



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #1:  
TYPOGRAPHY

# SOME CONCEPTS FIRST...

## TYPOGRAPHY

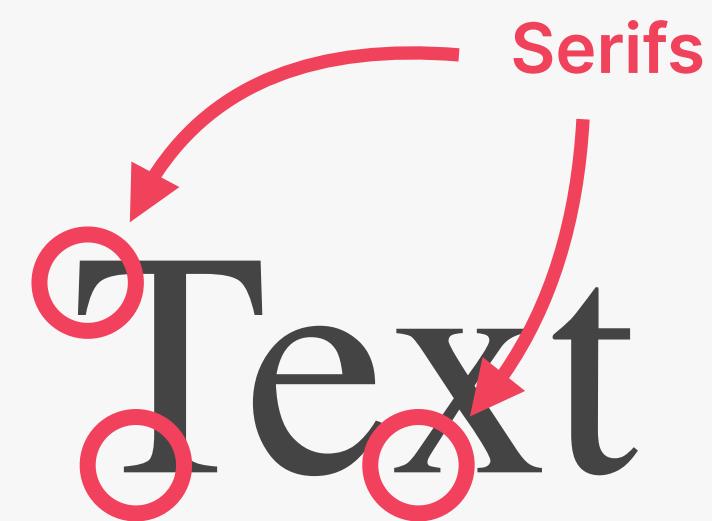
“

*Typography is the art and technique  
of arranging type to make written  
language **legible**, **readable** and **appealing**  
when displayed.*

– Wikipedia

# SOME CONCEPTS FIRST...

## SERIF VS SANS-SERIF



Serif typeface

- 👉 Creates a traditional/classic look and feel
- 👉 Conveys trustworthiness
- 👉 Good for long text

# Text

Sans-serif typeface

- 👉 Modern look and feel
- 👉 Clean and simple
- 👉 Easier to choose for beginner designer!

LUXURIOUS *and*  
CONTEMPORARY APPEAL  
—*for EVERY WOMAN*



**Greenlight makes it easy to leave feedback on any website.**

Add to Chrome

# USE GOOD TYPEFACES

1

Use only good and popular typefaces and play it safe

## SANS-SERIF

Inter

Almost before we knew it, we had left the ground.

Open Sans

Almost before we knew it, we had left the ground.

Roboto

Almost before we knew it, we had left the ground.

Montserrat

Almost before we knew it, we had left the ground.

Work Sans

Almost before we knew it, we had left the ground.

Lato

Almost before we knew it, we had left the ground.



TOOLBOX



Google Fonts



All tools are listed  
on my resources  
page at [jonas.io](http://jonas.io)



# USE GOOD TYPEFACES

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## SERIF

Merriweather

Almost before we knew it, we had left the ground.

Aleo

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Playfair Display

Almost before we knew it, we had left the ground.

