



# SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.

An Autonomous Institution



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**COURSE NAME : 19CSE315 – UI/UX DESIGN**

**III YEAR/ VI SEMESTER**

**UNIT – 2 TYPOGRAPHY**

**Topic :Typography Design**

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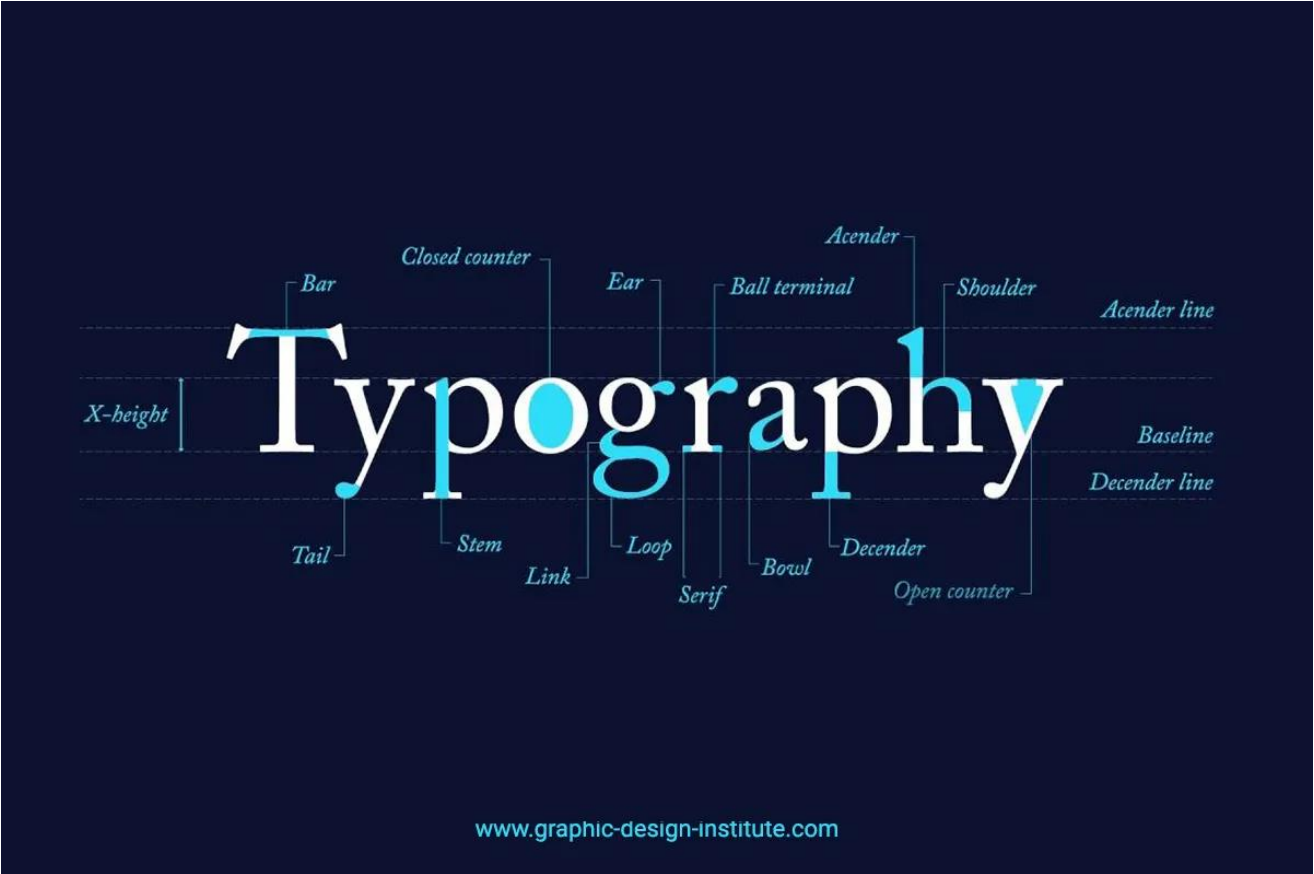


# ***TYPOGRAPHY DESIGN***

- Typography design involves the art and technique of arranging type to make written language legible, readable, and visually appealing.
- It encompasses various aspects such as font selection, font pairing, typographic hierarchy, spacing, and layout.
- Typography is the art of manipulating the visual form of language to enrich and control its meaning. It's an essential area of skill and knowledge for graphic designers.



# TYPOGRAPHY DESIGN





# ***TYPOGRAPHY DESIGN***

## **Key considerations in Typography Design:**

Font Selection

Font Pairing

Typographic Hierarchy

Spacing and Kerning

Alignment and Grids

Hierarchy of Information

Whitespace

Responsive Typography

Accessibility

Consistency



# *TYPOGRAPHY DESIGN*

## **Font Selection**

- Choosing the right typefaces is crucial for setting the tone and personality of a design. Consider factors such as readability, appropriateness for the content and audience, and the mood or message you want to convey.
- Fonts can range from serif, sans-serif, script, display, and more, each with its own characteristics and applications.

## **Font Pairing**

- Pairing fonts harmoniously can enhance visual interest and readability. Combining contrasting or complementary typefaces can create dynamic text compositions.
- However, it's essential to ensure that the paired fonts work well together in terms of style, weight, and proportion.



## **Typographic Hierarchy.**

- Establishing a typographic hierarchy helps guide the reader's eye through the content by indicating the relative importance of different text elements.
- This hierarchy is typically achieved through variations in font size, weight, color, and style. Important elements such as headings, subheadings, and body text should be differentiated clearly to improve readability and comprehension.

## **Spacing and Kerning**

- Proper spacing between letters (kerning), words, and lines (leading) is crucial for readability and aesthetic appeal
- Adjusting letter-spacing and line-spacing can improve legibility and create a more balanced and visually pleasing text layout.



# ***TYPOGRAPHY DESIGN***

## **Alignment and Grids**

- Aligning text elements to a grid or baseline grid helps maintain consistency and order in typography design.
- Whether using left, right, center, or justified alignment, ensuring alignment across multiple text elements enhances visual coherence and professionalism.

## **Hierarchy of Information**

- Beyond text styling, typography can convey hierarchy through the organization and presentation of information.
- This includes using different font sizes, weights, and styles to emphasize headings, subheadings, body text, captions, and other textual elements.



## **Whitespace**

- Whitespace, or negative space, is essential for providing visual breathing room and improving readability in typography design.
- Properly utilized whitespace can create a sense of balance, focus attention on key elements, and enhance the overall aesthetic quality of the design.

## **Responsive Typography**

- Designing for different screen sizes and devices requires consideration of responsive typography.
- Ensuring that text remains legible and aesthetically pleasing across various viewing environments involves adapting font sizes, line lengths, and spacing accordingly.





## **Accessibility**

- Typography design should prioritize accessibility to ensure that content is readable and understandable by all users, including those with visual impairments.
- This involves choosing fonts with good legibility, maintaining sufficient color contrast, and providing options for adjustable text size.

## **Consistency:**

- Maintaining consistency in typography design throughout a project or across multiple platforms reinforces brand identity and improves user experience.
- Consistent use of fonts, styles, spacing, and alignment contributes to a cohesive and polished visual presentation.



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