



CHAPTER 05

TYPOGRAPHY

TYPOGRAPHY

การจัดวางและการออกแบบตัวอักษรเพื่อการสื่อสาร
เป็นการออกแบบตัวอักษร (Typefaces) และการจัดวางฟอนต์

Typeface

vs

Font

TYPEFACE & FONT

Typeface มันคือแบบของตัวอักษร ที่ออกแบบหรือคิดค้นขึ้นมาโดย “นักออกแบบตัวอักษร” หรือ Typographer ส่วน Font เป็นเพียงแค่ “รูปแบบ” หรือ “ลักษณะ” หนึ่ง ของ Typeface เท่านั้น

TYPEFACE & FONT

ตัวอย่างของ Typeface ที่มีรูปแบบตัวอักษรไทย
เช่น Angsana , Browallia , Cordia ,...

Font คือ ชุดตัวอักษรของ Typeface ที่มีความแตกต่างกันทางด้าน
ของขนาด ความหนา ความกว้าง และความเอียง

TYPOGRAPHY CREATES EMOTIONAL IMPACT

TYPOGRAPHY CREATES EMOTIONAL IMPACT

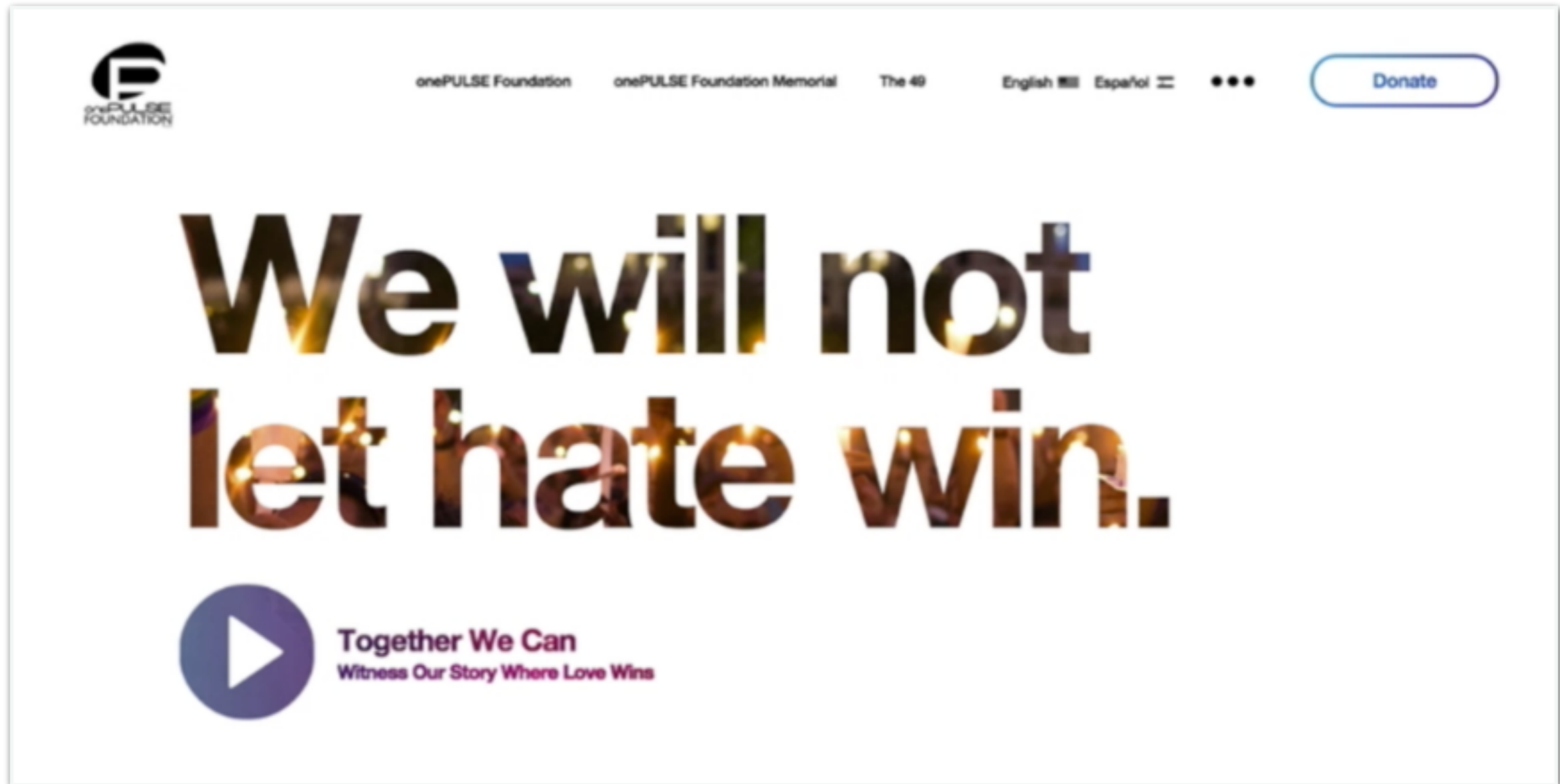


**GAME
CHANGING
INNOVATION.**

Virtual try-on and frame
recommendation
technology for eyewear
retailers.

The advertisement features a close-up portrait of a man wearing glasses. A semi-transparent wireframe mesh is overlaid on his face and head, suggesting digital or virtual technology. The background is dark, making the white text and wireframe stand out. The overall aesthetic is modern and tech-oriented.

TYPOGRAPHY CREATES EMOTIONAL IMPACT




The image shows a screenshot of the onePULSE Foundation website. At the top left is the onePULSE FOUNDATION logo. The navigation menu includes links for "onePULSE Foundation", "onePULSE Foundation Memorial", "The 49", "English", and "Español", along with a hamburger menu icon and a "Donate" button. The main content area features a large, bold headline: "We will not let hate win." The text is filled with a blurred image of warm, golden lights, likely from a city at night. Below the headline is a purple play button icon, followed by the text "Together We Can" and "Witness Our Story Where Love Wins".

onePULSE FOUNDATION

onePULSE Foundation onePULSE Foundation Memorial The 49 English Español

Donate

We will not let hate win.

