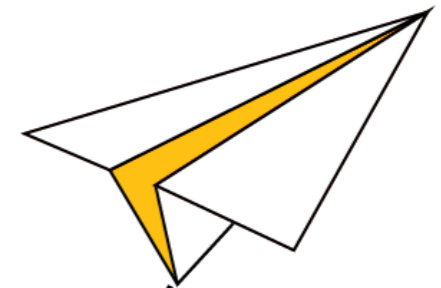


UX design

Learning the basics around typography



HELLO.

BRANDING

WEB DESIGN

WEB DEVELOPMENT

DIGITAL STRATEGY



**Tina
Okey**



Hi

**I'm Founding Director
& Pixel Perfectionist**

**Jay
Okey**



Hi

**I'm Founding Director
& Code Ninja**



**Web typography
belongs in a grey
area between the
role of the designer
and the front-end
developer.**

WHY IS THIS IMPORTANT?

The design process isn't something designers should own themselves, developers should make their own contributions too.



TYPOGRAPHY IS NOT ABOUT FONTS



WHAT CONSTITUTES A WELL DESIGNED TYPESET?

One that has considered:

- Type
- Colour
- Size
- Line width
- Line height

TYPE COLOUR SIZE

Recommended size for today's larger screens and higher screen resolution:

- 16px for mobile
- 18px for desktop

The browser default is often 16px.

DEFINING FONT SIZES IN **PIXEL**

Becomes an accessibility issue as a visitor with limited vision can't set the font size larger.



DEFINING FONT SIZES IN EM

- An em value is dynamic, not static like pixel values.
- An em is equal to the parent font size

CALCULATING EM VALUE

Formula to calculate the em equivalent for a pixel value:

em = desired pixel value / parent font-size in pixels

EXAMPLE:

Body font-size is 16px, you want a font size of 22px; ($22/16 = 1.375$).

IF, however, you have a list with a font-size of 12px ($12/16 = 0.75$) and then you have an inner list within this, the font size now becomes 9px (0.75×12).

DEFINING FONT SIZES IN REM

rem values let you specify a font size relatively without being affected by the parent font size.

EXAMPLE:

Root (default) size = 16px, you want a list font size of 12px; $\text{rem} = 0.75\text{rem}$ (12/16)



TYPEFACE AND COLOUR

EXAMPLE:

Colour in this instance doesn't refer to the actual colour such as red, green, blue, it refers to how heavy the typeface looks. If you compare regular, 18px for Montserrat with the same settings for Arial this is what you'll get.

Montserrat: 18px

Colour in this instance doesn't refer to the actual colour such as red, green, blue, it refers to how heavy the typeface looks. If you compare regular, 18px for Montserrat with the same settings for Arial this is what you'll get.

Arial: 18px

WHAT'S AN IDEAL LINE WIDTH?

Ranges from 45 to 75 characters, including spaces OR 600px wide.



IDEAL LINE HEIGHT FOR **BODY TEXT?**

Ranges from 1.3em to 1.6em

So if you set your body text to 16px, you would choose a line height that ranges from 21px to 26px.



HEADINGS LINE HEIGHT?

Ranges from 1.1em to 1.4em

A useful guideline to stick to is that the bottom margin should be noticeably smaller than the top one.

Naturally, a larger type selection

Will require a larger line-height. And a heavier typeface will require more space between the lines.



THE DIATONIC SCALE

Graphic/web designers generally follow the Diatonic scale:

12 13 14 18 20 24 36 48 64 72



THE MODULAR SCALE

If your base size is 18px (1em):

H1: 60.75px or 3.375em

H2: 40.5px or 2.25em

H3: 27px or 1.5em

H4: 20.25px or 1.125em



CONCLUSION

The three secret ingredients to a perfect paragraph:

- Type size
- Line width
- Line height



TINA OKEY WP LAUNCH ME

 wplaunchme.com

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