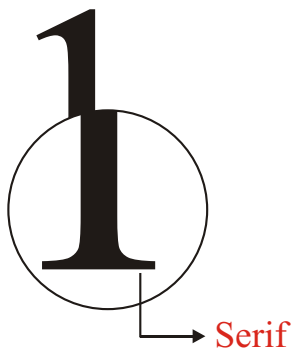


To design a good-looking web site, designer has to give importance to each & every part in the layout. In the last newsletter we have discussed about colour & their importance in layout designing. A current news letter focuses on fonts, typography & their importance in web designing.

Proper formatting of text will help users to read the content easily that is why you will see text in majority of newspapers & web sites set in serif type using both lower & uppercase. Generally text is written using a roman font in black on white background rather then reverse white on black background. Using of text in reverse makes it difficult to read.



What is serif ?

Serif means "finishing strokes" or "fillips" going off the ending lines of a letter. For example, when the number "1" or the letter "I" are drawn with a bar across the bottom, the two halves of the bar are serifs. If the serif is joined to the letter by a slight flaring out, it is said to be "bracketed." Serifs at the bottom of letters help the eye visualize the "virtual" base line of the type.

- Serifs were originated by Roman stone cutters to give more strength & crisp effect to the end of letters carved in stone.
- Typefaces without serifs are known as sans (without) Serifs and were developed in the year 1800 & later.
- Sans-serifs were designed to be used with caption & not for text.
- Serif types are more suitable for body text.

The types of serifs are:

- Bracketed: traditional, safe, and rather staid.
- Hairline: graceful and nearly feminine
- Wedged: impression of power
- Square: exaggerated bulk that is energetic and forceful.
- Rounded: familiarity with strength
- Calligraphic: freely styled and informal

Certain type fonts are so neatly designed which makes content transparent to the reader. The families of true Garamonds and Times New Roman falls under this category. These fonts are ideal for body text, which allows contrast with display fonts used with headings.

Garamond
Times New Roman

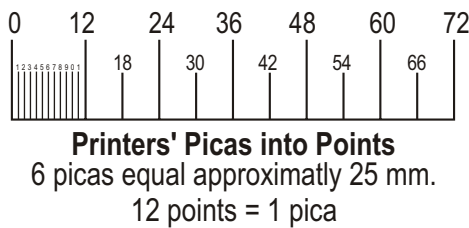
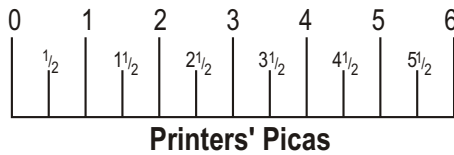
Type Sizing

Type is measured in terms of picas and points, which was developed by Simon Fournier in 1737, and perfected by Firmin Didot in 1785.

There are 12 points in a pica and approximately 6 picas in an inch (six picas are actually .9962 inches).

Type size is commonly measured in points beginning from 6 points & above.

In general anything less than 14 points is considered for body text and anything above is considered for headings and titles. Spaces between two lines are referred as the "leading" , because they use to create space between two lines using standardized strips of lead.



DO NOT USE CAPITAL LETTERS UNLESS IT IS NECESSARY BECAUSE THE EYE RECOGNIZES SHAPES

Do not use reverse: Readers feel tiering when they read reversed text (white text on black background). Copy written in revers gives poor response.

Don't change typefaces unnecessarily changing **IN TYPEFACE UNNECESSARILY ARE LEAD** to ugly layout. If they happen to be in a headline, *they are also confusing:*

Points to be considered while using fonts in the layout.

- If you are using sans-serif for body text, always keep heavy leading between two lines.
- Do not use capital letters unless it is necessary because the eye recognizes shapes more than letters and text in capitals has less shape than the text in upper and lowercase.
- Do not use reverse: Readers feel tiering when they read reversed text (white text on black background). Copy written in revers gives poor response. Similarly text written over tints, textures or colored background becomes difficult to read.
- To bring attention of readers create contrast by using serif italic text, as eye does not find it difficult to read.
- Keep constant flow of fonts in the layout. Changing typefaces unnecessarily makes a layout look ugly. Similarly changing it within headlines makes it more confusing to the reader.
- Contiguous flow of text makes it hard to read, make it more meaningful by breaking it with the help of crossheads & subheads. Good Heading & titles makes' user curious to read body text.
- Use headline as a headline Some designers use headlines below body text making it the baseline instead of the headline, which actually misleads the reader. Needless to say readers will skip the body text.

USE HEADLINE AS A HEADLINE

Some designers use headlines below body text making it the baseline instead of the headline, which actually misleads the reader. Needless to say readers will skip the body text.

- To make the layout interesting you can
 - Use second color in one sentence.
 - Add handwritten notes instead of type.
 - Use the underline
 - Use occasional words in capitals
- Font plays important roles in conveying the message to the reader. Taking care of points discussed above while designing layouts will hold back visitors' attention, making him visit your site repeatedly.

Fonts display size may vary with MAC & PC, which can be controlled & adjusted easily by using CSS.

We'll see Font behavior & characteristic in the layout & how to make creative typographical layouts using fonts in our later issue.

How to create creative typographical layouts using fonts?

What is font behavior? What are font characteristics?

How to use fonts in the layout? These are few of the topics we will be discussing in next issue of FIREWIRE.

All the layouts of Layout Galaxy are created keeping fonts behavior in mind. Get 200 designs ready to use created by expert Graphic Designers Check out your free Layouts at <http://www.layoutgalaxy.com>

Regards

Manoj Kotak.

Director - Image Online Pvt. Ltd.

Developer of Layout Galaxy *Ready to use design concept for the web.*

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Blood for humans comes only from humans : Donate Blood

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