 **Together We Can**
Witness Our Story Where Love Wins

TYPOGRAPHY CREATES EMOTIONAL IMPACT



TYPOGRAPHY SERVES FUNCTIONAL PURPOSE

Appropriate typography choices create:

- Readability
- Accessibility
- Usability
- Visual balance

TYPOGRAPHY SERVES FUNCTIONAL PURPOSE

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Euro The troubled currency needs a wiser and softer Germany to survive >

Bangladesh Why India is coying up to its fractious Muslim neighbour >




Silk Road for the 21st century

China's inroads into the West



Beijing is rolling out an ambitious plan to create trade routes that stretch to the heart of Europe. This will bring much-needed investment to the countries in its path, but threatens to change the balance of power between rising Asia and the Old Continent.

AUTHOR: Dr Nicola Casarini

CHOOSE A FONT ISN'T TYPOGRAPHY

Desyanti  by Amar Lettering 

desyanti

Amigos  by ThirtyPath 

Amigos

Paloseco  by deFharo 

PALOSECO

Authentic  by Muhammad Razi 

Authentic

Qaddal  by Tama Putra 

QADDAL

- Anyone can choose a font.
- Not everyone knows how to treat text as visual design - utilising **size, weight, space and style** combinations. -to establish visual order, signal relationships and enhance understanding.

CHOOSE A FONT ISN'T TYPOGRAPHY



- So typography isn't about choosing fonts.
- It's about **purposefully combinations letterforms** to create optimal reading experiences - which deliver appropriate emotional impact.

PATTERN RECOGNITION

H

H

H

H

H

PATTERN RECOGNITION

Here's a full sentence.

Here's a full sentence.

HERE'S A FULL SENTENCE.

HERE'S A FULL SENTENCE.

HERE'S A FULL SENTENCE.

ALIGNMENT

Now, mark. Unerringly impelling this dead, impregnable, uninjurable wall, and this most buoyant thing within; there swims behind it all a mass of tremendous life, only to be adequately estimated as piled wood is—by the cord; and all obedient to one volition, as the smallest insect.

alignment: left

Now, mark. Unerringly impelling this dead, impregnable, uninjurable wall, and this most buoyant thing within; there swims behind it all a mass of tremendous life, only to be adequately estimated as piled wood is—by the cord; and all obedient to one volition, as the smallest insect.

alignment: right

Now, mark. Unerringly impelling this dead, impregnable, uninjurable wall, and this most buoyant thing within; there swims behind it all a mass of tremendous life, only to be adequately estimated as piled wood is—by the cord; and all obedient to one volition, as the smallest insect.

alignment: centred

Now, mark. Unerringly impelling this dead, impregnable, uninjurable wall, and this most buoyant thing within; there swims behind it all a mass of tremendous life, only to be adequately estimated as piled wood is—by the cord; and all obedient to one volition, as the smallest insect.

alignment: justified

ALIGNMENT

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

KERNING



- The space between letters is called **kerning**.
- **Kerning** is critical to legibility, readability and comprehension.

KERNING



- The space between letters is called **kerning**.
- **Kerning** is critical to legibility, readability and comprehension.

KERNING

The kerning here is off.

KERNING



KERNING

LOOSE GOOD LOOSE TIGHT TIGHT GOOD LOOSE LOOSE LOOSE

The kerning here is off.

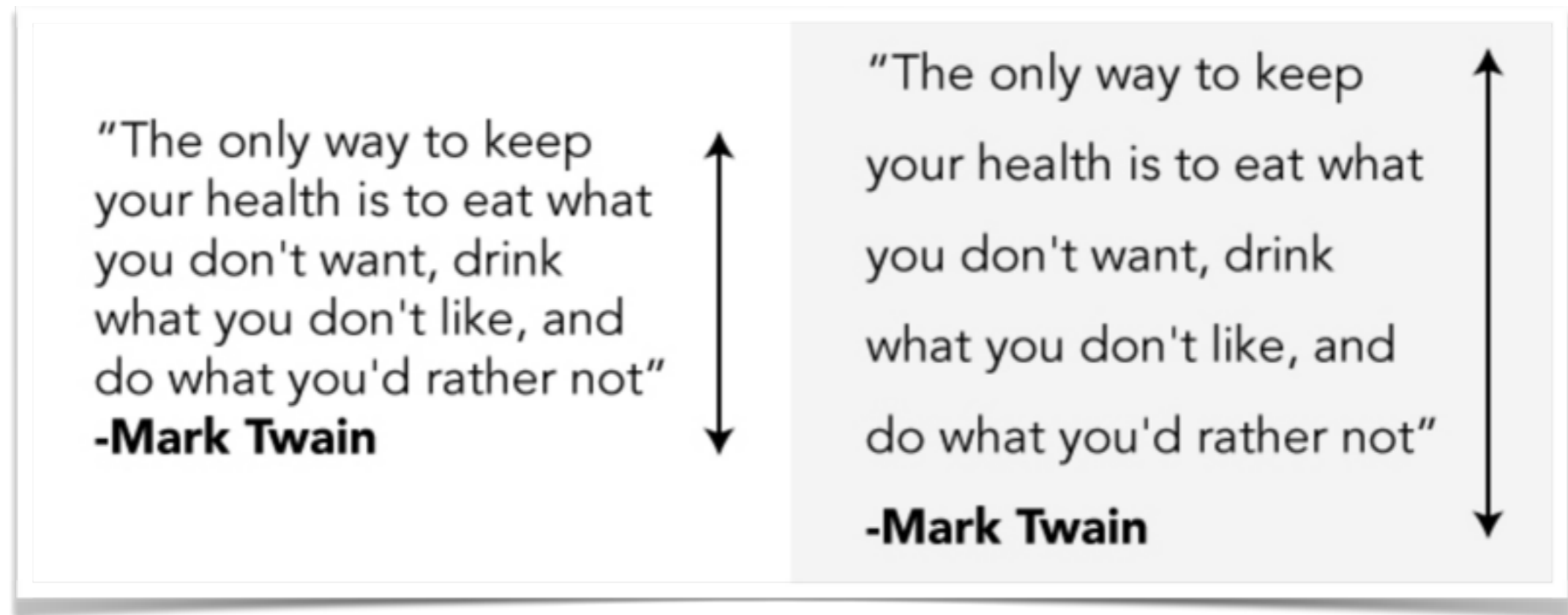
LOOSE WORD SPACING

Detailed description: This diagram illustrates poor kerning. The sentence "The kerning here is off." is shown with a light blue background. Red dotted arrows point from labels above to specific letter pairs. "LOOSE" is labeled above "Th", "The", "er", "er", "is", and "ff". "GOOD" is labeled above "he" and "he". "TIGHT" is labeled above "ni" and "ni". A bracket labeled "LOOSE WORD SPACING" spans the gaps between the words "The", "kerning", "here", "is", and "off".

