

TYPOGRAPHY & IMAGES

Ingrid Hong, Design section TA

Typography

- Serves two main purpose
 - Heading
 - Content
- The purpose of a web page is to convey information – often more than 80% of the information is expressed as pure “text”

Font family



PT Serif
PT Sans

- **Serif:**
 - Has a little “flick” where the letterforms terminate
 - Feels “Classy”
 - Ex.: Times New Roman (Default font without CSS)
- **Sans-serif:**
 - Does not have a “flick”
 - Feels “Modern”
 - Ex.: Helvetica Neue (Default font for iOS and OS X)

What font should I use?

- Target audience
 - Older audience – larger font-size; Serif; more contrast
 - Younger audience – smaller font-size; Sans-serif; not as much contrast necessary
- Content
 - Text heavy (Blog) – larger font-size; Serif; Ample spacing
 - Image / Embellishment heavy – smaller font-size; Sans-serif

PROXIMA NOVA

UNITED STATES SPACECRAFT DISCOVERY ONE

AA-589 CLASS 1 T-65B 4L4

HYPERRIVE RATING

MODEL NUMBER

ENGINES

the united federation of planets constitution II
heavy cruiser cochrane matter antimatter warp
core advanced subatomic unified energy impulse

fusion reactor pods trentis thrusters gravity
generators point phaser emitters forward
launchers photon torpedoes stardrive isoton

PROXIMA NOVA SOFT

U. S. S. DISCOVERY ONE

AA-589 CLASS 1 4L4

HYPERRIVE RATING ENGINES

the united federation of planets constitution II
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Two different kinds of Proxima Nova

United Federation of Planets

General Rule of Thumb.
Use maximum 2 - 3 fonts per website

[Store](#)[Mac](#)[iPhone](#)[Watch](#)[iPad](#)[iPod](#)[iTunes](#)[Support](#)

iPhone 6

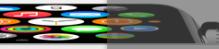
Bigger than bigger

[Learn more >](#) [Watch the film](#) [Experience the keynote](#) 

SWATCH

personal device yet.

Apple: Myriad Pro + Lucida Grande



iOS 8

Now Available.



The new album from U2 is here.

And it's already in your
iTunes music library.



A message from T

about Apple's com
to your priva



Web Fonts

- Google Font
 - Free, and very easy to install
 - Sans-serif
 - Lato, Open Sans, Source Sans, Roboto
- Typekit
 - Requires annual membership (\$59) for access to all the fonts
 - Still way cheaper than paying \$1000 for a single set of font
 - Sans-serif
 - Freight Sans, Proxima Nova, Museo Sans
 - Serif
 - Adelle, Tisa Pro



Font-size

- Important to have your own “typographic scale” that you use on your web pages
- Many people go by order of 6 or 12px
 - Heading: 36px
 - Subheading: 24px
 - Paragraphs: 12px

Heading

Subheading

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea commodo consequat.



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Font-weight

- Font-weight determines the thickness of the font

Museo Sans Rounded 100

Museo Sans Rounded 300

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

Font-weight

- Use light-weight fonts carefully!
 - Bad example of spamming light-weight fonts: iOS 7
 - Using lighter weight decreases contrast
- Where to use light-weight:
 - Headings
 - Dark background
- Where to use heavy-weight:
 - Headings
 - Buttons
 - Light background

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Legibility: Spacing

- Add a line-height of around 1.5x the font-size to improve spacing and therefore; the legibility of the paragraph.

Font-size (36pt)

If you had access to a car like this, would you take it back right away?

Neither would I..

