GD157 Motiongraphics

Welcome

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Class website: laurahuisinga-design.com/GD157

Links

Class Website: http://laurahuisinga-design.com/GD157

Syllabus: http://laurahuisinga-design.com/GD157/_IMG/
GD157Syllabus_F17MW.pdf

Google Classroom: https://classroom.google.com/u/1/c/
NzExODYwMzYwMFpa

Typography

"Typographic hierarchy is a *system* for organizing type that establishes an order of *importance* within the data, allowing the reader to *easily find* what they are looking for and *navigate* the content."

Basic methods for establishing a visual typographic hierarchy:

- **Size**
- **Weight**
- **Color**
- **Position**
- **Type Contrast**

Simple rules for good typography

Here are some **basic rules** to **improve your typography** across either web or print. Of course, these rules are only to start with, and rules are meant to be broken. But if you want something to look neat, clean and generally well designed they are a good set to follow.

Don't use too many typefaces

Consistency throughout a document or website is helpful. It brings unity and one identity. It also makes it clean, tidy and just basically not messy. A good rule to follow then is to not use more than 3 different typefaces in one document.

Hierarchy

It is always important in typography to pay close attention to the hierarchy of the page. The most basic thing is to keep the headline at the top of the page in a larger size. But more than this its just a case of looking at the page and asking other people what they read first. As a designer we should be thinking about communication constantly. This is our primary focus.

Font size

Use no more than 4 font sizes in a document or website. Preferably 3. Again this is a case of consistency. Too many copy sizes make a document disjointed. 3 also allows enough variation to emphasise certain text and categorise text together. For example, you have

one size for a heading, one for an introduction, one for body text and one for a pullout quote or something else. This will be consistent across the whole 8-10pt for body copy. Always keep body point between between these sizes. It looks neat and tidy and allows headings. Definitely do not go over 12pt.

A typeface not legible is not a typeface

There is a place for all kinds of artistic typefaces, but for good standard copy lets keep things simple people. It must be legible. This is certainly the case for body copy. Keep experimental typefaces for posters or at best headlines. They are never well received in large quantities. Can you read this easily?

Leading

Leading is essentially the vertical space between the lines of type. Leading is something that so many designers forget about, its easy just to stick with the auto settings. But trust me, this can make or break a document. Pay close attention to your leading. I personally like to

keep my leading tight, but without ever overlapping. Usually I will go for a little above the font size, slightly below the auto setting. This works especially well with helvetica like typefaces. Either way, there should not be too much space, and the letters should not overlap at all!

Kerning

Kerning is the spacing between letters. Again, like leading this seems like an obvious one, but still needs careful attention. Consider if your typeface generally needs spacing out more, or if it looks better with tighter kerning. I always prefer helvetica and future manually tightened as they have quite a bit of space between letters on the normal setting. Also it is worth taking special care with specific characters. Again, no characters should overlap. An example of this is for helvetica r and t characters together. Be worth kerning manually in this case.

Accent or emphasise

This can help bring out key words and also break up large sections of text. Large chunks of copy tend to

Typography

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- **Mixing Fonts**

- **serif / san-serif**

- **no more than 2 different families**

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Typography

font {   Sets all the font properties in one declaration

font-family {   Specifies the font family for text

font-size {   Specifies the font size of text

font-style {   Specifies the font style for text

font-variant { Specifies whether or not a text should be displayed in a small-caps font

font-weight { Specifies the weight of a font

Typography

color {   Sets the color of text

direction {   Specifies the text direction/writing direction

letter-spacing {   Increases or decreases the space between characters in a text

line-height {   Sets the line height

text-align {   Specifies the horizontal alignment of text

text-decoration {   Specifies the decoration added to text

text-indent { Specifies the indentation of the first line in a text-block

Typography

text-shadow {   Specifies the shadow effect added to text

text-transform {   Controls the capitalization of text

vertical-align {   Sets the vertical alignment of an element

white-space { Specifies how white-space inside an element is handled

word-spacing {   Increases or decreases the space between words in a text

Typography

Good typography comes from paying attention to tiny details; this can make the difference between graphic design work that is acceptable or really good.

Emil Ruder   Typography

recognizing one letter at a time, but by recognizing the shapes of whole words

Legibility and readability are commonly used words in the world of type.

