Typografi & Bild

för webben



Hur vi läser

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

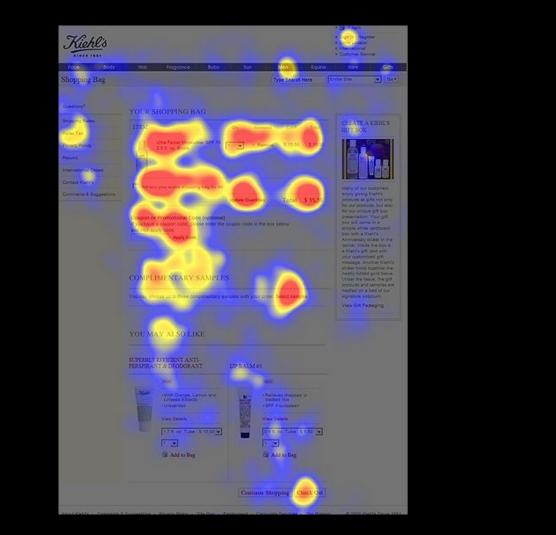
"Enilgt en unsiödrnnekg på ett esklengt uteeisrinvt så sepalr det ignen

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



Olika typsnitt ger <u>olika känslor</u>

Polisen

Polisen

JAG ÄLSKAR DIG!

Jag hatar dig!

Content is king

Design from the content out

Lorem Ipsum

...to the rescue

utgår ifrån användaren | html default = 16px

rem

Vanliga text CSS-egenskaper

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

två gyllene regler

Typografi

för webben

1. Mixa fonter

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

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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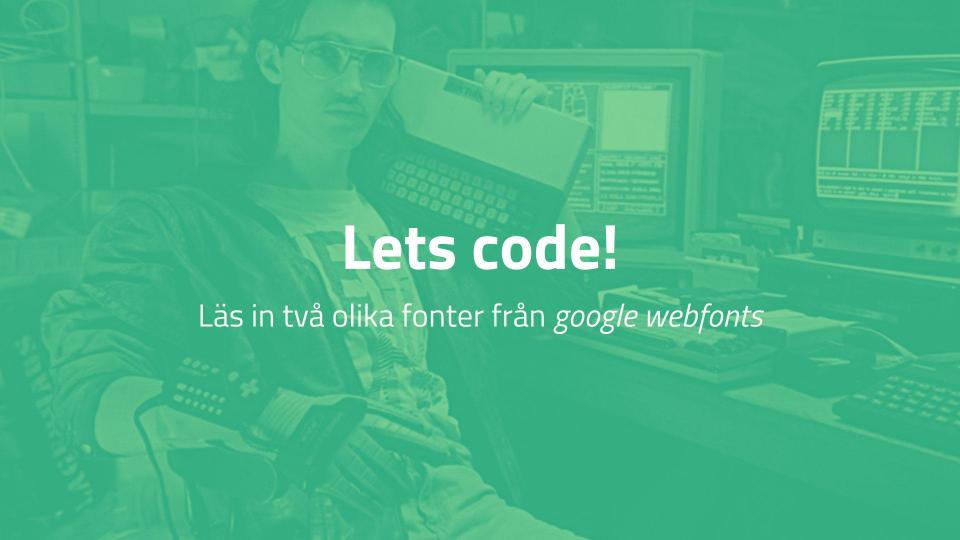
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<u>.</u>

Crash course i

fonts.google.com



2. White space

- White space = yta (behöver inte vara vitt)
- Låter innehållet "andas"
- Överdriv! <u>Mycket</u> white space är bra för hjärnans informationsbearbetningen!
- En viktig micro-white space är line-height
- Viktigt med "skannbarheten"

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

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"When you get older Your wild life will live for younger days Think of me if ever you're afraid."

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"

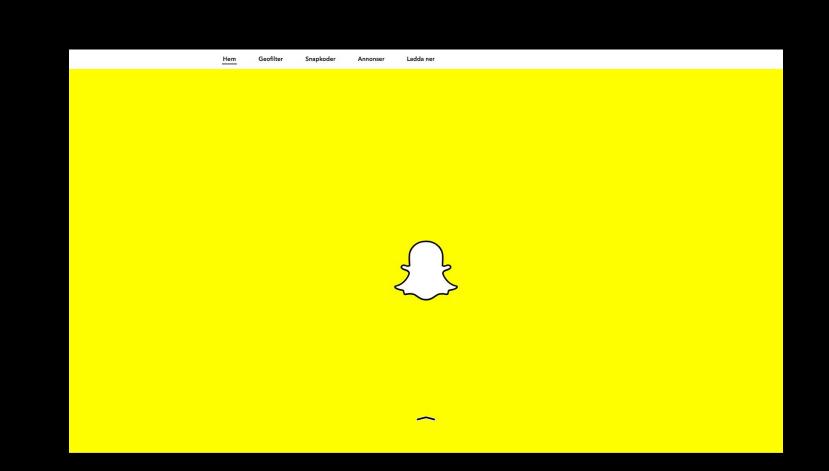
He took me in his arms, I heard him say,

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Hello word.





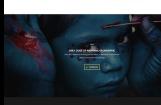


SELECTED WORK

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



















Men då måste man ibland Photoshoppa lite...

white space gäller även bilder

