

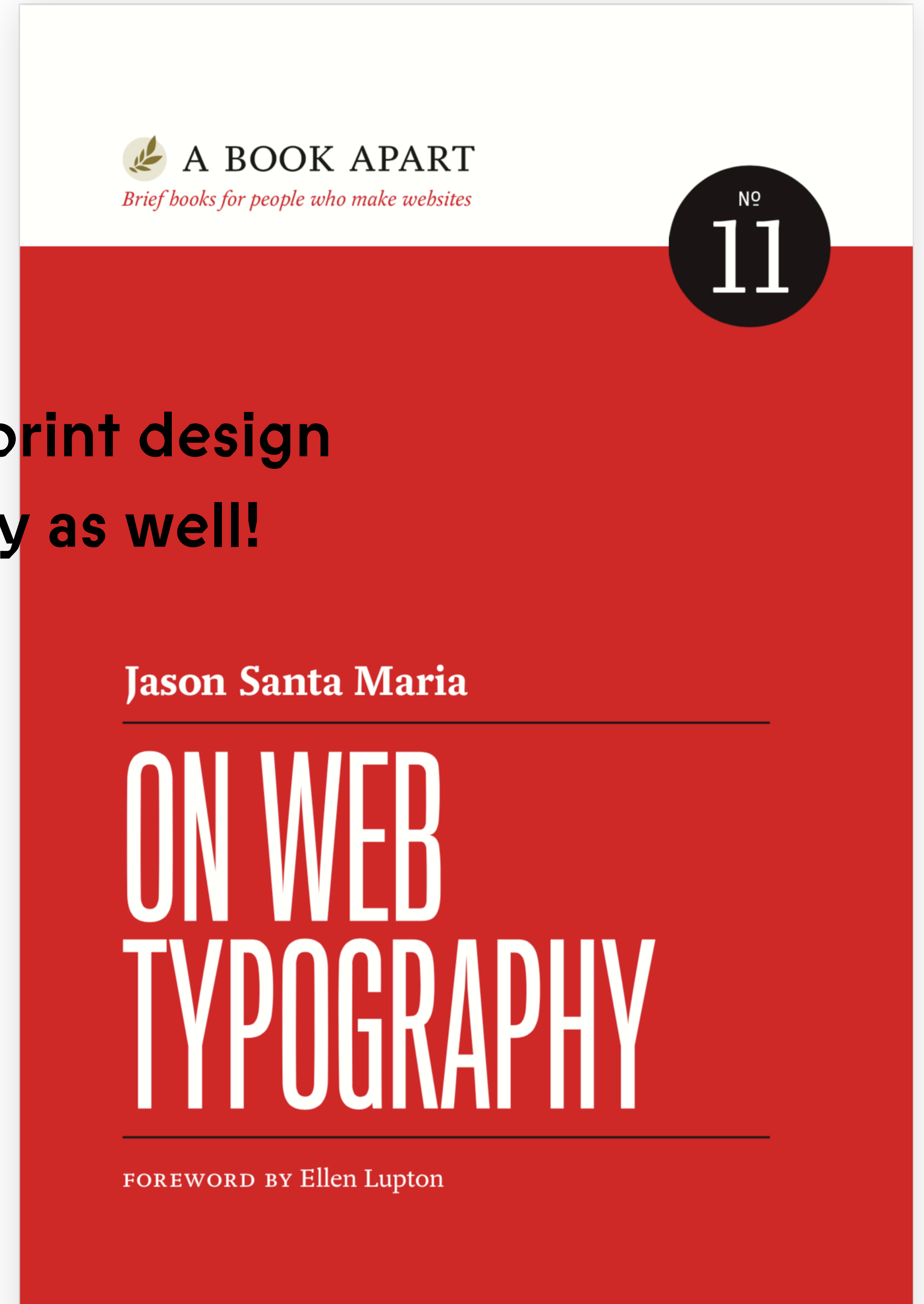
Web Technologies

More Stuff



Web Typography

- **Some things that are common in print design should be used in web typography as well!**



Web Typography

- **Visual hierarchy**
- **Line spacing**
- **Letter spacing**
- **Word spacing**
- **Line length**

Lesen

Visual Hierarchy

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Leserlichkeit und Lesbarkeit von Schrift und Text

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Line spacing

Hong Kong (CNN) – Chinese President Xi Jinping's actions this week have been rich with symbolism. On Monday, he laid a wreath at a monument dedicated to the Long March, a fabled retreat during the Chinese civil war which helped cement Mao Zedong's rise to power. Could this be a sign that a similar protracted struggle will be needed in the expanding trade war with the the US? Perhaps not. But the correct interpretation of another of Xi's actions was much clearer, spelled out for all by state media.

Too narrow



(normally 1.2–1.4 * height of typeface)

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Too wide

Line spacing

```
.paragraph {  
  line-height: 1.25;  
  /*1.25 * font-size */  
}
```


Letter spacing

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👍 (0–0.5em)

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Too wide

Letter spacing

```
.paragraph {  
  letter-spacing: 0.05em;  
  /*or -0.03em to reduce the space between letters*/  
}
```

Word spacing

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Words too close together

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Too much space

Word spacing

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}
```


Line length

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Too short (~30 chars)

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👍 (~50–70 chars per line)

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Xi was accompanied in his visit to Jiangxi by Liu He, the vice premier who has led trade negotiations.
And while China's Ministry of Foreign Affairs has tried to downplay the symbolism of the pair's visit, analysts and state media were in little doubt what message was being conveyed.
Global Times, a nationalist tabloid, said Xi's visit had "offered huge support to the critical industry that has been widely viewed as a form of leverage for China in the trade war with the US."

Too long (~100+ chars per line)

Line length

```
.paragraph {  
  width: 100%;  
  max-width: 30em;  
  /* Anywhere around this value..*/  
}
```

Publishing your webpage

- Use Github Pages → <https://pages.github.com/>
- Get a domain, a hosting and publish your website via FTP

Domain, Hosting, FTP

- **Get a domain & a hosting and publish your website via FTP:**
- **The easy way: register your domain via your hosting-provider!**
- **e. g.: <https://www.metanet.ch/hosting/webhosting>**
- **Use an FTP Client (Cyberduck, Filezilla, Transmit (\$))**
- **Upload your files to your hoster**

Exercise: «Shopping Cart»

- It doesn't have to be a shopping cart – take a part of your GUI and build that
- Not a complete page (header and footer can be missing)
- Interactivity!
- Textfile with your focus, your troubles and achievements (I will provide a template).
- Prepare it as if it was a deploy for a client.
 - → clean up, validate, remove comments!

Exercise Mentoring

- Plan for mentorings: <https://doodle.com/poll/p7bvfkw48wbrw9cs>
- Bring a sketch, explain your idea, tell me what is going to be interactive.

Further Examples

- Open modal/navigation on click
- Calculate total price of pizza ingredients
- Flexbox-3-column animation

