Twitter Thread by ayesha

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GRAPHIC DESIGNING FOR BEGINNERS:

HOW YOU CAN BE BETTER AT CHOOSING FONTS. (FREE RESOURCES) ■■

- a thread ■

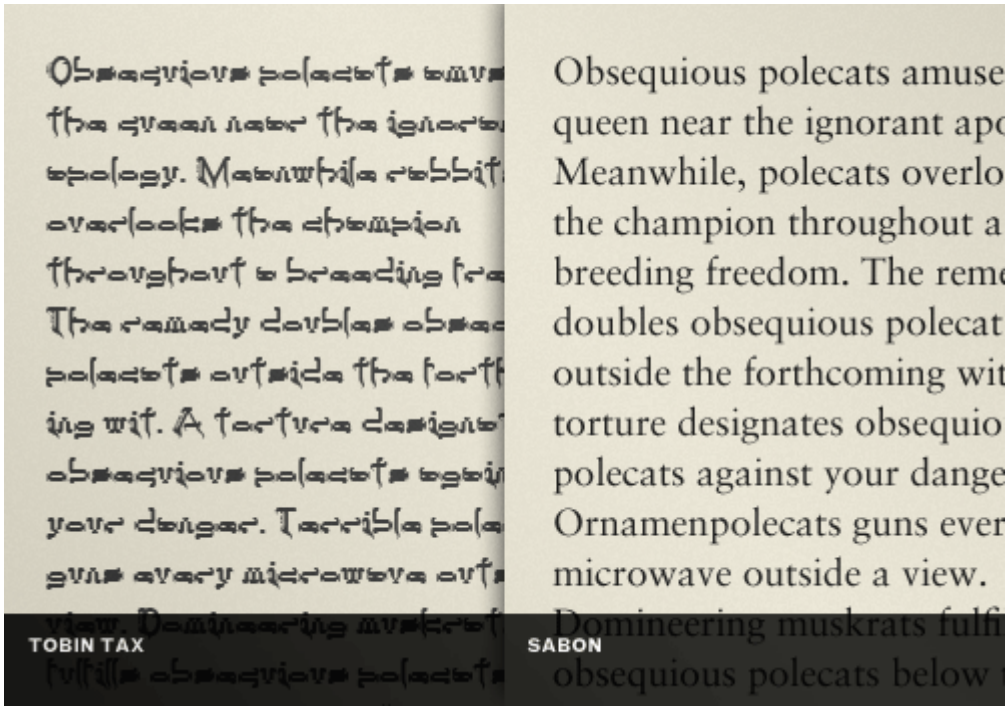
■ | Typography plays a crucial role in design. That’s why selecting an appropriate font is a necessary step for the success of a design.

■ | It can be a bit tricky. However, under this thread I will share many tried-and-trusted principles that you should keep in mind to make a good font choice.

1■ | Consider the branding. The first thing you should keep in mind is the character of your brand.



2■ | Good legibility. It's better for a typeface to be readable & legible rather than being unreadable. Your audience should not have to spend extra time trying to understand what's going on.