The kerning here is OK.

Detailed description: This diagram shows the same sentence "The kerning here is OK." with correct kerning. The letters are spaced evenly and the words are clearly separated, providing a visual contrast to the poor kerning example above.

LEADING



- **Leading** is the space between lines of text.

- In terms of UI design, we call it **line height**.

LEADING

Emil Ruder on Typography

A master on the importance of type design

Today we are inundated with such an immense flood of printed matter that the value of the individual work has depreciated, for our harassed contemporaries simply cannot take everything that is printed today. It is the typographer's task to divide up and organize and interpret this mass of printed matter in such a way that the reader will have a good chance of finding what is of interest to him.

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- Increasing the **leading** makes text easier to scan and read, which makes comprehension a lot faster as well.

LEADING



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RULES FOR GREAT TYPOGRAPHY

1. 2 FACETYPE MAX

- That means no more than 2 font families.
- Character widths and weights of each font should be complementary to the other.



Avenir and Georgia have similar character widths; that creates visual harmony.

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1. 2 FACETYPE MAX



WBAL NEWSRADIO 1090

NOW STREAMING
The C4 Show 

THE 3 THINGS YOU NEED TO KNOW



Congress Votes To Reopen
Government, Passes Budget Deal
FRIDAY, FEBRUARY 9, 2018

The 240-186 vote sends the \$400 billion spending
plan to President Donald Trump, who has promised
to sign it.



< >   

1. 2 FACETYPE MAX

The image shows a mobile application interface for WBAL NEWSRADIO 1090. The interface is divided into several sections, each highlighted with a numbered callout:

- 1**: Points to the text "NOW STREAMING" in the top navigation bar.
- 2**: Points to the text "The C4 Show" in the top navigation bar.
- 3**: Points to the headline "THE 3 THINGS YOU NEED TO KNOW".
- 4**: Points to the main article title "Congress Votes To Reopen Government, Passes Budget Deal".
- 5**: Points to the date "FRIDAY, FEBRUARY 9, 2018".
- 6**: Points to the lead text of the article: "The 240-186 vote sends the \$400 billion spending plan to President Donald Trump, who has promised to sign it."

The interface also includes a hamburger menu icon, a play button icon, a photo of the US Capitol building, and a bottom navigation bar with icons for back, forward, share, bookmark, and tabs.

1. 2 FACETYPE MAX

MENU Momtastic

DIY

DIY - DIY FOR HOME - MOST POPULAR

How to Frame a Bathroom Mirror

by The Editors



BEGIN SLIDESHOW >

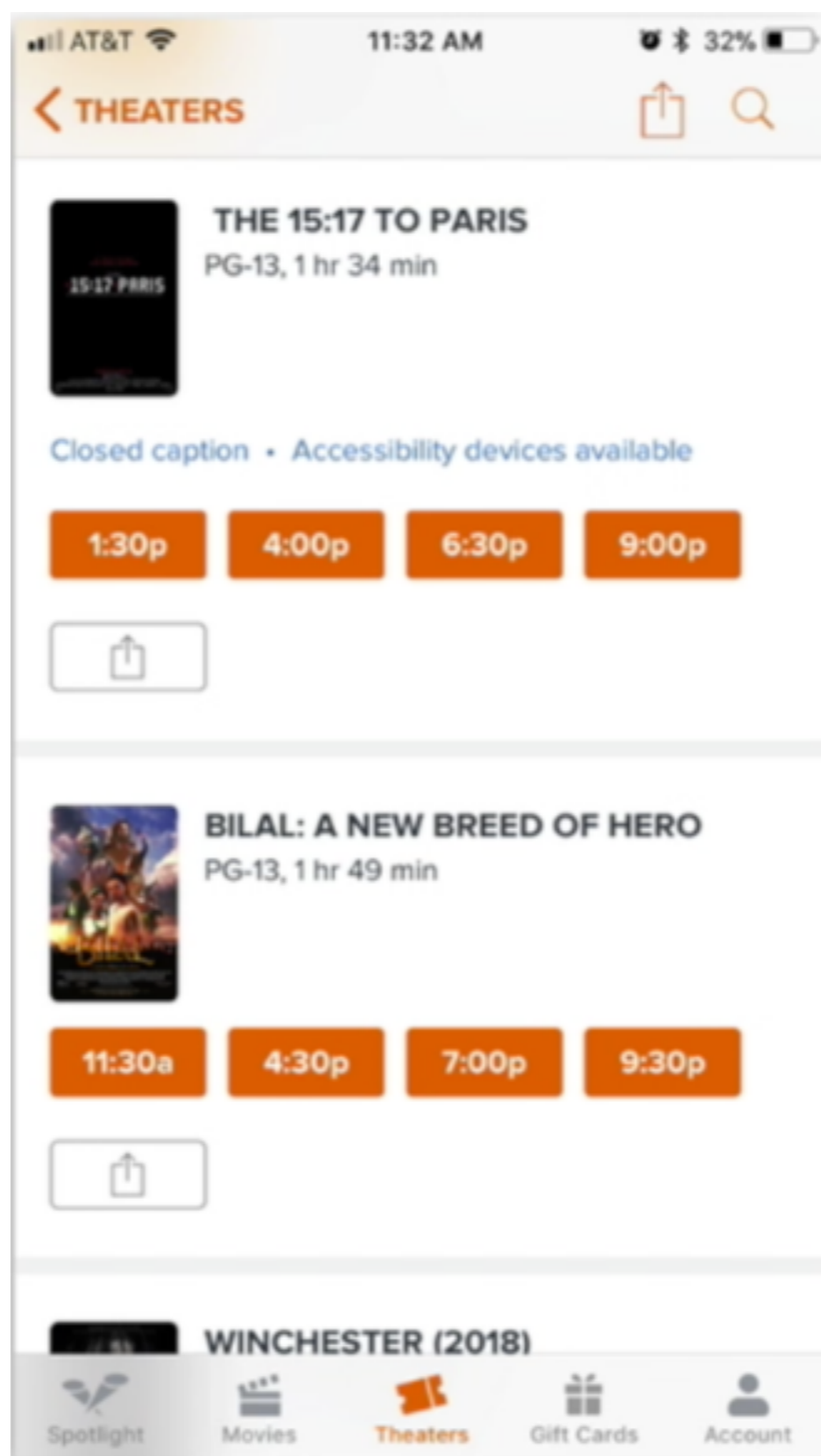
I love the look of wood molding and how it makes mirrors look much more expensive than the standard unframed glass that came in our house, but I had hesitated to

