

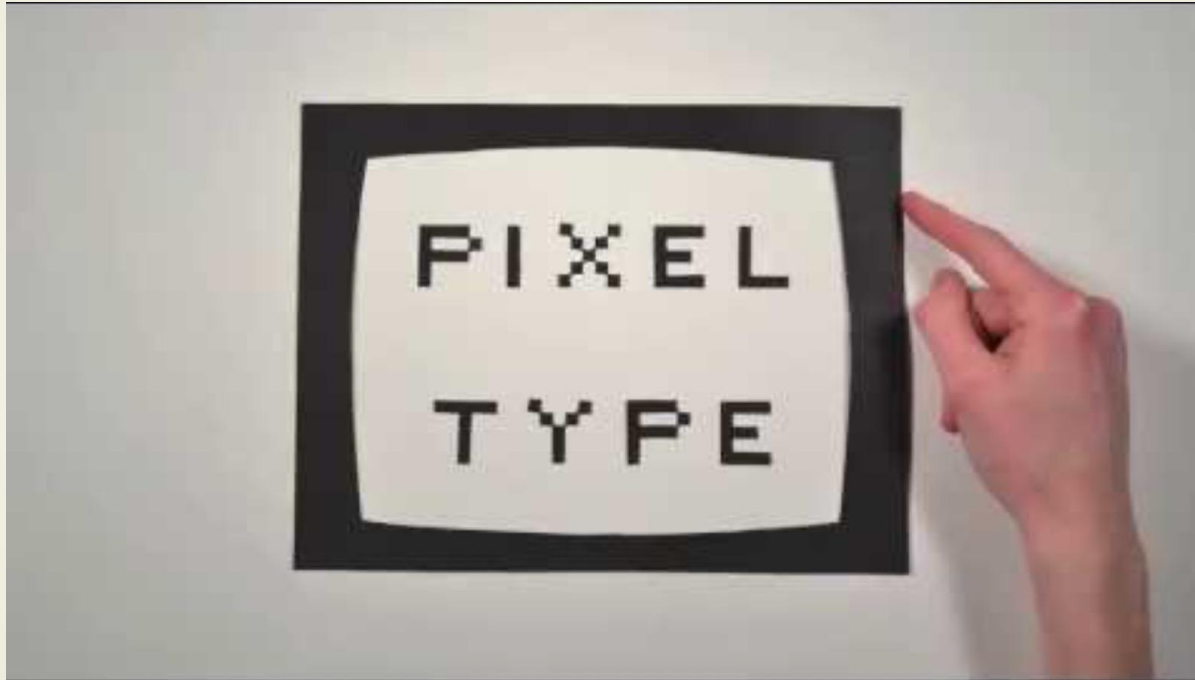
Typography



The strategic use of type to create texture, hierarchy, organization, and clear communication



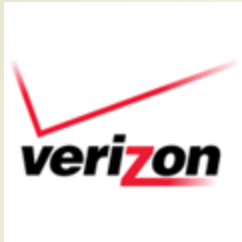
Typography



<https://youtu.be/wOglkxAfjsk?si=aLYZ2HSF3W4LIHkd>



Optional Helvetica Movie



Font vs. Typeface

Typeface

- Refers to entire family
- e.g., regular, bold, italic, etc.

Font

- Refers to specific member of family
- e.g., Helvetica Bold



Proportional

vs.

Monospaced



Serif

VS.

Sans serif



Serif Typeface Families

Caslon

- Old Style – Low contrast between thick and thin

Baskerville

- Transitional – Thinner serifs, higher contrast between thick and thin

Bodoni

- Modern – Thin serifs, extreme contrast between thick and thin



Display Fonts

- Association- have to do with our past experience
- Visual communication—appearance of the font
- Logos, possibly elsewhere



