

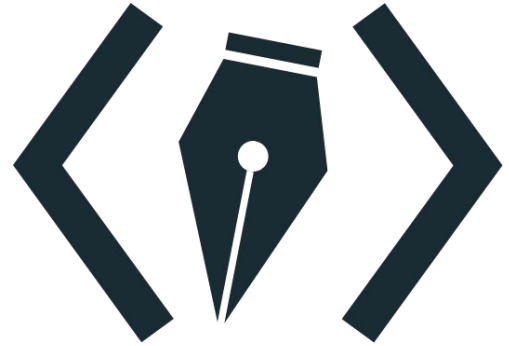
Week 03

karla

Typography in Web Design

source serif pro

[reference](#)



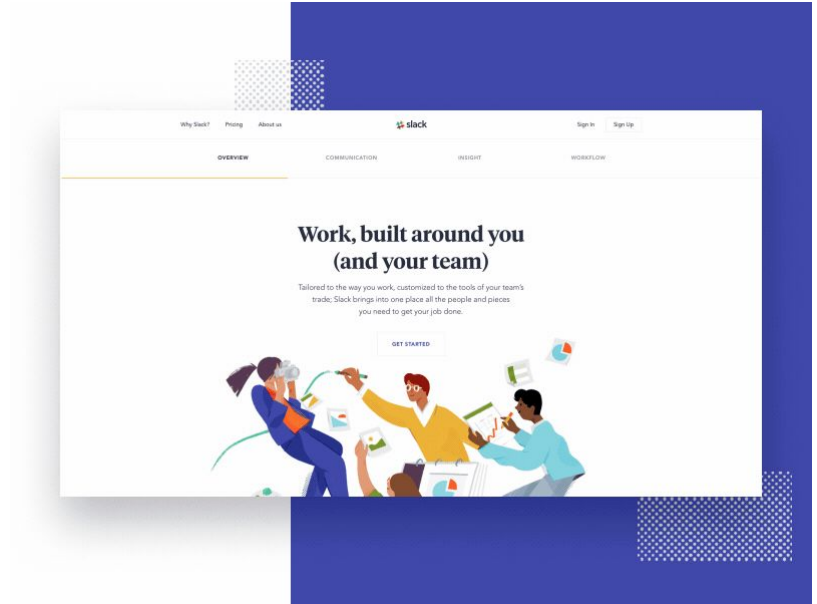
Web Design DeCal Fall 2020

Why is it important?
Because it's very hard to
read *this.* Or *this.* (or even this) *this.*

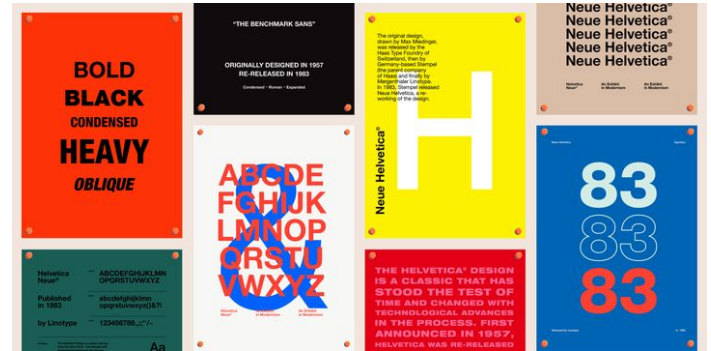
**Type is a beautiful group of letters,
not a group of beautiful letters.**

- Matthew Cater

Typography evokes
the **personality/character**
of a website.



Branding can showcase
a variety of emotions
through type.



Often more than **80% of the information** is expressed as pure text.



Interview with CEO of Figma, Dylan Field

An exclusive interview with [Dylan Field](#), CEO and Co-founder of [Figma](#), about the company's beginnings and his take on the future of design.



