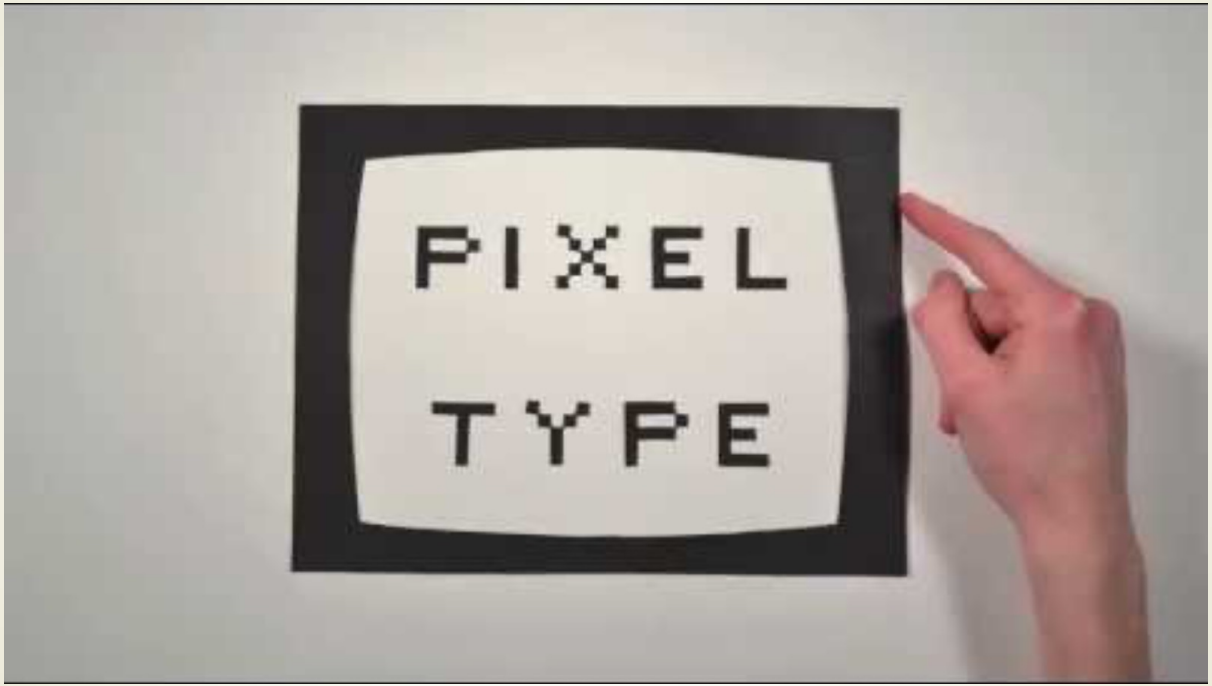
Typography

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

Typography



https://youtu.be/wOgIkxAfJsk?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

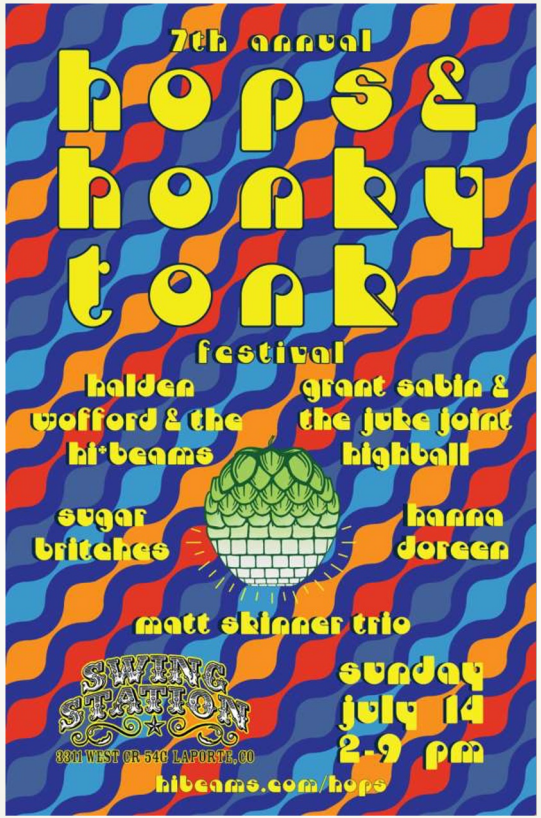
- Association- have to do with our past experience
- Visual communication—appearance of the font
- Logos, possibly elsewhere

