

Typographie

für die Medieninformatik

Typeface Schriftart

&Font-Family Schriftfamilie

Serif

Sans-Serif

Monospace

Serif

Sans-Serif

Monospace

Typography Definition & Terms

Typographer, Nick Sherman, once used a great analogy to explain the differences between the terms “typeface” and “font.” He suggested comparing these typography terms to the musical terms “song” and “mp3.” When you’re explaining how much you enjoy a particular tune, you say, “I love this song!” You wouldn’t say, “I love this mp3!” The song is the work of art, whereas an mp3 file is just the delivery mechanism.

The same rules apply in typography. You should use the word “typeface” when describing the creative work (i.e., what you see). This is a more abstract design term used when referring to the way a specific collection looks or feels. For example, Helvetica is a typeface.

If you’re describing the physical embodiment of the collection of letters and characters, you should use the term “font.” It refers to what you use -- whether that’s a file on your computer or a case full of metal letters. This is the tangible representation of that collection of letters and characters. For example, Helvetica Bold and Helvetica Light Oblique are fonts.

Typography Definition & Terms

Typographer, Nick Sherman, once used a great analogy to explain the differences between the terms “typeface” and “font.” He suggested comparing these typography terms to the musical terms “song” and “mp3.” When you’re explaining how much you enjoy a particular tune, you say, “I love this song!” You wouldn’t say, “I love this mp3!” The song is the work of art, whereas an mp3 file is just the delivery mechanism.

The same rules apply in typography. You should use the word “typeface” when describing the creative work (i.e., what you see). This is a more abstract design term used when referring to the way a specific collection looks or feels. For example, Helvetica is a typeface.

If you’re describing the physical embodiment of the collection of letters and characters, you should use the term “font.” It refers to what you use -- whether that’s a file on your computer or a case full of metal letters. This is the tangible representation of that collection of letters and characters. For example, Helvetica Bold and Helvetica Light Oblique are fonts.

Typography Definition & Terms

Typographer, Nick Sherman, once used a great analogy to explain the differences between the terms "typeface" and "font." He suggested comparing these typography terms to the musical terms "song" and "mp3." When you're explaining how much you enjoy a particular tune, you say, "I love this song!" You wouldn't say, "I love this mp3!" The song is the work of art, whereas an mp3 file is just the delivery mechanism.

The same rules apply in typography. You should use the word "typeface" when describing the creative work (i.e., what you see). This is a more abstract design term used when referring to the way a specific collection looks or feels. For example, Helvetica is a typeface.

Emotionen

&Ergonomie

konsistent

kreativ

strukturiert

modern

lebendig

konsequent

dynamisch

Medieninformatik

konsistent

kreativ

modern

strukturiert

konsequent

lebendig

dynamisch



Taste Re—wind

Your music, turned back in time.

LET'S RE◀IND

USA [Choose Country](#)

[Legal](#)

[Cookies](#)

© 2007 - 2015 Spotify AB

!dea



CREATORS
OF GREAT
WEBSITES

BOLDEN

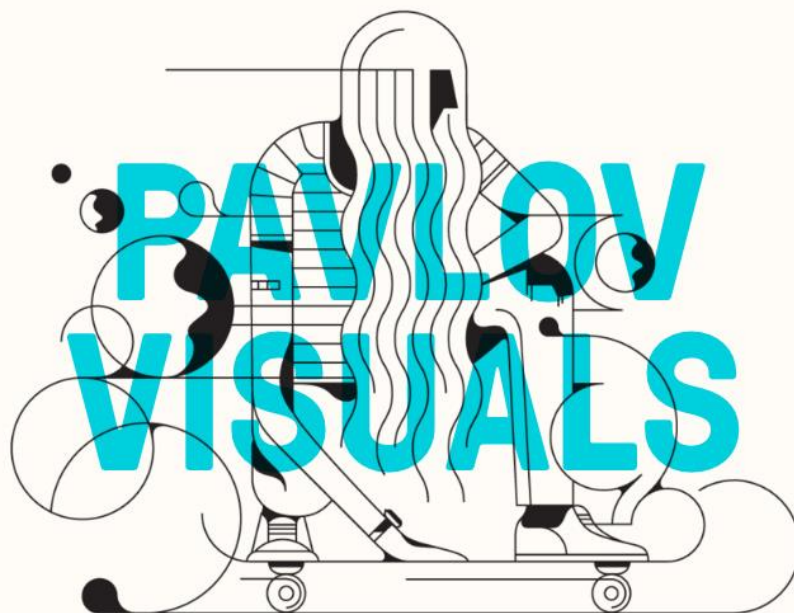
≡
MENU



PAVLOV
VISUALS



≡
MENU



M

Medieninformatik?

Was macht man da eigentlich?

*Erfahrt dies und vieles mehr am 7. Mai
am Tag der offenen Tür.*

Wir freuen uns auf euch!



Wer? TH-Köln
Wo? Campus Gummersbach
Wann? 7.5.2018



M

Medieninformatik?

Was macht man da eigentlich?

*Erfahrt dies und vieles mehr am 7. Mai
am Tag der offenen Tür.*

Wir freuen uns auf euch!

i

Wer? TH-Köln
Wo? Campus Gummersbach
Wann? 7.5.2018



M

Medieninformatik?

Was macht man da eigentlich?

*Erfahrt dies und vieles mehr am 7. Mai
am Tag der offenen Tür.*

Wir freuen uns auf euch!



Wer? TH-Köln
Wo? Campus Gummersbach
Wann? 7.5.2018



Quellen

awwwards.com

hubspot.com

howdesign.com

„Systematisches Design“ – Cyrus Dominik Khazaeli