1. 2 FACETYPE MAX

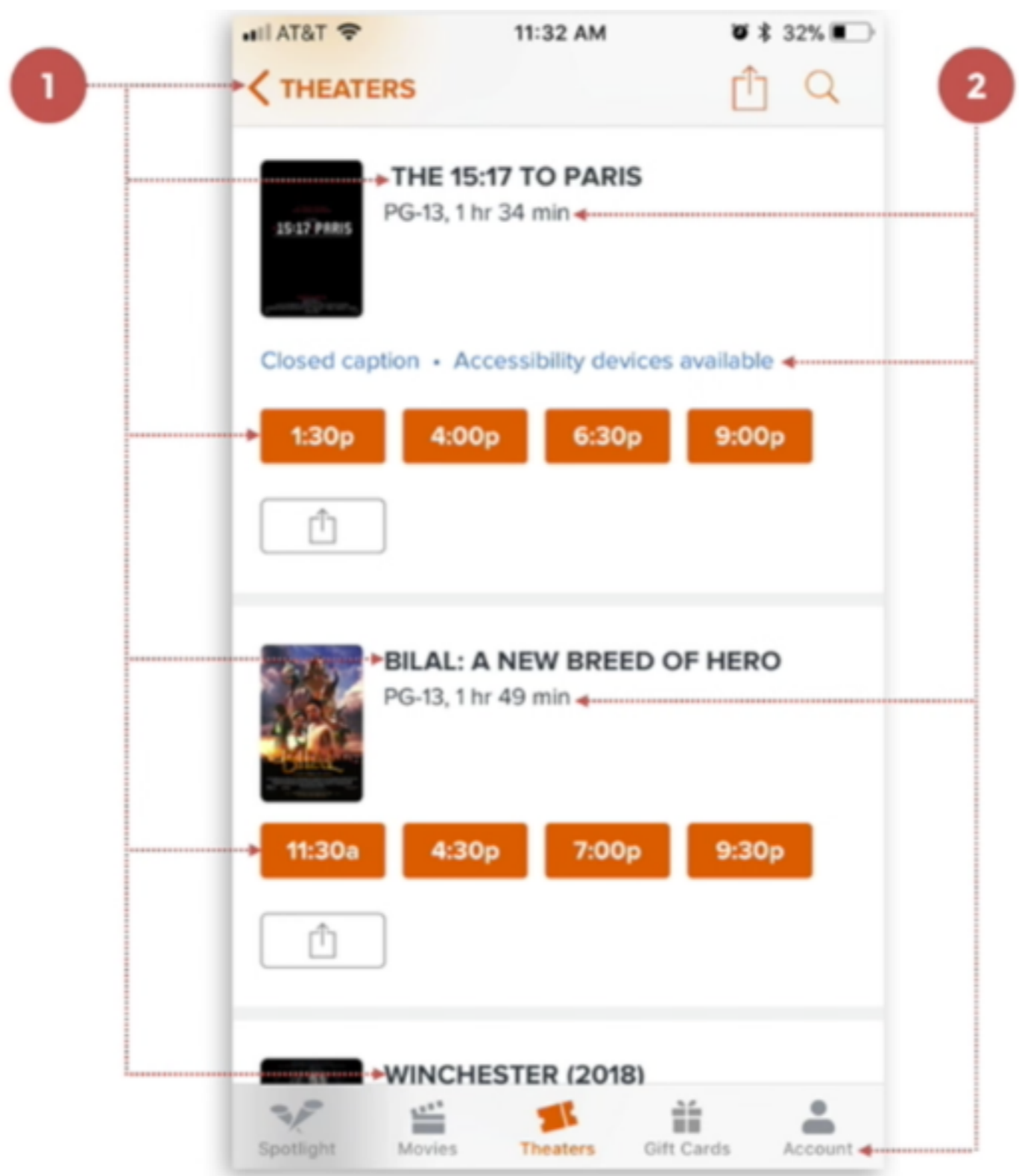
The image shows a screenshot of a Momtastic article titled "How to Frame a Bathroom Mirror". The page features a teal header with a "MENU" button and a search icon. The article is categorized under "DIY" and "DIY - DIY FOR HOME - MOST POPULAR". The author is "The Editors". A "BEGIN SLIDESHOW" button is visible below the article title. The article text begins with "I love the look of wood molding and how it makes mirrors look much more expensive than the standard unframed glass that came in our house, but I had hesitated to".

- 1 → [DIY](#)
- 2 → [DIY - DIY FOR HOME - MOST POPULAR](#)
- 3 → [How to Frame a Bathroom Mirror](#)
- 4 → [by The Editors](#)
- 5 → [BEGIN SLIDESHOW >](#)
- 6 → [I love the look of wood molding and how it makes mirrors look much more expensive than the standard unframed glass that came in our house, but I had hesitated to](#)

