Typography in CSS

ASCENDER LINE

CAP HEIGHT

X-HEIGHT

BASELINE

DESCENDER LINE

SoftUni Team

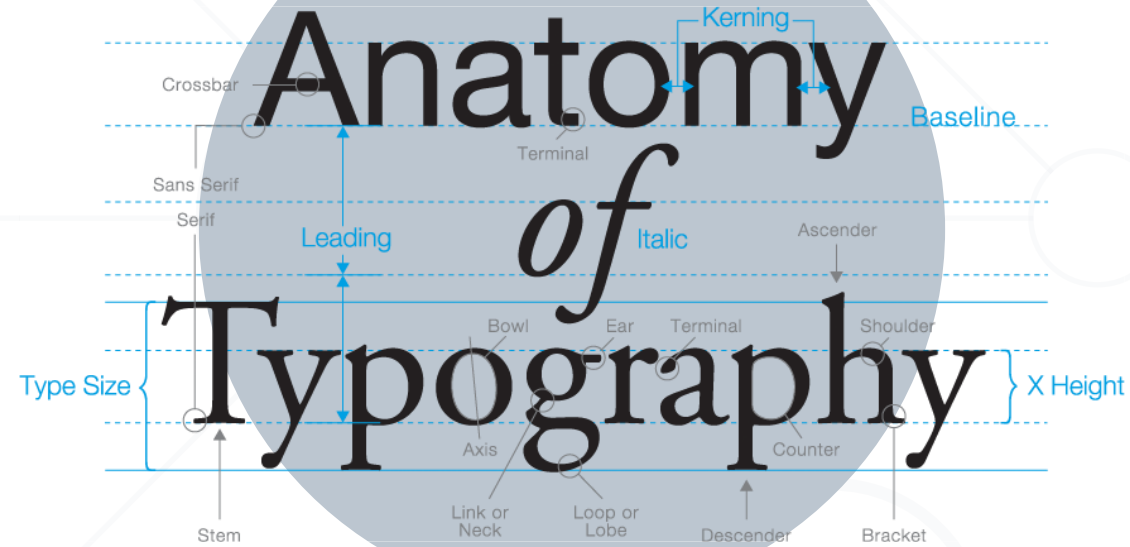**Technical Trainers**

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sli.do

#html-css
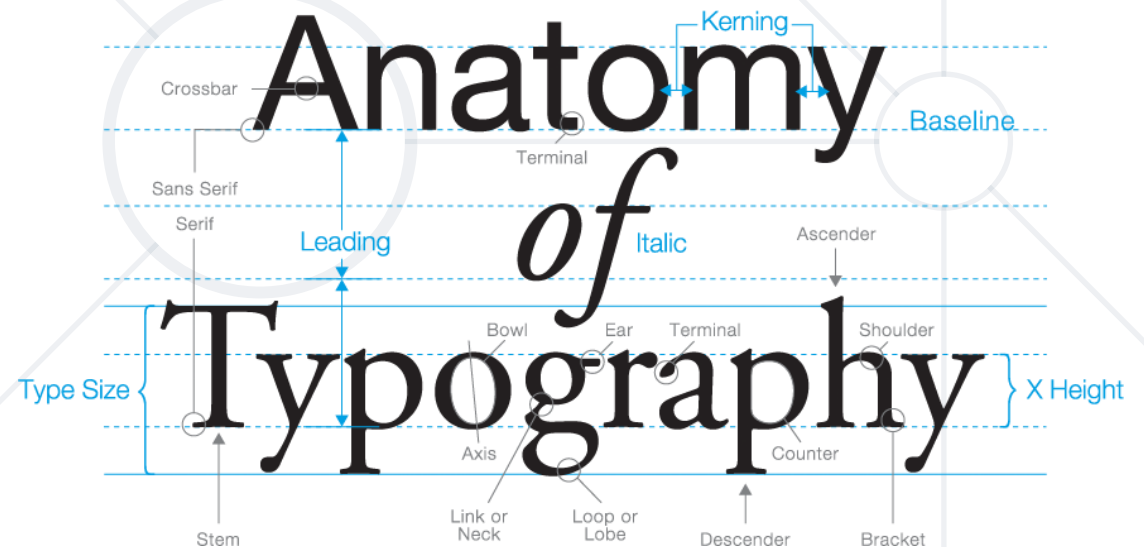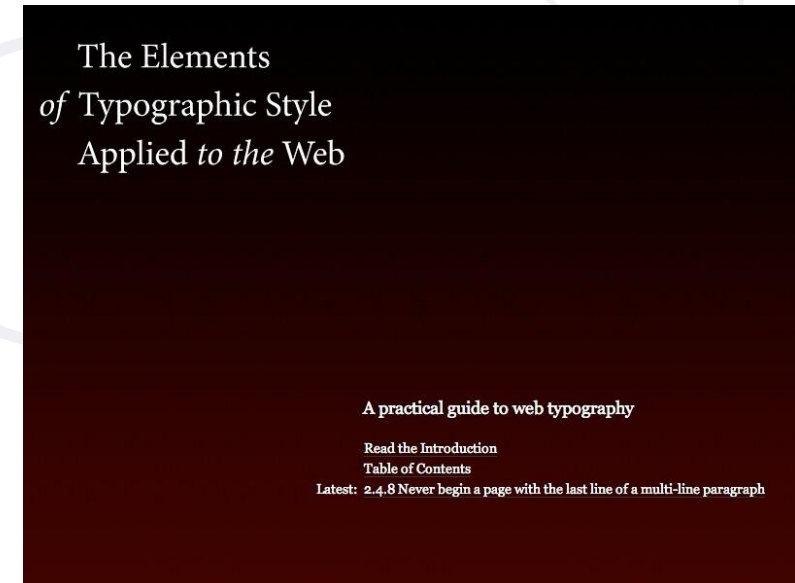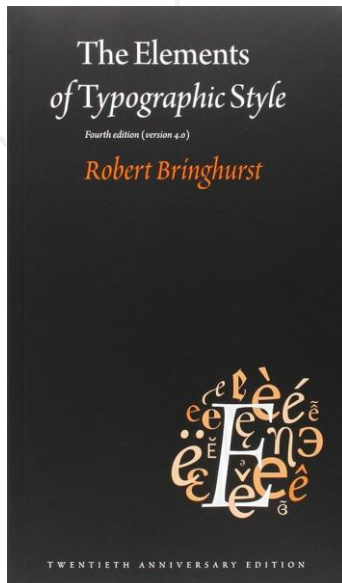
What is Typography?

What is **Typography**?

- Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

- Typography is the visual component of the written word

- Style or appearance of text

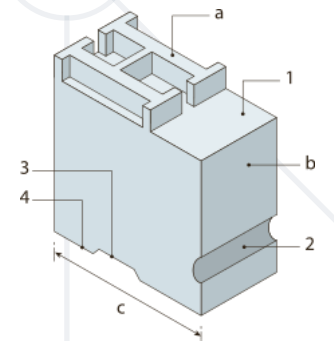- The art of working with text

What is **Typography**?

- Books

  - **The Elements of Typographic Style**

  - **The Elements of Typographic Style Applied to the Web**

Styling text

- Choosing a comfortable **measure**

  - *The **measure** is the number of characters in single line of a column of text.*

  - Anything from 45 to 75 characters is widely regarded as a satisfactory length of line for a single-column page set in a serifed text face in a text size.

  - The 66-character line (counting both letters and spaces) is widely regarded as ideal. For multiple column work, a better average is 40 to 50 characters.

Styling text

- Choose a basic **leading**

  - **Leading** (pronounced "ledding") is so called because, in mechanical presses, strips of lead are placed between lines of type to space the lines apart.

  - Leading is achieved in css through the line-height property.

Fonts & Font Families

- **Font Family**

  - In typography, a font family **(also known as typeface)** is a set of one or more fonts each composed of glyphs that share common design features.

  - Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Fonts & Font Families

- **Font**
  - A computer font (or font) is implemented as a digital data file containing a set of graphically related glyphs, characters, or symbols such as dingbats

  - Although the term font first referred to a set of movable metal type pieces in one style and size, since the 1990s it is generally used to refer to a set of digital shapes in a single style, scalable to different sizes.