Data 70

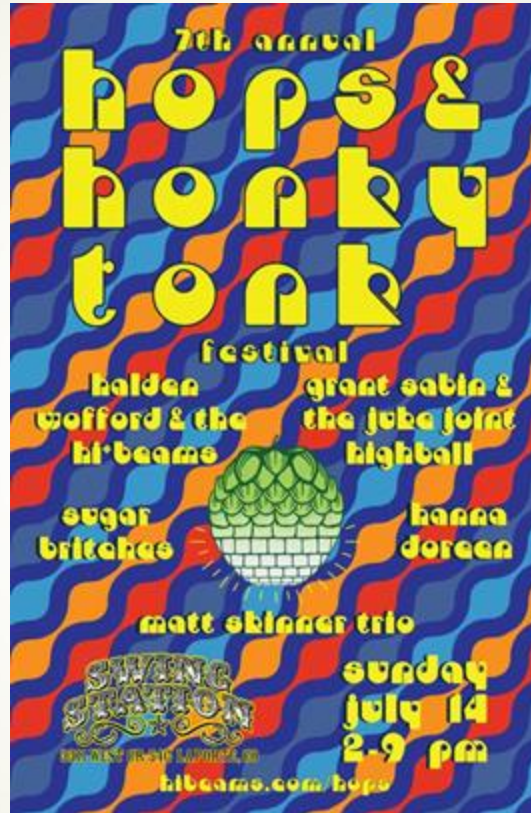






dojo ep





LOREM IPSUM



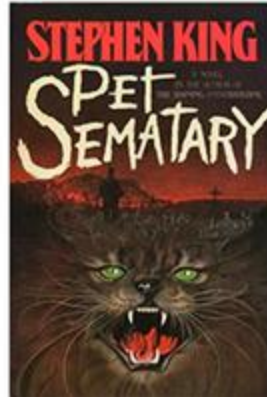
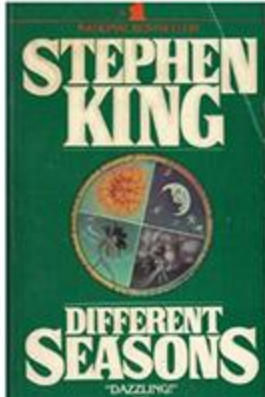
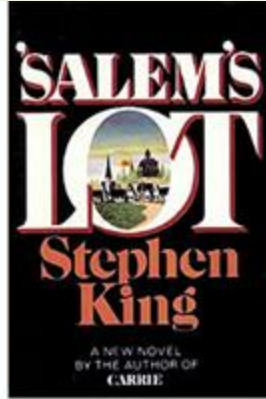
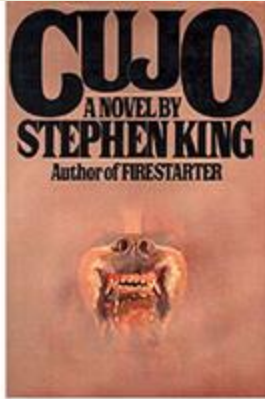


ITC BENGUIAT



STRANGER THINGS





Visual Communication

CREEPY





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Topics • Formats • Typefaces •

ITC Benguiat

Started as an extension of a (probably unrealized) logo design for a friend's company named Aesthete, (Benguiat at TYPO Berlin 2009). Announced in 1977 and publicly released in January 1978. Condensed styles arrived later that year.

The original had alts for "A" and "M" and various ligatures which are not available in today's digital version.

See also ITC Benguiat Gothic.

Foundries

ITC

Slater & White

Paratype

Designers

Ed Benguiat

Release Date

Jan 1978

Related Typefaces

Abbey (1)

Aleph

CA Edward

Canton (1)

Decision Act Nouveau (1)

ITC Benguiat Gothic (1)

ITC Korkina (1)

ITC Souvenir (1)

Junk Food

MGB Pastiche (7)

Mills

Get the Fonts

MyFonts →

FontBazaar →

Info

1977 US&A announcement →

1977 slush showing w/ Slap →

1978 Photo-Lettering ad →

Savannah (Condensed) →

Ed Benguiat w/ drawings →

1989 showing of a Cyrillic adaptation by A. Reakhtany →

Show: All (44) / Staff Picks (8) Sort: Contribution Date ▾

Petr Kotik

180-AS CSOPORT

Maxima

Futura

ITC Benguiat

CAFÉ AMIS

Utile Display

ITC Benguiat

CARROSSERIE

GIBSON WORKS

ITC Benguiat

Gibson

STEPHEN KING

ITC Benguiat

LL Circular

Devil House

Ars Nova

ITC Benguiat

MORIES

CLOUD STORM

ITC Serif Gothic

Darden Studio & You

ITC Benguiat

Helvetica

Helvetica Cond.

