store/awesomeness/pocket-spotlight/>

The screenshot shows the Photojojo website with a navigation bar at the top featuring social media links for Facebook, Pinterest, Twitter, and Instagram. Below the navigation is a large blue cloud logo with the text "* Photojojo! *". The main content area features a product titled "The Pocket Spotlight" with a subtext "Bright, constant light in the palm of your hand". To the left is a large image of the product, which appears to be a small, bright yellow LED light. On the right, the price is listed as "\$30.00" with an "Add to Cart" button below it. A note says "In Stock!". A timer at the bottom indicates "Order in the next 19h 19m 56s and it Ships Tomorrow!" with a link to "Shipping options ▾".

SUBSCRIBE

* Photojojo! *

UNIVERSITY BLOG

The Pocket Spotlight

Bright, constant light in the palm of your hand



\$30.00

Add to Cart

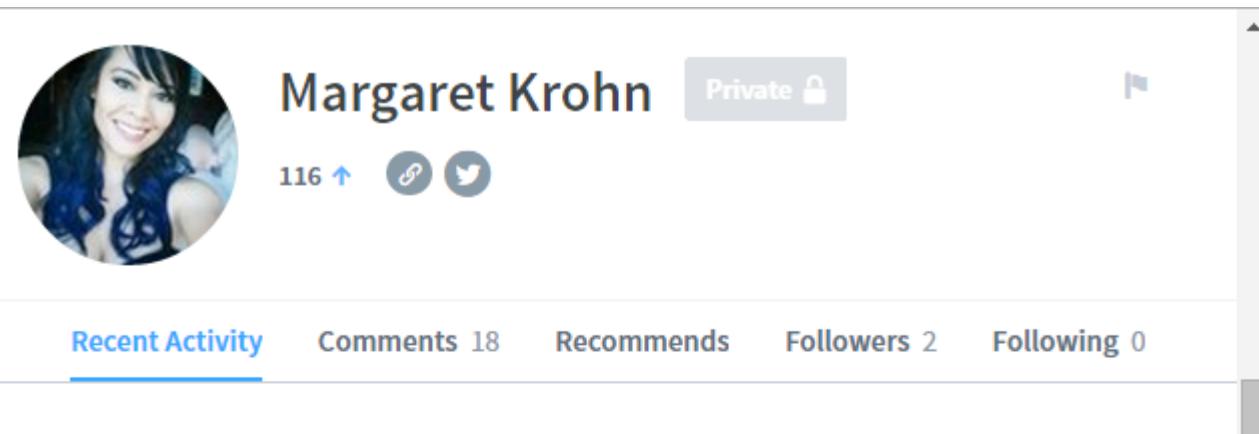
In Stock!

DO NOT PULL

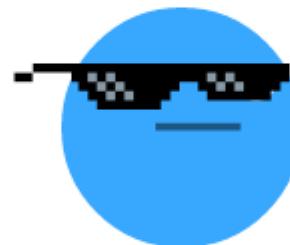
Order in the next **19h 19m 56s** and it
Ships Tomorrow! ([Shipping options ▾](#))

Feedback: Un toque de humor pode ven ben

Actividade privada en
Discus



A screenshot of a Discus user profile for Margaret Krohn. The profile picture shows a woman with long blue hair smiling. To the right of the picture, the name "Margaret Krohn" is displayed in bold black text, with a "Private" button containing a lock icon to its right. Below the name are three small circular icons: a link, a comment, and a Twitter bird. Underneath the profile picture, there are five tabs: "Recent Activity" (which is underlined in blue), "Comments 18", "Recommends", "Followers 2", and "Following 0".

