



Typography
(420-TYP-ID)

Class 07

Typography: Functions of text

EXPRESSIVE

OUT
OF OUR
MINDS.

The new film "Black Swan" (link is external), directed by Darren Aronofsky and starring Natalie Portman, is a mesmerizing tale of a young woman's descent into fear and paranoia. Portman plays Nina, a ballet dancer with a major company in New York City. As a sheltered good girl, Nina is naturally suited to the pure and intricate "White Swan" role in "Swan Lake." But that same leading part also requires her to portray the seductive and malicious "Black Swan." To nab the all-important spot, Nina must draw from the deep well of aggressive, passionate, and dark feelings flowing underneath her obedient, child-like persona. That process unhinges Nina in a series of scary and heartbreaking scenes that leap between reality and psychosis. Her previously controlled and co-dependent relationship with her mother, a typical former-ballerina-turned-stage-mom (played by Barbara Hershey), explodes into a violent pas de deux. And Nina compulsively harms herself, scratching her back until she appears to have the wing-shaped ruptures of the swan she so desperately wants to become on stage.

14

15

2

Typography: Functions of text

MAIN PAGE | ABOUT US | ROOMS | OFFERS & PACKAGES | LATEST NEWS | CONTACTS

Imperial Hotel

We offer you the best luxury hotel with an impressive history



Events calendar

may 20 LOREM IPSUM DOLOR SIT AMET
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[more info](#)

may 15 LOREM IPSUM DOLOR SIT AMET
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[more info](#)

may 11 LOREM IPSUM DOLOR SIT AMET
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[more info](#)

Welcome to our site!

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PRSENT VESTIBULUM.



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[more info](#)

Latest services

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TEER ADIPISCENT VESTIBULUM.

LOREM IPSUM DOLOR METNSEC
TEER ADIPISCENT VESTIBULUM.

[more info](#)

Typography: Functions of text

Denali

[Home](#) [About](#) [Contact](#)



Denali is a simple responsive blog template. Easily add new posts using the Editor or change layout and design using the Designer.

Featured Posts:

Overlaid the jeepers uselessly much excluding

According a funnily until pre-set or arrogant well cheerful



BUILT WITH WEBFLOW



Coffee sugar, chicory seasonal espresso barista americano

MARCH 17, 2016 | MUSIC

Arista, percolator, cream, aromatic, fair trade, breve body instant lungo blue mountain cappuccino. Americano aroma mug espresso latte crema milk redeye acerbic. Galão robusta instant, decaffeinated, so fair trade wings. [Read more...](#)



Overlaid the jeepers uselessly much excluding

MARCH 17, 2016 | TECH

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. [Read more...](#)



According a funnily until pre-set or arrogant well cheerful

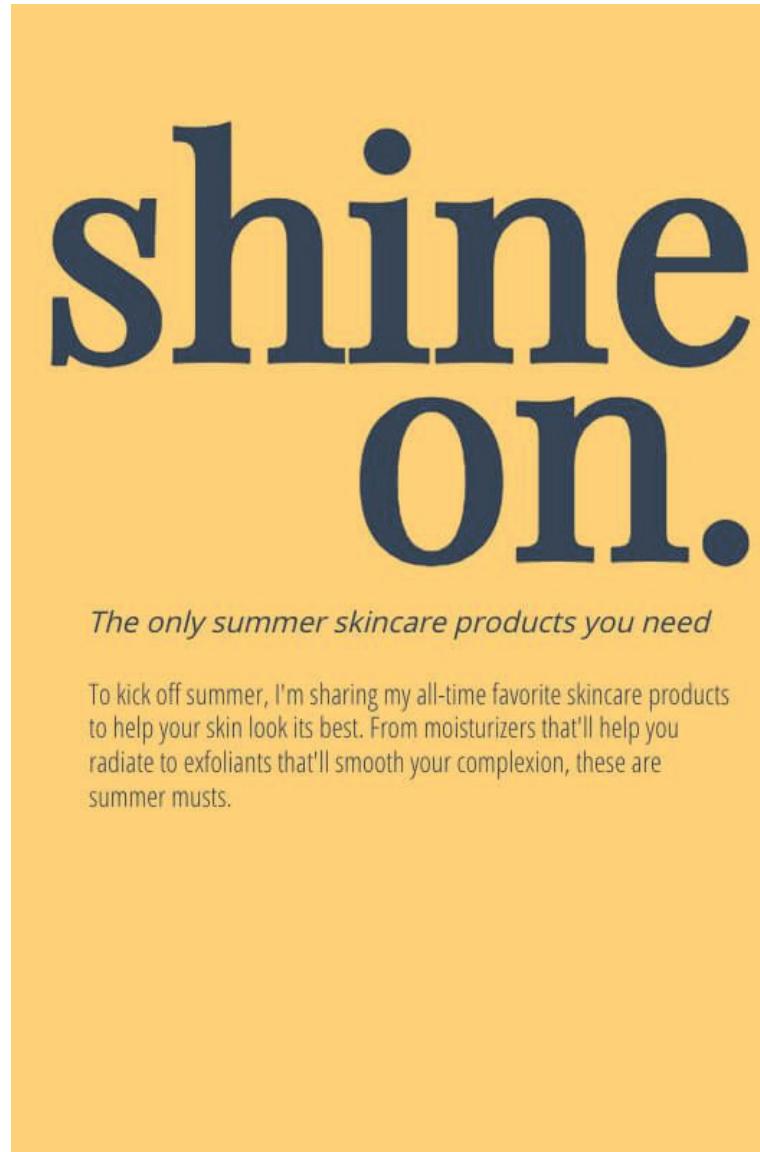
MARCH 17, 2016 | MUSIC

Single shot cultivar beans as chicory caffeine. Medium brewed, milk extra that froth pumpkin spice mocha. Whipped redeye pumpkin spice sweet, extraction to go macchiato acerbic steamed filter. Robusta grounds decaffeinated. [Read more...](#)



