

TYPEFACE SUGGESTIONS/LEADS

- Museo Sans (in our library)
- Feixen Sans (in our library)
- Malva (in our library)
- [The League of Movable Type](#)
- [Awwwards' Google fonts recos](#)
- [Adobe TypeKit Web Fonts](#)
- [FontSquirrel](#)
- [WebType](#)

*Typeface choice may not be a display font that doesn't work as body copy. May use @font-face techniques.

ASSIGNMENT

To get more familiar with typography for the web, each student will showcase a web-based typeface in a flexible, one-page, HTML + CSS type specimen page of their own design. The font choice may be from Google Fonts, The League of Movable Type, or other sources.* The web page design must include four main sections that showcase the typeface as follows:

- 1) **Character display:** Feature the individual characters of the typeface (Aa–Zz, 0–9, and punctuation).
- 2) **Display-level capabilities:** This section will show ideas for use of the typeface as a display-level font.
- 3) **Body copy versatility:** Show the font typeset in assorted ways for paragraphs; and
- 4) **Microtypography samples:** Showcase varied typesetting experiments for small chunks of info

To summarize: your web page design will visually introduce the characters of the font, and demonstrate a variety of ways the type could be imagined to be used in different performance situations. Images may be incorporated in support of your typographic ideas. Aim for a final visual expression that contains typographically satisfying and balanced elements.

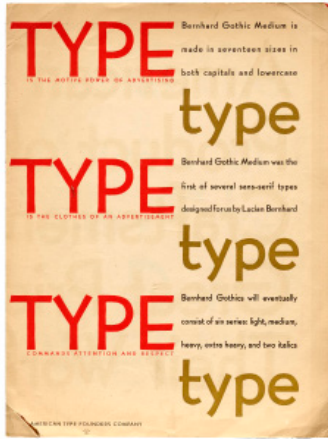
FILE TEMPLATES AND CONTENT THEME As in Project #1, coded templates for the HTML and CSS files are available as a guide to get you started. Content within the specimens will follow the lead of traditional and digital type specimens, by using snippets of thematic words to test the design potential of the typeface. Wording choices are supplied for this project in a word bank (.doc file), centered around the theme of 'public parks.' This is a versatile theme and can be used however you wish. You'll make wording selections from the word bank and plug them into the supplied HTML template to form a content basis for the web page. Then, you'll shape and design the presentation of that HTML content through a corresponding CSS file (like project #1). For layout, use a simple, normal flow, and/or expand into trying CSS grid, flexbox and/or floats.

OBJECTIVES Gaining fluency with typography via CSS is one of our main goals with this project. Additionally, we are laying a foundation for learning about design patterns in UI/UX design; that is, thinking about recurring type and graphic elements within interactive design systems.

SPECIFICATIONS

Your project must contain:

- **Correct file management:** Creation and use of an appropriate directory structure
- **Written content:** Work with the word bank and the the HTML file provided to populate your own choice of content inside the HTML file. Use appropriate tags (h1–h6 for relevant heading types, p for body copy, IDs and classes as necessary, etc.) to mark up the content.
- **Design:** Visual styling of any/all presentational choices must be through a CSS file (supplied), including any *aesthetic imagery*, patterns, line elements, etc. Note: *content-based images* go in the HTML.
- **Content images:** These are allowed, but the typography must be the visual emphasis.
- **Links:** Include and style nav-based anchor links to be able to jump down the page to sections that are not visible from above the fold.



L > R: *Bernhard Gothic specimen page* (Bauer / ATF), *Eames Century Modern specimen book* (House Industries), *Festive Numerals specimen page* (Stempel), *Program typeface specimen book* (Emigré)

Some type-specific CSS properties to try:

- column-count
- column-gap
- column-gap-rule
- drop caps
- text-transform
- font-variant
- border-top
- border-bottom
- z-index
- link state style differences
- writing-mode
- text-align
- letter-spacing
- line-height

RESOURCES

- @letterformarchive
- House Industries
- Creative CSS3 typography samples (caution: study judiciously!)



PROCESS

- 1) Choose a typeface from the list of choices.
- 2) Brainstorm visual design direction and typesetting ideas for your web page with pencil thumbnails.
- 3) Compose a mood board or style tile for the page design feel that you want (optional).
- 4) Ensure a proper site directory (folder/file structure) with the root folder named "yourlastname_proj2".
- 5) Incorporate content from the Word file into the HTML file as needed (add text and content images, if any).
- 6) Shape the appearance of the HTML with CSS rules in the external CSS file (attach to the html file).
- 7) *Test page design and functionality in browsers often as you work* ("preview in browser").
- 8) Presenting to the class: By the start time of the class period when the project is due, **upload** your entire project folder ("yourlastname_proj2") to Classltems (mader > Sp2024 > ArtV330 > Project 2). We'll first show the design with a browser preview; we might also look at the code in DW together.

GRADE VALUES

- Visual sensitivity (artistry and command of form) = 25%
- Execution (fulfilling content and technical requirements) = 25%
- Digital craftsmanship (file management and coding technique) = 25%
- Participation (productively using time in class / asking questions / participating in discussion) = 15%
- Oral presentation = 10%

TIPS

MOOD Imagine your typeface as a personality. How does the personality speak differently in different situations? How does it sound when it's trying to get attention (display level)? When it's sitting down for a conversation (body copy level)? When it has to speak efficiently, with little time to spare (microcopy)?

css3 Students already familiar with HTML and CSS basics can begin to more advanced techniques, such as more complex layout ideas with grid; responsive design with media queries; intrinsic design techniques; transitions, transforms, and CSS animation (keyframe animations) for the user interface design.