

Abstract

Typography is one of the most important elements of web design and marketing. Good typography makes web design more appealing, which is important for readers in evaluating titles and the quality of text. The aim of this thesis is to provide a characterization of good and bad typography. I will use this characterization to identify modern typographical trends in a digital background. In the theoretical part, I will describe the basic features of typography. In the practical part, I will distinguish appealing typography and visual smog, and find specific examples demonstrating typographical trends in web design.