Typography – Chapter 5 – Lynch & Horton

Directions: Read Chapter 5 Typography in Lynch & Horton. Using the information you gather from your research, type the answers the following questions.

1. What are the most crucial differences in type on-screen and type in print?

The most crucial differences is the resolution. The type on-screen renders type faces at a much lower resolution than the type in print even from the inexpensive printers. The resolution of typography for print materials is about 1200 dots per inch (dpi) or greater whereas computer screen rarely show more than 85 dpi. Additionally, the useable area of typical computer screen is smaller than materials in print. Information presented on screen therefore is limited in order to avoid scrolling.

2. What are the drawbacks of using standard heading tags such as H1, and H 6?

The drawbacks of using standard heading tags are that they lack subtlety when viewing in Web browsers. In most Web browsers, the standard heading tags such as H1 looks very large and H6 looks very small.

3. How can CSS assist typography issues in web design? Are there precautions you should take when using CSS?

CSS provide control over the exact visual style of headers, paragraphs, lists, and other page elements by allowing designer to set the preference font size for those tags.

The precautions when using CSS are the inconsistency of major Web browsers and their incomplete support on CSS.

4. How can you increase the legibility of your web pages?

The legibility of web pages can be increased by carefully designing the page that has strong visual contrast and distinctive pattern.

Since readers look at the overall pattern and contrast of the page before looking for details on the page, the regular patterns established throughout the entire pages will help readers to establish the location and organization of the page information and increase legibility.

5. What alignments are available on the web?

The alignments available on the web are left-justified, centered, right-justified, and justified text.

6. Which of these are the easiest to read? Why?

Left-justified text is the easiest to read due to its even and predictability. It requires no adjustment to word spacing and the inequities in spacing fall at the end of the lines.

7. Which of these should be used for headlines? Why?

Left-justified should be used for headlines in order to match with the text body in which left-justified text is used and provide balance on the page.
8. What do the authors espouse regarding line length on web pages?
50 characters long or about nine to ten words per line for 12-point Times New Roman type font is good for the design for fixed-width layout. If the design is for a flexible layout approach, the authors recommend using CSS leading controls to increase line spacing to 15 or 16 points.

9. Should you use capital or lowercase letters for headlines? What about blocks of text?
Capital letter should be used only with the first word and any proper nouns of headlines. The rest of words should be in lowercase. This style is called downstyle typing. Blocks of text should not be used because they are difficult to scan. Blocks of text should be used only for short headings.

10. What is meant by the term white space?
White space or leading is a vertical space in a text block. It is a distance from one baseline of text to the next.

11. What size leading should you apply if you are using 16-point font?
The general rule for print materials is to set the leading about 2 points above the size of the type. Applying the rule for longer line lengths and the lower screen resolution, the generous leading line for 16-point font will be about 18 to 20 points of leading.

12. How should you separate blocks of text on a web page?
In order to separate blocks of text on a web page, the authors suggest using leading which is the vertical space in a text block. Leading is the distance from one baseline of text to the next. However, too much leading makes it hard for the eye to locate the start of the next line whereas too little leading confuses the lines of type. In this book, the authors suggest to use 2 points of leading above the size of the type.

If it is a paragraph, the authors suggest using indents to signal the beginning of a new paragraph or using a blank line of white space “<p>” tag at the end of each paragraph to separate paragraphs. The authors also suggest inserting several non-breaking space (&nbsp;) at the start of each paragraph or using a transparent single-pixel GIF graphic as a spacer and adjusting its horizontal spacing if the page does not use CSS. If the page uses CSS, setting the exact spacing for the indentation using the text-indent” property of the paragraphs is recommended.

13. What is a font that looks good in print OR online?
A font that looks good in print or online is a serif typeface such as Times New Roman

- What are some fonts that look good online but NOT in print?
Georgia, Verdana, and Times Roman

- Which fonts does the author recommend for online text? Online headers?
For online text, the authors recommend using a serif face such as Times New Roman or Georgia. For online headers, the authors recommend a sans serif face such as Verdana or Arial.

14. What tool will assist you in adhering to consistent type style settings in a web site?
The tool is called Cascading Style Sheets (CSS).
15. Describe the effect that platform issues have on type.
Different platform displays type differently even though the same typefaces are being used. Generally, type displayed on Windows Web Browsers will look 2 to 3 points larger than the same face on the Macintosh. The difference therefore has a big impact on the page layouts.

16. What are the main accessibility issues when considering type?
The main accessibility issues when considering type are size and color particularly. Users who have vision disabilities such as low vision need to be able to transform text that they find illegible into a format that they can read. Colorblind users need a control over text and background color.

17. What is meant by antialiased type?
Antialiased type is a technique widely used in computer graphics to optimize the look of graphics and typography on the display screen. In typography, antialiasing removes the jagged edges of larger type characters. At normal viewing distances it gives the impression that the type is rendered at a higher resolution. What antialiasing does is to visually smooth the shapes in graphics and type by inserting pixels of intermediate colors along boundary edges between colors.