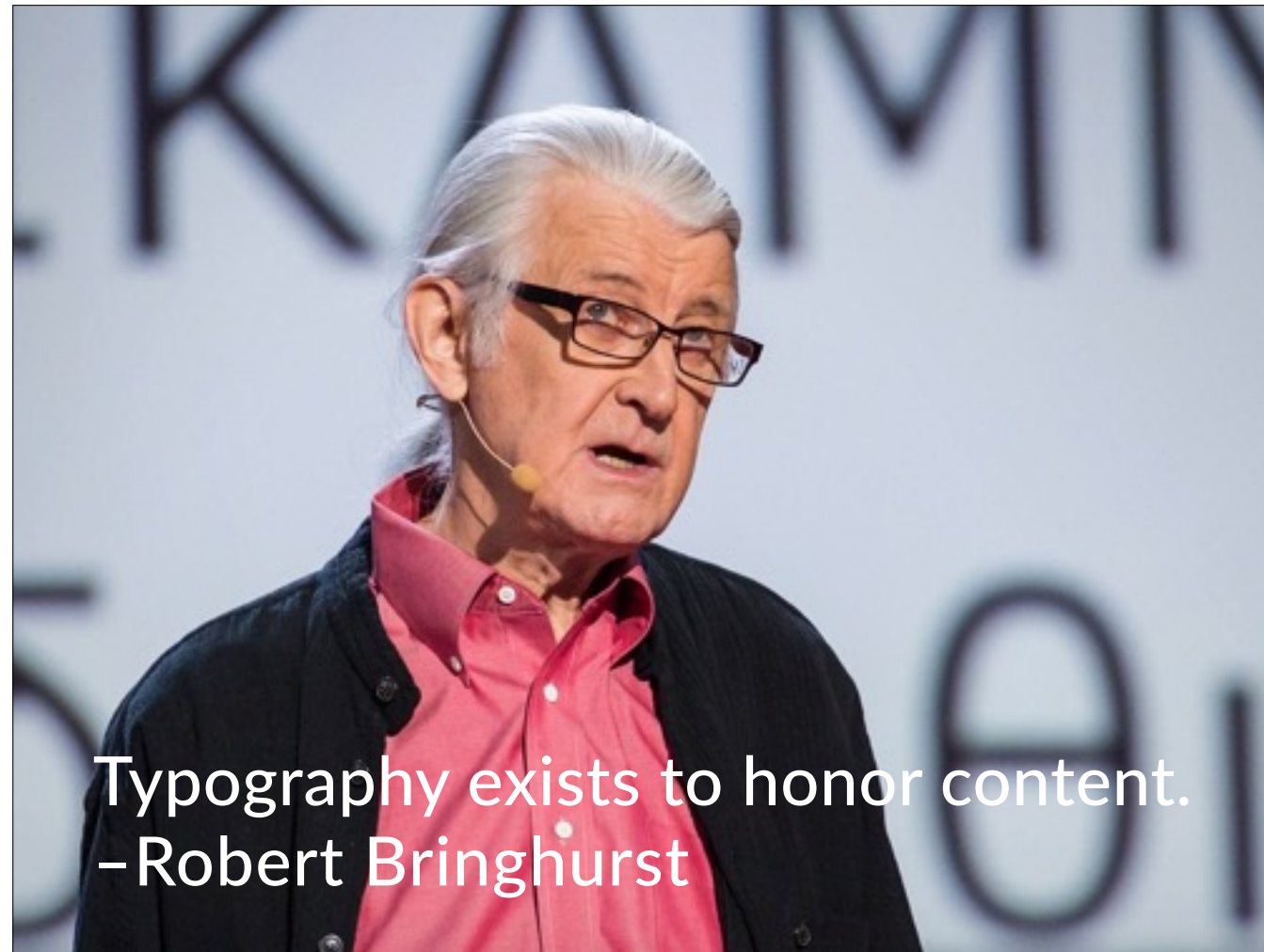


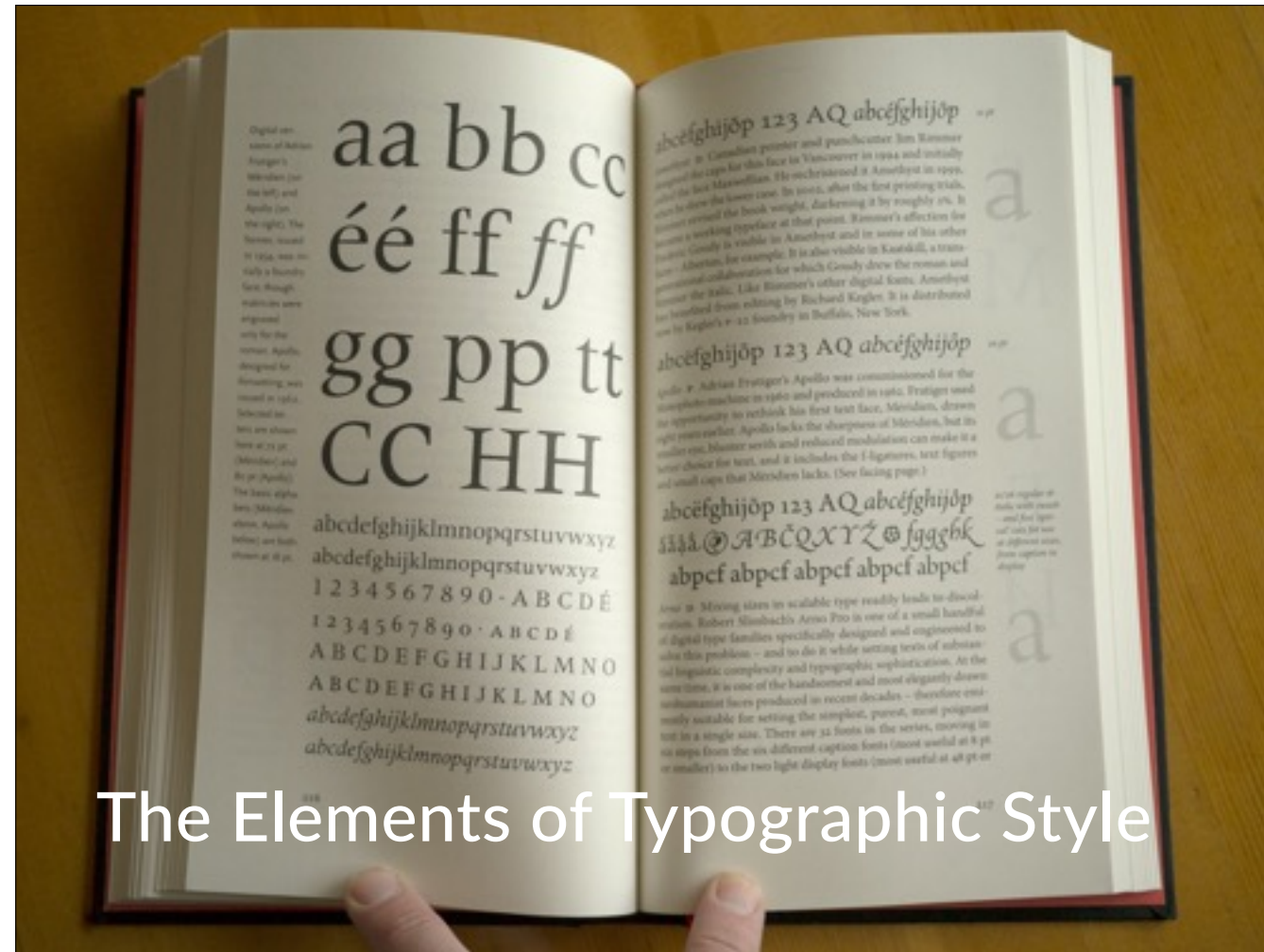
What is good digital design?

Good digital design =  
effective communication =  
appropriate typography.  
Just like print design :)

Most good type rules apply  
equally to the web or print:  
**Can I read it?** Is it actually legible?  
**Do I want to read it?** Did the  
designer make it comfortable and  
engaging to read?