Data 70

2001-
ŰR-
ODÜSSZEIA
SZÍNES, TUDOMÁNYOS-
FANTASZTIKUS
ANGOL FILM
RENDEZTE: STANLEY KUBRICK
FORGALMAZÓ:
METRO-GOLDWYN-MAYER

SHOCKING BLUE
BLOSSOM LADY
Is this a dream

dojo


7th annual
hops & honky tonk
festival
halden wofford & the hi*beams
grant sabin & the juke joint highball
sugar britches
hanna doreen
matt skinner trio
SWING STATION
8301 WEST CR 54G LAPORTE, CO
sunday july 14
2-9 pm
hitbeams.com/hops

LOREM IPSUM

DE ANZA
MOTOR LODGE

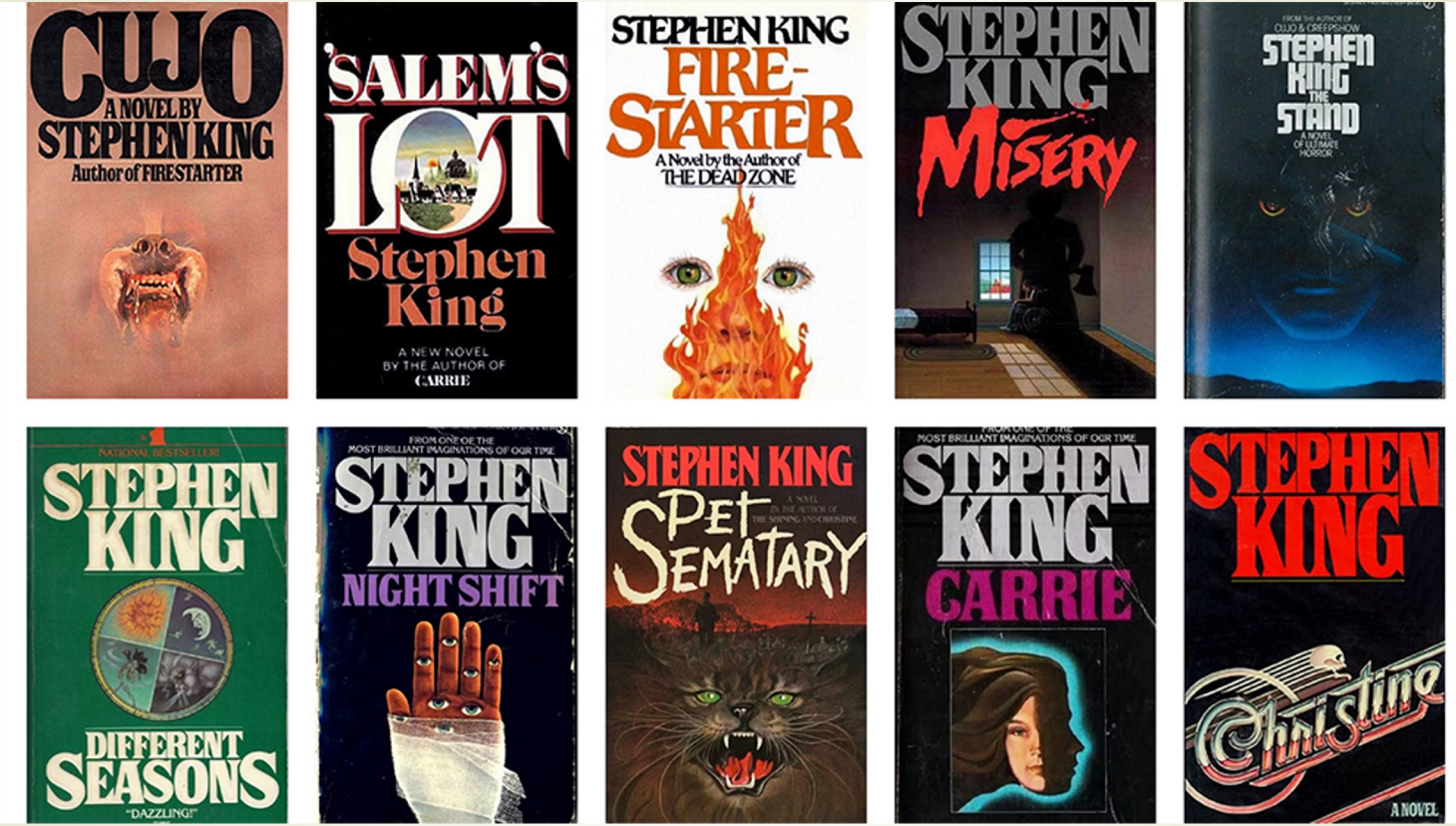
EL VADO
MOTEL
VACANCY

MONTEREY
MOTEL
VACANCY

Nob Hill
COURT
A NOB HILL MAIN STREET
E 21 FLOWERS
F NOB HILL DEVELOPMENT
G GORDON LAND & CATTLE
H AVAILABLE
J STUDIO JAXX

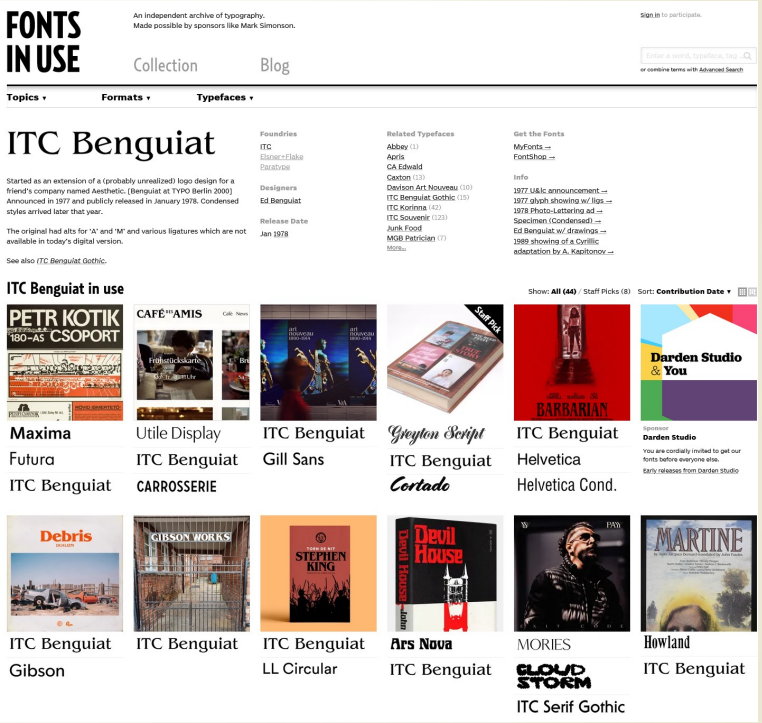
ITC
BENGUIAT

STRANGER
THINGS


CUJO
A NOVEL BY
STEPHEN KING
Author of FIRESTARTER
'SALEM'S LOT
Stephen King
A NEW NOVEL
BY THE AUTHOR OF
CARRIE
STEPHEN KING
FIRE-STARTER
A Novel by the Author of
THE DEAD ZONE
STEPHEN KING
MISERY
FROM THE AUTHOR OF
CUJO & CREEPSHOW
STEPHEN KING
THE STAND
A NOVEL OF ULTIMATE HORROR
NATIONAL BESTSELLER!
STEPHEN KING
DIFFERENT SEASONS
"DAZZLING!"
FROM ONE OF THE
MOST BRILLIANT IMAGINATIONS OF OUR TIME
STEPHEN KING
NIGHT SHIFT
STEPHEN KING
Pet Sematary
STEPHEN KING
CARRIE
STEPHEN KING
Christine
A NOVEL

Visual Communication

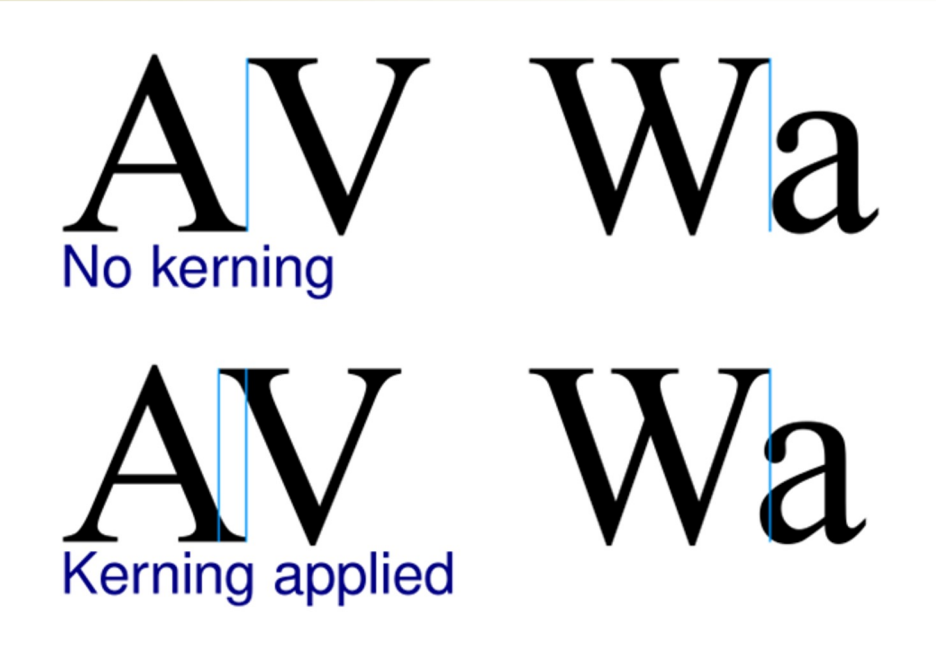
fontsinuse.com



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



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

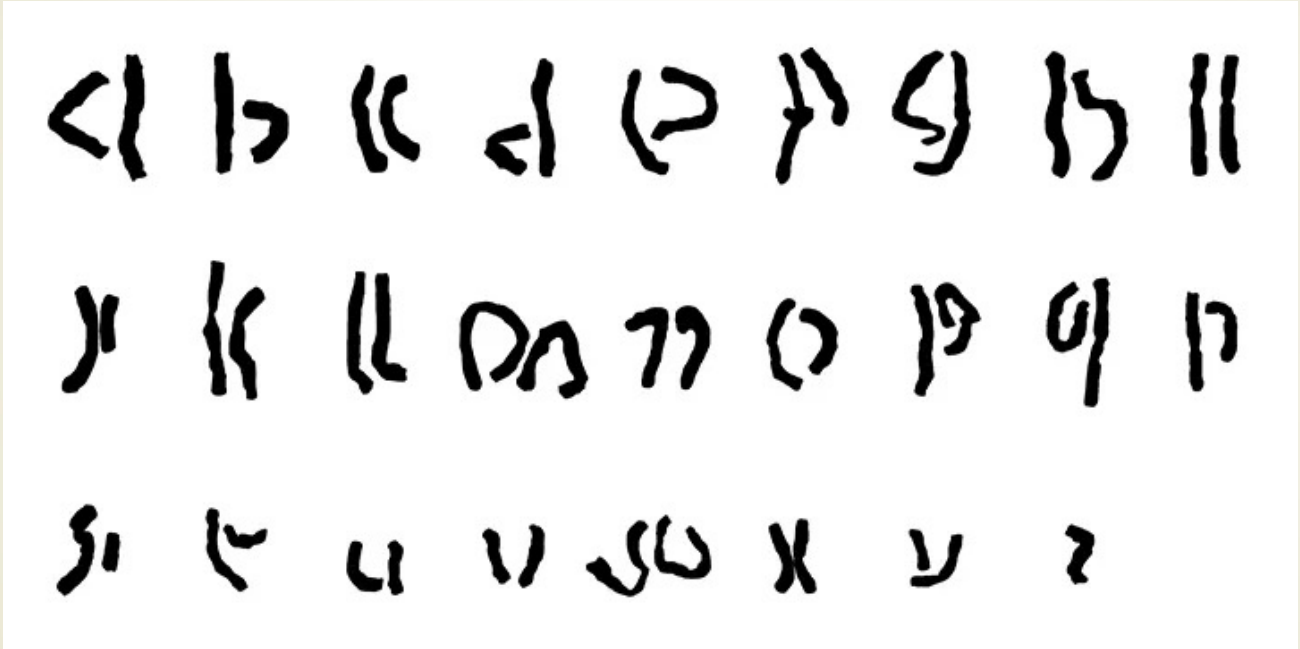
SCHADENFREUDE

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 adipisicing 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 adipisicing 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 