



SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.

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COURSE NAME : 19CSE315 – UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – I UI DESIGN FUNDAMENTALS

Topic: Types of typefaces , Typography Terminology

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Definition of Typeface

Definition of Typeface:

- Typefaces refer to the specific designs or styles of fonts used to display text on digital interfaces.
- A typeface is a collection of characters, including letters, numbers, punctuation marks, and symbols, that share a consistent visual design.
- The term "typeface" is often used interchangeably with "font," but there is a technical distinction
- A typeface is the overall design, while a font is a specific instance or variation of that design, such as a particular size or weight.



Types of Typeface

- **Serif Fonts**
- **Sans-serif Fonts**
- **Monospaced Fonts**
- **Display Fonts**
- **Script Fonts**
- **Handwriting Fonts**
- **Condensed Fonts**
- **Variable Fonts**
- **Web Fonts**
- **System Fonts**





Types of Typefaces

1. Serif Fonts:

- Traditional serifs : Traditional serif are characterized by tiny ornamental strokes (serifs) at the extremities of characters. Georgia and Times New Roman are two examples.
- Modern serifs: Compared to conventional serifs, these are more sophisticated and have less decoration. Bodoni and Didot are two instances.

2. Sans-serif Fonts:

- Grotesque: Consistently wide strokes that are bold and uncomplicated. Arial and Helvetica are two examples.
- Humanist: Wider stroke widths, more organic and focused on the human condition. Verdana and Gill Sans are two examples.
- Geometric: Usually featuring a simple design, based on geometric shapes. Avant Garde and Futura are two examples.



Types of Typefaces

3. Monospaced Fonts:

Characters have the same amount of horizontal space, they can be used in computer interfaces and coding. Consolas and Courier New are two examples.

4. Display Fonts:

Large text and headlines should employ bold and attractive fonts. Extended paragraphs don't work well with certain typefaces. Lobster and Impact are two examples.

5. Script Fonts:

Emulate handwriting to give designs a refined, individualized touch. Pacifico and Brush Script are two examples.

6. Handwriting Fonts:

Resemble casual, natural handwriting and add a friendly, approachable feel to interfaces. Examples include Comic Sans and Marker Felt.



Types of Typefaces

7. Smaller Fonts:

Compact and thin, ideal in scenarios where horizontal space is at a premium. Oswald and Compacta are two examples.

8. Variable Fonts:

Provide for many variants (weight, width, and slant) in a single font file. They offer responsiveness and design versatility.

9. Web Fonts:

Fonts that have been specially designed for web use, guaranteeing quick loading times and browser and device compatibility. Adobe Typekit and Google Fonts are two examples.

10. System Fonts:

The built-in default typefaces for a specific operating system, such as San Francisco and Helvetica on macOS or Arial and Times New Roman on Windows.



Typography Terminology

1. Font type:

The general layout or aesthetic of a group of characters, such as symbols, numbers, and letters.

2. Typeface:

A particular example or version of a typeface, complete with weight, style, and size.

3. Serif:

A tiny ornamental stroke or line that a typeface's characters have at the ends of them.

4. sans-serif:

Fonts devoid of serifs or ornamental strokes.

5. Beginning point:

A constant base for alignment that acts as an invisible line for characters to sit on.

6. Cap Height:

The distance between capital letters and the baseline.



Typography Terminology

7. X-Height:

The height of lowercase letters (excluding ascenders and descenders) relative to the baseline.

8. Leading:

The vertical space between lines of text.

9. Kerning:

The adjustment of space between individual characters.

10. Tracking (Letter-spacing):

The overall adjustment of space between characters in a block of text.

11. Hierarchy:

The arrangement and presentation of text to convey relative importance.

12. Alignment:

The positioning of text relative to a page or container (e.g., left, right, center, justified).



Typography Terminology

13. Line Length:

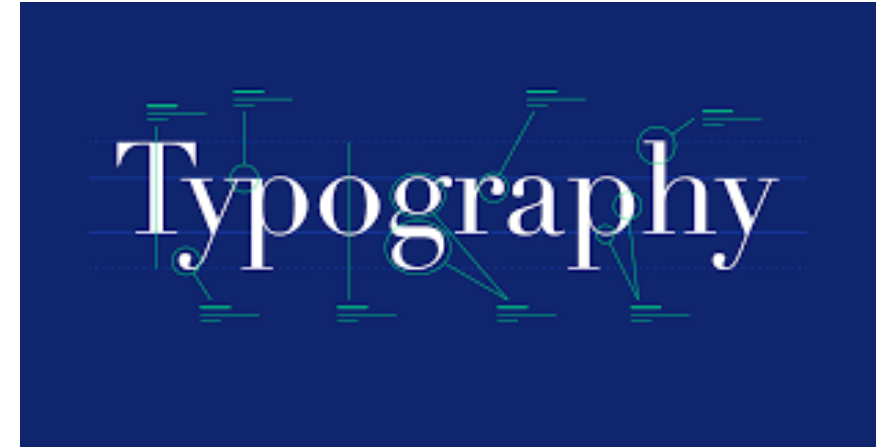
The horizontal length of a line of text.

14. Responsive Typography:

Adapting typography to different screen sizes and resolutions for optimal readability.

15. Type Scale:

A system of proportions for determining and maintaining consistent font sizes in a design.





Thank
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