Typography exists to honor content.  
–Robert Bringhurst



## The Elements of Typographic Style

<https://typographica.org/typography-books/the-elements-of-typographic-style-4th-edition/>

Hoefler & Frere-Jones have called Elements “the finest book ever written about typography”.

The Elements of Typographic Style, Version 4.0

### 2.2.1 Choose a basic leading that suits the typeface, text and measure

"Vertical space is measured in a different way [to horizontal space]. You must choose not only the overall measure – the depth of the column or page – but also a basic rhythmical unit. This unit is the leading, which is the distance from one baseline to the next."

Leading (pronounced "bedding") is so called because, in mechanical presses, strips of lead are placed between lines of type to space the lines apart. Leading is achieved in CSS through the `line-height` property. For example 12 point text can be given 3 points of lead in the following manner:

```
p {
  font-size: 12pt;
  line-height: 15pt }
```

However **that example is bad** as `line-height` should never be applied using absolute units such as points or pixels. In the *poor* example, when text is resized in a browser, the font-size increases (to 18 pt for example) but the line-height may remain at 15 pt. So instead of the lines being spaced apart, they would actually overlap.

A better approach is to make use of a unique characteristic of the `line-height` property: it is the only CSS property for which non-zero numeric values are allowed without units. The preceding example could also be coded as:

```
p {
  font-size: 12pt;
  line-height: 1.25 }
```

In this example the value of `line-height` is a multiplier:  $1.25 \times 12 = 15$  pt. This is a far more reliable method as the line-height (the distance between baselines) will always be proportional to the text size. Line height can be incorporated into the `font` property using a shorthand familiar to typographers:

```
p {
  font: 12pt/1.25 "Winston Pro", "Winston Web", serif }
```

It should be noted that some browsers add a little leading by default: Safari and Internet Explorers for example; whereas others, such as Camino and Firefox, do not. Text on the web almost always benefits from an increase in line height, and figures upwards of 1.3 are common (this page has a `line-height` of 1.5 for example).

Unlike in mechanical presses, where one line of lead is added below the text, the spacing added on the Web is divided equally above and below the text. To illustrate this the following example has a `line-height` of 3 and shows the text set midway between two borders:

---

line-height spacing is added equally above and below the text

---

Negative leading, in other words a `line-height` value of less than 1, can be used on short pieces of text provided care is taken to ensure ascenders and descenders do not collide. For example:

```
.example {
  font-size: 1.5em;
  line-height: 0.85;
  text-indent: -0.5em }
```

this is an example  
of negative leading

Richard Rutter, Brighton, December 2005.

See link on class blog:

<http://webtypography.net/toc/>

## Does the typeface suit the medium?

Typefaces are being designed  
specifically for digital use

Good web fonts are readily  
available, so there's no excuse for  
bad typography

Does the typeface  
suit the medium?

Typefaces are being designed specifically for digital use

Good web fonts are readily available, so there's no excuse for bad typography

**Do I want to read it?**

Does the personality of the  
typeface suit the brand and the  
message?

Is it designed for a specific target audience



pitchfork.com  
vice.com  
esquire.com

Is it designed for a specific target audience

What 10 factors  
affect readability?

Hierarchy

Typeface

Type size

Colour

Tracking

Kerning

Leading

Line length

White space

Type quantity

Hierarchy  
Typeface  
Type style  
Type size  
Type colour  
Tracking  
Leading  
Line length  
Type quantity  
White space

## Using type styles to create hierarchy

Hierarchy can be created with type size, type placement (e.g. indents and margins), type colour, type styles (bold, italic, etc.), glyphs and rules

## Too little hierarchy

makes a page flat and hard to navigate, leaving the reader bored or discouraged.

**Too much hierarchy**  
makes a page too busy, leaving  
the reader overwhelmed.

wired.com  
nytimes.com  
newyorker.com

Striking the right balance with hierarchy

Line length:

am I anywhere near Route 66?

Line lengths are trending down  
Online we're seeing line lengths  
of 55-80 characters  
(10-15 words).



[thegreatdiscontent.com](http://thegreatdiscontent.com)

Line length:

am I anywhere near Route 66?

Line lengths are trending down

Online we're seeing line lengths of 55-80 characters  
(10-15 words).