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Generic Font Families

- serif
- sans-serif
- monospace
- cursive
- fantasy

Serif

Sans-serif

Monospace

Cursive

Fantasy

Fonts & Font Families

- **Web Fonts**
  - A technique to refer to and automatically download remote fonts was first specified in the CSS2 specification, which introduced the **'@font-face'** construct.

```css
@font-face {
  font-family: "Trickster";
  src:
    local("Trickster"),
    url("trickster-COLRv1.otf") format("opentype") tech(color-COLRv1),
    url("trickster-outline.otf") format("opentype"),
    url("trickster-outline.woff") format("woff");
}
```

- **Web Fonts**

  - At the time, fetching font files from the web was controversial because fonts meant to be used only for certain web pages could also be downloaded and installed in breach of the font license

- **Web Fonts - WOFF**

  - In 2010, the WOFF compression method for TrueType and OpenType fonts was submitted to W3C by the Mozilla Foundation, Opera Software and Microsoft, and browsers have since added support
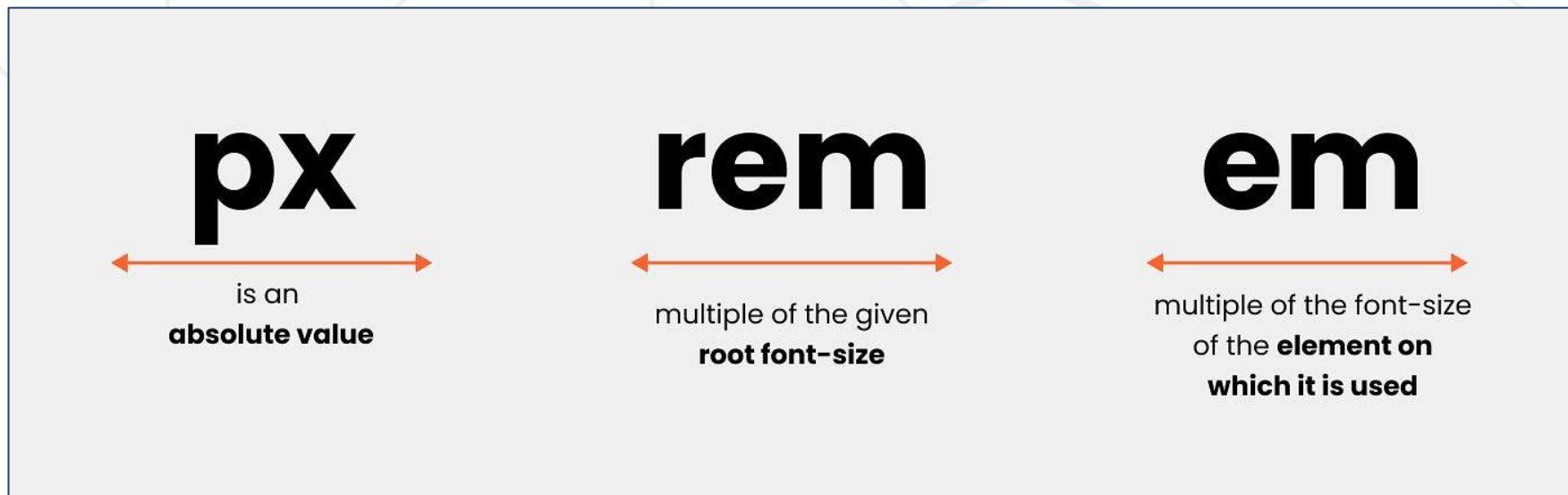
Fonts & Font Families

Web Fonts – fonts.google.com

Demo is in order …

CSS Units

- An explanation of EMs

  - Ems are so-called because they are thought to approximate the size of an uppercase letter M, although 1em is significantly larger than this.

CSS Units - EM & REM

- Bringhurst describes the EM thus:

  - *The em is a sliding measure. One em is a distance equal to the type size.*

  - *In 6-point type, an em is 6 points; in 12 point type an em is 12 points and in 60 point type an em is 60 points.*
  Thus, a one em space is proportionately same in any size.

CSS Properties

- **color & background**

  - **color**: #000;

  - **background**: #fff;

```
div {
      color: #000;
      background: #fff;
}
```

- **text**

    - text-**align**: left;

    - text-**decoration**: underline;

    - text-**indent**: 5em;

    - text-**overflow**: ellipsis;

    - text-**shadow**: 0 0 5px #000;

```
div {
    text-align: let;
    text-decoration: underline;
    text-indent: 5em;
    text-overflow: ellipsis;
    text-shadow: 0 0 5px #000;
}
```

- **font**

  - font-**family**: Arial, sans-serif;

  - font-**size**: 2em;

  - font-**style**: italic;

  - font-**weight**: 700;