1. 2 FACETYPE MAX

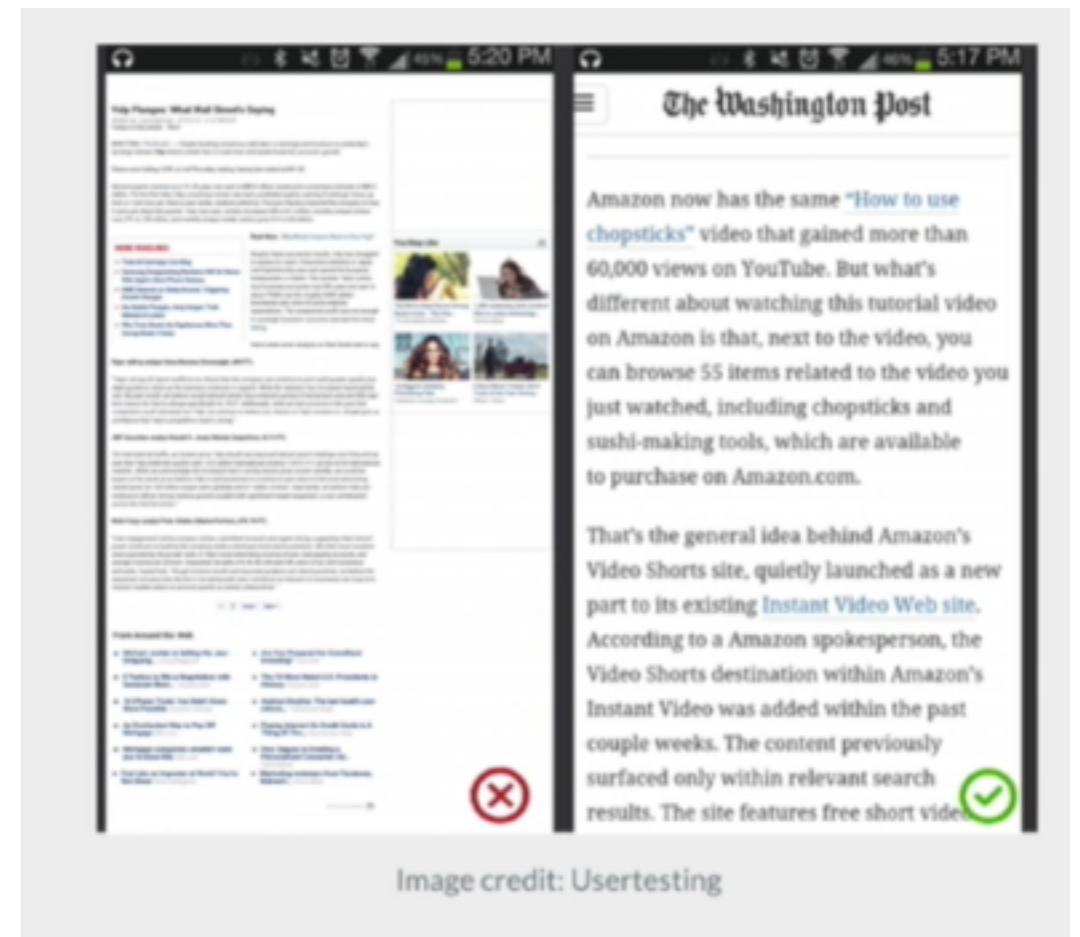


1. 2 FACETYPE MAX



2. LIMIT LINE WIDTH

- When line lengths are too wide, the eye has to work a lot harder to “track” the text - following and finding the beginning of the next line.
- This makes reading and comprehension more difficult - and much slower.



2. LIMIT LINE WIDTH

- The common standard is 60 characters per line.
- For mobile devices ,it's 30-40 characters per line.



2. LIMIT LINE WIDTH



AT&T 1:06 PM 26%

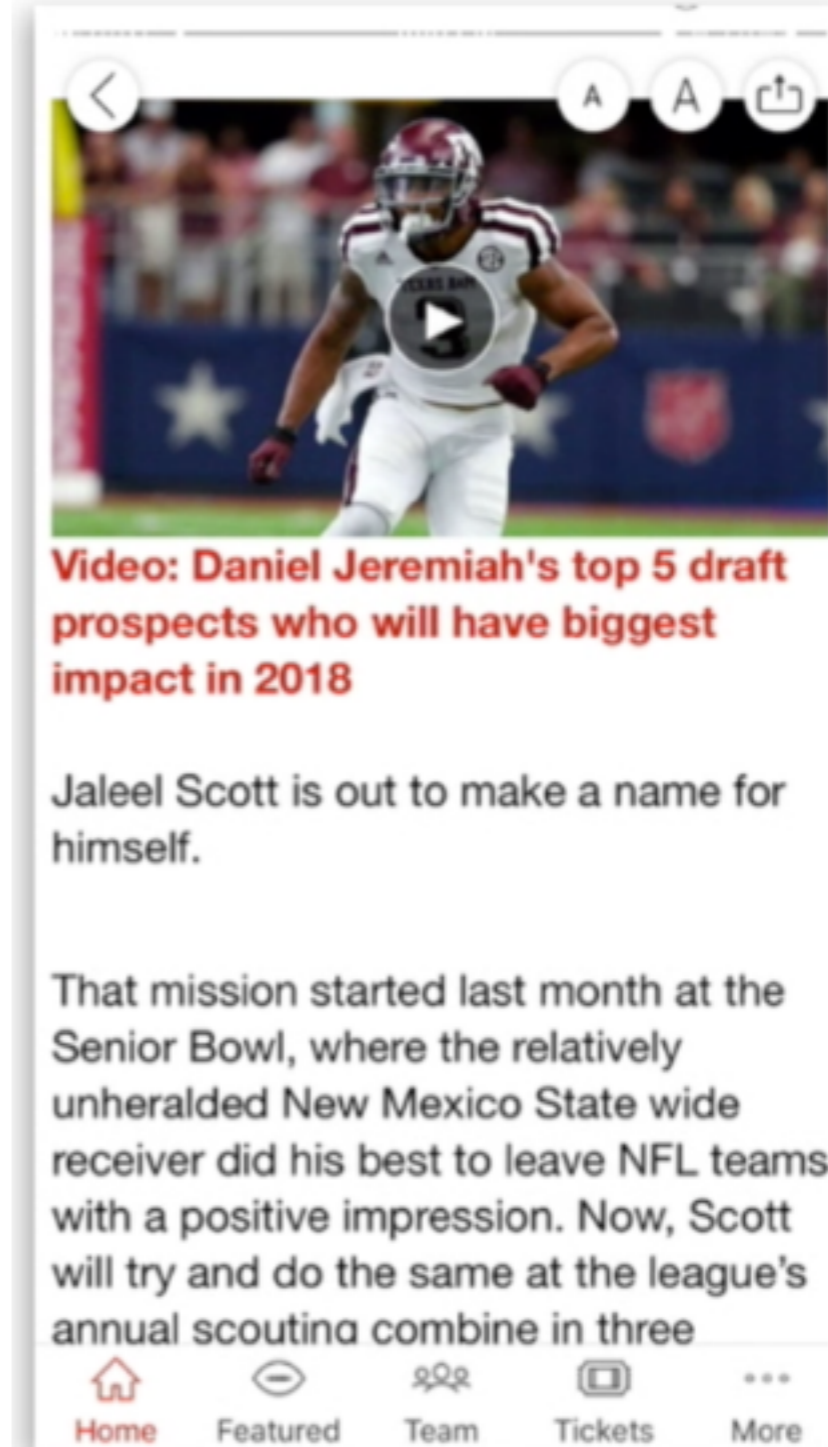
Trump skips written intelligence report

His reliance on oral briefings breaks tradition with predecessors

BY CAROL D. LEONNIG, SHANE HARRIS AND GREG JAFFE
FEBRUARY 9 AT 11:32 AM

For much of the past year, President Trump has declined to participate in a practice followed by the past seven of his predecessors: He