A book is more likely to be a "page turner" if its type is pleasantly readable—badly set type wears a reader out.
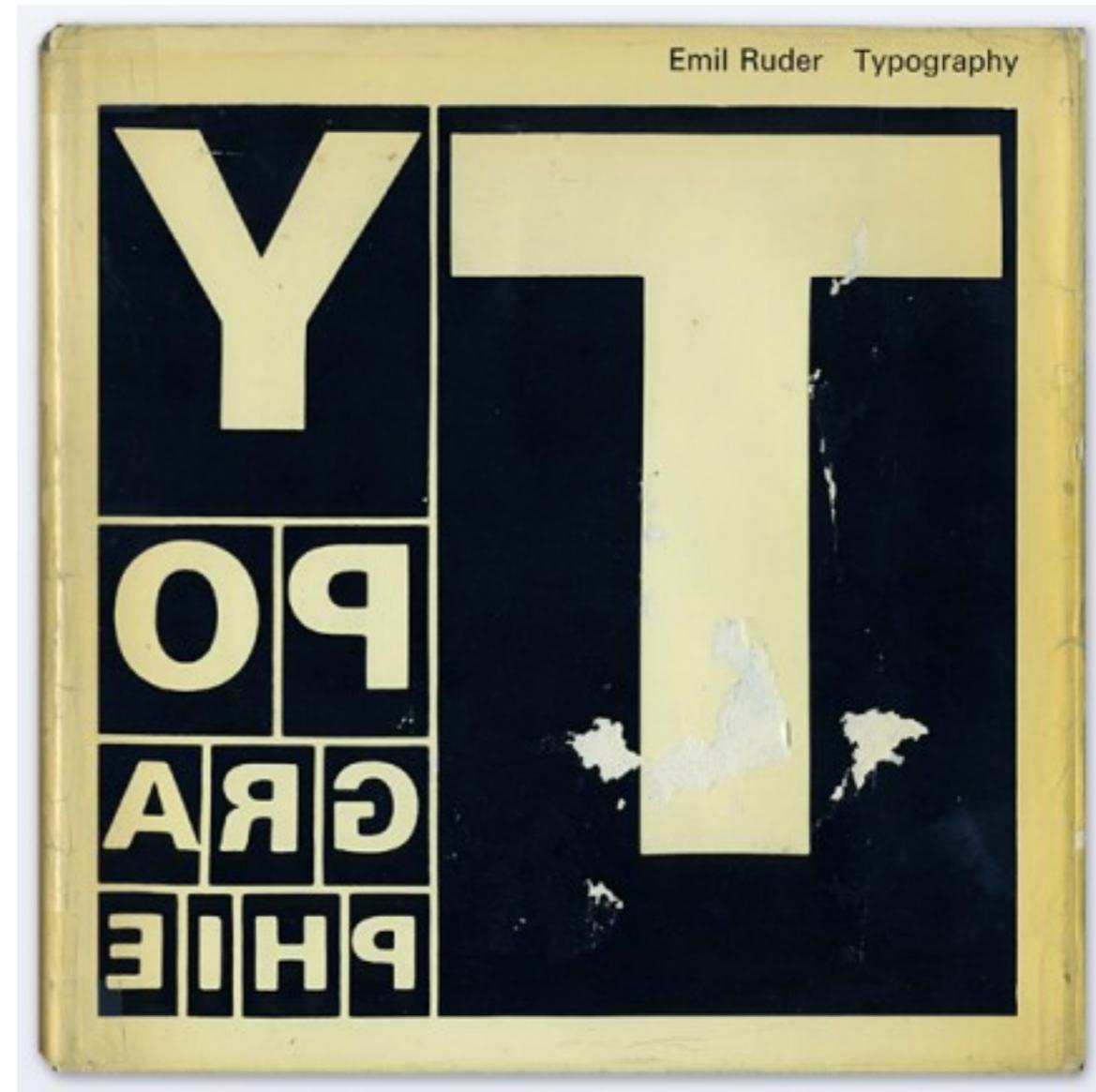
Typography

Legibility VS Readability

To paraphrase Stephen Coles, the term readability doesn't ask simply, "Can you read it?" but "Do you want to read it?"

Typography

Saccades and Fixations

How our eyes move over text an allow our brain to process information.

Typography

Mark had a new bike. The bike was red. One day Mark rode his bike to the park. Mark left his new bike by a tree. Mark played on the slide. He played on the

DANS, KÖN OCH JAGPROJEKT

På jakt efter ungdomars kroppsspråk och den 'synkretiska dansen', en sammansmältning av olika kulturers dans, har jag i mitt fältarbete under hösten fört mig på olika arenor inom skolans värld. Nordiska, afrikanska, syd- och östeuropeiska ungdomar gör sina röster hörda genom sång, musik, skrik, skratt och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyrer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där

Typography

Think about the end user

Readers for web could be in many different situations remember to consider design for the outliers as well as typical user cases.

Legibility

Typography

The typographic quality of your document is determined largely by how the body text looks. There's more body text than anything else. So start every project by making the body text look good, then worry about the rest.

THE ENGLISH RENAISSANCE OF ART