Cormorant

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Cardo

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Lora

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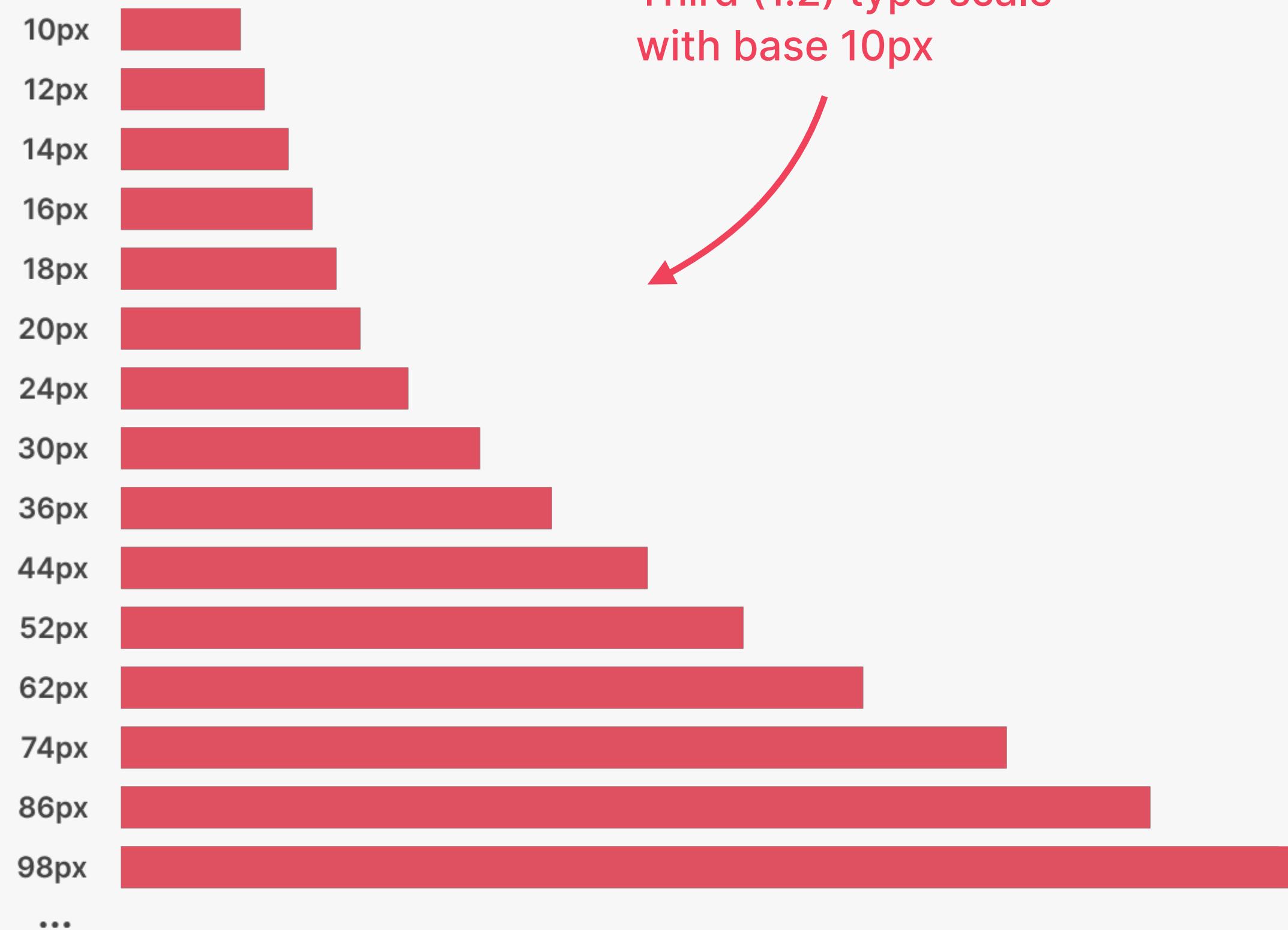
# USE GOOD TYPEFACES

- 1 Use only good and popular typefaces and play it safe
- 2 It's okay to use just one typeface per page! If you want more, limit to 2 typefaces.
- 3 Choose the **right typeface** according to your website personality:
  - 👉 Choose the right personality for your website (*more on this later*)
  - 👉 Decide between a serif and sans-serif typeface
  - 👉 Experiment with all the “good” typefaces (and other typefaces from Google Fonts!) to see which ones best fits your website’s message (this will come with experience)
  - 👉 You can keep trying different typefaces as you design and build the page

# USE GOOD FONT SIZES AND WEIGHTS

4

**When choosing font-sizes, limit choices! Use a “type scale” tool or other pre-defined range**



# USE GOOD FONT SIZES AND WEIGHTS

4

When choosing font-sizes, **limit choices!** Use a “type scale” tool or other pre-defined range

5

Use a font size between 16px and 32px for “normal” text

6

For **long text** (like a blog post), try a size of 20px or even bigger

7

For **headlines**, you can go really big (50px+) and bold (600+), depending on personality

8

For any text, don’t use a font weight under 400 (regular)

Dover

Home Case studies Tools Careers Blog About Log in

16px

## Build your recruiting engine with Dover.

85px, 700

24px

32px

Try it now >

No more juggling recruiting tools—Dover finds and schedules candidates you actually want to talk to, at a fraction of the cost.

Join the 100+ companies relying on Dover to find the best talent



“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.