Blueprint [Follow](#)
Apr 17, 2018 · 4 min read



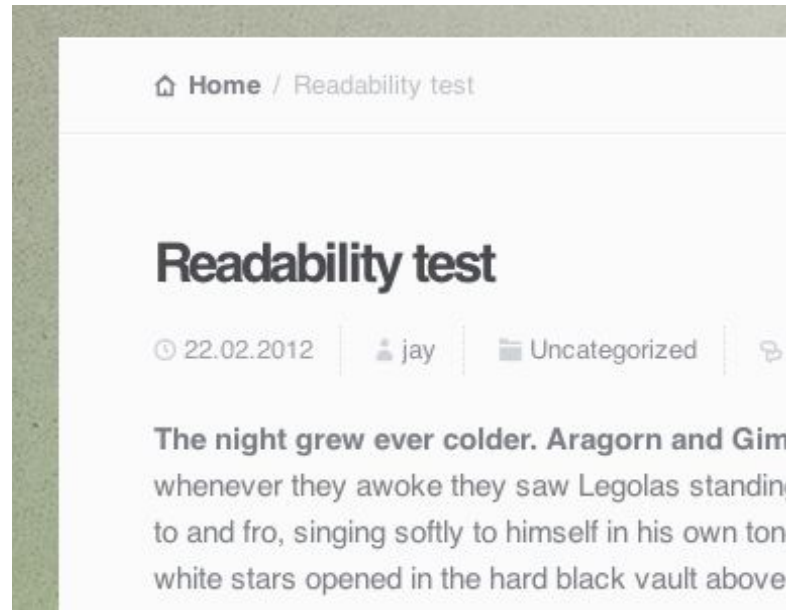
Dylan speaking at our recent Figma Design Talk event

• • •

What's the story behind how Figma started?

It first started when my co-founder Evan showed me a [demo of WebGL](#) that he had built involving a sphere in a pool of water. The power of this new

So, let's communicate
effectively with
size, weight, and color.



How do we make typography **work**?

(back to our regular karla programming)

Serif Fonts

Has a little **flick** where the letterforms terminate

Feels **classy** and **formal**

Times New Roman, default font without CSS

Sans-Serif Fonts

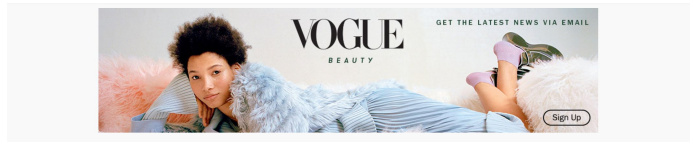
Does not have a **flick**

Feels **modern**

Arial, Helvetica Neue, karla

a b c d	a b c d
e f g h	e f g h
i j k l m	i j k l m
n o p q	n o p q

Serif → classy, reserved



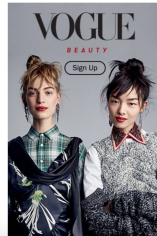
— *Latest News* —
SATURDAY, JULY 29, 2017

11 hours ago
BEAUTY



The Rules of Getting Pierced, According to a Master Piercer

by NIA PORTER
Read More →

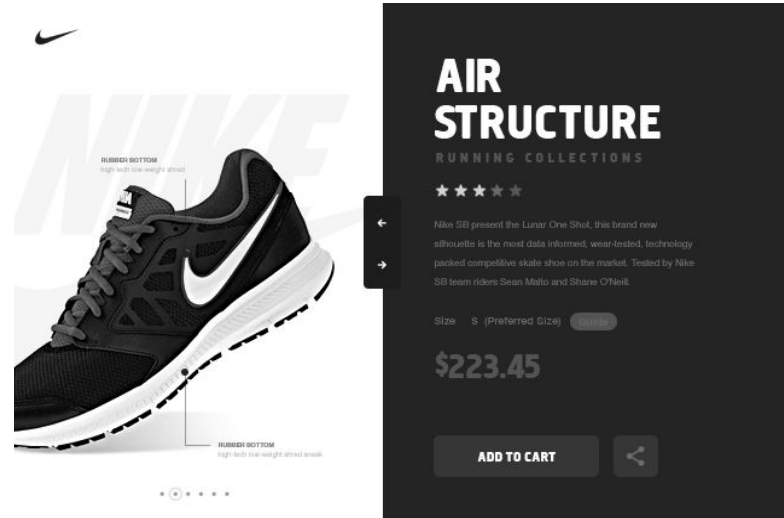


14 hours ago
HOMES



Liberty of London Debuts Furniture for August

Sans-serif → modern, technical



Serif → text-heavy content

The Most Important Color In UI Design

by [Nick Babich](#)

As you probably already guessed this article is dedicated to *blue color*. Without a doubt, blue is one of the most important colors in UI design, and one of the most frequent. Just look at your smartphone app icons, and you'll see that a lot of them are blue: Facebook, Twitter, Shazam, Safari, etc.

So why is blue the chosen color?

