

Exercise 6 // Good and Bad Web Typography

Good // veer.com

Veer is a good example of a site that is able to maintain integrity through typography and hierarchy while still displaying a lot of content. They have appropriately styled and saved imagery and type for quick loading and easy navigation. There is nothing worse than waiting for sites to load bulky backgrounds or large photographs.

Navigation through this site is controlled through a series of tabs up top, which control a larger window frame below for rotating content. Regardless of section, photography or illustration, the user can find content easily below. It is good that they keep this larger window consistent.

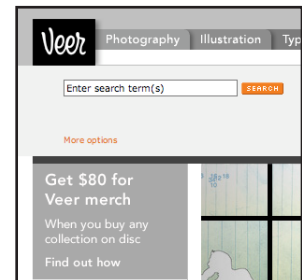
Typography is consistent in font. Various weights sizes and colors within a sans serif type family are able to establish a strong visual aesthetic. The Veer logo is prominently displayed in the top left and established the highest level of hierarchy. To the right are a set of tab directing the user to various sections of their web presence. Directly below this is a convenient search button. I really appreciate their sans serif face. Veer's presence would be changed drastically if they used a script, or serif. Their choice speaks to modern, creative, and up to date creatives.

The color pallet is very modern and calm. Grey, black, white, and orange create a dynamic environment that allows the user to find photography, illustration or type, the main thing veer is trying to market. The "merchandise" is able to shine through consistent surroundings.

Tab buttons are a great system to achieve organization for easy navigation. They are clean and change color according to what section you are in. This is great and helps the user confirm that they are indeed in the type section.

Because of Veer's simplistic, yet functional design I find myself becoming a repeat visitor. I check back for updates or new content. Their no-fuss approach is very appealing and helps visitors want to come back. I cannot say this of all sites, but Veer is one that I keep coming back to.

<http://www.veer.com>



ESTHER WILLIAMS

[Home](#)
[Swimwear](#)
[Photos](#)
[Films](#)
[Bio](#)
[Contact](#)
[Store](#)


Welcome To All
Of The Wonderful
Esther Williams
Fans!

Born in Los Angeles, Esther Williams grew up swimming in playground pools and surfing at local beaches. By age 16, she represented the powerful Los Angeles Athletic Club swim team and had earned three national championships in both the breaststroke and freestyle. She was on the 1940 Olympic team headed for Tokyo when World War II intervened, canceling the games – along with her hopes for the gold and international fame.

Still, she was attracting attention in other ways. In 1940 newspaper sports reportage, swimmers were frequently lined up for cheesecake photos, flashing big smiles and lots of leg. With her stunning good looks and tall, well-muscled frame, Esther was a standout! It didn't take long for legendary showman Billy Rose to notice the photogenic champion. Rose needed a female lead to star opposite Olympian and screen star Johnny Weismuller in his San Francisco Aquacade review. He invited Williams up for an audition and, so the story goes, Weismuller himself picked her out of a casting call of 75 hopefuls. Her performing career had begun.

The Aquacade was a true spectacle - a Broadway musical in swimsuits complete with hundreds of

Bad // [esther-williams.com](http://www.esther-williams.com)

Visual chaos can describe any users' experience with this site. Multiple inconsistent navigational bars set the stage. Logos and typography direct the user in too many different directions. Inconsistent type sizes and fonts create no hierarchy. In addition poorly saved images are rasterized and create a very unsettling feeling.

Typography is bad. Type is incorporated as html, gifs, and jpegs. This might be ok if the same font, color, and consistent size was used, but it is no. A sans serif type is used throughout, but leading and color variations are jittery. In addition to this traditional type a horrible script display face is plastered across the header for the site. If that was the only new variable, it could work and create a dynamic page, but there is already too much going on.

Imagery is also haphazard and inconsistent. There are no consistent image formats, with regards to size or placement. Some imagery is placed in the midst of text or relegated to a side column. The background image, which appears to be water, adds more noise to an already busy page.

Navigation is confusing at best. There are buttons up top, text links on left and buttons mixed in with what should just be body copy! I am not sure if this is a commercial site (you can purchase bathing suits here) or just a fan page because of all the chaos! Once a user finally makes a decision and clicks on something to enter the site the general layout stays the same and central content rotates. This is at least one plus. If the generally layout changed from page to page, I would be thoroughly confused.

<http://www.esther-williams.com/index.htm>