Howland

ITC Benguiat



Typography Terms



- Alignment along baseline
- x-height is height of lowercase x
- Cap height may be less than height of ascender
- Descenders are below the baseline



Kerning/Tracking

AV Wa
No kerning

AV Wa
Kerning applied



Leading

One morning, when Gregor Samsa
woke from troubled dreams, he

One morning, when Gregor Samsa
woke from troubled dreams, he



Legibility

- Function of typeface design
- Informal measure of how easy it is to distinguish one letter from another in a particular typeface



Readability

- Dependent upon how the typeface is used
- Size, color, background, alignment, resolution, et. al.
- Gray text on gray background not readable no matter the legibility



Legibility – SF Pro (Apple)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!#\$%&/.|*`@',?::)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

mail@example.com <http://www.cufonfonts.com>



Legibility - Lennarts & De Bruijn

< | > | < | < | < | < | < | < |
| < | < | < | < | < | < | < |
| < | < | < | < | < | < | < |



Print vs. web

- Print is a higher resolution medium (>150 dpi +)
- Typical desktop screen resolution is around 100 ppi
- Read slower on computer screen
- Serifs generally more legible in print
- Sans Serifs generally more legible on screen – some exceptions



Optimized for screen

- Typically, higher x-height, more open counters (e.g., inside of a)
- Verdana: Sans serif, optimized for reading on screen
- Georgia: Serif typeface used frequently on the web
- Arial, Helvetica, Open Sans, others



Readability – Mixed Case vs. All Caps

Within the field of typography there is still a strong belief that words can be recognized as a whole. According to this idea, words form a certain shape—referred to as so-called bouma (shape)—and we can recognize (and therefore read) this shape or outline if we have seen it over and over again.

WITHIN THE FIELD OF TYPOGRAPHY THERE IS STILL A STRONG BELIEF THAT WORDS CAN BE RECOGNIZED AS A WHOLE. ACCORDING TO THIS IDEA, WORDS FORM A CERTAIN SHAPE—REFERRED TO AS SO-CALLED BOUMA (SHAPE)—AND WE CAN RECOGNIZE (AND THEREFORE READ) THIS SHAPE OR OUTLINE IF WE HAVE SEEN IT OVER AND OVER AGAIN.



Readability concerns

- Justification
- Line length
- Size
- Contrast
- Line spacing (leading)
- Emphasis



Justified

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Centered

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat.



Aligned Right

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat.



Ragged right

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Line Length

- Avoid very long lines of text
- The eye's span of acute focus is only about three inches wide
- Designers keep text in columns or blocks not much larger than that comfortable eye span
- Two columns are easier to read than one wide column in print—not on web, though



Line Length

The window slid up easily—too easily—and Mike waited a long time, listening, before he made a move. The whole huge pile of the factory was still.

The window slid up easily—too easily—and Mike waited a long time, listening, before he made a move. The whole huge pile of the factory was still. There were no lights anywhere, except that dim one by the gate through the stockade. Lying quite still in the

The window slid up easily—too easily—and Mike waited a long time, listening, before he made a move. The whole huge pile of the factory was still. There were no lights anywhere, except that dim one by the gate through the stockade. Lying quite still in the darkness, Mike waited. There was no sound, no ringing of alarm bells, no bustle of activity anywhere. The manufacturing plant of the

The window slid up easily—too easily—and Mike waited a long time, listening, before he made a move. The whole huge pile of the factory was still. There were no lights anywhere, except that dim one by the gate through the stockade. Lying quite still in the darkness, Mike waited. There was no sound, no ringing of alarm bells, no bustle of activity anywhere. The manufacturing plant of the Whitney Jewelry & Watch Company remained as it had been before, a vast, still pile of brick, with empty-eyed windows staring blankly



