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Web Design Chapter 5:
Typography and Images

1. Definitions: Briefly define the following terms:

Typography

1. Typography – The appearance and arrangement of characters commonly referred to as type, applied to text.

2. Typeface –A group of alphabetic characters, numbers, and symbols with the same design.

3. Type style – The variations in forms, such as roman (regular), italic, or bold.

4. Type size – Measured in points, where 72 points = 1 inch. Can also be measured in pixels where 16 pixels = a 12 point font.

5. Font- A specific combination of typeset, style, and size.

6. Serif font – Font that has a short line extending from the top or bottom of a character called a serif.

7. Sans serif font – Fonts that do not have serifs.

8. Embedded font – Are included in the code for the webpage and must be downloaded to the user's device before the webpage text can appear.

9.

10. Absolute font size – Allows designers to maintain control over the size of page text, they do not comply with responsive web design techniques.

11. Relative font size – Adjusts to the user's screen and resolution.

12. Em unit – A unit of measurement used by designers to determine relative font sizes of surrounding text.

Graphics

1. Megapixel – is equal to a million pixels

2. TIFF – Tagged Image File Format

3. raster image – Consist of a series of individual pixels, also called bitmap.

4. vector image – vector graphics, consist of a group of separate drawing objects such as shapes, curves, and lines, combined to create a single image.

5. GIF – Graphics Interchange Format, 8-bit color images, with a maximum of 256 colors.

6. Interlaced GIF – appears on the screen in a sequence of passes, with each pass displaying the whole image at a higher resolution than the previous pass.

7. Transparent GIF – allows the webpage background color to show through if one color has been turned off.

8. Antialiasing – a technique for smoothing jagged edges by adding shaded pixels that make the image appear to have smooth lines and curves.

9. JPEG – Joint Photographic Experts Group

10. PNG - Portable Network Graphics, a free open source image format designed to replace the GIF format.

11. Lossless compression – Retains all the image data during compression.

12. Lossy compression – Some image data is lost permanently during compression.

2. List the **5 generic font types** and briefly describe each type.
   A. Serif - Glyphs have finishing strokes, flared or tapering ends, or have actual serifed endings.

   b. Sans Serif - Glyphs have stroke endings that are plain.

   c. Monospace - All glyphs have the same fixed width.

   d. Cursive - Glyphs in cursive fonts generally have either joining strokes or other cursive characteristics beyond those of italic typefaces.

   e. Fantasy - Fantasy fonts are primarily decorative fonts that contain playful representations of characters.

3. In general, what is the most preferred font family type for web page text? Why?
   Sans Serif – It is the most commonly recognized font and one that every webpage can load automatically.

4. List at least 3 serif fonts and 3 sans serif fonts. (Hint: Look in the font box on the ribbon in Word).
   Change each font name into its **font type** (for example, **Bodoni MT Black**).
   Serif fonts:
   1. Palatino Linotype
   2. Bodoni MT
   3. Bell MT

   Sans serif fonts:
   1. Agency FB
   2. Arial
   3. Berlin Sans FB

5. **Monospaced/Proportional Fonts**:

   Some fonts, such as `Courier New` are known as **monospace** fonts, because each character takes exactly the same width on the screen or on the page. This is as opposed to **proportional** fonts, such as **Times New Roman**, in which some characters are wider than others (for example, the upper-case **W** is much wider than say the lower-case letter, **i** in **Times New Roman**) .
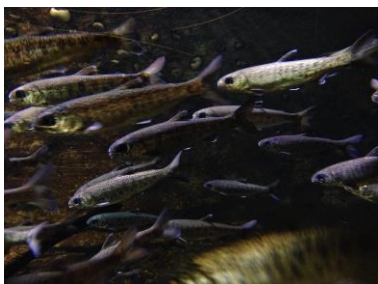
   Monospaced fonts are often used with numeric columns of figures so that the numbers align correctly. Notice in the table that follows that the **Times New Roman** values do not align very well, but the **Courier New** values align as they should:

Courier New	Bernard Condensed	Lucida Console	Agency FB	Comic Sans MS
111.67	111.67	111.67	111.67	111.67
808.90	808.90	808.90	808.90	808.90
4,234.56	4,234.56	4,234.56	4,234.56	4,234.56

1. Copy the three numbers in the **Courier New** column above and paste them into the **Lucida Console** column. Change the column font of the values to Lucida Console.
   a) Is Lucida Console a monospace or proportional font? - Monospace
   b) Is Lucida Console a serif or sans serif font? - Serif

2. Copy the numbers into the **Agency FB** column and change their font to Agency FB.
   a) Is Agency FB a monospaced or proportional font? - Proportional
   b) Is Agency FB a serif or sans serif font? – Sans Serif

3. **Cursive (or "Script") Fonts**: Another type of font are cursive or script fonts, that have a script or hand-written appearance, such as **Comic Sans** and *Bradley Hand ITC*. Copy the numbers into the last column, find a script font in the Word font list, and change the numbers to the script font. Label the font at the top of the column.

6. **MorgueFile:** Page 137 introduces the morgueFile site. Go to morgueFile.com to answer these questions:

   a. Why this site is called **morgueFile**? The term "morgueFile" is popular in the newspaper business to describe the file that holds past issues flats.

   b. How much does it cost to use images from **morgueFile?** Stock Photos for $1 or Download 150 Pics/Month for only $99!

   c. What is morgueFile **QUEST**? MorgueFile #quest sends you out on daily photo #quests, challenging you to take a photo of a given topic.

   d. Return to the HOME PAGE and click on the **FREE PHOTOS** link, then look for the **RECENT** link and click on it. Click and download your favorite <u>recent image</u> and insert here:

e. Return to the HOME PAGE and lick on the **CLASSROOM** link. List at least three free graphical image lessons offered:

1. Composition and Impact
2. Aperture And Shutter Speed - How They Work Together
3. The lens: Choosing camera optics

a. Go to the top of the page and look for the SEARCH box. Search and find images that you like for the following items and insert the images in the row given:

1. Chicago skyline:

2. Surfer:

3. Grizzly bear:

4. Football stadium

5. Image of your choice: