Introduction to Typography.
Upcoming deadlines

- Friday (Feb. 7): team assessment report
  - Due by midnight
  - Report on team activities this week

- Friday, February 14: End of Sprint 2
  - 10 full days left in Sprint 2 (including today)

- Saturday, February 22
  - 10am-1pm, Game Presentations and Critiques
  - Brenda Romero and John Romero
Typefaces Communicate

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

- Typefaces are visual art, and hence *typefaces communicate*

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

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

- The quick brown fox

- The quick brown fox

- The quick brown fox
Class exercise

- 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.
The name for a family of **fonts**, each comprised of **glyphs**.

In colloquial use, and often in computer software, typeface and font have the same meaning.

In typography, a typeface is the overall visual style for many fonts.

Individual fonts are then specific variations.

Example:
- ITC Garamond – typeface
  - ITC Garamond Condensed Italic – specific font in ITC Garamond typeface
  - ITC Garamond Bold Condensed Italic – another specific font
Serif vs Sans-Serif

- 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
Proportional vs fixed

- Typefaces can either have proportional spacing or fixed spacing
- Proportional spacing is when letters have varying widths
  - A “w” is wider than an “i”
- Fixed spacing is when letters have fixed widths
  - A “w” is the same width as an “i”
  - Most terminal fonts for computers are fixed
Kerning

- The process of adjusting the space between letters of a word
- Might want to do this to have two lines with the same width, even though their native widths are different
- In example below, URL has dramatically increased kerning, to create a consistent box around the two elements.

Legends of Awesome

www.loa.com
Ligatures

- Sometimes, two separate letters (graphemes) are combined together to form a single glyph.
- Reason: some letter combinations are common, and don’t look good without special treatment.
- Classic examples in English are “f” and “i” together, and “fl” (lower-case L) together.

\[
\begin{align*}
\text{fi} & \rightarrow \text{fi} \\
\text{fl} & \rightarrow \text{fl}
\end{align*}
\]
Typeface choices in your game

- It is important to develop a style guide for when to use specific typefaces in your game

- Different locations have different typeface needs
  - Logo
  - Menu text
  - Character dialog text
  - HUD elements
  - Inter-player chat
  - Game over/restart message

- Need to specify typeface, point size, and where it should be used