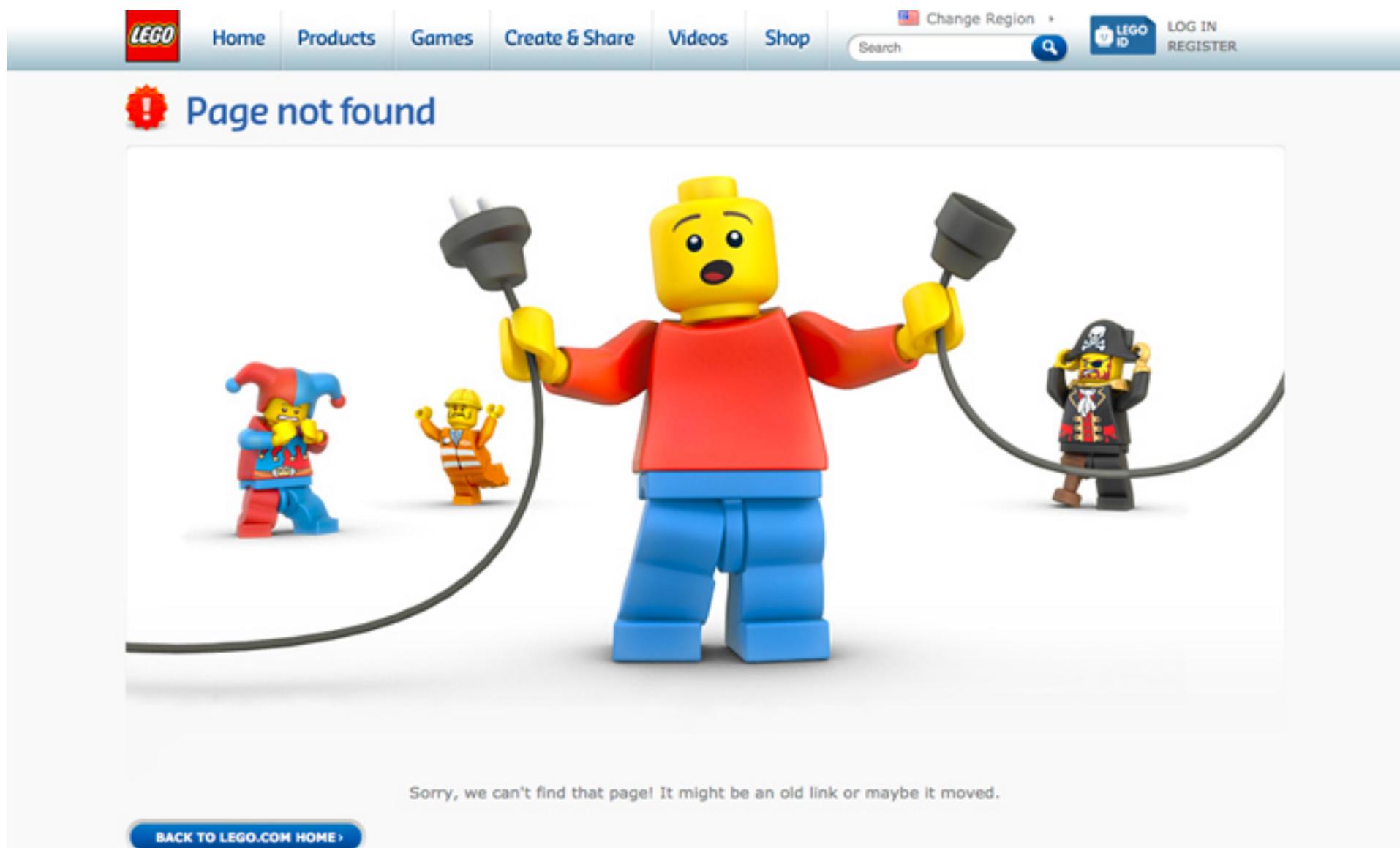


Deal with it

This user's activity is private 

Exemplos: (paxinas 404)

<http://www.lego.com/404notfound>



Exemplos: (paxinas 404)