adipisicing 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 adipisicing 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

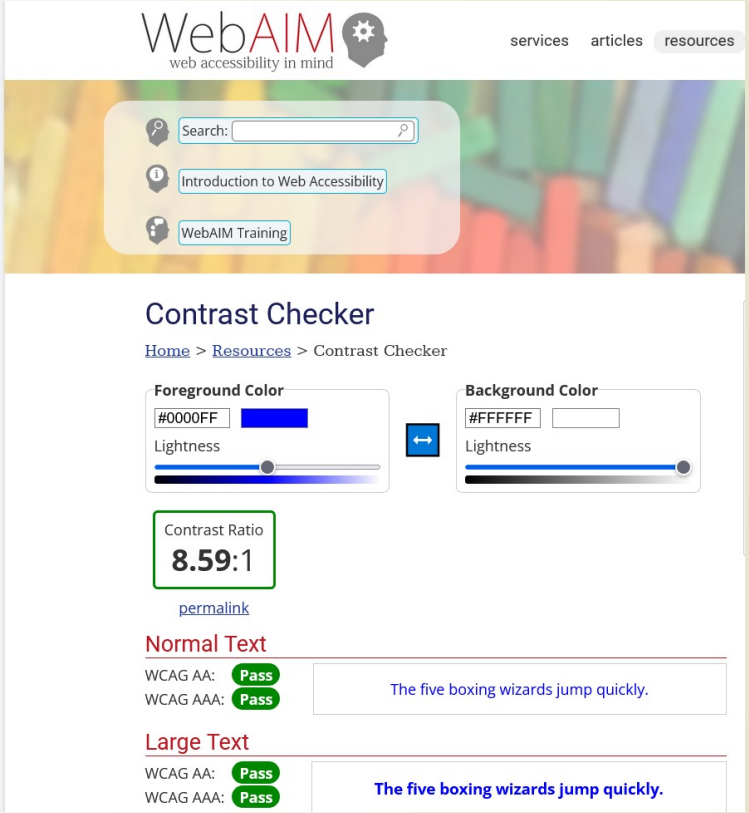
- Too short means too much tracking back and forth
- Too long means too hard to find the next line
- Rules of thumb vary. Typically 50-100 characters.
- Elements of Typographic Style: 66 characters per line

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.