Nicholas Bruno  
Talent, Forge

42px

18px

Read the case study >

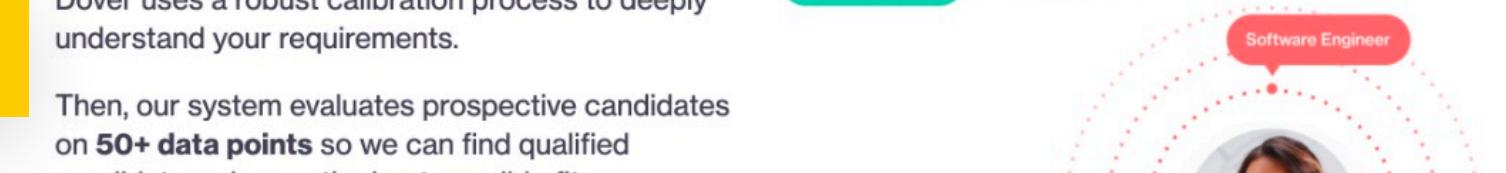
## We discover candidates you actually want to talk to.

64px, 700

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on 50+ data points so we can find qualified individuals who are a great fit for your team.

Product Marketing Manager  
Former founder  
Software Engineer



# CREATE A GOOD READING EXPERIENCE

9

Use less than 75 characters per line



## Glassmorphism in user interfaces

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?

 Michal Malewicz Nov 22, 2020 · 8 min read \*

↑ ↗ ...

Last year I unintentionally started the craze around Neumorphism, but as I predicted then, it didn't really take over the design scene. In that very first article, I also mentioned all the potential accessibility problems this style faces, which hopefully helped all the other articles raising accessibility issues that year :-)

65 - 72 chars



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95 - 112 chars

# CREATE A GOOD READING EXPERIENCE

9 Use less than 75 characters per line

10 For normal-sized text, use a line height between 1.5 and 2. For big text, go below 1.5

👉 The **smaller** or **longer** the text, the **larger** the line height needs to be!



## Glassmorphism in user interfaces

1.2

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?



Michal Malewicz Nov 22, 2020 · 8 min read ★

1.31



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1.52



## Glassmorphism in user interfaces

1.5

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?

2



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11 Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)



Manage all of your DeFi, Fiat + Real assets from a single platform.

-3.5px

Type your email

Get Early Access ›

No credit card required.

Manage all of your DeFi, Fiat + Real assets from a single platform.

0px

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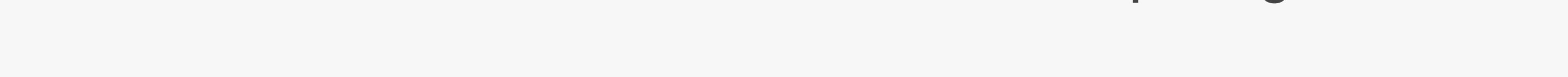
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12 Experiment with all caps for short titles. Make them small and bold and increase letter-spacing



## HAPPINESS GUARANTEE

Love it, or it's on us.

Here's why we know you will.



Try Feals risk-free

Free shipping and free returns.



No fuzzy haze

Feel better and keep a clear head.



All natural ingredients

Grown with care by US farmers.

## Happiness Guarantee

Love it, or it's on us.

Here's why we know you will.



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13 Usually, don't justify text

Sure — there were some apps and products done in this style, but most notable, widespread uses were in some Samsung ads and in the MKBHD intro video. So not any full products, but rather smaller elements which proves my thesis that this style can work if used scarcely and if the objects on these backgrounds still hold their structure and readability without the decoration.