Leading (18pt)

Legibility - Contrast

- Use light font on top of dark background and use dark font on top of light background

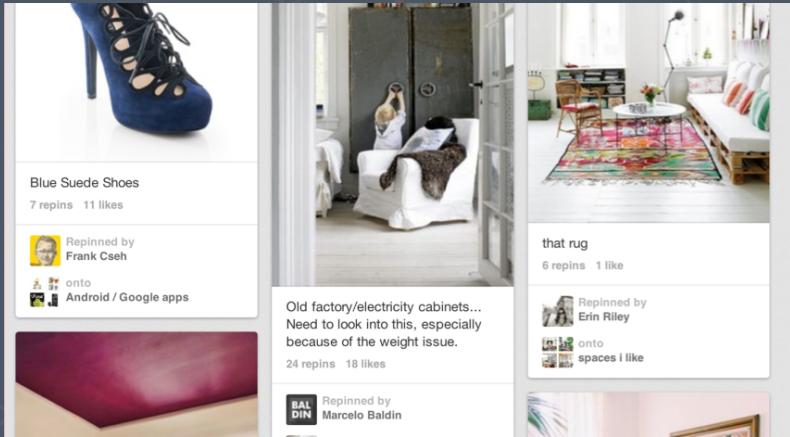
Lore ipsum dolor sit amet, consectetur adipiscing elit.
Duis volutpat sed lorem in adipiscing. Mauris velit sapien,
egestas quis neque id, dignissim volutpat nulla.

Lore ipsum dolor sit amet, consectetur adipiscing elit.
Duis volutpat sed lorem in adipiscing. Mauris velit sapien,
egestas quis neque id, dignissim volutpat nulla.

Images

- Images can be used as...
 - Content (Thumbnail images)
 - Visual guide (Icons)
 - Emotional appeal (Background)
- Important to know when to use images effectively – sometimes images can stylize a website, but other times images can be the easiest way to make your website look amateur.

Thumbnails

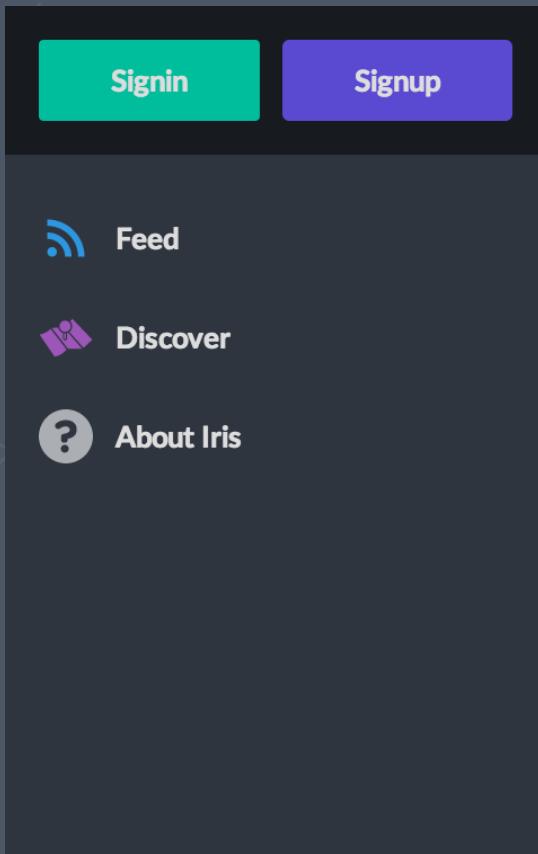


- Use thumbnails to describe content using an image – usually a set of images
- Grid UI and Masonry UI very popular for thumbnails

Demo

Image Proportions

Icons



- Use Icons to provide visual guide to a function (ex. Button)
 - Usually used side-by-side to a caption
- Use similar techniques to thumbnails: Create a div (30x30 or 15x15, etc.) and make an image fit to the box