There are a lot of reasons to use blue, I'll list a few of them:

- **People like this color.** Surveys show majority of people see blue as their favorite color. Blue is considered to be the safest color globally.

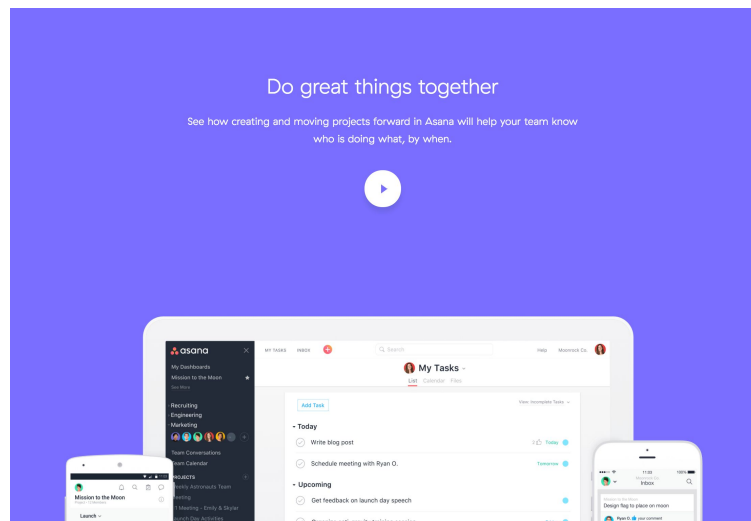
Men



Women



Sans-serif → image-heavy content



BOLD

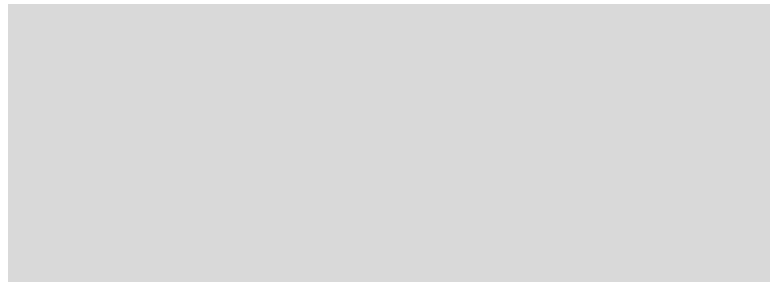
Bonjour

MEDIUM

J'aime le fromage

LIGHT

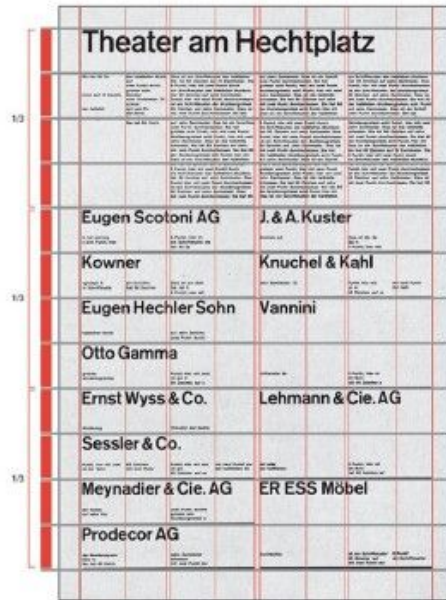
Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.



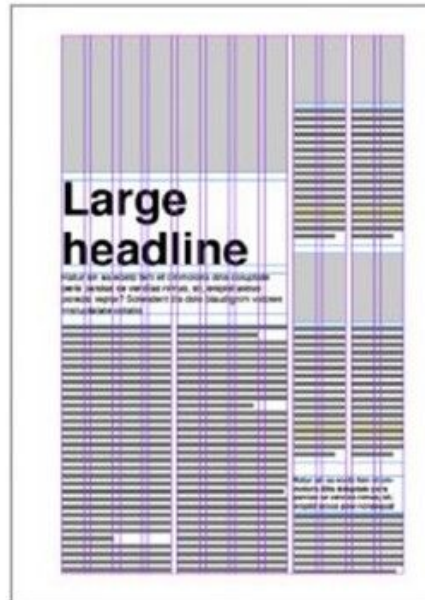
Use weights to create proper hierarchy, think of type as blocks.