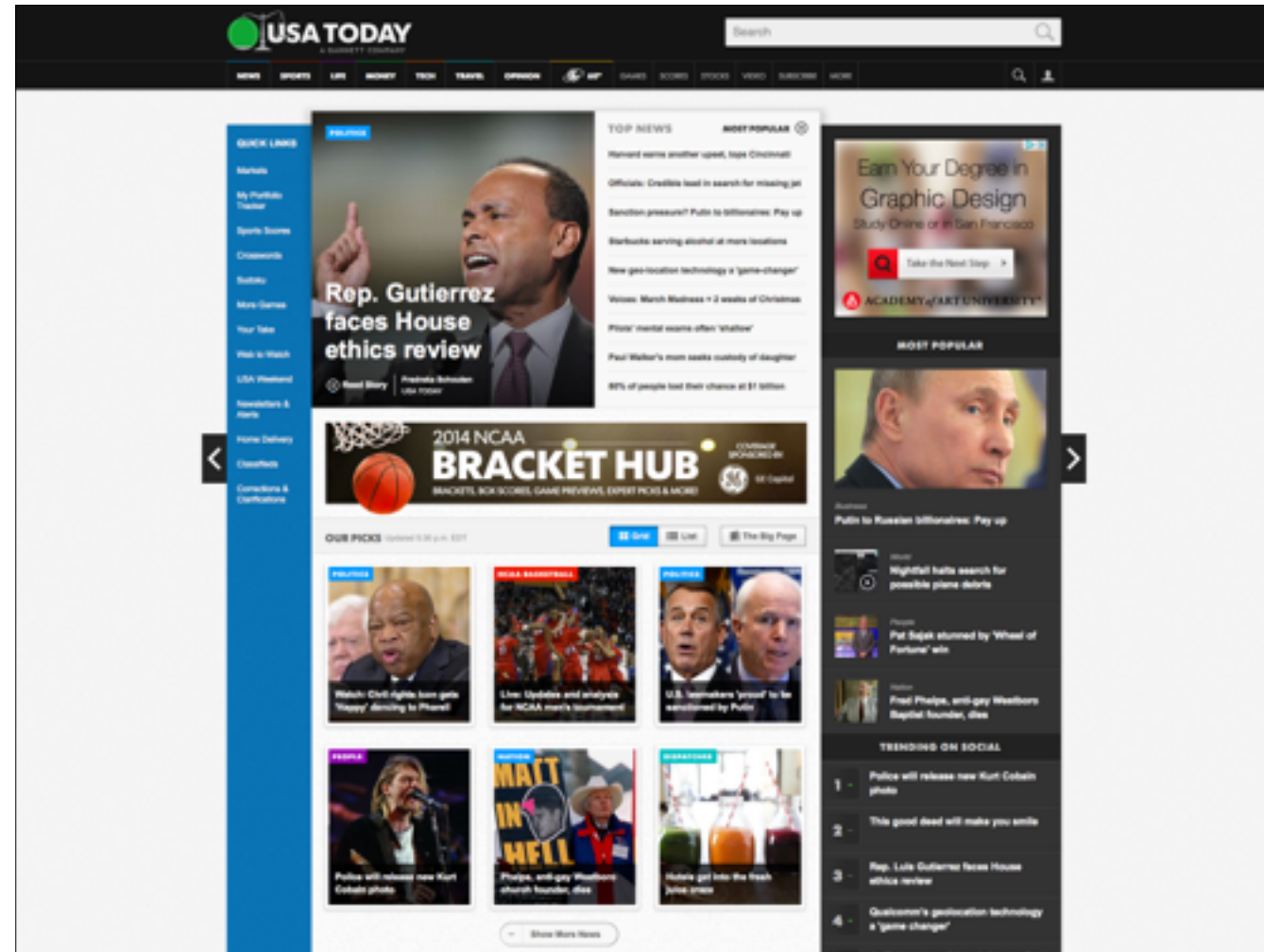
## Contrast and colour

Not enough contrast makes a page flat and sometimes hard to read, e.g. light grey text on white, or a page where everything is black on white with no variation.