Next up in TOP STORIES



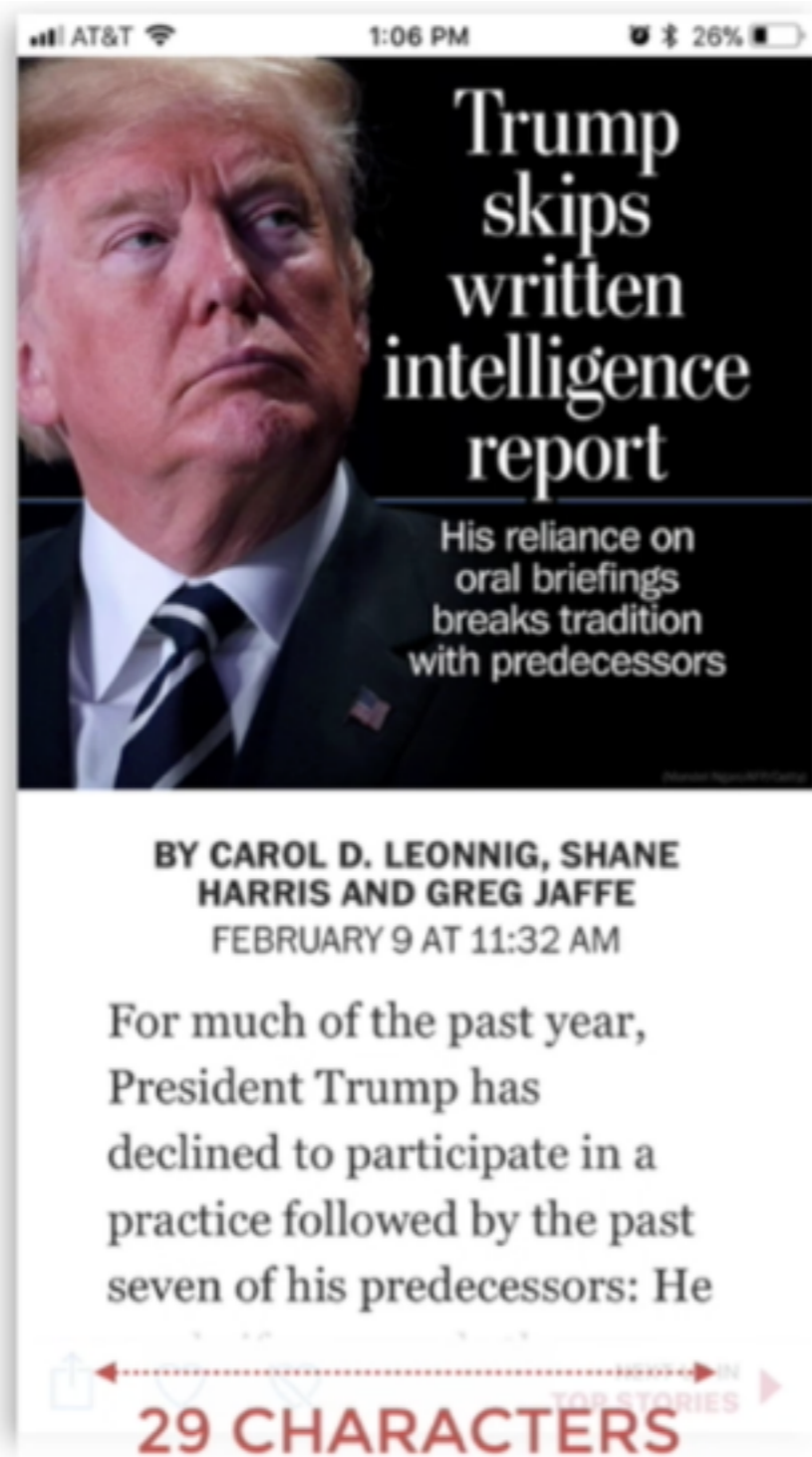
Video: Daniel Jeremiah's top 5 draft prospects who will have biggest impact in 2018

Jaleel Scott is out to make a name for himself.

That mission started last month at the Senior Bowl, where the relatively unheralded New Mexico State wide receiver did his best to leave NFL teams with a positive impression. Now, Scott will try and do the same at the league's annual scouting combine in three