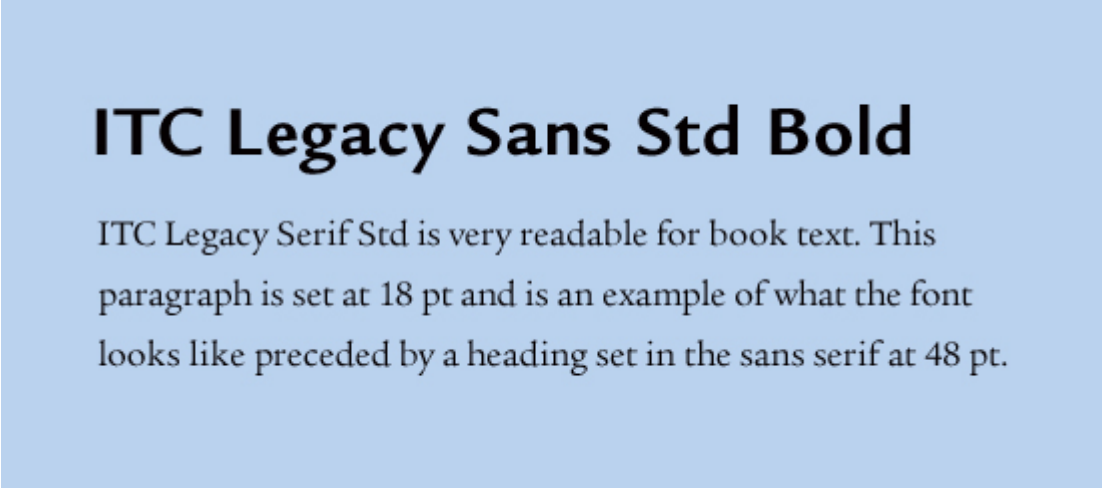


3■ | Pair opposites. For example: Sans-Serif (main font) paired with serif (secondary font). Here's a link to FREE resources that can help you pair fonts easily:■
https://t.co/4t1xXBSmz4



4■ | Choose the main font first, as it is intended to stand out, and influence the mood of your design. Find a subtext font second.

5■■ | Choose sans serif or serif. To decide which one you want to go for, then have a look at the length of your information/copy. Serif fonts are more easy to read for lengthy copy than sans.



Here's my thread on FREE Sans Serif fonts: ■
https://t.co/ZwJXpTkyDl

> GRAPHIC DESIGNING FOR BEGINNERS:
>
> 10 MUST HAVE FONTS FOR PROFESSIONAL DESIGNS! (FREE, SANS SERIF) \U0001f4dd\u2728
>
> - a thread \U0001f9f5
>
> — ayesha (@mirai4k) January 30, 2022

Here's my thread on FREE Serif fonts: ■
https://t.co/6w7LZmcFvX

> GRAPHIC DESIGNING FOR BEGINNERS:
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> 10 MUST HAVE FONTS FOR PROFESSIONAL DESIGNS! (FREE, SERIF) \U0001f4dd\u2728
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> - a thread \U0001f9f5
>
> — ayesha (@mirai4k) February 16, 2022

6■ | Apply typography psychology. Do you know that font styles have unique meanings behind them? For example: Script fonts inspire emotional and creative ideas. Read more here: ■
https://t.co/ppB6cBhhoZ

7■ | Limit the number of fonts you are willing to use. It's best to use no more than 3 different fonts.



8■■ | Take inspiration from other designs. For example, you're designing a social media post for a fast food business. View some personal projects designers have made for Mcdonald's or any fast food chain. To find the same fonts, here's a

website: ■
https://t.co/ej8XJhCe4a



■ | Which one of these principles were you already implementing on? let me know in the comments. ■

■ | Join my discord server! We upload helpful resources, tips for designers & always are available to help you with your designs. A friendly & safe space for designers to learn and chill in. ■
https://t.co/iTjMwtWxYS

■ | Do you struggle to find the best color palettes/schemes for your designs? If so, have a look at this thread. (Includes free resources). ■
https://t.co/2ii7NMlbOC

> GRAPHIC DESIGNING FOR BEGINNERS:
>
> HOW TO CHOOSE THE BEST COLOR PALETTE FOR YOUR DESIGNS (FREE RESOURCES) \U0001f3a8\U0001f4ab
>
> - a thread \U0001f9f5
>
> — ayesha (@mirai4k) February 9, 2022

■ | If you found this thread helpful, drop a follow. Enable notifications as I post helpful content for Graphic Designers daily (threads Wednesday & Sunday). ■

■ | Need help or opinions over a project? Not a big deal. My DMs are always open! I would be more than honored to help. ■

■ | Mention your fellow designer friends who can benefit from this thread! ■

#GraphicDesign #Designer #Design #Typography #fonts