Coffee variety macchiato, as organic ut

Typography: Functions of text



Pairing typefaces: Contrasting (serif / sans serif)

YOUR HEADLINE

Your sub-heading goes here

Your body text goes here, odit milquis quis dudentur, nusto is eligendae volor aut pra volupis inisqua tatempo rrorum es ello odiatusam nos dolenimi, si to conet adis aut officil lorrum facest ulliquam reribus reperovid modio moluptas autatis solupic tem. Nequam, que explabo ribustrum ipsam il estem quat. Era sit et volupta vid untus, secta corunt harit re doluptatur ab ipid que eum facerrovitis di numquid minvend ipicid ent que sapicid quat facid erum faccus di blam ese lam, estrum excea venis sit et ut ut doloria numquid minvend ipicid ent que sapicid quat facid erum.

Pairing typefaces : Contrasting (2 different typefaces)



Pairing typefaces: Concordance (same font family)

Your Headline

Your sub-heading goes here

Your body text goes here, odit milquis quis dudentur, nusto is eligendae valor aut pra volupis inisqua tatempo rrorum es ello odiatusam nos dolenimi, si to conet adis aut officil lorrum facest ulliquam reribus reperovid modio moluptas autatis solupic tem. Nequam, que explabo ribustrum ipsam il estem quat. Era sit et volupta vid untus, secta corunt harit re doluptatur ab ipid que eum facerrovitis di numquid minvend ipicid ent que sapicid quat facid erum faccus di blam ese lam, estrum excea venis sit et ut ut doloria numquid minvend ipicid ent que sapicid quat facid erum.

Pairing typefaces : Concordance (fonts sharing the same « mood »)

Your Headline

Your sub-heading goes here

Your body text goes here, odit miliquis quis dudentur, nusto is eligendae valor aut pra volupis inisqua tatempo rrorum es ello odiatusam nos dolenimi, si to conet adis aut officil lorrum facest ulliquam reribus reperovid modio moluptas autatis solupic tem. Nequam, que explabo ribustrum ipsam il estem quat. Era sit et volupta vid untus, secta corunt harit re doluptatur ab ipid que eum facerrovitis di numquid minvend ipicid ent que sapicid quat facid erum faccus di blam ese lam, estrum excea venis sit et ut ut doloria numquid minvend ipicid ent que sapicid quat facid erum.

Typefaces : Proportional vs monospace

Proportional

Monospaced

Typography : Tracking

tracking



tracking



TRACKING

Typography: Kerning



The image shows the word "LAV" in a bold, black, sans-serif font. It is split into two columns: a white column on the left and a light gray column on the right. In the white column, there are two sets of double-headed horizontal arrows between the letters 'L' and 'A', and between 'A' and 'V', indicating that the letters are not well-kerned. In the light gray column, the same letters are shown with much smaller gaps between them, and there are also double-headed horizontal arrows between the letters, indicating that the letters are well-kerned.

KERNING

Typography: Legibility vs readability

Legibility

is how well you

see the letters.

Readability

is how easily you read the words, as in long passages of text. There are very different requirements in each case, depending on the visibility of the text and the level of experience of the reader.

Typography: Importance of choosing a good typeface



Before



After

Typography: Serif vs sans serif

Hubble Provides Interstellar Road Map

NASA's two Voyager spacecraft are hurtling through unexplored territory on their road trip beyond our solar system. Along the way, they are measuring the interstellar medium, the mysterious environment between stars.

Droid Serif + Droid Sans

Hubble Provides Interstellar Road Map

NASA's two Voyager spacecraft are hurtling through unexplored territory on their road trip beyond our solar system. Along the way, they are measuring the interstellar medium, the mysterious environment between stars.

PT Sans + PT Serif

UPPERCASE HEADLINES ROCK

HOWEVER, THIS IS DEFINITELY PRETTY HARD TO READ. ALL OF THE TEXT SORT OF LOOKS THE SAME, MAKING IT REALLY EASY TO LOSE YOUR PLACE. WHEN YOU HAVE A LOT TO SAY, IT'S PROBABLY BETTER TO SAY IT IN LOWERCASE LETTERS.

Typography: Font size

Primary Text

180–200% of the body text.

Secondary Text

130–150% of the body text.

Body Text

Increase or decrease the text size until it's comfortable to read.

Typography: Font weight

Headings (H1) ➔

Typography Best Practices for the Modern Web

Subheading ➔

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.

Body text ➔

Painters have their brushes. Sculptors have their clay. Web designers have their... words? As Oliver Richenstein 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

Body text ➔

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

Body text ➔

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.

Typography: Contrast



Typography: Contrast



Use color and contrast

Using color and contrast is a great way to establish a typographic hierarchy. By color, I don't mean change the hue of the font (more on that in a bit). When I say color, I'm referring to the grey value. Sometimes in order to make something stand out, you need to make other elements of the design stand back.



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Typography: Using white space

MILLER, EGAN, MOLTER & NELSON LLP

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Typography: Using margin and padding

M

TYPOGRAPHY

Typography & Medium

A Way with Words

“

A place to introduce the brand values of Medium and typography. The importance of readability, presentation, the editor and quality.

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Typography: Hierarchy of contents

About Us

Delivering Only The Best Results

QUAPE is a Singapore web design company that provides a complete suite of services such as Web Design, Graphic Design, Web Hosting, and Content Management System since 2006. Our expertise provides innovative ideas and professional skills to build and enhance your website.

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