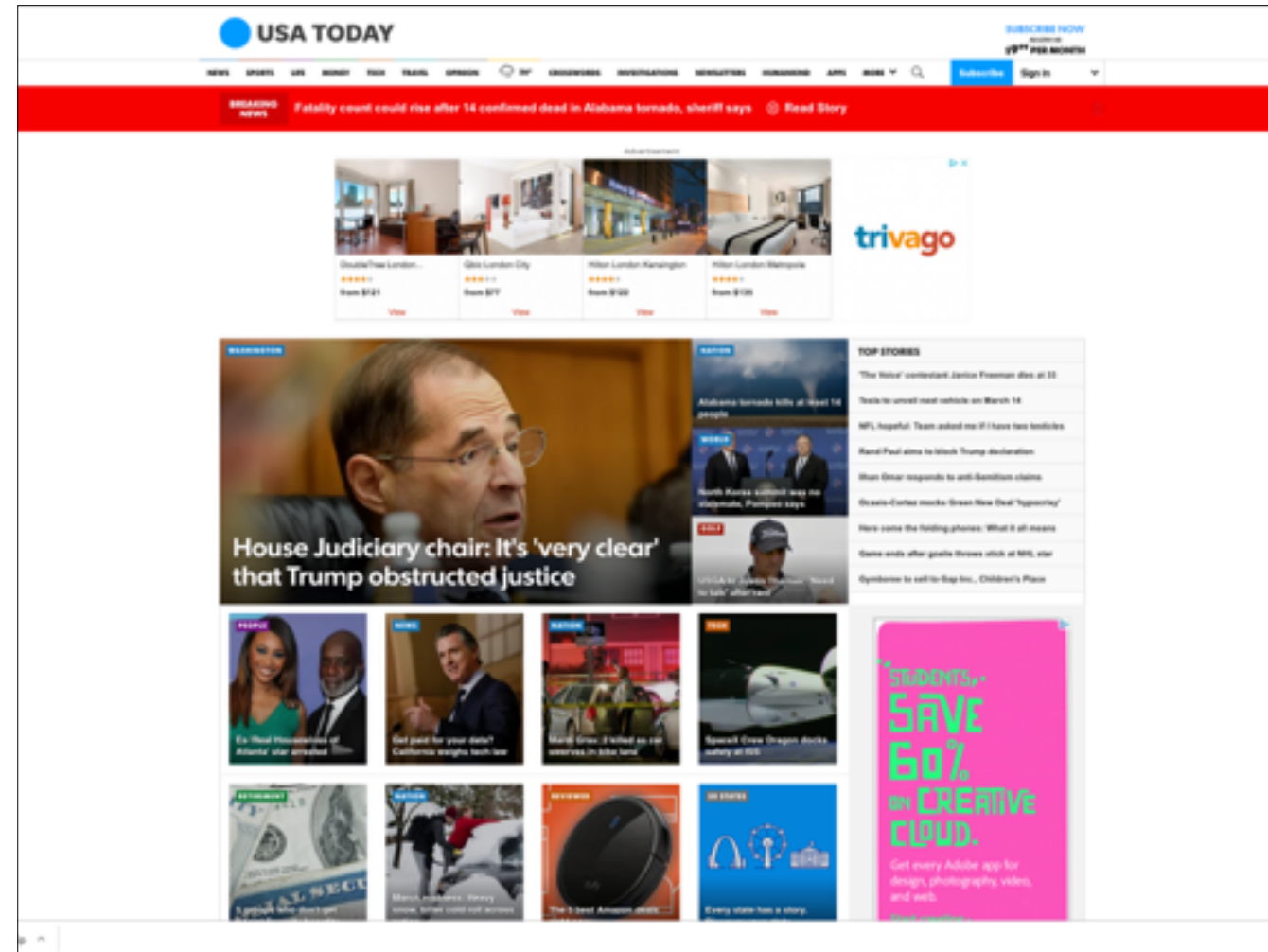
[aneventapart.com](http://aneventapart.com)

An Event Apart demonstrates the readability of a subdued color scheme.

