WWW, Web Design, Multimedia

Web Fonts, Design, Typography

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Anatomy of letters

Web fonts:

- *Designed for max readability on screen*
- *Understand the "parts" identify the font*
- *Letter space.*
- *Sans Serif vs. Serif*
- *Compare Georgia & Verdana*

Anatomy of letters

aa bb cc
ee ff gg
nn oo pp tt
AA OO RR

Anatomy of letters

Compare Georgia & Verdana

Anatomy of letters

Serif

Sans Serif

Anatomy of letters

Develop a Style Guide

Typography

- *No bad fonts, just inappropriate fonts*
- *Readable and accessible*
- *Style*
- *Selection of the font group and when to choose which*

Classify fonts

- *Venetian – has a look created by human hand*
- *Old style – type writer look, printing technology*
- *Transitional – increased contrast between thin/thick strokes.*
- *Modern – exaggerated contrast between thin/thick strokes, and flat serif.*
- *Slab serif – usually with strict geometry structure.*
- *Other serif fonts – booming of web font design*
- *San serif – don't have serif*
- *Geometric sans – based on circles, or triangles*
- *Humanist Sans – various thickness, have a humanist feeling.*
- *Hand writing*

Pairing fonts

Harmony – common physical feature

Contrast – not too similar, some differences

Use different font identify hierarchy
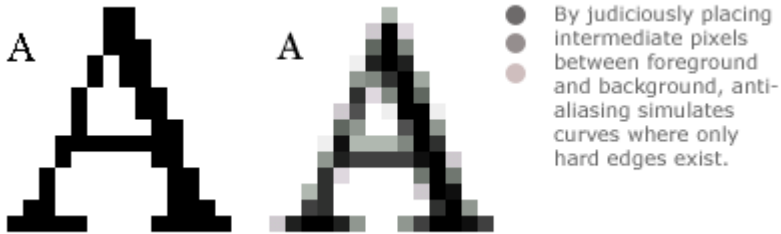
Problems with online delivery

Pixelization

The crude pixels of current screens do a great injustice to the subtle curves of a typeset letter.

Anti-aliasing

Using intermediate colored pixels around the edge of letterforms

By judiciously placing intermediate pixels between foreground and background, anti-aliasing simulates curves where only hard edges exist.

Develop a Style Guide

Fonts resources

- http://www.google.com/webfonts
- https://typekit.com/
- http://www.microsoft.com/typography/default.mspx
- http://www.type.co.uk/
- http://www.goodwebfonts.com/