Home Featured Team Tickets More

2. LIMIT LINE WIDTH



AT&T 1:06 PM 26%

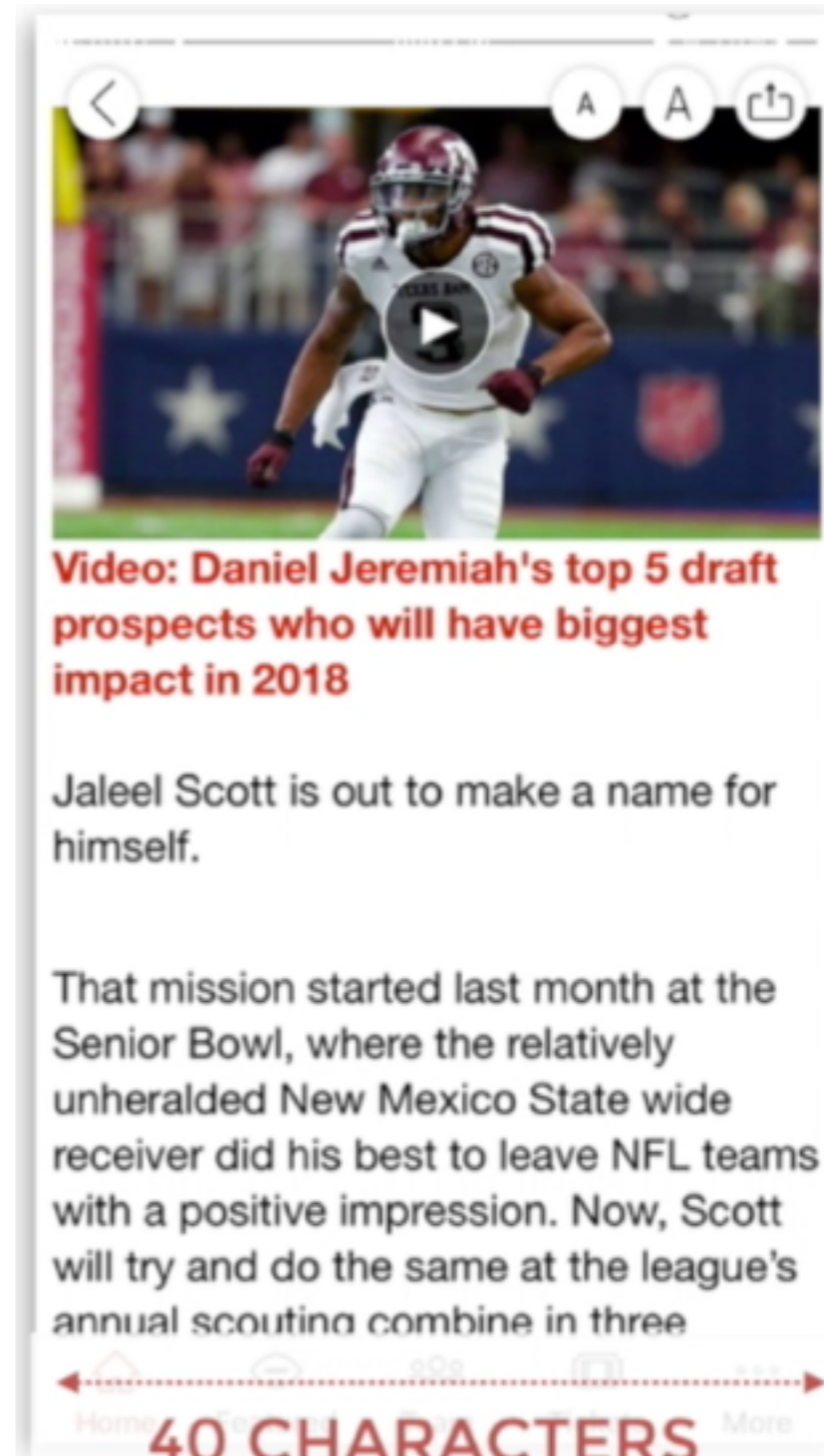
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29 CHARACTERS



Video: Daniel Jeremiah's top 5 draft prospects who will have biggest impact in 2018

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40 CHARACTERS

3. CHOOSE READABILITY

- Text will be used at various sizes in your UI, from headlines to body text to form labels to buttons to data to...
- As such, the typefaces you choose have to be readable at all of those sizes.
- Your typefaces should have enough weight that letterforms don't degrade at small sizes.

Display 4

Light 112sp

Display 3

Regular 56sp

Display 2

Regular 45sp

Display 1

Regular 34sp

Headline

Regular 24sp

Title

Medium 21sp

Subhead

Regular 17sp, (Device), Regular 16sp (Desktop)

Body 2

Medium 15sp(Device), Medium 14sp(Desktop)

Body 1

Regular 15sp(Device), Regular 14sp(Desktop)

Caption

Regular 13sp

Button

Medium 15sp

3. CHOOSE READABILITY

Show more

Water Olympics open with parade, fireworks...
Flare lighties ceremony marked as 'robot fire seals'...
Intruder frightens with series slide down icy chute...
Flour skater series runs from dog meat trade...
Millions Of Viruses, Bacteria Fallies From Sky...



STONE: FREE ASSANGE!

YOUTUBE Pulls Louis Paul's Ads After 'Suicide Forest' Yloover Tapes Ret...

VIDEO: Hillary suffers cowhives fit while promises 'to serve girls up'...

Obama-backed committee targets races in 11 states...

RIDEN RETURNS TO CAMPAIGN TRAIL...

UPDATE: Lab-bred mosquitoes unleashed in Miami to combat virus-carrying bugs...



MYSTERY: HOWAN FARMON EXPOSED ON TOP MEDIA PERSON SET FOR PUBLICATION...

QUESTING GAME CONSUMER INDUSTRY...

NEW YORKER HAS FACT CHECKING 'BOMBHELL' REPORT...

Army Soldier Drills With Ground Robots That Shoot...



China New Stealth Jet Ready...

UPDATE: Xmas Eggs Developed In Lab...



From Tech Elite Movie About Tech Addiction:

NISROKIPRESSTAR, UN announced, never highest in decades...

Fiscality Concerns Hit Fableide...



SEE FROM WARE ESCAPE: 'WE DON'T LIVE CRIME, POLITICS'...

LA Mayor Not Backies Down on Sanctuary City: 'Not Scared' of Fed Threats...

Plan to house homeless could transform parking lots across CITY...

'Climate Change' --- Back From Brisk?

'Fiskie' Island Truted as Mornie Victim --- now SEEING...

Scientists warn of unusually cold Feb...



Kavros come out for Kelly...

Aides Know About Pector Accusations?

FBI CONSIDERED BLACKMAIL TARGET...

Nad Mex violence stalks Ynaxonia's lawless roads...

Columbia, Brazil clamp down on borders as crisis sparks SANDER...



Need A Window Pro?

Find Pre-Screened Local Window Professionals. Always Free To Use!



3. CHOOSE READABILITY

It's now easier than ever to switch to Android
[LEARN MORE](#)

We've reached 2 billion monthly active Android devices around the world. Celebrate with us!
[WATCH VIDEO](#)

The world's most popular mobile OS
From phones and watches to cars and TVs, customize your digital life with Android.

☑️ ⌚ 📱 📺 🚗

2 People • 6:30 pm Sep 4, 2014
→ Open OpenTable

This is a desktop view of an advertisement for Android. It features two columns of text at the top, a central headline, a row of device icons, and a smartphone image at the bottom.

We've reached 2 billion monthly active Android devices around the world. Celebrate with us!
[WATCH VIDEO](#)

The world's most popular mobile OS
From phones and watches to cars and TVs, customize your digital life with Android.

☑️ ⌚ 📱 📺 🚗

This is a mobile view of the same advertisement. The text is reflowed to fit the narrow screen, and the device icons are smaller. A smartphone image is shown at the bottom.



4. CHOOSE LEGIBILITY

- Make sure all letterforms are clearly distinguishable in your typeface.

Illustration

Burnish

Flickering

5. CHOOSE SPACE BETWEEN PARAGRAPHS

- Visual breaks between paragraphs give the eye a place to rest; that rest actually speeds understanding and comprehension.
- Generously spaced content is easier to focus on — are easier to process.

More leading, please.