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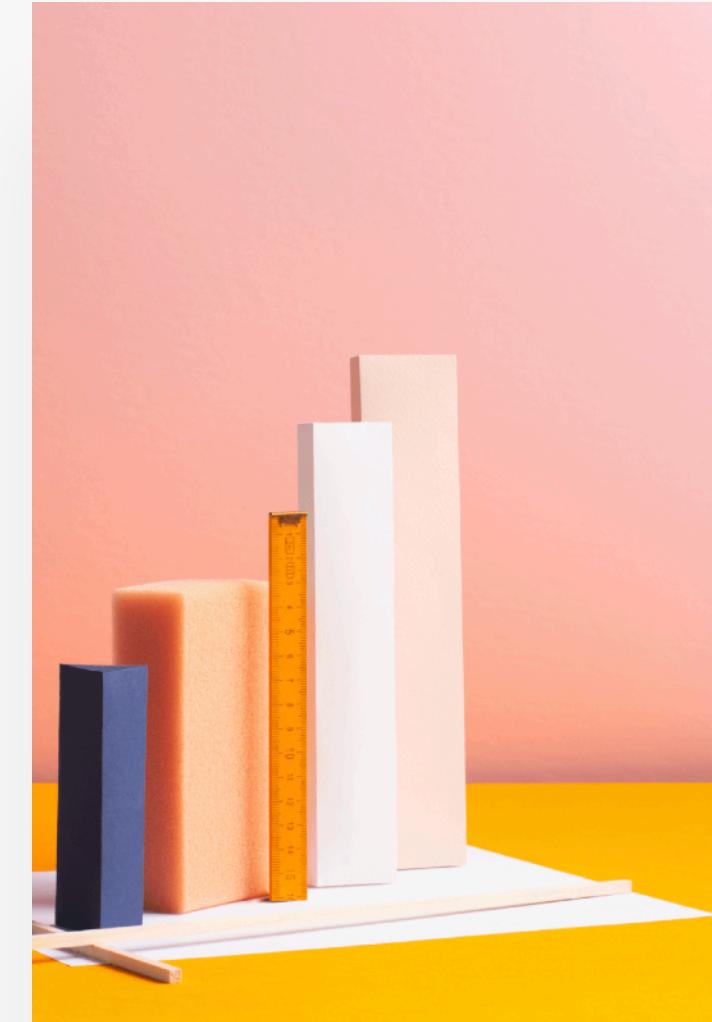
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Usually, don't justify text

14

Don't center long text blocks. Small blocks are fine

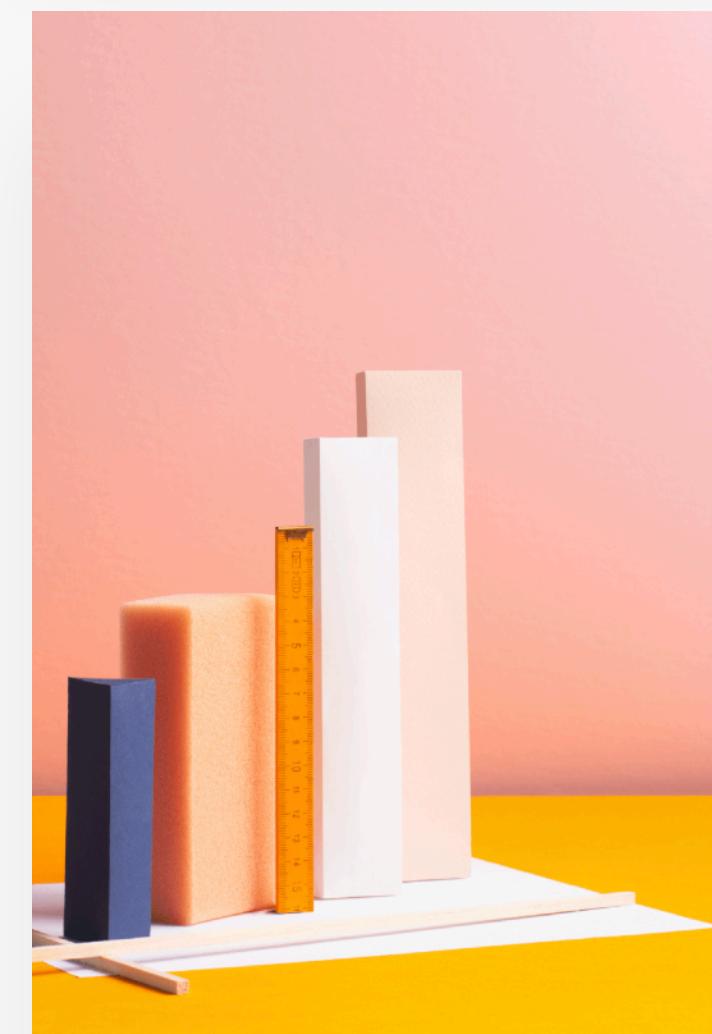


## Know what's trending

Last year shook up businesses large and small. Customers now expect more—and companies are trying to catch up. 85% of teams reported making changes to their support in 2020, and 75% said the coronavirus pandemic accelerated adoption of new digital technologies.

The ripples of a more distributed world will only spread farther in 2021. To help you keep up, we identified the top five customer service trends in our 2021 Zendesk Customer Experience Trends Report. Learn how to adapt to a changed world without sacrificing top-tier customer support.

[See the trends](#)



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