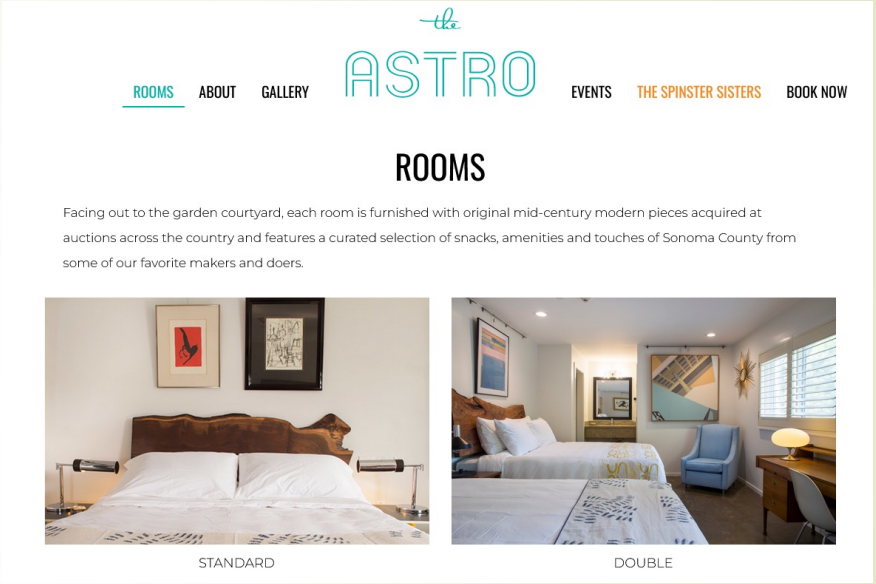
Contrast

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



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

HALDEN WOFFORD & the HI BEAMS
ROCKY MOUNTAIN straight HONKY TONK

HOME ABOUT NEWS SHOP VIDEO PROMO

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 Carolyn Sills Combo from Santa Cruz. They're a killer western swing and

