

Typografi & Bild

för webben



Hur vi läser

”Enilgt en unsiödrnnekg på ett esklengt uteeistrinvt så sepalr det ignen roll i vkeiln onnridg beskrävotna i ett ord såtr, det edna som är vitkigt är att ftsröa och stsia basktoven såtr på rätt ptals. Retsen kan stå hluler om buller och man kan ändå läsa texten uatn porlbem. Dteta breor på att vi itne lesär vajre bstokav var för sig, uatn odren som hehlet.”

Ordbilder

- Vi läser inte ord som en sammansättning av bokstäver, vi läser dem som **bilder**
- Vi **skannar** texten
- Hemsidor skannar vi som ett **F**

Shopping Bag

Type Search Here

Questions?

[Shipping Rates](#)

[Sales Tax](#)

[Privacy Policy](#)

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YOUR SHOPPING BAG

ITEM	Qty	Remove	Price	Total
 Ultra Facial Moisturizer SPF 15 2.5 fl. oz. (75 ml)	<input type="text" value="1"/>	<input type="button" value="X"/> Remove	\$ 15.00	\$ 15.00
Add box your entire shopping bag for \$5				
<input type="button" value="Update Quantity"/>			Total \$ 15.00	
Coupon or Promotional Code (optional) If you have a coupon code, please enter the coupon code in the box below We'll click apply code.				
<input type="button" value="Apply Code"/>				

COMPLIMENTARY SAMPLES

You may choose up to three complimentary samples with your order. [Select sample](#)

YOU MAY ALSO LIKE

SUPERBLY EFFICIENT ANTI-PERSPIRANT & DEODORANT



- With Orange, Lemon and Unscented Extracts
- Unscented

[View Details](#)

LIP BALM #1



- Relieves chapped or cracked lips
- SPF 4 sunscreen

[View Details](#)

CREATE A KIEHL'S GIFT BOX



Many of our customers enjoy giving Kiehl's products as gifts not only for our products, but also for our unique gift box presentation. Your gift box will come in a simple white cardboard box with a Kiehl's Anniversary sticker in the center. Inside the box is a Kiehl's gift card with your customized gift message. Another Kiehl's sticker holds together the neatly folded gold tissue. Under the tissue, the gift products and samples are nestled on a bed of our signature popcorn.

[View Gift Packaging](#)

Olika typsnitt ger olika känslor

Polisen

Polisen

JAG ÄLSKAR DIG!

Jag hatar Dig!

Content is king

Design from the content out

Lorem Ipsum

...to the rescue

rem

utgår ifrån användaren | html default = 16px

Vanliga text CSS-egenskaper

- font-family
- font-size
- font-weight
- line-height
- letter-spacing

två gyllene regler

Typografi

för webben

1. Mixa fonter

- Använd aldrig mer än 2 olika typsnitt
- Blanda font-släkten (ex. serif & san-serif)
- Skapa **kontrast** med *storlek, position, färg, fontval* etc

The Nights

Hey, once upon a younger year
When all our shadows disappeared
The animals inside came out to play
Hey, when face to face with all our fears
Learned our lessons through the tears
Made memories we knew would never fade

One day my father—he told me,
"Son, don't let it slip away"
He took me in his arms, I heard him say,
"When you get older
Your wild life will live for younger days
Think of me if ever you're afraid."|

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Crash course i

fonts.google.com

A person with a mustache and glasses, wearing a green t-shirt, is holding a vintage computer keyboard. The background shows a desk with two computer monitors displaying code and a calculator. The entire image is overlaid with a semi-transparent green filter. The text "Lets code!" is written in a bold, white, sans-serif font, and "Läs in två olika fonter från google webfonts" is written in a white, monospace font below it.

Lets code!

Läs in två olika fonter från *google webfonts*

2. White space

- **White space** = yta (behöver inte vara vitt)
- Låter innehållet “andas”
- Överdriv! **Mycket** white space är bra för hjärnans informationsbearbetningen!
- En viktig micro-white space är *line-height*
- Viktigt med “*skannbarheten*”

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Hello world!

Hello world!

Winter is coming



Hem

Geofilter

Snapkoder

Annonser

Ladda ner



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Crafting Digital Experiences.

The work *of* designer Frank Lucas

LEARN MORE

SELECTED WORK

We nurture our collaborative *creative thinking & high-end design outcomes* to develop compelling work that sets us apart.

white space gäller även bilder

Men då måste man ibland Photoshoppa lite...

ON THE ROAD

