

# Web Typography, Graphics & Color

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in shades of white and brown, creating a layered, wave-like effect.

# What exactly *is* Typography?

- \* Typography is the use of typefaces as a means of communication.

Examples of  
Typography

A diagram consisting of three arrows originating from a central point below the text 'Examples of Typography'. One arrow points towards the word 'Typography' in the definition above, another points towards the word 'typefaces', and the third points towards the phrase 'as a means of communication'.

# Fonts

- \* Tips for choosing fonts :
  - \* Fonts must be able to set the tone of the design, provide the best readability, and convey the right image.
- \* Common fonts :
  - \* Arial
  - \* Times New Roman
  - \* Courier New
  - \* Trebuchet
- \* This is an example sentence .

# Browser Font

- \* The most common font used as a default for a majority of browsers, is the Times New Roman font. Which is what this entire slide is written in. This sentence however, is written in arial.

# Graphic-Based Text

- \* Graphic based text should avoid being used due to its inconvenience.
- \* Graphic based text cannot be edited, nor resized
  - \* Graphic based text could be compared to a PDF file, as once the graphic is saved, no user can change the data, this is useful for things that are permanent and do not need to be changed.

# Images

- \* Image file formats

- \* GIF – Graphics Interchange Format
- \* JPEG - Joint Photographic Experts Group
- \* PNG - Portable Network Graphics

- \* Programs used for creating images

- \* Adobe Photoshop :

<http://www.adobe.com/products/photoshop.html>

- \* \$349.00

- \* GIMP : <http://www.gimp.org/>

- \* FREE!



# Downloading Images

- \* When creating a website with graphics, a few tips to speed up downloads are :
  - \* Crop Images – smaller images are easier to download
  - \* When using GIF images, use fewer colors
  - \* Send your images through a compressor, or other optimizing software.

Example of an easy to  
download image



# Dithering

- \* Dithering is the Operating System's attempt at creating an approximation of specific color, out of two differently colored pixels blended together when the requested color is not supported by the web browser.

From Computer Desktop Encyclopedia  
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# Citations

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