<http://www.npr.org/templates/story/story.php?storyId=404>

The screenshot shows the NPR.org website's 404 error page. At the top, there is a navigation bar with links for 'November 2, 2014', 'support public radio >', 'NPR Shop', 'NPR Social Media', 'Sign In', and 'Register'. Below the navigation bar is the NPR logo and a 'FIND A STATION' button. The main menu includes 'home', 'news', 'arts & life', 'music', 'programs', 'listen', 'hourly news', and 'podcasts'. The central content area features a large heading 'Page Not Found' in bold black text. Below it, a message reads: 'Sorry! We can't seem to find the page you were looking for. Please visit the [NPR Help Center](#) to report this page as missing, or use the links below to continue your search.' To the right of this message is a search bar with a 'SEARCH' button and a 'go' button. Below the search bar is a 'LEARN HOW' button and a Ford advertisement for 'The Female Frontier IS CHANGING.' The advertisement features a woman looking out of a car window. At the bottom of the page, there is a section titled 'Other Options' with links to 'All Programs A-Z', 'About NPR', 'NPR Help Center', and 'Contact NPR'. A footer note at the bottom left says: 'It's a shame that your page is lost, but at least it's in good company; stick around to browse through NPR stories about lost people, places and things that still haven't turned up.' On the far left, there is a small image of a woman and some text about Amelia Earhart.

November 2, 2014 support public radio > NPR Shop | NPR Social Media | Sign In | Register

npr FIND A STATION SEARCH go

home news arts & life music programs listen hourly news podcasts

Page Not Found

Sorry! We can't seem to find the page you were looking for. Please visit the [NPR Help Center](#) to report this page as missing, or use the links below to continue your search.

Search NPR.org

LEARN HOW

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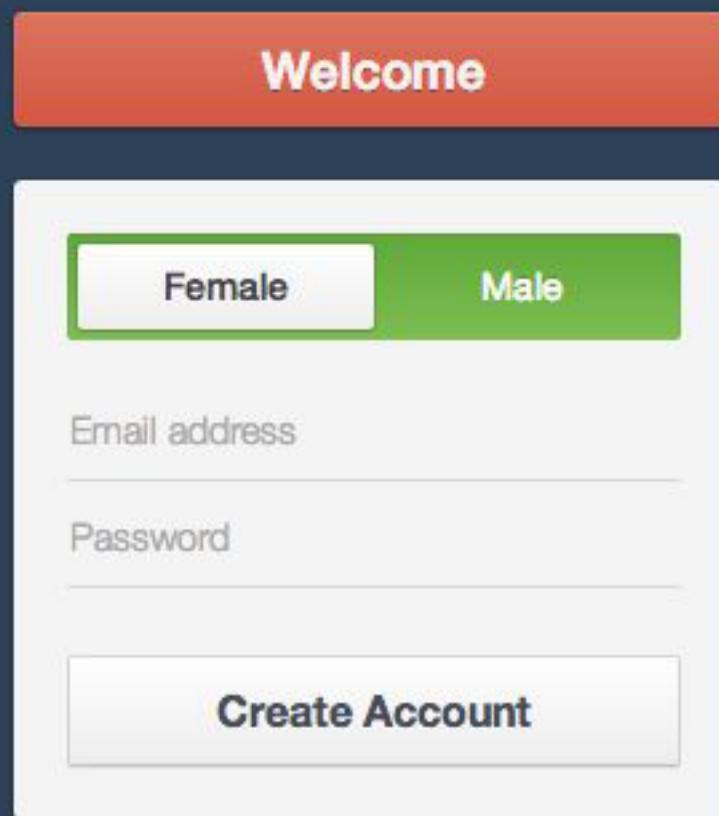
Amelia Earhart
Researchers are still trying to figure out what happened to aviator Amelia Earhart, who disappeared while flying over the South Pacific in 1937.

18 1/2 Minutes of Watergate Tapes

**Loop: é o que nos
permite ver esta
interaccion ao longo do
tempo**

**Loop: axudan a conseguir
o que Brandon Schauer
chama “The long wow”**

Repitese ou só pasa unha vez?



Loop:

Que pasa a segunda vez que se repite?

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E a vez número 100?