Optimal line lengths

- Too short means too much tracking back and forth
- Too long means too hard to find the next line
- Rules of thumb vary. Typically 50-100 characters.
- Elements of Typographic Style: 66 characters per line



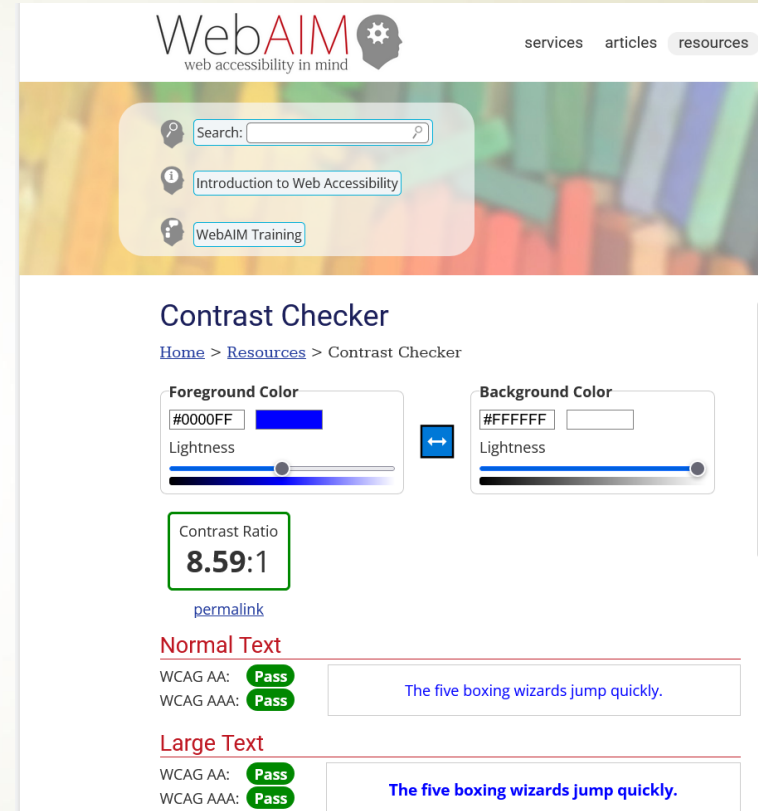
Font size on the web

- CSS Property *font-size*
- Pixels
- Ems
- Avoid points
- 16px/1em minimum size
- Older browsers - User resize fonts when specified in ems, not pixels.



Contrast

- Contrast issues: Black text on white background most readable.
- Check contrast with online tool
- <https://webaim.org/resources/contrastchecker/>
- Also plugin