Increasing the space between lines of text (*leading*) makes those lines easier and faster to read. Leading should be at least equal to **half** the character height.

5. CHOOSE SPACE BETWEEN PARAGRAPHS



Home > Commercial Litigation

BUTLER | SNOW



COMMERCIAL LITIGATION

Butler Snow's Commercial Litigation team handles a wide array of complex disputes arising from contract and business arrangements for a broad range of businesses nationwide. Our commercial litigation practice is led by some of the firm's most experienced trial lawyers who have gained regional and national reputations for successfully handling complex commercial litigation, class actions and mass tort matters. Our team includes in-house CPAs, banking personnel, insurance personnel and others, providing invaluable contributions to our case strategies and work product. Our resources include members of the Appellate & Written Advocacy group who assist with motion practice, briefing and appellate work.

Although our firm's size and formidable litigation resources attract a significant number of clients in large commercial disputes (including complex antitrust, lender liability, securities and business tort litigation), basic contract, fidelity and surety, and business dissolution matters continue to be a significant part of the commercial litigation practice. Our experience encompasses a wide range of commercial disputes, including business and shareholder disputes, real estate and oil and gas litigation, insurance claims and coverage, director and officer liability and failed financial institution litigation, breach of contract, breach of warranty, consumer protection, unfair competition, UCC and sales litigation, administrative bid protests, RICO, securities and bankruptcy cases, as well as related class actions.

Our commercial litigators recognize that businesses generally need to stay out of court and often need to conclude the matter as quickly as possible; therefore, we immediately focus on our clients' business goals. When litigation is avoidable, we work with our clients to negotiate or engage in alternative dispute resolution to reach an expeditious and effective solution.

We have been lead class or mass action counsel for a wide array of clients across a broad range of industries. Representative types of antitrust and franchising cases that Butler Snow litigators handle include, class actions, complex distribution issues, civil and criminal price fixing cases and monopolization and attempted monopolization disputes.

Our Commercial Litigation Group blog, bizlitnews.com, contains up-to-date information and analysis from thought leaders in our group, of current issues that are of interest to our clients and professionals involved in business and commercial litigation.



5. CHOOSE SPACE BETWEEN PARAGRAPHS

679



A Primer on Weird Vinyl Design

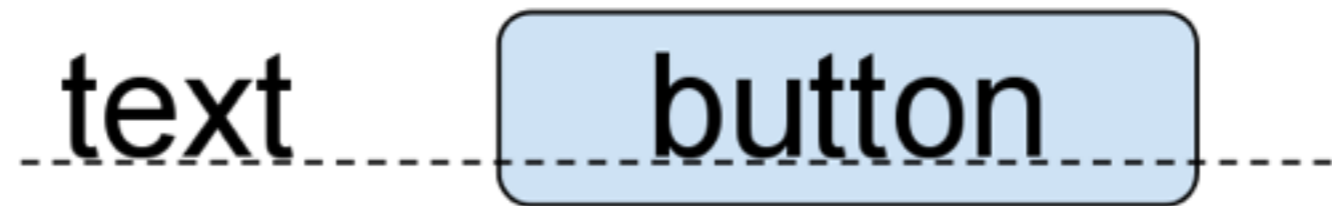
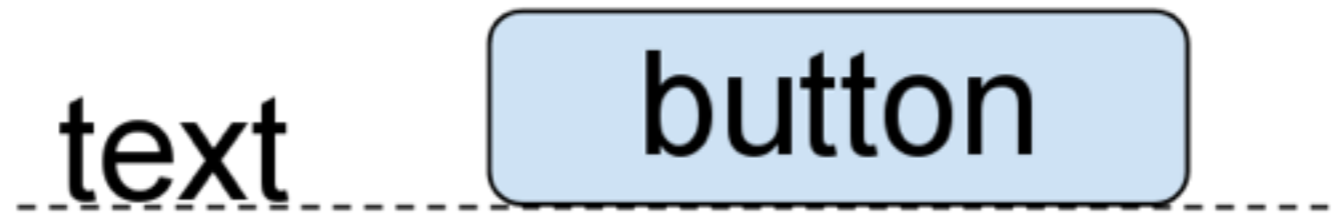
Records help us reclaim our physical relationship with music in the streaming age. These are some of the most innovative designs out there.

Patton Oswalt once did a bit about how much we take for granted the fact that we all live in the future. We walk around obliviously with devices in our pockets—smartphones about the size of an '80s mixtape—that contain every song we've ever heard, or will ever hear. Which makes, to a certain sort of person, the renaissance of vinyl so inexplicable. When you can already stream all the music ever for the cost of a \$9.99 Spotify subscription, why would anyone spend \$30 on a single record impressed in wax?

Of course, the fact that most of us have such ephemeral relationships with music these days is *why* vinyl has come back. Embracing vinyl in the 21st



6.ALIGN TEXT ELEMENTS IN LAYOUT USING BASELINES



- When you have multiple text elements on a single screen, they should all share points of common alignment.

7.USE STYLES TO VISUALLY DIFFERENTIATE CONTENT

- Use styles in your design to differentiate between types of content.

I'm a headline hinting at what's to come.

I'm a subhead giving you additional clues.

I'm the body text that you *might* read if the two signifiers above have done their job and stand apart visually from me.

7.USE STYLES TO VISUALLY DIFFERENTIATE CONTENT



About Us

Contact us

CATEGORY

TOP ARTICLES

A Stakeholder Interview Checklist

Competitive Analysis: Understanding the Market Context

How to Make a Concept Model

ITEM

Search ...

CATEGORIES

HEADLINE

Understanding the Value of Workarounds

CREDIT

Written by: Michael A. Morgan

As I stare down the tiny leaf-shaped fruit well of my yogurt container, I stop to think, *why can't I ever get ALL of the fruit from this little reservoir?*

BODY

There is always some fruit left over. My spoon is too wide to reach the corners. After trying other options in the silverware drawer, a closer look at the back of my spoon reveals the solution; the small and narrow curve of the spoon handle turns out to be a perfect fit to fulfill my fruity yogurt need! Using the handle of the spoon to dig out the fruit bits from my yogurt container is a great example of a workaround—an unintended solution to a problem.

That's what this article is about: Workarounds as not just solutions but also as opportunities to innovate on an existing solution. How can we identify workarounds and assess their value in order to come up with an even better solution?

Why workarounds exist

Workarounds exist because users identify a shortcoming in the existing solution and are looking for a better way to get something done.