Notes

Applied Art for the Web - 25th January 2012 (Typography)

- Information Architecture
  - Structure
  - Data
  - Usability
    - Readability, avoid large amounts of text as an Image! (pixellation)
  - User experience (UX)
    - Static text
    - Animated text
    - Interactive text
- Type as...
  - Text
  - Hyperlinks (hypertext)
  - Expression (e.g. animated type, type as an image, logo etc)
  - Experimentation (sound, image, type, interactivity of text etc)
  - Postscript
    - Text programming language
- Other
  - Audience - who is the website for
  - "The screen is not flat" - visual space
  - Combine effects to give depth (sound, video, animation)
  - Semiotics - text (and whole effect!!) to communicate a message
  - Engagement
  - Serif vs Sans Serif (without serifs)
  - font-family: like fonts (use fonts that are similar)
  - Embed font on website (??) - true type
  - Microsoft Typography website, Clear Type project
    http://www.microsoft.com/typography/cleartype
    Clear Type is built into windows 7
  - The Wasteland site - example of engagement (techniques with type - including video, highlighted text, audio etc, try it!)