Generally, use **2-3 fonts** per website

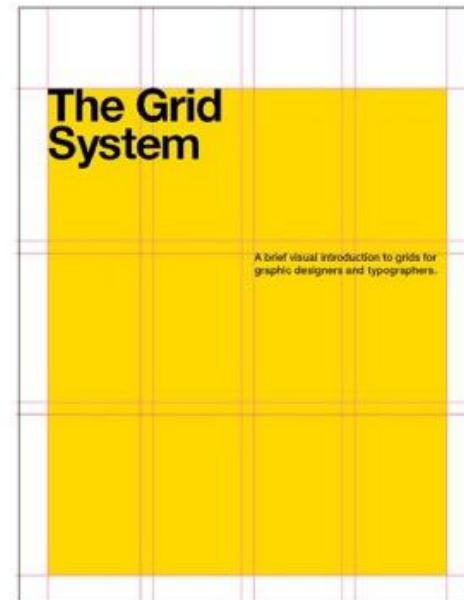
Type is not an exact science.
It is aligned when it **feels** aligned.



square grid



12-column



5-column

Grids can be useful! but,

Bonjour

Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.

Bonjour

Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.

Sometimes, you just gotta eyeball it.

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Light
Regular
Medium
Bold

equals a typeface

Pick a font that has a lot of **weights**.

Turnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize bamboo
shoot green bean swiss chard seakale
pumpkin onion chickpea gram corn pea.

x1.2

for a short paragraph

Turnip greens yarrow ricebean rutabaga endive cauliflower sea
lettuce kohlrabi amaranth water spinach avocado daikon napa
cabbage asparagus winter purslane kale. Celery potato scallion
desert raisin horseradish spinach carrot soko. Lotus root water
spinach fennel kombu maize bamboo shoot green bean swiss
chard seakale pumpkin onion chickpea gram corn pea. Brussels
sprout coriander water chestnut gourd swiss chard wakame
kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya
nuts nori azuki bean chickweed potato bell pepper artichoke.
Nori grape silver beet broccoli kombu beet greens fava bean
potato quandong celery. Bunya nuts black-eyed pea.

x1.5

for a long story

Use line-spacing between **x1.2** - **x1.5**

Turnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter
purslane kale. Celery potato scallion
desert raisin horseradish spinach carrot
soko. Lotus root water spinach fennel
kombu maize bamboo shoot green
bean swiss chard seakale pumpkin
onion chickpea gram corn pea. Brussels
sprout coriander water chestnut gourd
swiss chard wakame kohlrabi beetroot
carrot watercress. Corn amaranth
salsify bunya nuts nori azuki bean
chickweed potato bell pepper
artichoke. Nori grape silver beet
broccoli kombu beet greens fava bean
potato quandong celery.

Turnip greens yarrow ricebean rutabaga endive cauliflower sea
lettuce kohlrabi amaranth water spinach avocado daikon napa
cabbage asparagus winter purslane kale. Celery potato scallion
desert raisin horseradish spinach carrot soko. Lotus root water
spinach fennel kombu maize bamboo shoot green bean swiss
chard seakale pumpkin onion chickpea gram corn pea.
Brussels sprout coriander water chestnut gourd swiss chard
wakame kohlrabi beetroot carrot watercress. Corn amaranth
salsify bunya nuts nori azuki bean chickweed potato bell
pepper artichoke. Nori grape silver beet broccoli kombu beet
greens fava bean potato quandong celery.

Use between 40...

...and 70 characters per line.

Cut down text width!

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Don't nerd over typefaces, just
pick one / Think type as blocks /
Align with your eyes / Hierarchy
first / Use contrast / Fine-tune
with spacing. And voilà.

Okay, but how do a **choose** a font?

Museo Sans Rounded 100

Museo Sans Rounded 300

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Open Sans, 10 Styles by [Steve Matteson](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato, 10 Styles by [Łukasz Dziedzic](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Source Sans Pro, 12 Styles by [Paul D. Hunt](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Roboto, 12 Styles by [Christian Robertson](#)

Start with one typeface -- Google Fonts is your friend.

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Lato 24px

MATTHEW CALVIN

SF Pro Display 300 64px

SF Pro Display

Roboto 600 64px

Distributor kopi dynamic, kopi ku
kuat tahan lama

Playfair Display bold italic 64px

Big headline font

gilroyextrabold 700 64px

design.

Helvetica Neue bold 64px

The quick brown fox jumps over a lazy
dog.

