"If one aspect of design has suffered most in its transition to the Web, it is the art of typography. For years, web typography involved little more than choosing a typeface and font size. Unstyled Times New Roman was quite the norm, and the integration of established typographical techniques and rules was unimagined."

Andy Hume
www.sitepoint.com/anatomy-web-fonts/

Type On Screen

Type on screen is not stable and the designer can not control the end user's view.

The user can:
- change screen settings

- fonts may not be installed
color shifts from monitor to monitor
monitor resolution

Type On Screen

Type can appear lighter or **darker**, more blurred or sharper. It is always moving by scrolling.

It is also built from dots of red, green and blue that are constantly vibrating, making reader's eyes tired faster

The attention span of the viewer is SHORTER than someone reading printed material.

Oh, look...a chicken!

Type On Screen

Color choice

Overall color choice affects readability and sets an overall tone/shade to a page on screen.

The heavier the typeface, the leading, and spacing, the darker everything will appear.

Type On Screen

High contrast can help, but it can also hinder. Too much contrast for too long hurts reader's eyes.

A A

R + G + B = White

This means that white is more luminous on screen than in print and too harsh on the viewer over long periods of time.

Type On Screen

Type that is too thin gets lost in the background.

The quick brown fox
jumped over the lazy
dog.
avant garde extra light, 14pt

Spacing between letterforms should be
generous and typefaces with easily confused
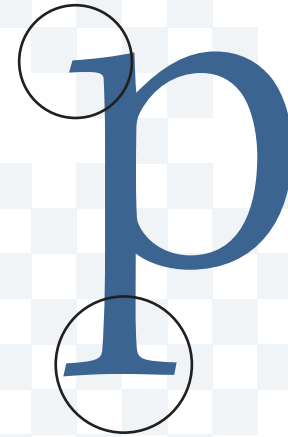letterforms should not be used.

uvw

Greyton script, 80pt

Type On Screen

Serifs:

Used often in print, but on screen the serifs do not always render well. The subtleties of serifs do not translate well to pixel form and instead become blurry.

Some fonts have been designed specifically for the screen: Verdana and Georgia (Matthew Carter) which has larger x-heights that other serif faces.

Hi, I'm Verdana
And I'm Georgia

Type On Screen

Type and the Internet:

Designers should establish a hierarchy of type for anything web based. If a font is not installed on the end user's computer, the site will default to the next font in designer hierarchy.

If Verdana is not available use Helvetica. If Helvetica is not available use Arial. If Arial is not available use a san-serif.
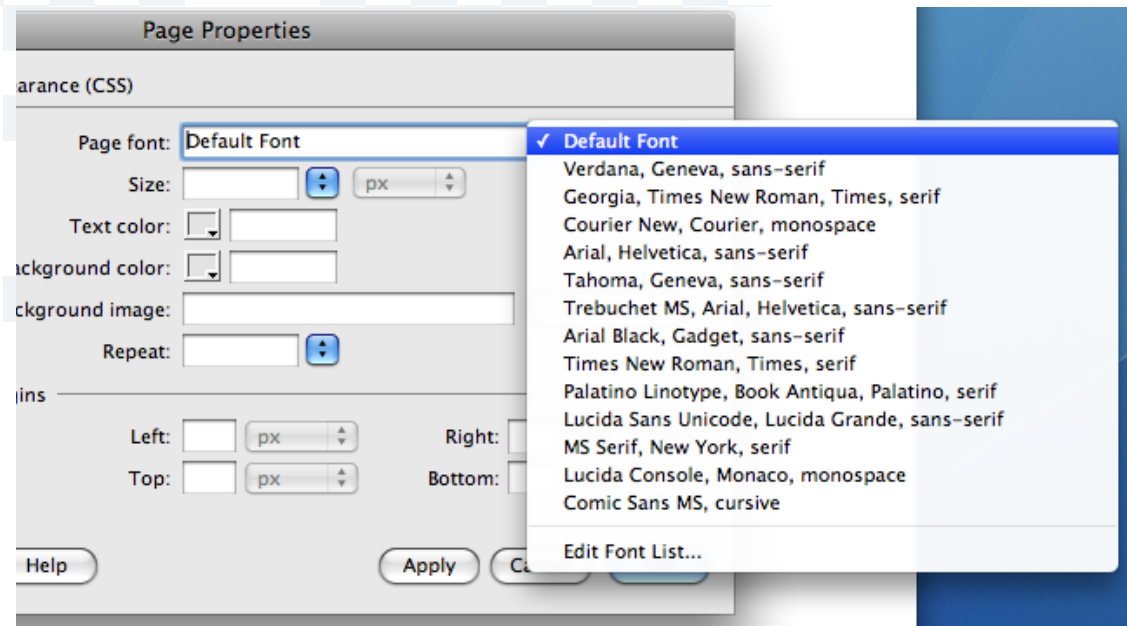
Line length should be no more than 50-55 characters or it becomes too hard to return back to the beginning of the next line of type. In decreasing the line length, the leading needs to be increased.

this one...

Natem fugitat hil ilibusam sim et hit resequat pro veni tem facerecus et ut et ressimi llabora iminctae volorro officte mporit expe assundi taerum quo ipsunda estios eaque non exerchil moditat por sapellignate pe ma same niendesti voloris eos re officil labora nonsequi cuptatur re nimet iumquos et et plit odio doluptaturit quid estium quiaspis veriore ristissint volorro berit rem ut es si coribus mincias maionsequi odigeniam alibus.

or that

Rum veri te voloria velessit odi cumquam, etum et, quam di voluptiur si verunt exceper ferciis inverch illaut alicae. Cabores si ulpa ipsumquo volorro dolum que vel exped qui raestrum qui adit volum nonsedit ut etur sincte doluptas verestisciae poratibus dolorio nseque rehent ut modigentem quas qui inihill uptatur ad quiatia aut fugitiumque si aspid molum erita nobit occupidem a non nitaqui ute id entis dis volor alique si consed que sam voluptum comnis sum recum id ut quae poreri re eatur? Quibusape same pariore, et

Type On Screen

Horizontal scrolling is just evil.

with text. enough said.

Vertical scrolling can be problematic in that it decreases the stability of the type and makes it tiring to read. To work around this, either include adequate paragraph spacing OR break the information up into smaller chunks of information.

Type On Screen

now enjoy this
amoeba chicken!

Type On Screen