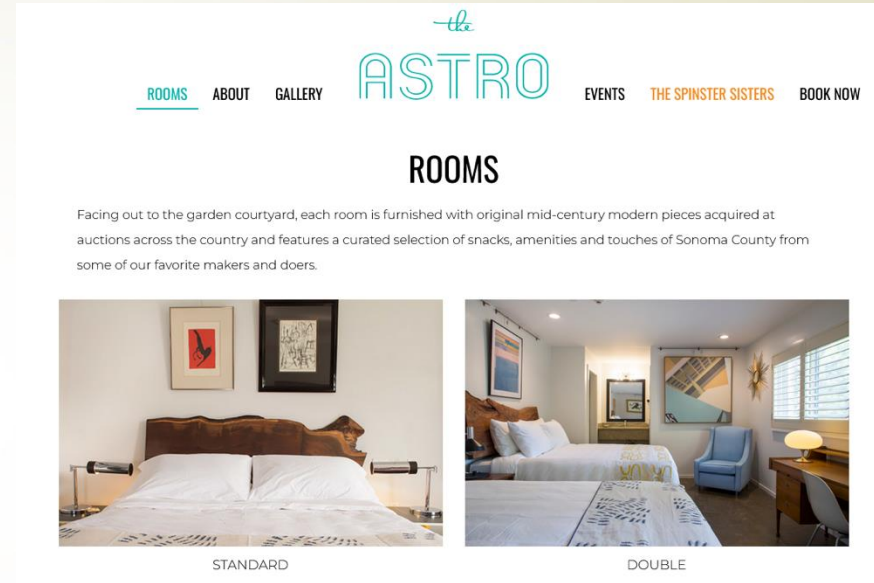


The screenshot shows the WebAIM Contrast Checker tool. At the top, the WebAIM logo and navigation links (services, articles, resources) are visible. A search bar and a list of links (Introduction to Web Accessibility, WebAIM Training) are present. The main section is titled "Contrast Checker" and includes a breadcrumb trail: Home > Resources > Contrast Checker. Below this, there are two color selection panels: "Foreground Color" (set to #0000FF, blue) and "Background Color" (set to #FFFFFF, white). Both panels have a "Lightness" slider. A "Contrast Ratio" box displays "8.59:1". A "permalink" link is provided. The tool also shows "Normal Text" and "Large Text" sections, each with "WCAG AA" and "WCAG AAA" status indicators (all "Pass") and a sample text box containing "The five boxing wizards jump quickly."



Leading (line spacing)

- CSS line-height property (multiplier to font size).
- Default is 1.15x or so
- Increase for longer lines or for effect
- Example:
theastro.com/rooms/



Emphasizing Text

- **Bold**
- *Italic*
- Underlined - avoid
- **Color**
- ALL CAPS – generally avoid



**STRANGER
THINGS**

**STRANGER
THINGS**





Font sources for web

- User installed fonts (fonts folder)
- Webfonts



Standard serif and sans serif fonts:

- PC: Times New Roman/Arial
- Mac: Was Times/Helvetica, Now New York, SF Pro
- Android: Roboto/Droid Serif
- iPhone: New York/SF Pro
- Linux - varies



Fonts for the web

- In print you specify
- On the web you suggest an ordered list of fonts called a font stack
- E.g. Ideal, alternative, common, generic
- “Open Sans”, Helvetica, Arial, sans-serif



Classic Dreamweaver Font Stacks


- Arial, Helvetica, sans-serif
- Times New Roman, Times, serif
- Georgia, Times New Roman, Times, serif
- Verdana, Arial, Helvetica, sans-serif
- Useful as backup to webfont stack



Webfonts

- @font-face property (Web fonts)
- Browser support
- <https://caniuse.com/#feat=fontface>
- Example #1 – Hi*Beams
- Example #2 - Skylark Lounge
- Example #3 – Midwinter Bluegrass
- Purchasing license







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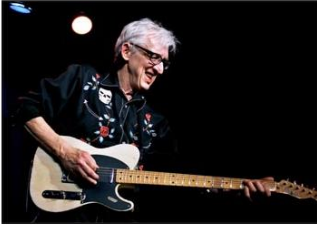
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NEWS

5/6/18

2018 Shows and Recording With Bill Kirchen

We've been waiting for the right time to break some big news, and a snowy spring day seems right. We're going to record another album this summer, and for the first time we've enlisted a producer to help us out. Who could be fearless enough to try to whip us Hi*Beams into shape, you might ask...well it's none other than [Bill Kirchen](#), titan of the Telecaster, and bona fide American music legend!



Some of you may know Bill from his seminal work with Commander Cody in the '60s and '70s, or perhaps his time recording and touring with the likes of Elvis Costello, Nick Lowe and Link Wray, or his current standing as an Austin guitar god.

Just in case you haven't had the good fortune to hear Bill play and sing, we're going to do a couple of shows with him while he's in Colorado in July. First up is our annual [Hops and Honky Festival](#), which will be on Sunday, July 1st at the Swing Station in Laporte. In addition to Bill, who we will back up, we've imported some more talent: The [Carolum Sille Combo](#) from Santa Cruz. They're a killer western swing and

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SHOP

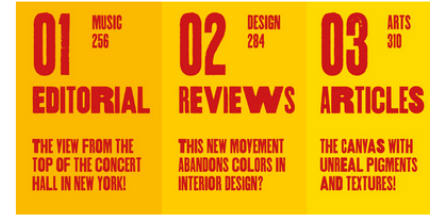


Thunderhouse

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View

List

Grid

Sample Text

The quick brown fox jumps over the lazy dog

Text Size

36

1 font

Thunderhouse Pro Regular

**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG**



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Email: benfc66@gmail.com

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2.9% Sales Tax: \$1.26

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Skylark LOUNGE

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General Contact

The Skylark Lounge
140 S. Broadway
Denver, CO 80209
303.722.7844
www.skylarklounge.com

Available For Parties

The Skylark is available for private events. Please call 303.722.7844 for more information and availability.