Thinned stems and
angled spurs
achieve the same
effect in lowercase
letters b and p.



comic sans



☒ .OTF ☐ .TTF ☐ .WOFF ☐ .WOFF2 ☐ .EOT

Please only download font files for which you have the rights.

OK

ComicSans.otf

github.com/FrisKAY/FrisKAY.github.io



VNF-ComicSans.otf

github.com/AdviseLah/home



Comic Sans MS.otf

github.com/garevna/js_courseware.github.io



getthefont.com — only download fonts for which you have the rights for!

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Typewolf

What's Trending in Type

SITE OF THE DAY

FONT RECOMMENDATIONS & LISTS

LOOKBOOKS

GUIDES & RESOURCES

BLOG

ABOUT

CLAUDIO IS
DESIGNER A
SOLID EXPE

Dance Claudio Dance
FONTS — Favorit

FEB 18, 2020

Nathan Your
designer cur
GoNoodle in

Nathan Young
FONTS — Neue Haas Unica, Times New Roman

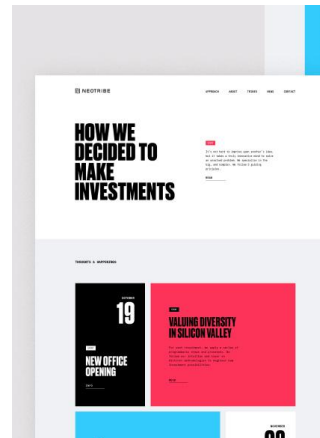
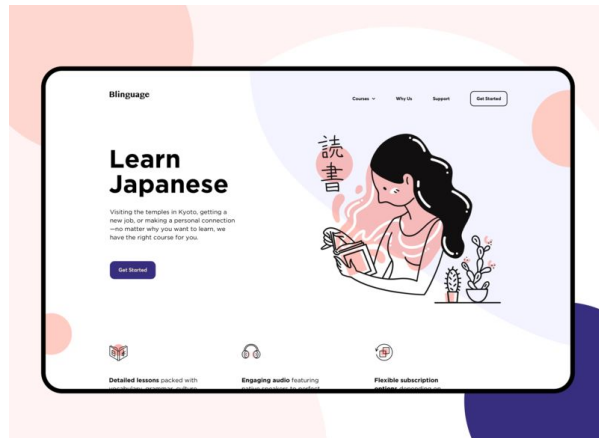
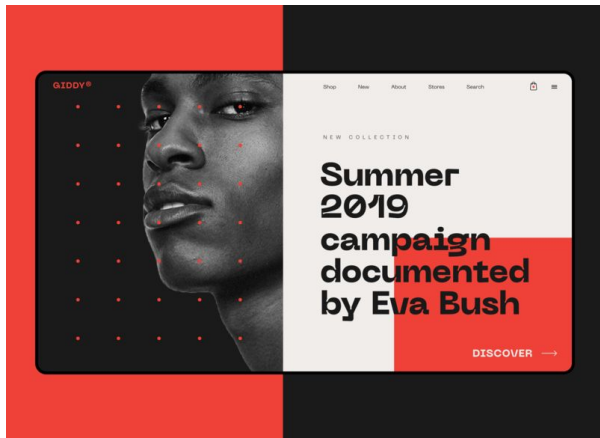
FEB 17, 2020

Turn yo
agency

The 40 Best Fonts
Available on Adobe Fonts

<https://www.typewolf.com/>

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There are exceptions, and many styles to communicate through type. Be inspired!

검은고딕
Black Han Sans



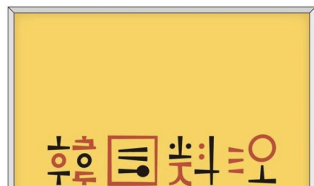
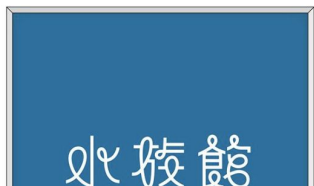
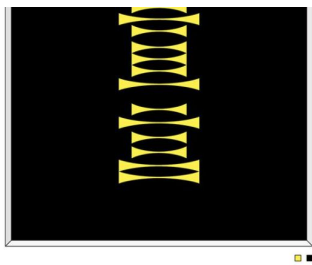
외부지

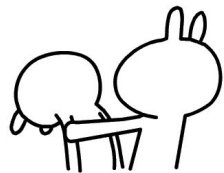
고딕 A1
Gothic A1



Made by friends of
Google Fonts

외부지





Questions?