

Design, Art, Visual Experimentation, Screen based Communication

WEB TYPOGRAPHY

EDITED BY ANASTASIOS MARAGIANNIS

- Jessica Helfand in her book *Screen* (2001):
- “We need to look at screen based typography as a new language, with its own grammar, its own syntax, and its own rules. What we need are new and better models, models that go beyond language or typography per se, and that reinforce rather than restrict our understanding of what it is to design with electronic media.”
- “Of what value are typographic choices—bold and italics when words can now dance across the screen, dissolve and disappear.”

I LOVE TYPOGRAPHY

SEP 19 2007 [COMMENT]

15 excellent examples of Web typography

PART I: SHOWCASE

I have spent the last month searching, stumbling, noting, bookmarking and analysing in a quest to find 15 Excellent examples of Web Typography. I've chosen them because they make excellent use of type. Some of the examples mimic the typography of print, while others actually leverage web technology, smart CSS and delicious HTML to make their pages not only aesthetically pleasing, but legible, user-friendly and easily navigable.

In a few days, I will be taking an in-depth look at all these sites, delving into their grids, sifting through their CSS and dissecting their HTML, to discover what makes them tick — and what makes them excellent examples of typography for the Web.

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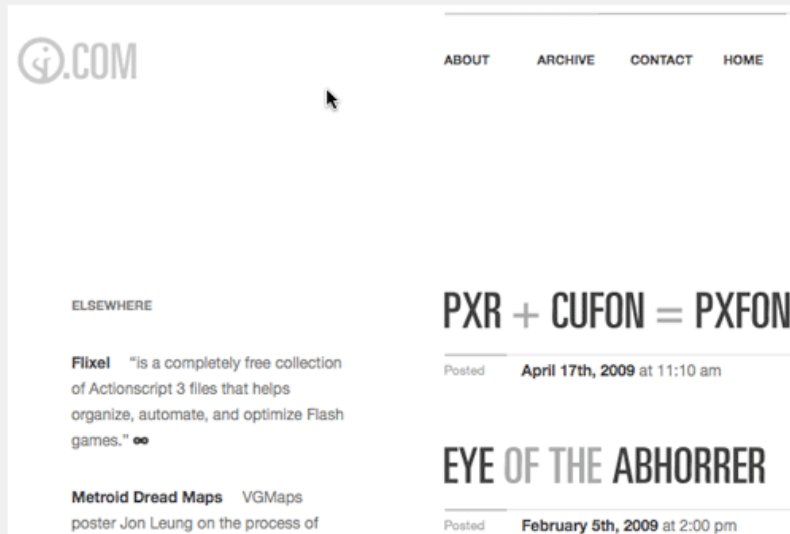
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13 websites with inspirational typography

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Browsing websites with beautiful typography is always a pleasure. I personally prefer a site with great type and minimalism elsewhere rather than the other way around. Here are 13 of my favorite websites with amazing typography.

Shaun Inman



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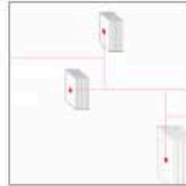
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CSS Typography

The Basics



baseline

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Screen based typography

ARTICLE

The role and relevance of screen based typography in Screen based Media

ARTICLE

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We do more reading on the screen today than we did even a year ago. If we are ever to have a golden age of reading on the screen, this might be the start of it.

Good Typography Cannot Be Handcrafted Anymore

- Our experience of typography today changes based on how the page is rendered, because typesetting happens in the browser.
- In all of this, the browser is probably the most important part of the screen typography equation. Ironically, the lack of support in modern browsers is the single biggest hurdle to good Web typography.
- Type-as-service providers are offering an alternative, with an increasing number of fonts that are fairly cheap and easy for us designers to use when typesetting text. But they, too, want better support of Web typography.

IDENTIFYING WHAT'S MISSING

- Kerning and spacing of individual characters;
- Basic ligatures (fi, fl)
- Other ligatures (fj, ffi, ffl, ffj and more);
- Lining and old-style numerals;
- True small-caps;
- Replacing uppercase with small-caps for abbreviations;
- Superscripted symbols such as © and ™;
- Language-based quotation marks;
- Correct replacement of en and em dashes, and the spacing around them;
- Spacing of ! () [] / ; ::

- In many ways, 2012 is the new 1999. We have the freedom to work with any font we like via the @font-face selector. But our main tool, the browser, does not have any OpenType features to speak of. We have to create workarounds.

Can we use the same type of solution that we used back in the old days of print?

TIME TO FIX THE PROBLEM

Open **TYPOGRAPHY**

OpenTypography is an open source project with the goal of bringing better typography to every type of digital screen.

Laptops, smartphones and tablets are all places where we more than ever read and explore the written word. In print we already benefit from centuries of knowledge about how we humans read and process information. But not online.

With browser development lagging in terms of web typography there is no time, and now no need, to wait. We can all create better web typography ourselves, starting right now.

THE PROJECT NAMED OPENTYPOGRAPHY, AND THE SOLUTION NAMED TYPESETTER.JS.

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EMIL RUDER: A FUTURE FOR DESIGN PRINCIPLES IN SCREEN TYPOGRAPHY

Fire



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