Introduction to Typography.
Upcoming deadlines

- **Monday, February 25 (today)**
  - Sprint 3 begins
  - Sprint 2 report due
  - Sprint 3 plan due

- **Friday, March 1**
  - Sprint 2 ends
  - 2 full days until the end of the Sprint
Team meetings

- Will meet:
  - Militarium (3:30pm, JBE 330, today)
  - Biogenesis (4:30pm, JBE 330, today)
  - Tearable World (9am, Tuesday, Gamelab)
  - 10 Days (10am, Tuesday, Gamelab)

- Not meeting this week:
  - Asterrogue
Lab Cleanup Schedule

- This week: Militarium
- Next week: Lens
- Next next week: Pixture

Team duties:

- **Vacuum floor once a week** (get vacuum from facilities)
- Ensure overflowing trash cans are emptied to bin outside in 3rd floor courtyard (anytime during week)
- By 5pm Monday and 5pm Friday (unless things get out of control, then more often):
  - Pick up food containers, bottles, etc.
  - Pick up stray craft materials, pens, etc and return to drawers
  - Clean off tables in conference rooms and big circular table
  - Report any major soda/food spills to me, so we can call cleanup crews
  - Put controllers/game boxes/etc. away (tidy up game area)
  - Report any cleaning materials needed
Upcoming Events

- **Gonzalo Frasca :: Playformance: understanding the world through your fingers.**
  - Tuesday, February 26, 2013, 3:30 PM to 4:30 PM
  - Engineering 2, Room 180 (The Simularium)

- **Brenda Romero, GDC Bootcamp**
  - Thursday, February 28, 2013, 6:00 PM to 8:00 PM
  - Location: Engineering 2, Room 180 (The Simularium)

- **Games and Playable Media Information session**
  - Friday, March 1, 4:30pm, E2 399
Fonts Communicate

- An often overlooked aspect of the visual design of games is the choice of font
  - In-game text (tutorial, conversation, environmental, etc.)
  - Title of the game
  - Button text

- Fonts are visual art, and hence **fonts communicate**

- Fonts can express:
  - Tone, time period, milieu (fantasy, sci-fi), emotion, authority, and others
  - Your choice of fonts is important, and requires thought
Class exercise

- Consider the following fonts. Write down 2-3 words that come to mind looking at each font.

- The quick brown fox

- The quick brown fox

- The quick brown fox
Here are the fonts that were used:

**Bauhaus 93**
- A variant of URW Blippo Black, only used in Microsoft office. Blippo originally created in 1969.
  - [en.wikipedia.org/wiki/Bauhaus_(typeface)](en.wikipedia.org/wiki/Bauhaus_(typeface))

**Magneto**
- Created in 1995 by Leslie Cabarga, designed to be similar to script on refrigerators and cars in 1940s and 50s

**Edwardian Script ITC**
- Created in 1994 by Edward Benguiat, designed to resemble calligraphy.
Basic Typography Terms

- Serif
  - The small lines trailing from the edges of letters and symbols in a typeface
  - A major distinguishing element between fonts. A font is typically either sans-serif (without serif) or a serif (or serifed) font.

A font with serifs. (Bell MT)
A FONT WITH SERIFS.

A font without serifs. (Arial)
A FONT WITHOUT SERIFS.
When to use sans-serif vs serif

- There is a **lot** of artistry in the use of fonts.

- In general, sans-serif fonts work best for smaller text on lower pixel-density screens.

- Sans-serif typically looks cleaner, and tends to evoke a more modern feel.

- In general, serifed fonts are easier to read when you have sufficient pixel density (or in print).
  - Most books are typeset with a serifed font for the main body text.

- Serifed fonts typically do not look as good on lower pixel density screens.

- Serifs typically make a font look less clean, more authoritative.
Script fonts

- Besides serif and sans-serif, the other major family of Western fonts is script fonts.
- Script fonts typically try to emulate handwriting
  - Are generally hard to read
  - Generally don’t work well at small size on low pixel density screens
  - Can provide an antique feel, or older, more traditional feel
  - Are good for imparting the feeling of a fantasy setting
Movie: Helvetica

- Goes into the history and background of the Helvetica typeface
  - Also has introductory material about typeface design, and designer’s impressions of the expressive potential of type