Too much contrast makes a page too busy and equally hard to read, e.g. solid black text on white may be tiring on the eye, or a page with so much variation the eye feels overwhelmed



USA Today circa 2015



USA Today—today



You Can't Retire on the  
Trump Bump



How to Become an  
International Gold  
Smuggler



Alaska's Big Problem  
With Warmer Winters



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Unlikeliest Icons:  
Promethazine  
Cocaine Syrup  
Manufacturers



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Debt in Eight Years.  
Good Luck With  
That.

Mar 1, 2017

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Trump? Or Vice Versa?



Mar 16, 2017

Trump Does/Deserve Some  
Credit for the Strong Jobs Report



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## One Pass to Ski Them All

by Kyle Stock

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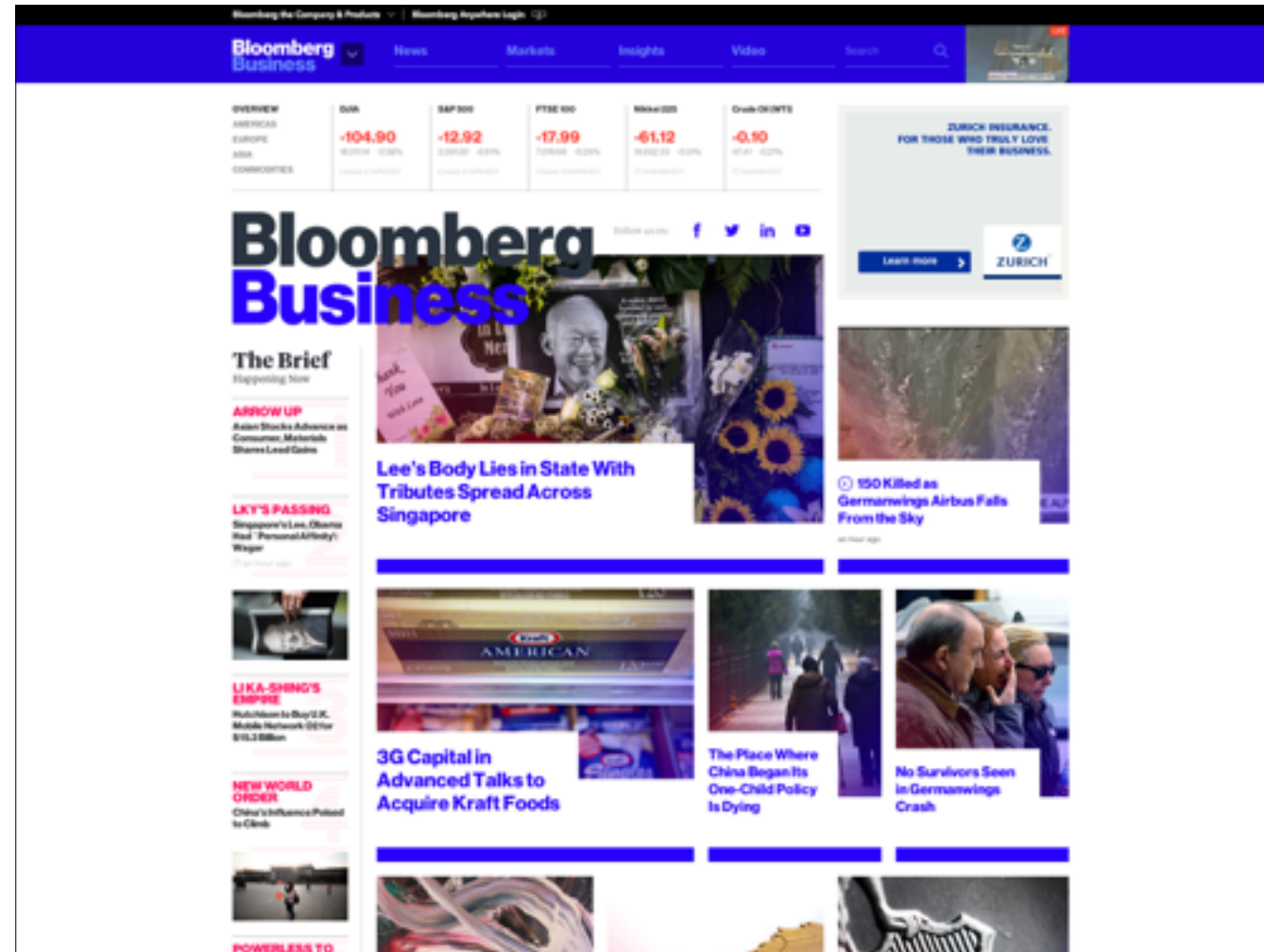
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circa 2015