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-  4. Back 03:35
-  5. Stories 04:09
-  6. Colourful Noise Pt. 2 02:13
-  7. Sarah 03:38
-  8. Monochrome 02:33
-  9. Tomorrow's Life 04:05
-  10. Home Tune 03:41

released 06 December 2014

tags: electronic alternative electro pop electropop Slovakia

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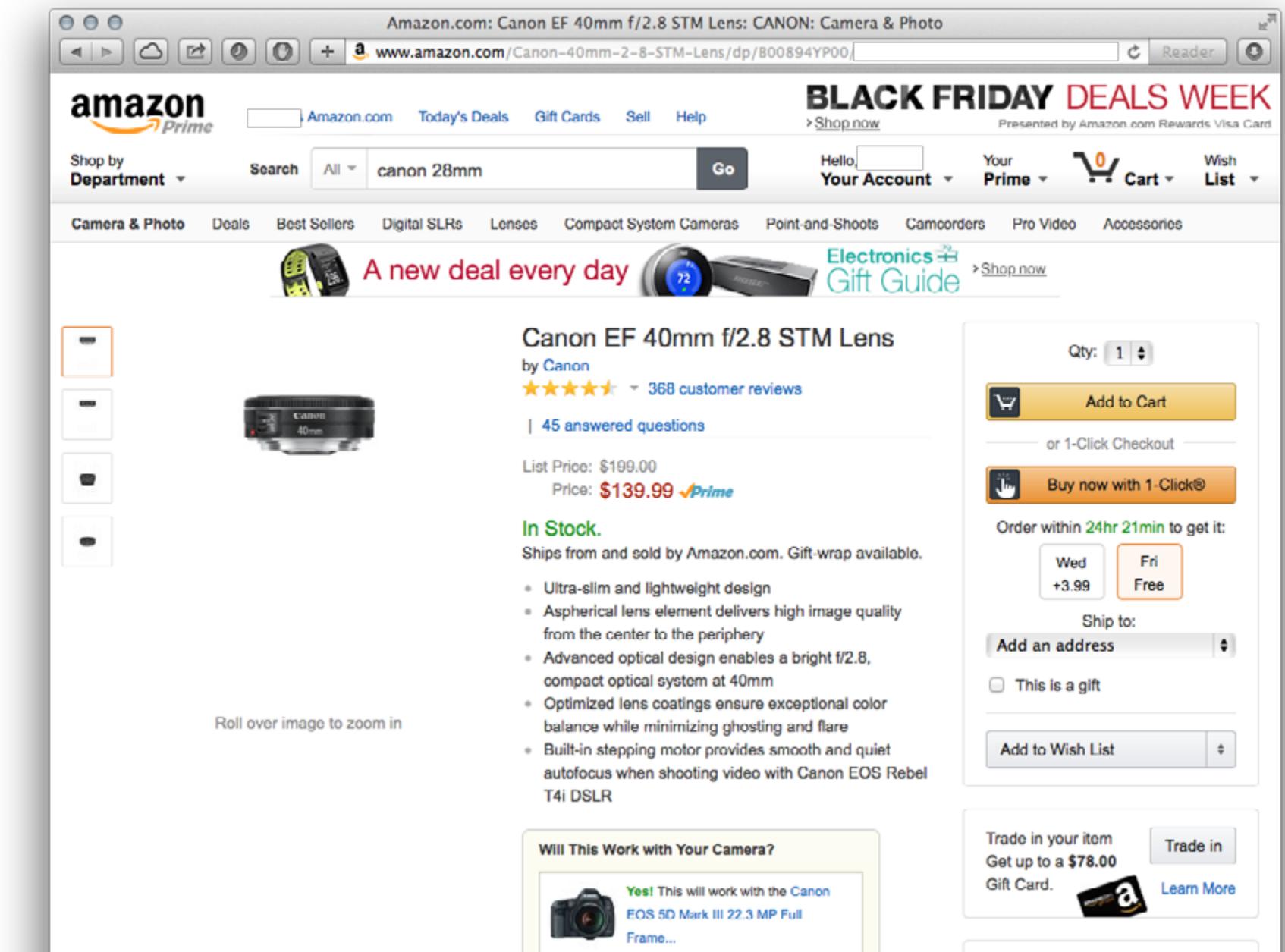
List Price: \$199.00 Price: \$139.99 Prime