Booking

The Skylark books shows regularly on Thursdays, Fridays and Saturdays, and occasionally will book another day for touring acts.

For Booking:



Please call 303.722.7844 and leave a message with contact info and tell us where we can listen to your music online.

140 S. Broadway



Denver, Colorado




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♥ Favorites
0 items, \$0.00 

All fonts ▾

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Order # M8023291		Dec 2, 2016
Monotype Broadway™ Regular	Web use: 250,000 page views	Complete
		Download receipt \$37.36
Order # M2916912		May 11, 2011
Thunderhouse	Web use: 10,000 page views/month Desktop use, 5 users	Complete
		Download receipt \$44.76


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Ok, I agree



36th Annual (1986-2022)

Mid★Winter BLUEGRASS FESTIVAL

Artists Schedule Location/Lodging Tickets Video/Photos Contact



Blue Highway



The Kody Norris Show



FY5



Sons & Brothers



Blue Canyon Boys



Laramie River Band

February 18-20, 2022
Northglenn Delta/Marriott
1-25 & 120th Ave.
Denver, Colo.

Featuring in Concert:

Blue Highway

AJ Lee & Blue Summit

The Kody Norris Show

Bowregard

FY5

Long Road Home w/Pete Wernick

Sons & Brothers

Possum Trot Bluegrass

Blue Canyon Boys

Bluegrass Patriots

Suzie's Sunday Gospelgrass Sing Along & Jam

Laramie River Band

Orchard Creek (Showcase)

Tenderfoot Bluegrass Band (Showcase)

CEMS Hall of Honor Awards

Great Rocky Mountain Band Scramble

Vocal Duet Contest

Pete Wernick's Jamming Workshop

More TBA...

To this great list of talent add:

Great Rocky Mountain Band Scramble. This popular event is open to non-booked musicians of all ages and ability levels. It's loads of fun as groups are chosen by random drawing!

Gospel Music. This important part of bluegrass music will be featured all day Sunday starting at 10:00 am.

Instrumental and Vocal Workshops. Master musicians and teachers will show you new techniques in singing and playing your favorite instrument, Saturday morning from 10:00am till noon. (See [Schedule](#))

Vocal Duet Contest. Show off your vocal skills with your favorite singing partner in a relaxed, fun atmosphere. Cash prizes awarded!

Youth Jam. This popular jam is intended for those under age 20 and held on Saturday in the Greenhouse Room.

Beginners' Jam. Support, assistance and fun for beginning bluegrassers. Bring your instrument and get ready to pick!

Saturday Showcase of Bands. New bands from the region will showcase their talents for fans and promoters on the Ballroom Stage.

Vendor's Fair. Regional artisans will display instruments, art, jewelry, crafts and more!

Volunteer information. TBA.

Join our Email list for news and updates!

Sign Me Up!



AJ Lee & Blue Summit



Bowregard



Long Road Home w/Pete Wernick



Possum Trot Bluegrass



Bluegrass Patriots



Pete Wernick

Design/Hosting: Ben O'Connor



CSS Properties

- *font-family*

Sets font family with fallbacks

font-family: "Open Sans", Arial, Helvetica, sans-serif;

- *font-weight*

Sets weight (bold, or numerical 100-900)

font-weight: bold;

- *font-style*

Italic, oblique

font-weight: italic;



Conclusion

- Webfonts are way better
- Download fonts with page
- Purchase license
- Or use free service (e.g., Google Fonts, see separate presentation)
- See me for specifics of licensing