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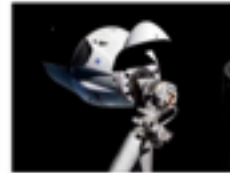
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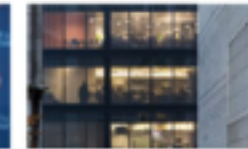
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## Politics



## Politics &amp; Policy

# The Brexit Drama Marches On: Theme of the Week

Here's what led Bloomberg Opinion coverage this week.

By [Brooke Sample](#)

March 3, 2019, 5:00 AM PST



Longest circus ever. Photographer: Simon Dawson/Bloomberg

Brooke Sample is an editor for Bloomberg Opinion. She has been a copy editor for Euromoney Institutional Investor, the Virginian-Pilot and Garrett New Jersey newspapers.

## Is it over yet?

The U.K. has reached the home stretch as the March 29 Brexit deadline is now less than a month away, and it's still a very gloomy picture. Prime Minister Theresa May is still scrambling to make a deal happen ahead of a mid-March vote, and the likelihood of delay is casting a shadow over the

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# 'How to Train Your Dragon' Is No. 1 With 'Madea' Giving Chase

By [Bob Golum](#)

March 3, 2019, 8:47 AM PST



Tyler Perry's A Madea Family Funeral Source: Lions Gate Entertainment Corp.

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1:45

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"How to Train Your Dragon: The Hidden World" led the North American box office for a second-straight weekend, beating a new Tyler Perry movie and enjoying a last moment in the limelight before "Captain Marvel" grabs audiences on March 8.

- The feature from Comcast Corp.'s DreamWorks Animation took in \$30 million in U.S. and Canadian theaters, Comscore Inc. estimated Sunday. Analysts were forecasting as much as \$32.5 million.

## Key Insights

- "How to Train Your Dragon" has been a decent performer, with \$285.2

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Leading: in digital “leading” is  
“line height”

Designers love leading, but do  
they read the type?

In print or digital, leading is  
relative to measure: the longer the  
line, the more leading required.

bustle.com  
theguardian.com

An Event Apart demonstrates the readability of a subdued color scheme.

In digital, type size and line height can be measured in points, ems, rem units, or as a percentage value.

150% is considered standard line height in digital i.e. 10pt/15pt, although it seems to be trending down. 175% looks pretty, but is less readable.

## Tracking

Digital and print are generally not tracked the same. Web type often needs more tracking than print.

As in print, reversed out type and smaller type generally need more tracking. For larger type, negative tracking may sometimes be required.



[hunterboots.com](https://hunterboots.com)