In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

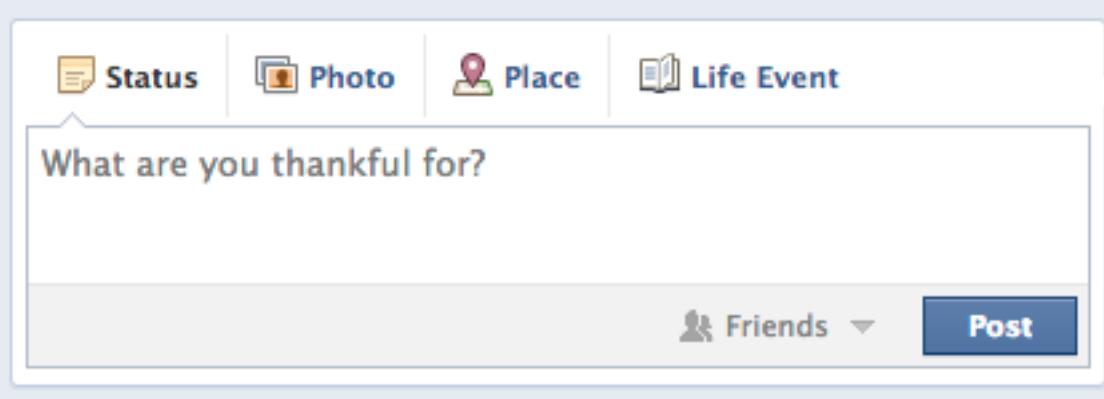
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- Advanced optical design enables a bright f/2.8, compact optical system at 40mm
- Optimized lens coatings ensure exceptional color balance while minimizing ghosting and flare
- Built-in stepping motor provides smooth and quiet autofocus when shooting video with Canon EOS Rebel T4i DSLR

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As microinteracciones teñen memoria



E tamén poden estar ao tanto da actualidade

TIPOGRAFÍA

2006 Web design is 95% typography

(Oliver Reichenstein)

The logo for iA (International Association of Type Designers) consists of a lowercase 'i' positioned above a bold, uppercase 'A'. Both letters are white and set against a black background.

WEB DESIGN IS 95% TYPOGRAPHY

19 October 2006

95% of the information on the web is written language. It is only logical to say that a web designer should get good training in the main discipline of shaping written information, in other words: Typography.

Back in 1969, Emil Ruder, a famous Swiss typographer, wrote on behalf of

2012 Typography is the foundation of web design

(Paul Scrivens)

The screenshot shows the homepage of Smashing Magazine. At the top, there's a navigation bar with links for Books, eBooks, Tickets, Shop, and Jobs, along with social media icons for RSS, Facebook, Twitter, and Email. Below the navigation is a search bar with the placeholder "e.g. JavaScript" and a red "Search" button. On the left, there's a sidebar with categories: CODING, CSS, HTML, JavaScript, and Techniques. The main content area features an article titled "One More Time: Typography Is The Foundation Of Web Design" by Paul Scrivens, published on July 24th, 2012, with tags for Typography and Web Design.

SMASHING MAGAZINE

Books eBooks Tickets Shop Jobs

Search on Smashing Magazine

e.g. JavaScript

Search

CODING

CSS

HTML

JavaScript

Techniques

One More Time: Typography Is The Foundation Of Web Design

By Paul Scrivens

July 24th, 2012

Typography, Web Design

Tipografía para pantalla

Como lemos?

O ollo, cando vai lendo vai facendo pequenos saltos, non fai un barrido contínuo.



Fortunately these saccades are really fast so you are not blind for long.



They are so fast that you don't even realize they are happening.

The Elements of User Experience

Jesse James Garrett

jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.

