Notes

Applied Art for the Web - 1st February 2012 (Typography)

- General
  - I love typography, examples of good & bad typography - http://ilovetypography.com
  - How many fonts per page/site, typically 2-3 (including logo, where you should try to use the same font)
  - Font Shop - http://www.fontshop.com/
  - Example of (web safe) fonts http://www.inspirationbit.com/16-best-loved-font-bits-in-web-design
  - Avoid text as an image (pixellation when zoomed, searching etc)
  - Recommended reading: "The Effects of Typographic Style Applied to the Web"
  - Text = symbols that stand for meaning
- Serif vs Sans Serif
  - Sans Serif examples include Calibri, Arial, Verdana, Trebuchet
  - Serif examples Times New Roman, Georgia, Palatino
  - Monospace fonts - e.g. courier, courier new
  - contrast of serif and sans serif (without serifs) also known as just "sans"
  - Contrast of serif (headings) and sans-serif (body text) can work, e.g. A List Apart using serif for <hN> tags (font-family: Georgia, "Times New Roman", serif) and body (font-family: Verdana, sans-serif)
- @font-face
  - Can use any licensed TrueType (.ttf) or OpenType (.otf) font
  - To use web fonts, each form of the font family must be declared using the @font-face rule
  - e.g. @font-face { font-family: Delicious; src: url('Delicious-Roman.otf'); } @font-face { font-family: Delicious; font-weight: bold; src: url('Delicious-Bold.otf'); }
  - Google fonts (free)
  - Commercial fonts (e.g. fontdeck, typophile)
- CSS
  - Embedded (inline style)
  - Internal (internal style)
  - External (external stylesheet)
  - CSS Typography the Basics: http://sixrevisions.com/css/css-typography-01
  - e.g. p {font-style: oblique; font-weight:bold;}
  - Other attributes to try: letter-spacing, text-indent, line-height, font-size (%, em, px, large, small, etc)
  - Good body font size 12px (0.75em) or 14px (0.875em), base size typically 16px
  - Blind text
    - Lorem ipsum generator (will generate loads of text to give a feel for the site, "blind text") - http://www.lipsum.com
- Other
  - Open TYpography (Javascript?)
  - Fibonacci Spiral (symmetry)
  - typhophile.com
  - planetpropoganda.com
  - Word press themes - http://wpshower.com/
  - Experimental typography - http://www.typorganism.com/

1st February 2012