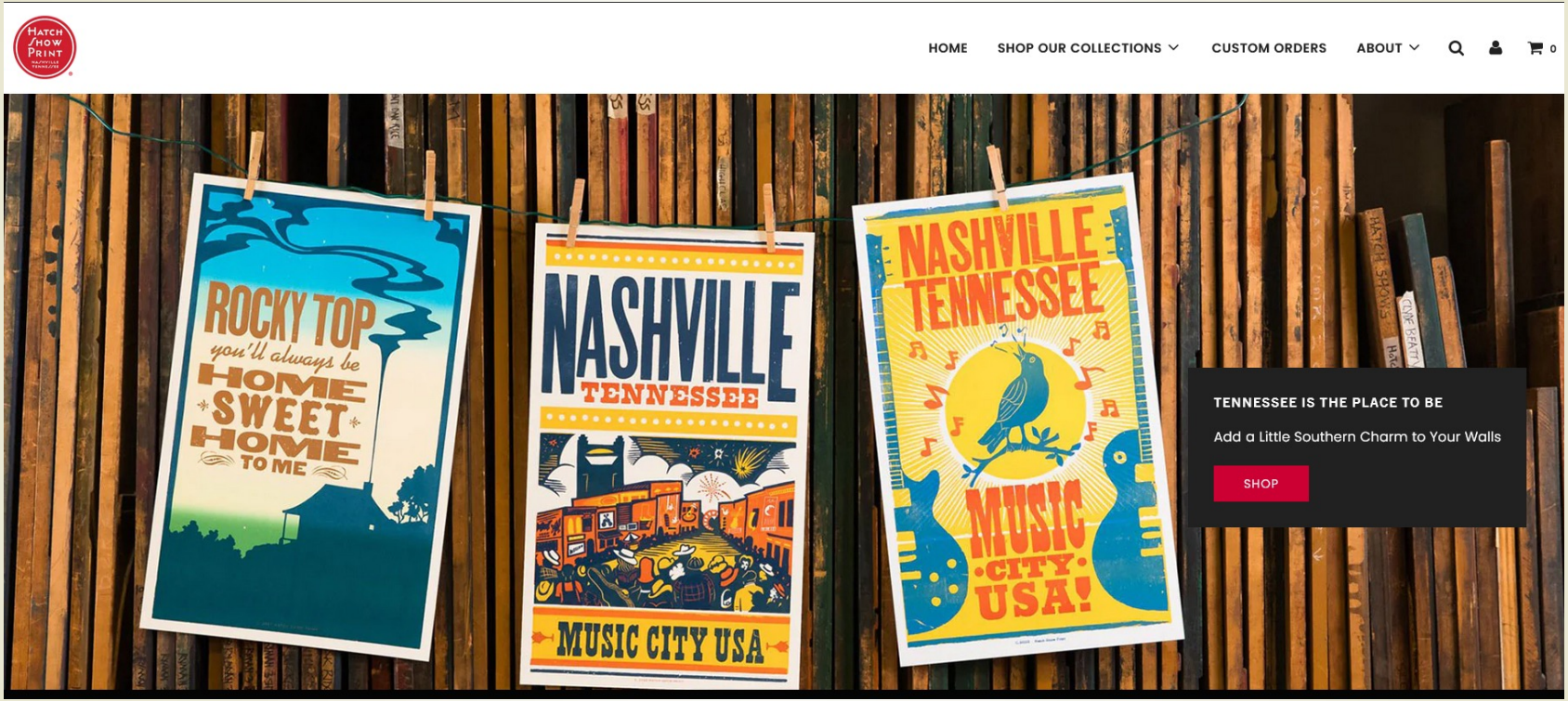
DOWNLOAD/STREAM

ITUNES

AMAZON MUSIC

SPOTIFY

YOUTUBE MUSIC


HATCH SHOW PRINT
HOME
SHOP OUR COLLECTIONS
CUSTOM ORDERS
ABOUT
0
ROCKY TOP
you'll always be
HOME SWEET HOME
TO ME
NASHVILLE
TENNESSEE
MUSIC CITY USA
NASHVILLE
TENNESSEE
MUSIC
CITY
USA!
TENNESSEE IS THE PLACE TO BE
Add a Little Southern Charm to Your Walls
SHOP

Thunderhouse

From Aerotype.

Activate 1 Font

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Fonts | Templates | Recommendations | About | Licensing | Details