  - line-**height**: 1.5;

```css
div {
    font-family: Arial, sans-serif;
    font-size: 2em;
    font-style: italic;
    font-weight: bold;
    line-height: 1.5;
}
```

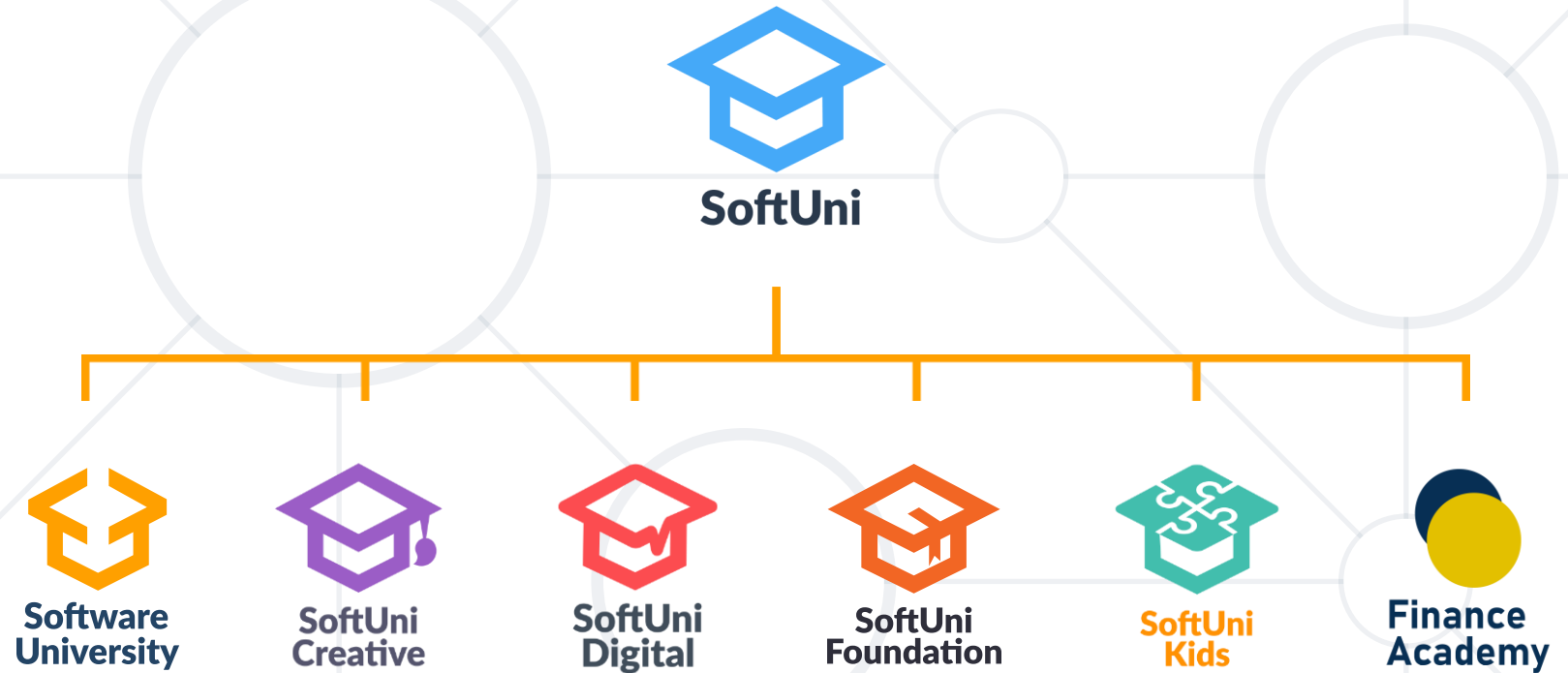**CSS Typography - Let's try it …**

Demo

Resources

- https://cssreference.io/typography/

- http://webtypography.net/

- https://en.wikipedia.org/wiki/Typography

- https://en.wikipedia.org/wiki/Typeface

- https://en.wikipedia.org/wiki/Computer_font

- https://en.wikipedia.org/wiki/Legibility

- https://en.wikipedia.org/wiki/Line_length

- https://en.wikipedia.org/wiki/Readability

- https://fonts.google.com

- https://fontawesome.com

Summary

- Typography

- Readability & Clarity of Written Text

- CSS Units

- CSS Properties

- Custom Fonts

Questions?

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