



PART 1: SECRETS OF GOOD DESIGN

TYPOGRAPHY

Typeface Categories

PERSONALITY

Each typeface has a personality. Some are fun and playful, some are strict and blunt, and some feel academic and fancy.

The personality of a typeface is as important as choosing the right outfit for the right occasion.

CATEGORIES

There are certain classifications that each typeface falls under.

There are 4 major typeface categories: **Serif**, **Sans Serif**, **Display** and **Script**.

Serif

Sans Serif

Display
(Decorative)

Script

Serif

Three styles within: Oldstyle, Modern and Slab.

The Oldstyle is the most popular in serif fonts. It's a classic, traditional typeface that goes way back.

Sans Serif

"Sans", without in French. So without serifs – those tails at the end of characters.

It's the most versatile. It can fit a design with a wide range of personality. It's the safest bet out of all styles.

Display

Danger zone. They have a potential to be quite silly.

Only use for large headlines and never for paragraphs.

Script

Script typefaces are based on handwriting.

Just like Display, very rarely you're going use Script style. Although, there can be times when they come in quite handy. Say, if you were to design a website for a child care

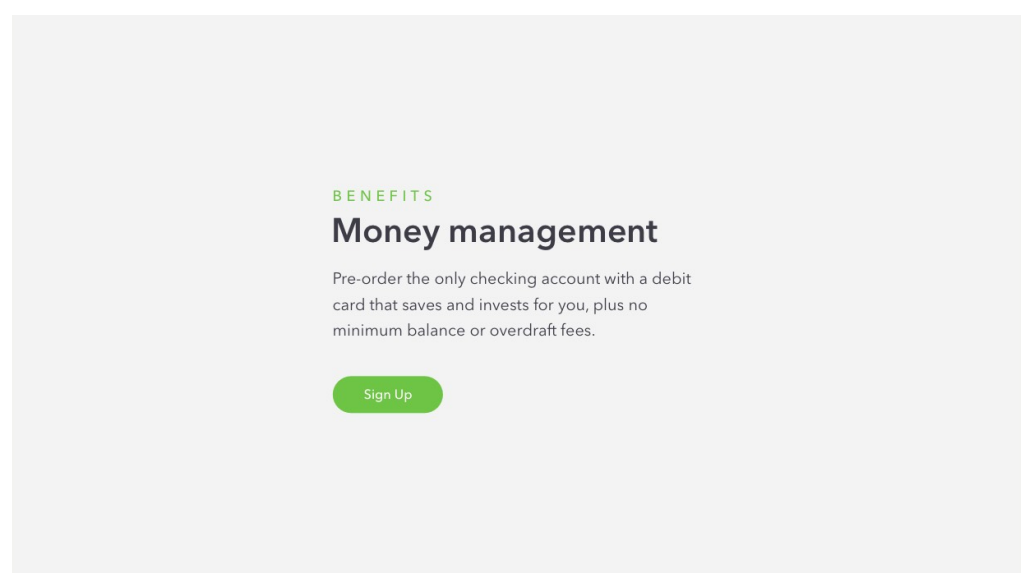


Read the description of the typeface. It will tell you how you can use it.

Letter Spacing

Letter spacing is one of the properties that we are able to change in fonts on the web. We can set letter very tight and snug or very wide and airy like these guys here.

With a very wide letter spacing designers create an effected called **Panorama**.



Two rules when using panorama effect:


1. The text has to be uppercase.
2. Use on single line headlines. Doesn't look good on multi-line text.

Line Height

Line height is the spacing between the lines of text.

All fonts come with their default line height values. Some fonts that are very well-made and well-balanced will have great default line height but others might need some adjustment. Usually increasing it.

If the lines are too close to each other, reading text might become difficult.




28px

A gentleman from New York discovered what he calls an “oversight” on the part of 99.9% of all marketers that allows him to get otherwise paid-for advertising at Google as well as all other search engines that allow sponsored ads.

And no, nothing about his “secret” is illegal – nor does it require that you know someone on the “inside” at Google, Yahoo, MSN, Overture and others.

Instead, the New Yorker boasts proudly “...this is something that I caught onto just before 2000 when there was so much search engine craze running around, and started doing small just to test things at first ... but which I later expanded on after getting the hang of it.”



37px

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💡 In most cases, for the body text, **140%** (1.4 x font size) is an excellent line height. **Don't go over 180%** unless you know what you're doing.

Font Weights

Light, regular, semi-bold, bold, extra-bold, heavy, black, skinny, hairline and so on. These are what's called font weights, or, or thickness.

💡 For the main typeface of the website, pick typefaces that have sufficient number of weights, at least 4.

Light
Regular
Semi-Bold
Bold
Extra-Bold

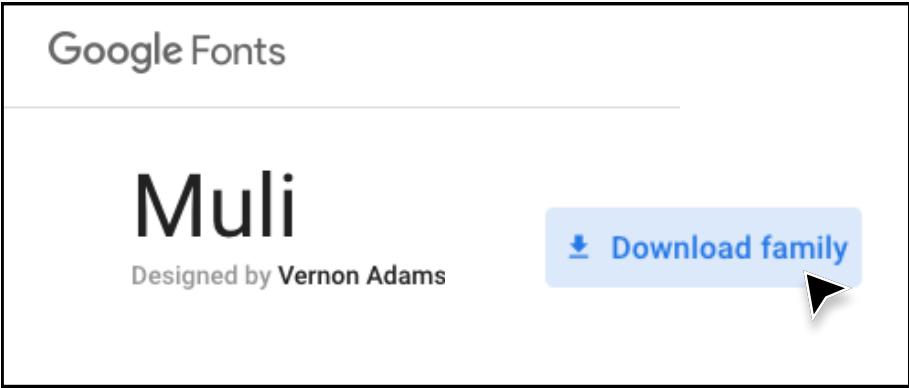
Figma

GOOGLE FONTS

Figma app already comes with most Google Fonts preloaded. However, sometimes there will be some fonts missing from the list. That’s probably because Google Fonts constantly adds new typefaces but Figma needs some time until they can include those new fonts in their app.

If you want to use those missing fonts you can simply download them from Google Fonts and install on your computer. Once installed on your computer it will show up in the font list in Figma.


Figma desktop app can automatically read the fonts from your device but if you’re using Figma in the browser then you need to install a Font Installer:
<https://www.figma.com/downloads/>



TEXT SETTINGS

When you select a text box in Figma, the properties panel will display Text Settings. There are you can choose a font, edit font size, line height, letter spacing.

Under more icon (those three dots) you will find even more settings like Letter Case and Text Decoration.

**Common issue for students:** If you ever find your text crammed all in a single line, check the line height. If the value is smaller than the font size you might end up with overlapping text.

A

Auto

Line Height

|A|0 px

Letter Spacing