Add to Favorites | Add to Web Project

View: List | Grid

Sample Text: The quick brown fox jumps over the lazy dog

Text Size: 36

1 font

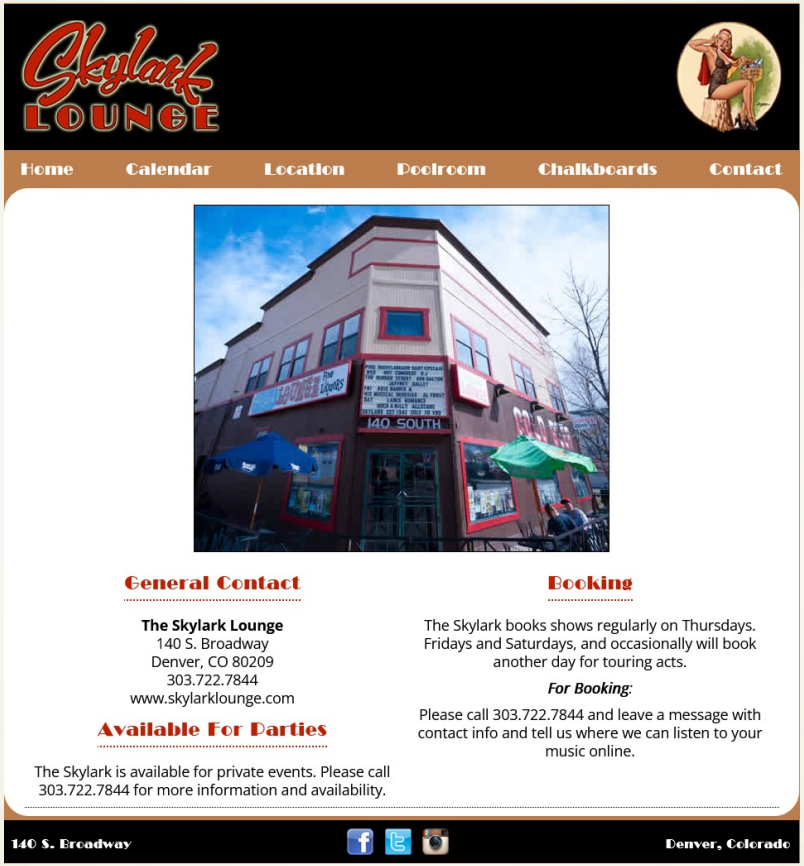
Thunderhouse Pro Regular

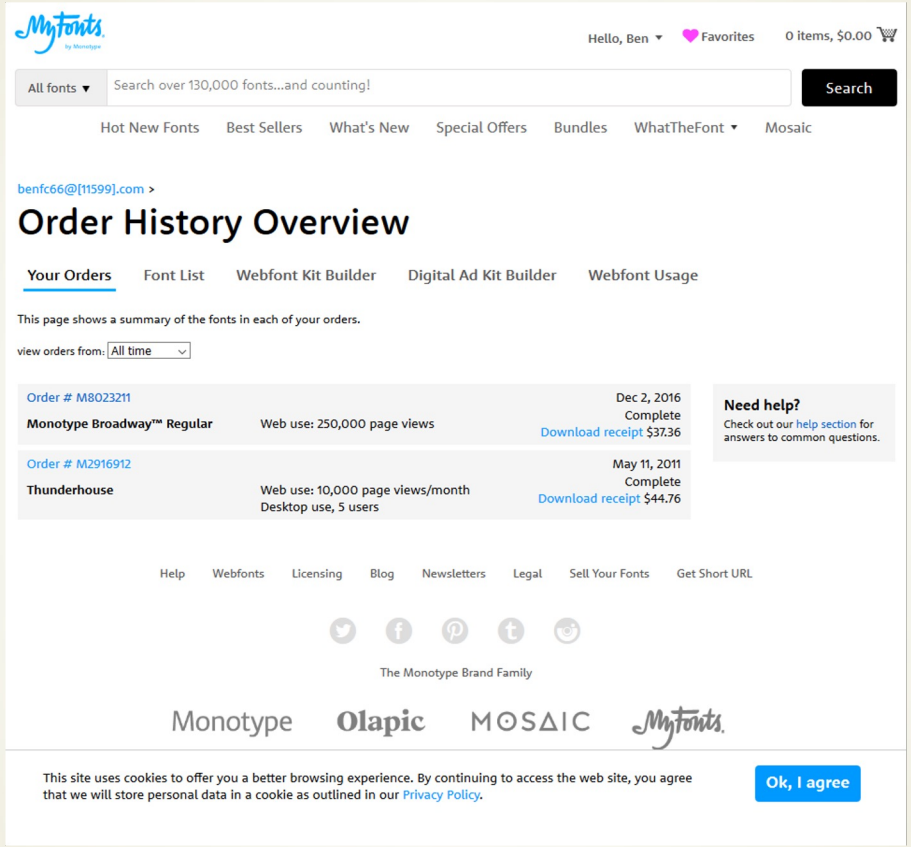
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

Date: May 11, 2011 19:31:46
Order Number: M2916912
Login Name: benfc66@gmail.com
Email: benfc66@gmail.com
Purchase:

- 359873 Thunderhouse (OTF, Win TTF, Win T1) $43.50
  Aerotype package
  5-user license + 10,000 pageviews/month webfont use

Subtotal: $43.50
2.9% Sales Tax: $1.26
Total Price: $44.76 (USD)


Skylark
LOUNGE
Home
Calendar
Location
Poolroom
Chalkboards
Contact
140 SOUTH
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


MyFonts
Hello, Ben
Favorites
0 items, $0.00
All fonts
Search over 130,000 fonts...and counting!
Search
Hot New Fonts
Best Sellers
What's New
Special Offers
Bundles
WhatTheFont
Mosaic
benfc66@[11599].com >
Order History Overview
Your Orders
Font List
Webfont Kit Builder
Digital Ad Kit Builder
Webfont Usage
This page shows a summary of the fonts in each of your orders.
view orders from: All time
Order # M8023211
Monotype Broadway™ Regular
Web use: 250,000 page views
Dec 2, 2016
Complete
Download receipt $37.36
Order # M2916912
Thunderhouse
Web use: 10,000 page views/month
Desktop use, 5 users
May 11, 2011
Complete
Download receipt $44.76
Need help?
Check out our help section for answers to common questions.
Help
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Licensing
Blog
Newsletters
Legal
Sell Your Fonts
Get Short URL
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Olapic
MOSAIC
MyFonts
This site uses cookies to offer you a better browsing experience. By continuing to access the web site, you agree that we will store personal data in a cookie as outlined in our Privacy Policy.
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
I-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)
CBMS 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 drawings!

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' Jams. 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.

Vendors' 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