

Website Content Plan

Business Goals

Educate about font pairing

Website Viewers

Break down font pairing in an easy way for user

What Visitors Want

Learn about font pairing

Put to use the information from site

Fast loading website

What Makes My Biz Different

Information displayed simply

Accurate info on font pairing

Links of the best resources

What Action I Want People to Take

Visit Website

Click links

Use website as a resource

Font Pairing

The topic I am going to be building my project around is font pairing. I chose this topic because I already have a love of typography and I believe that choosing good fonts is essential to website design. To start this project, I am going to research websites to get content. My project is going to highlight just some of the key points I find because I want to keep the article rather simple and not overload the viewer with information. I plan on showing the viewer just how easy font pairing can be and give them the feeling that they can do it successfully. Of course, the article will display good font pairing and beautiful, readable typography examples. I want the feel of the website to be simplistic with muted colors to keep a calm feeling of trust so the viewer can feel the article is a good trustworthy source.

There are so many different resources out there for font pairing. I found a website with 5 essential rules in font pairing that breaks it down in an easy way. I plan on having a small block of text as an introduction with tabs showing the 5 rules. Underneath that I will list my website resources, which will be links, so the user can click on them and be taken to the different sites. Along with the links I will have a screenshot of the website with a tool tip on why you should visit it.

Resources:

<http://www.indesignskills.com/tutorials/font-pairing/>

<http://fontpair.co/>

<https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

<https://www.typewolf.com/>

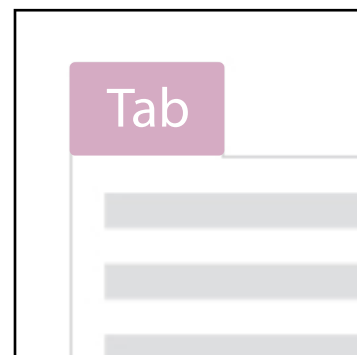
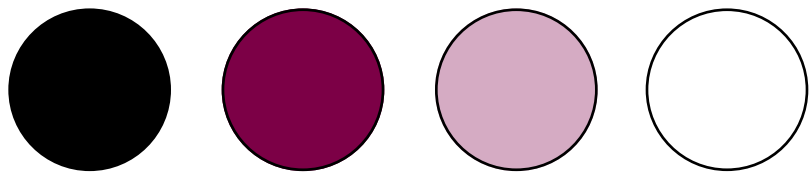
<http://www.creativebloq.com/typography/20-perfect-type-pairings-3132120>

<http://justcreative.com/2015/05/05/15-stunning-font-combinations-for-your-inspiration/>

<http://hellohappy.org/beautiful-web-type/>



FONT PAIRING



BUTTON

CLICKED

This is an Example of a Header

Myriad Pro Regular #000

This is an Example of a Sub Head

Myriad Pro Regular #000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Big Caslon #000

Polished Trustworthy
Professional Simplistic