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Typography basics “Typography is two-dimensional architecture, based on

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experience and imagination, and guided by rules and readability. And this is the purpose of typography: The arrangement of design elements within a given structure

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should allow the reader to easily focus on the message, without slowing down the speed of his reading.”

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mood. **Study 1** In our first study, we asked participants to read text with high quality typography or with poor typography and took three kinds of measurements: **Relative**



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subjective duration, Likert scale preference questions, and performance in the candle task.

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“Typographic arrangement should achieve for the reader what voice tone conveys to the listener.” (El Lissitzky) Important elements to consider when arranging text

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are type size (point size), typeface (type font) and line/letter spacing. Text is measured in points. Point size of the type is determined by measuring the height of the

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type body.

A typographic hierarchy expresses the organization of content, emphasizing some

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elements and subordinating others. A visual hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings. Each level of

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the hierarchy should be signaled by one or more cues, applied consistently across a body of ...

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withstand the test of time. Typography enhances the readability of information on a web page, yet — quite ironically — it also

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helps users avoid reading.

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6/12/2013 · Participants with good  
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minutes 18 seconds in the first study and by 5 minutes and 21 seconds in the second study. This shows that when a passage is well structured, the readers are more

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design. Just as web designers and developers use header tags – h1, h2, h3 and so on – to organize the importance of text, visual hierarchy uses visual cues. In

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addition, type hierarchy helps readers scan text, reading bits of type faster in chunks that look alike.

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component has its own use and purpose. By combining these 7 components of design you can create emotion, depth, lead the eye, emphasize a message, attract attention and



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