Icons

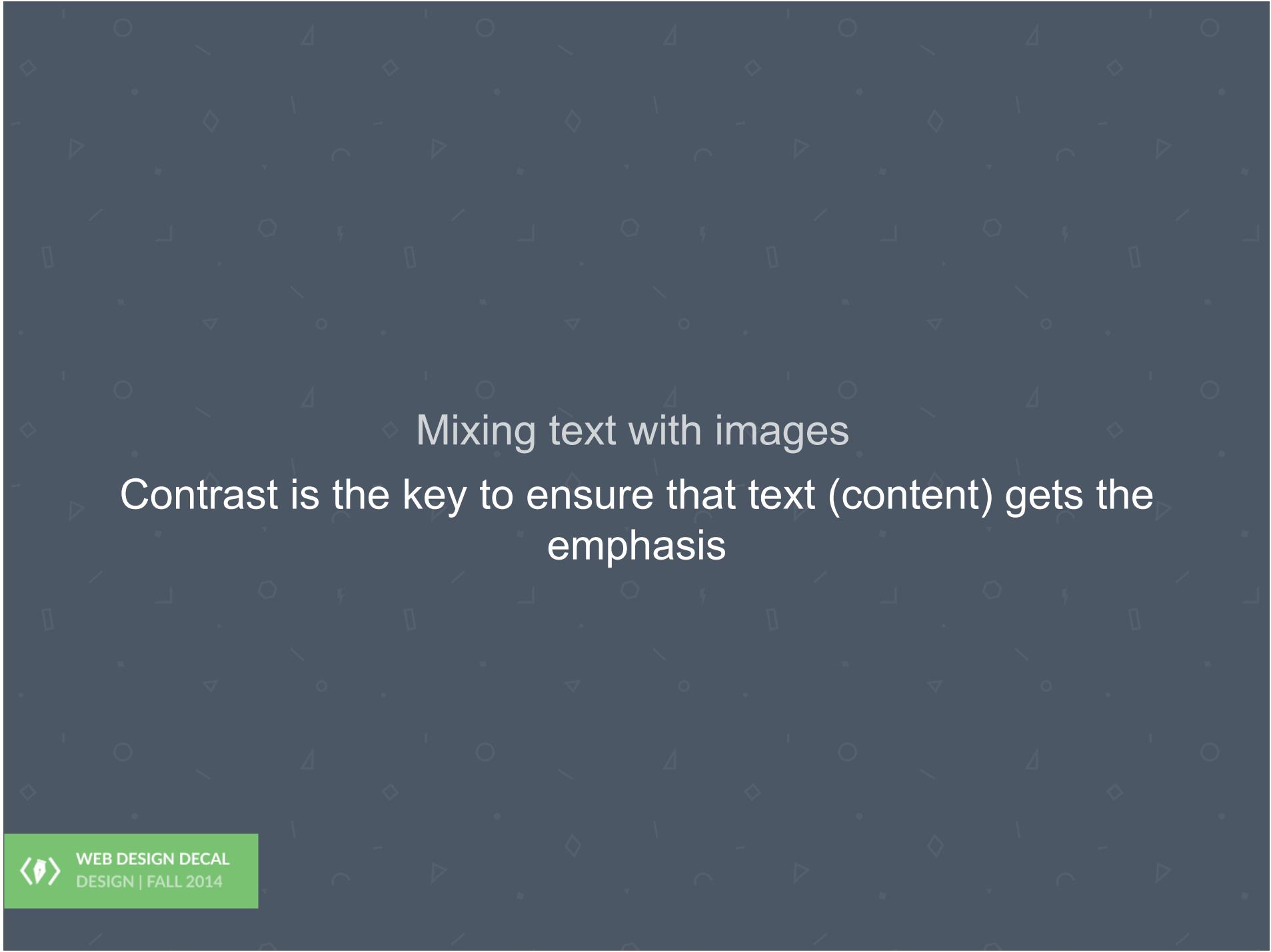
- For Flat UI, Icons are usually single, solid color.
- White icons go well with other colored background
- Black or grey icons go well with white or light grey background
- A VERY, VERY USEFUL RESOURCE:
 - The Noun Project (<http://www.thenounproject.com>)
 - Can find virtually any flat icons you need
 - Icons are in SVG / PNG format – easy to edit if you know how to.



