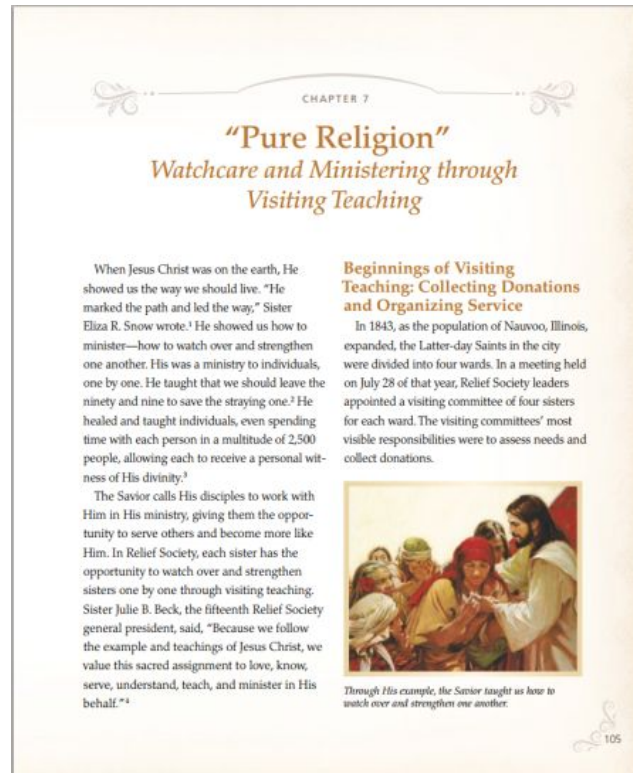


# TEACH 08 : TYPOGRAPHY

Due Friday at Midnight MST

## Problem 1: Daughter in My Kingdom(dalton)

Critique the 105<sup>th</sup> page of the Church booklet "[Daughters in My Kingdom](#)" according to the principles of typography. Pay special attention to:



**Typeface choice:** For the typeface it has many different fonts that start off with a reddish brown and provides a deeper thickness of the font. The paragraphs that are found within the readings of religions are smaller and less bold than the title. They also used the reddish brown color for a subheading in the paragraphs. This would be the best way to describe the typeface design.

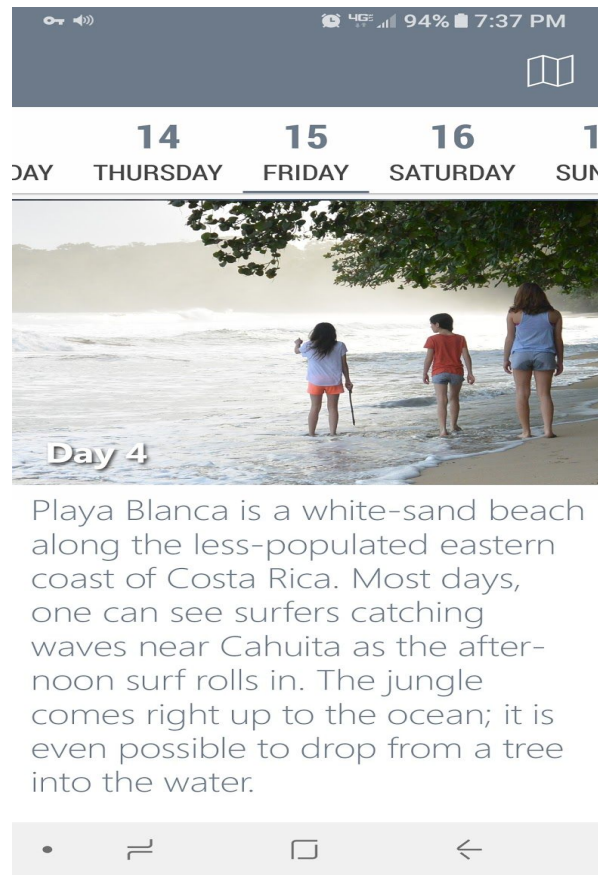
**Line layout:** For the line layout the words on the page are at a normal size. The spacing between the words are quite small but not too small. This would be the best way to describe the line layout.

**Paragraph layout:** The paragraph layout would be considered normal size. Even though the text may appear smaller the spacing of the paragraphs are not too big and not too small. The paragraphs are also center for the page making it fit right in the center of the page.

**Page layout:** For the alignment of the page the text on the page is center and provides an indent for each paragraph. Another thing to consider about the web page is that it provides a center design leaving a nice gap on the outside of the page. This is the best way to describe the page layout for the page.

**Design alteration (suggestions):** For this simple page I find this page to be quite simple but powerful at the same time. My only suggestion for this page is that the text may appear a little thicker for users that have a hard time reading smaller words. Overall I think this page is the best for what it does. I would not recommend anything more for this page on the teachings of Christ.

