

Text is major part of media

e.g Ads, TV, Websites, Blogs, Books, Apps

Intro the Typography

Ahsan Idrisi
UI/UX Interaction Designer

Typography for Web and Mobile

95% of design is Type(text)

All great designers are good at Typography

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What is Typography

If used properly it can act
as a duel edged sword

for every designer

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Purpose of Typography

Effectively arrange type
for readability and legibility

The boys were true savages, possessing only the cruel humor of the savage. To them the incident was excruciatingly funny, and they burst into loud laughter. Hoo-Hoo danced up and down, while Edwin rolled gleefully on the ground. The boy with the goats came running to join in the fun.

Communicate or convey your
message to the reader

The boys were true savages, possessing only the cruel humor of the savage. To them the incident was excruciatingly funny. Hoo-Hoo danced up and down, while Edwin rolled gleefully on the ground. The boy with the goats came running to join in the fun.

TIME BURTON - 1999 (CHAPTER 5)

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Typography for Web and Mobile Apps

People scan on Websites and
blogs so how to handle that

**Should i use the same fonts
for Business website, a blog
and an Web App Dash-
board?**

Small Screens
How to manage text size?

**How to choose fonts or
small screens or mobile
apps?**

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Few other questions to ask yourself

I don't know about that

Which font will load faster?
**Should i use 5 fonts or just 3
for my website/blog?**

Hmmm; Go with Trend or not!

**Proxima Nova is in trend
these days, i should use
it everywhere!**

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I am a novice designer or a developer

How to choose Fonts for
different themes?

Fonts for Fun websites
Fonts for Business Websites
Fonts for Fashsion Website

How to combine fonts for
different situations?

**I should always go for
Open Sans, it is the only
one i can combine!**

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