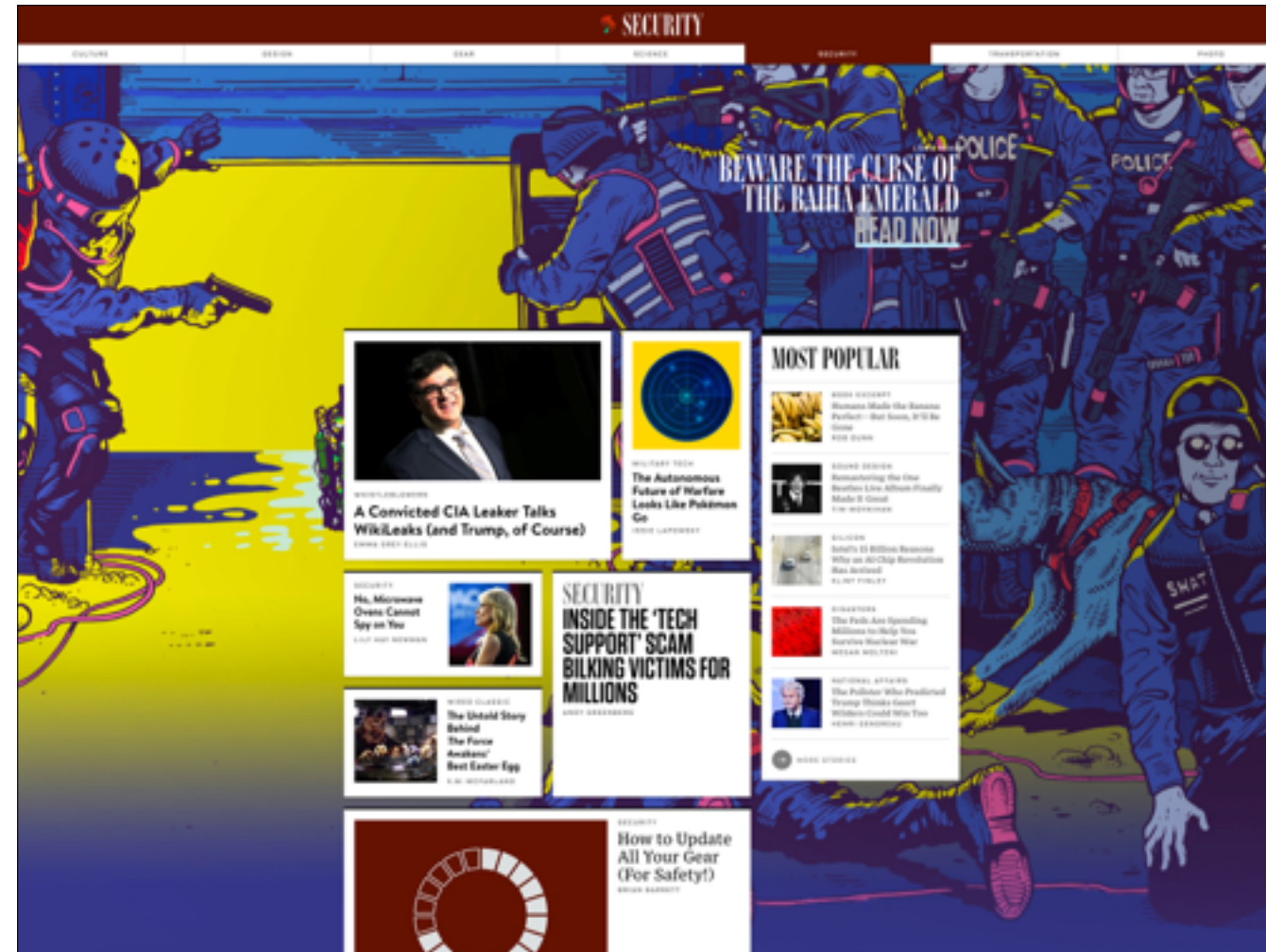
Hunter uses more tracking than most

If you're buying web fonts they should not need adjustment, unless you are using them out of context. If you're adding tracking for effect, only do it in small doses.

## Type length

The longer the article, the more you will need to do to keep the reader's attention

This can be achieved with some of the same techniques as print. Having a single text column can be more limiting  
Consider pull-quotes, imagery, video...







# The Curse of the Bahia Emerald

## MEET THE SCHEMERS, INVESTORS, AND DREAMERS WHO WERE BEWITCHED BY A GIANT GREEN ROCK

by Elizabeth Weil | Illustrations by Tim McDonagh 3.02.17

RIGHT NOW, IN A VAULT controlled by the Los Angeles County Sheriff's Department, there sits a 752-pound emerald with no rightful owner. This gem is the size of a minifridge. It weighs as much as two sumo wrestlers. Estimates of its worth range from a hundred bucks to \$925 million.

Eight years ago the emerald was logged into evidence by detectives Scott Miller and Mark Gossard of the Sheriff's Major Crime Bureau.

## Watch and learn

Be curious: use the web developer tools in your browser to see what good designs are made of.

Look for trends, patterns and relationships: keep notes on relationships that work.  
Figure out why they work.  
Look out for pitfalls to avoid.



Done talking :)