## Problem 2: Travel Mobile Application (dalton)



**Typeface choice:** For this website you can find a couple typeface. On the top of the website it has a bolder type of lettering. In the bottom of the web page you can find the words to be normal and not bolded. In the middle of the website you can find the words to be white and a little bit thicker.

**Line layout:** For the line layout, the website has similar characteristics of the normal line layout. The spacing of the words are quite small but not too small. They also have good about Normal would be the best way to describe the website, and it works really nicely for the simplicity of the website.

**Paragraph layout:** For the paragraph layout it would be very close to the normal size of the paragraph size. The spacing between the words are quite similar maybe a little different in text size.

**Page layout:** For this page I feel that the content of the website is designed simply because they have basic functions for the bottom part of the screen. In the middle of the screen its gives a basic condense information on the description of the photo. Seems like the website is also center when it comes to the picture and calendar. For the the text the alignment is pushed to the right.

**Design alteration (suggestions):** For this application we can see that simplicity was one of the main points they were trying to get across. I feel like for this website they could of used more space on the image. The grey bar across the screen on the top of the screen is unnecessary. They could of made the grey bar smaller and which could provide more spacing for the pictures or the text. These are my suggestions on what changes could be made to the screen, and the design of the program.

## Problem 3: Taco Truck Menu (Nefi Melgar)



**Typeface choice:** The typeface used is Segoe Print, a serif typeface. It is distinguished because of the lack of straight lines at the letters, they all have a rounded or curved stroke as element of the letter, as example, "T" for "Taco" instead of being a straight line is has a slight curve, this stroke pattern is repeated in all the other letters.

For the heading we have a bold weight because it isn't Demi but it isn't extra bold. For the different kind of tacos and ingredients we have Medium almost Demi because they are not thin but they are not thick, it may seem think at first sight, by observing carefully we can notice it is just a smaller letter than normal, but the weight isn't thin.

**Line layout:** Line layout seems normal, when a letter ends the other begins, there isn't a great amount of space between them, just the normal space. It is readable for the user and isn't hard to understand characters separately.

**Paragraph layout:** There are lines with 66 characters which make them "ideal" for a paragraph. There are slight variations on this at other lines, but it general they share this pattern.

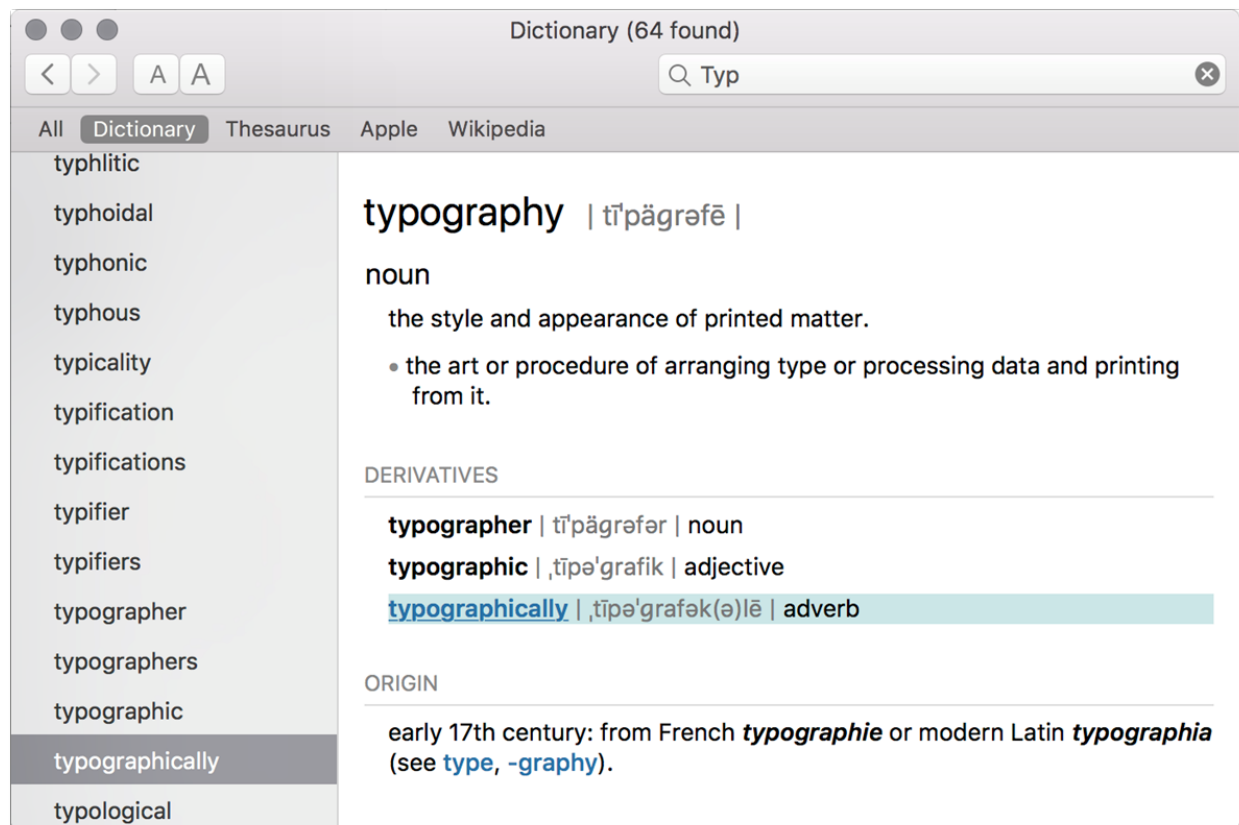
It seems that paragraph are left aligned, Titles are clearly aligned more to the left than the ingredients. Line space seems normal, maybe it could be Loose, but at first sight it is

normal.

**Page layout:** Content in general is center aligned, there isn't a big amount of space separating the top, right and left from the Heading. For the tacos you can notice the margin separating them from the right, left and bottom edges, this look consistent for right and left. It has two main columns to indicate the kind of tacos and ingredients they offer to the customers, also the heading seems to be part of these columns, "Taco" for the left column and "Truck" for the right one.

**Design alteration (suggestions):** It seems that they are using the same typeface for the entire poster, it would be nice to use another typeface for the ingredients, this way we will give variation to the poster and they reader would easily read the ingredients, at first sight isn't hard to read them, but with another typeface it could be even more easily, at the end, the first thing we look when we go to los tacos is the ingredients at the tacos, that's what interests us. That is the main suggestion I would give for this design.

## Problem 4: Dictionary Application (Taylor Williams)



**Typeface choice:** The Typefaces keep it simple other than the pronouncing the name of the defined word. The pronouncing of the word has a lot of Properties of typeface differences in each word. The different properties that I can find here are Dot Typeface

Properties. The typeface is thinly rendered and it has used Lightface degree of weight which makes it easier to read as well as clear at the same time.

**Line layout:** The line layout seems to be normal. Designer wants to put much information in desktop while keeping the information clear and high readability. The letters are not joined but are not far enough to see a difference.

**Paragraph layout:** There is no Paragraph to this problem. This layout is quick sentences that are short and brief. There is only topics and subtopics which have quite a bit of white, wide space between sentences.

**Page layout:** The page can be divided into two different columns. The regular margin in both columns looks similar at least in the middle part which gives a clear and consistent look. The padding/text margin in the first column is done in a great way that it shows the context very clear. The effective use of whitespace makes the interface simple and clear. Also, the color of boxes is choose in a way that user will have must of his focus in white background and will not be distracted by off-white background in a first column. It helps user not to move his eyes in a bigger area.

**Design alteration (suggestions):** Designer has been successful in differentiating between noun part and the origin and derivation. Here, we can see that noun has not been underlines and designer is trying to show that description, noun, and typography word are similar. But still, it feels like those three: noun, typography word, and description are together. I feel like they should be closer enough so reader won't be confused as well as reader won't have to move his eyes all over the place.

## Problem 5: Photographer Web Page



# *Helfrich Photography*

Weddings Portraits & Events

LOCATIONS | PACKAGES | PORTFOLIO | PRINTS | CONTACT



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**Typeface choice:** The heading is a Demi script. Although it may not be as bold as some other fonts using demi, a script font is very thin to begin with, so demi, which is normally fairly bold, looks fairly average on this font. Additionally, this font has a strong slant and a strong stress. The sub heading is a book serif font that compliments the script. The navigation links are a book Sans Serif Century Old Style Caps. Besides the heading the fonts have almost no stress and zero slant.

**Line layout:** The kerning of the sub heading typeface is very loose allowing the text to match the length of the heading and stand out while being easy to read. The content typeface has a normal kerning. The heading kerning is kissing, which works well as it is a cursive font, the letters should be close together.

**Paragraph layout:** There is not a lot of multi-line text here, but there is touching line spacing between the heading and the sub header. The descenders clearly intersect with the sub headers.

**Page layout:** All text on the page is centered and has very wide margins on both the left and the right. This creates a clean layout with the focus on the picture.

**Design alteration (suggestions):** Increase the line spacing between the header and the sub header so there is no intersection. Sometimes a calligraphy font can be difficult to read, so some people don't like to use them as headings unless the kerning is increased so you can see each letter. I don't think that is a problem here, but it could help the readability of the heading.