Web as software interface

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI: design of interface elements to facilitate user interaction with functionality

Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

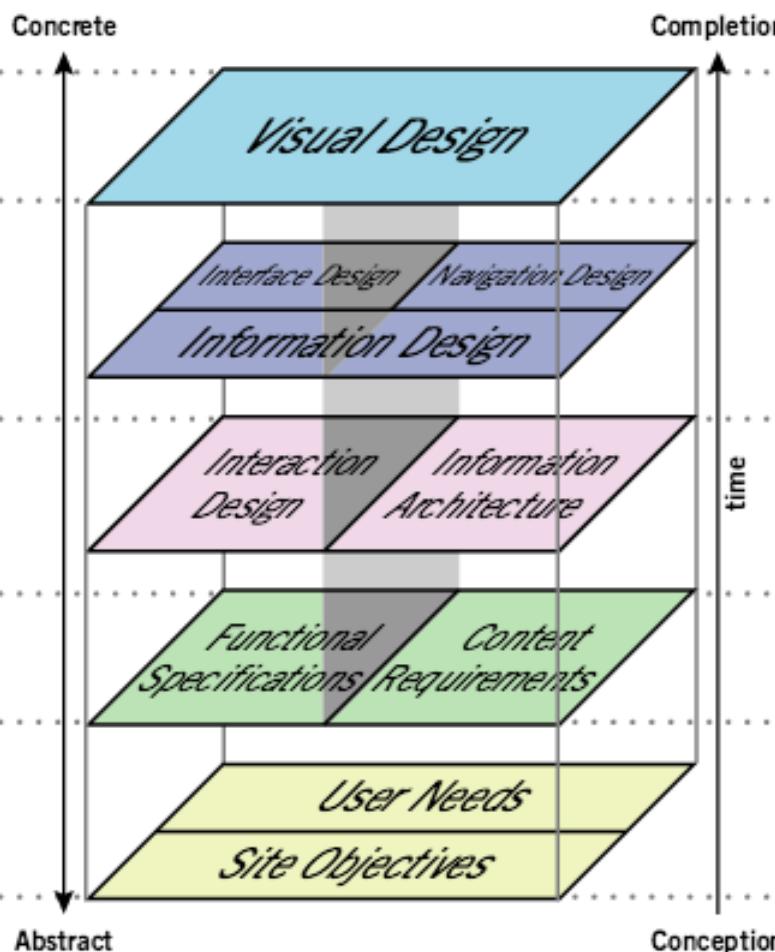
Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.

Site Objectives: business, creative, or other internally derived goals for the site

task-oriented



Web as hypertext system

Visual Design: visual treatment of text, graphic page elements and navigational components

Navigation Design: design of interface elements to facilitate the user's movement through the information architecture

Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Information Architecture: structural design of the information space to facilitate intuitive access to content

Content Requirements: definition of content elements required in the site in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.

Site Objectives: business, creative, or other internally derived goals for the site

information-oriented

This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

III-gotten type

Lato

III-gotten type

Clear Sans

**Non se trata de buscar o
tipo adecuado senón de
usar a tipografía como
interface de usuario**

**We are the company behind type.
Our fonts and technologies bring
your words to the page and screen.**

Malabar



Regular Bold Heavy italic

Thank you so much to [Ahmet Özkale](#) for providing tons of information about Turkish language and culture, and to [Joy Chen](#) and [Madeline Bermes](#) for a photography session where we tried to capture the beauty of various typewriters. (Yes, you bet, there will be even more typewriter articles in the future.)

There's now a [Turkish translation of this article by Tevfik Uyar](#). Thank you!

Typography

Internationalization

Typewriter



325



32



ooo



Marcin Wichary

Dana, the guys are going down into the sewer, and Egon thinks there may be a huge surge in cockroach breeding. Wanna blow off this dinner and go with them?

Follow



Write a response...

Medium:

Tipografía do sistema como interface de usuario

The screenshot shows a Medium draft interface. At the top right are buttons for 'Share', 'Publish', three dots, a bell, and a user profile. The author is Oscar Otero, and the status is 'Draft'. The title of the article is 'A web mola mazo'.