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Demo

Awesomeness of the Noun Project



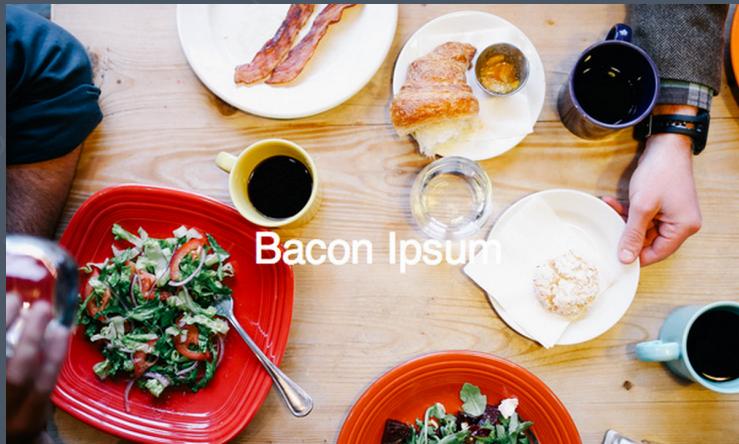
Mixing text with images
Contrast is the key to ensure that text (content) gets the emphasis

Contrast through color & brightness

- Common Mistake: Image obscures the content of website
- Usually caused by too light font on top of light background or too dark font on top of dark background
- Also caused by text on top of a plain photography image
 - Makes the eye gravitate toward the image, not the text (content of the website).

Contrast through color & brightness

- Common Mistake: Image obscures the content of website
- Solution 1: Make the image itself darker
 - Requires some Photoshop work
 - Adding a blur helps too
- Solution 2: Add text-shadow property to the text



No filter



filter: brightness(40%) contrast(70%);



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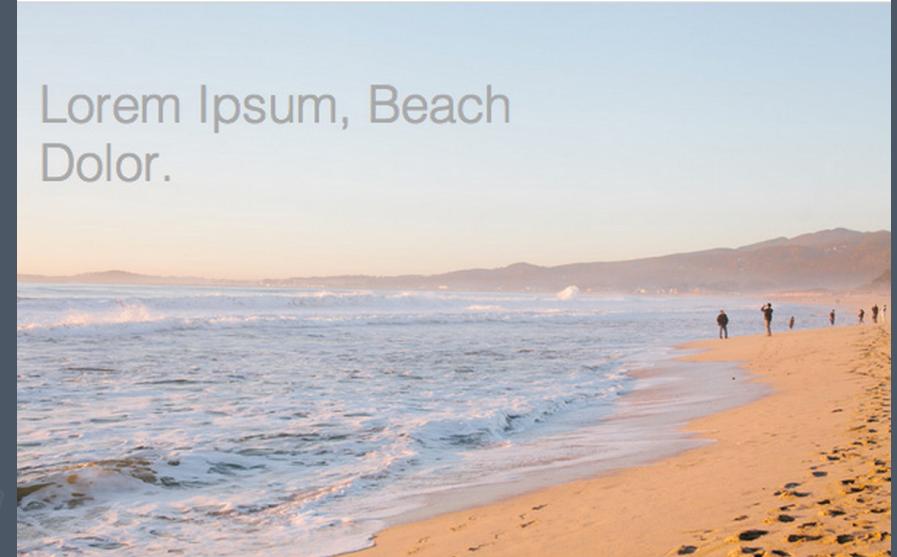
Contrast through size & positioning

- You shouldn't just always place your text on the center of the image
- Position of the text affects both the emotion & readability of the text
- Readability
 - Make sure your text color contrasts with the primary color of the surrounding area
- Emotion
 - The smaller the font size, the smaller the depth.
 - The larger the font size, the text seems to float higher than the surrounding content.





Bad contrast, poor placement



Good contrast, better placement



Dolores dolor magni soluta temporibus. Voluptate cumque laborum nostrum
asperiores necessitatibus ut cum quam perspiciatis sed!



Text seems to blend too much with image

Larger font size gives greater depth

Review

- Typography
 - Choose only 2 - 3 fonts (start with just one font)
 - Keep a consistent font-size metric
 - Ensure legibility by providing enough contrast & spacing
- Images
 - Choose right image file format for your use case
 - Image resizing
 - Ensure contrast when using text on top of an image