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FONTS

- Arial
- Times New Roman
- Sans Serif (Century Gothic)
- Georgia
- Franklin Gothic
- Verdana

IT SEEMS SIMPLE

- Something as apparently basic as font choice requires consideration
  - Alignment
  - Contrast
  - Spacing
  - Serif (or not)
  - Lean
  - Bold / Underline / Italic / Ligature / Non-breaking space

IT SEEMS SIMPLE

- Something as **apparently basic** as **font** choice **requires** consideration
  - Alignment
  - Contrast
  - Sp acing (Monospace v. Proportional)
  - Serif (or not)
  - *Lean*
  - **Bold** / Underline / *Italic* / Ligæture / Non-breaking space
  - (Ultimately, we’re talking about “kerning”)

IT SEEMS SIMPLE (COURIER)

```
// Hit (): return true if mouse is inside bug
// and update hit taken count
Bool Bug::IsHit(const Position &MousePosition) {
      if (GetBmp(GetDirection()).IsInside(MousePosition)) {
            ++HitsTaken;
            return true;
      }
      else
            return false;
      }
```

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                return false;
        }
```

IT SEEMS SIMPLE (TIMES NEW ROMAN)

```
// Hit (): return true if mouse is inside bug
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                ++HitsTaken;
                return true;
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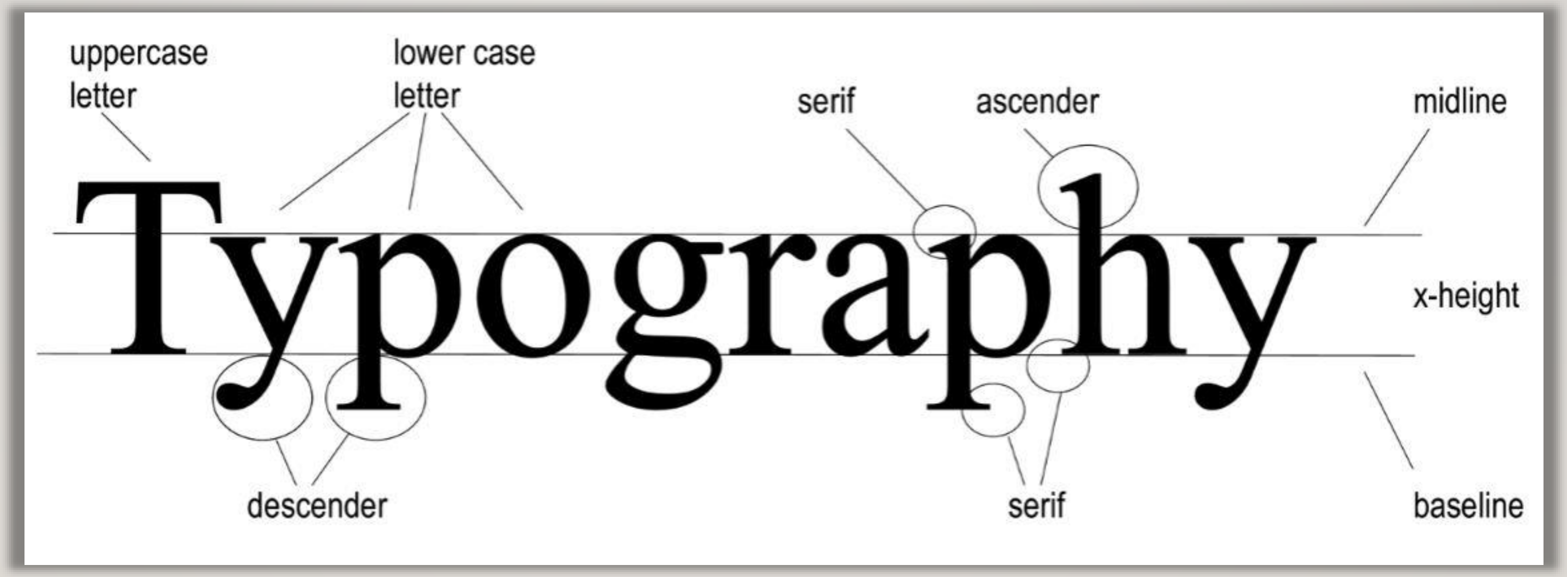
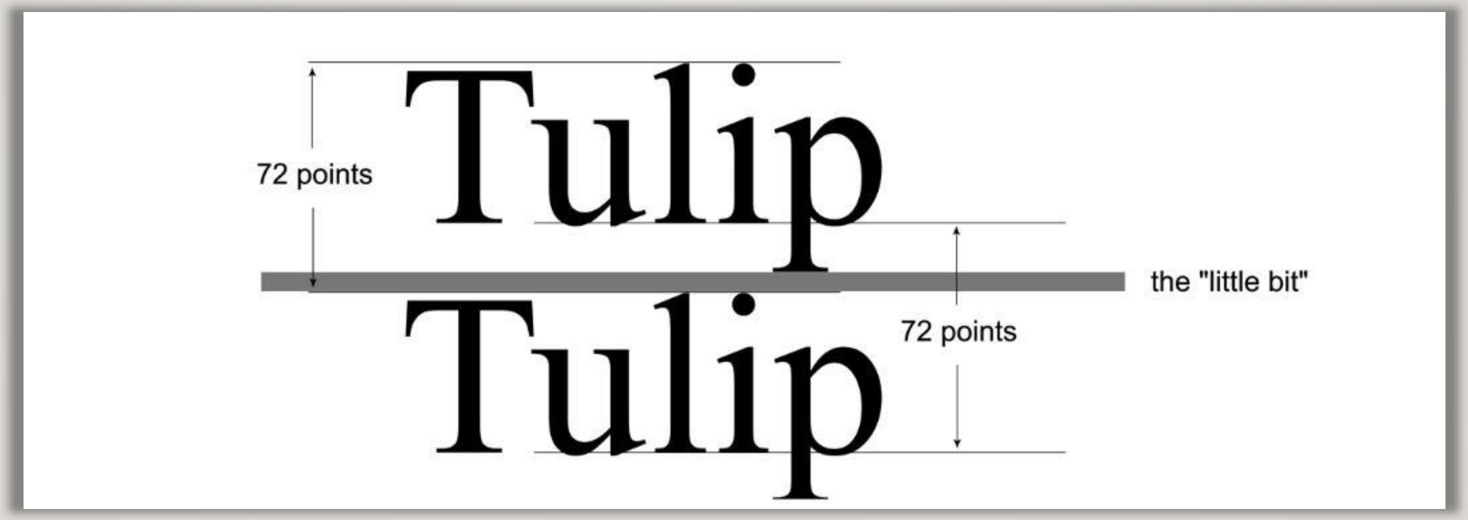
        else
                return false;
        }
```

KERNING

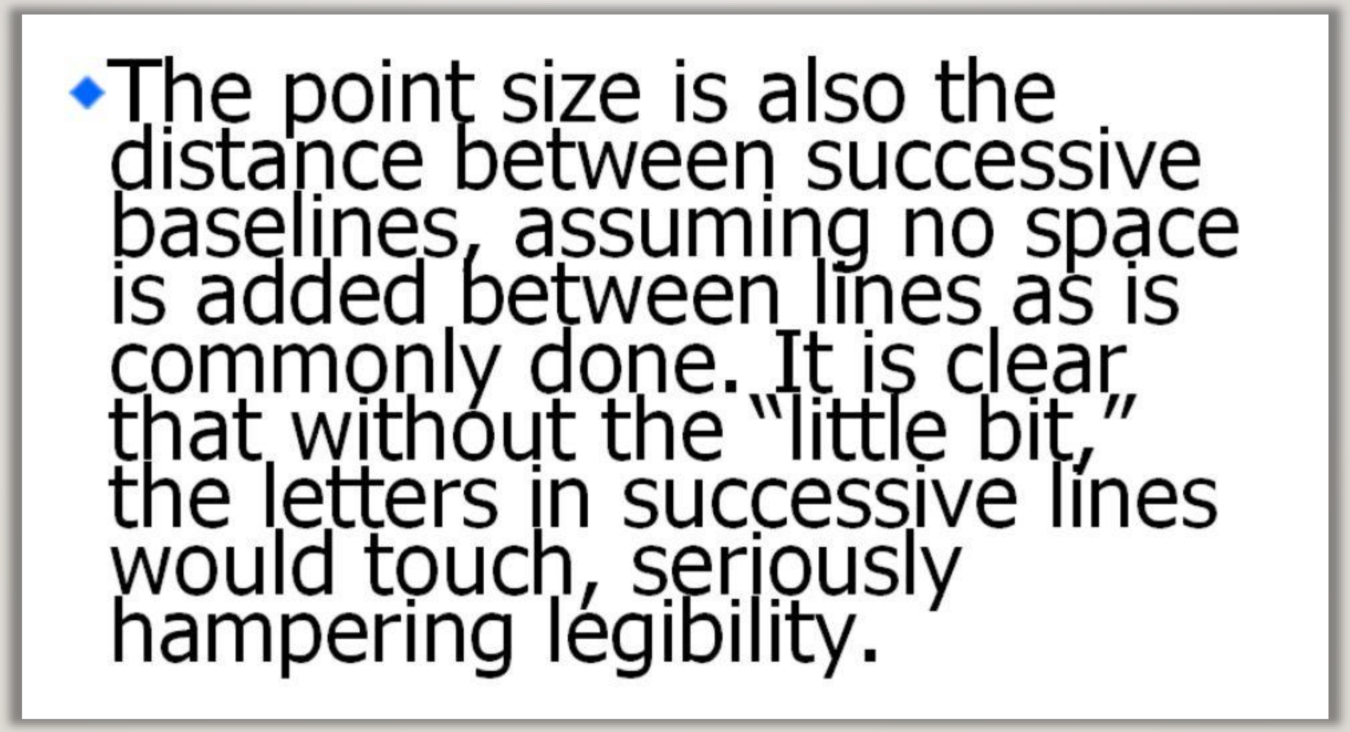

uppercase letter
lower case letter
serif
ascender
midline
Typography
x-height
descender
serif
baseline

KERNING



KERNING

KERNING

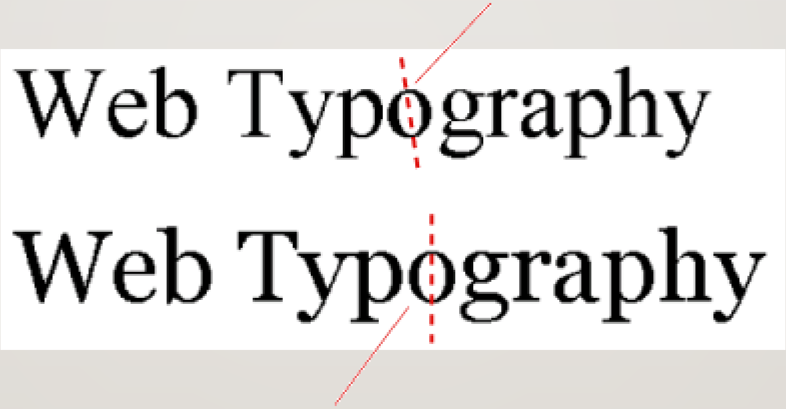


- The point size is also the distance between successive baselines, assuming no space is added between lines as is commonly done. It is clear that without the “little bit,” the letters in successive lines would touch, seriously hampering legibility.

KERNING

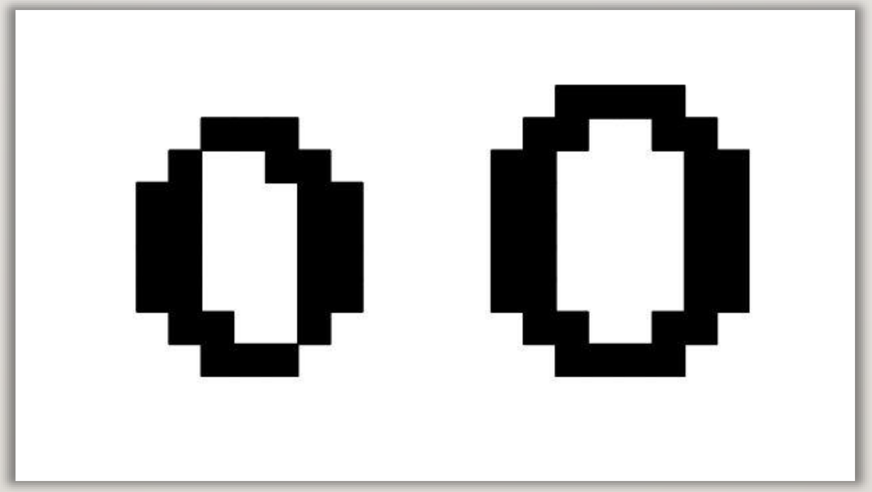
The **Georgia font** is a wider font size than Times and is easier to read on the Web.

The letter "o" in **Times News Roman font** has an ***oblique*** stress.



The letter "o" in **Georgia font** has a **vertical** stress.

KERNING



KERNING

- This is 12 point Times New Roman. By looking at the font and reading these words, you can see the structure and characters of the font and how they impact legibility. While the differences may be subtle, it is those differences that often make the difference between a legible and illegible, or at least difficult-to-read, typeface.
- This is 12 point Georgia. By looking at the font and reading these words, you can see the structure and characters of the font and how they impact legibility. While the differences may be subtle, it is those differences that often make the difference between a legible and illegible, or at least difficult-to-read, typeface.

KERNING

- Again, it seems simple, but when kerning goes wrong, it goes very, very wrong.
- Let’s watch!