A web mola mazo

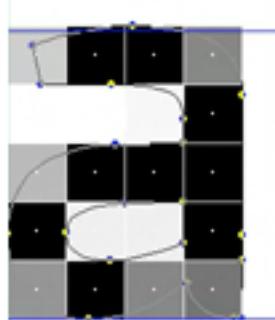
Sesudo artigo sobre como mola a web

Keyboard shortcuts

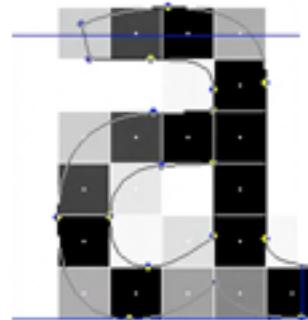
Keyboard Shortcut	Description
⌘ + Alt + 1	Bigger headline
⌘ + Alt + 2	Smaller headline
⌘ + Alt + 5	Quote Two styles of quotes
* Space	Bulleted list
1 . Space	Ordered list
⌘ + B	Bold
⌘ + I	Italic
⌘ + K	Turn into a link Works for text and images

A maioría das tipografías
foron deseñadas primeiro
en alta resolución e logo
adaptadas a pantalla

O hinting adapta a forma
da tipografía a distintos
tamaños para que se
vexa ben a distinta
resolución



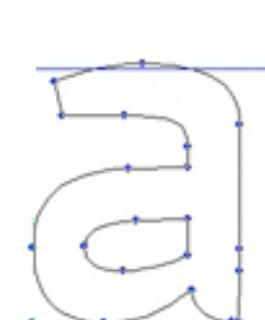
9 ppem



10 ppem



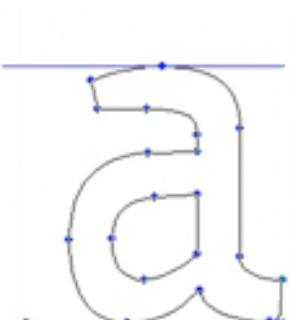
11 ppem



9 ppem



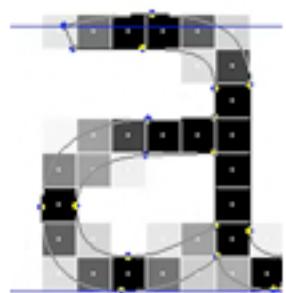
10 ppem



11 ppem



12 ppem



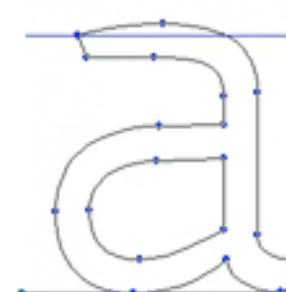
14 ppem



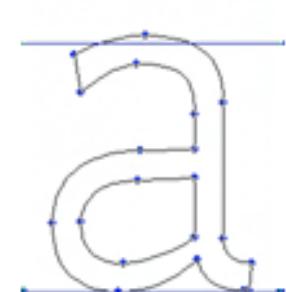
16 ppem



12 ppem



14 ppem



16 ppem

O hinting non é unha práctica moi común

É un traballo tedioso, que consume moito tempo e sempre se creeu que quedaría obsoleto

unha tipo de 256 caracteres consume polo menos unhas 80 horas (Peter Bilak)

verdana

Quizáis a tipografía que máis traballo se dedicou en optimizar

Cada carácter ten axustes para imprimirse correctamente en todos os tamaños dende 9 ata 60pt.

Ten caracteres suficientes para soportar unha gran variedade de idiomas (uns 900 caracteres aproximadamente)

**Pero o hinting só
funciona nalguns casos,
xa que cada sistema
operativo é distinto:**

A filosofía de apple

Respetar ao máximo a forma orixinal da tipografía, polo que non usa a información de hinting nin a distorsiona

A filosofía de microsoft

Axustar ao máximo a forma da tipografía á grella de pixels, polo que distorsiona a información, xeralmente a tipo vese máis light ou bold e más enfocada (incluso pixelada). O hinting sí que se usa para afinar ao máximo esa distorsión.

A filosofía de linux

Intentar facer as dúas cousas á vez, esta a medio camiño entre mac e windows.

Quartz Rendering

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis facilisis varius elementum. Proin cursus posuere mollis. Vivamus justo nec massa convallis dapibus. Praesent a arcu augue, pret commodo elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

ClearType Rendering

Facilisis varius elementum. Proin cursus posuere mollis. Vivamus id justo nec massa convallis dapibus. Praesent a arcu augusto pretium commodo elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

DATA

INTERFACE

INTERFACE

MOITAS GRAZAS