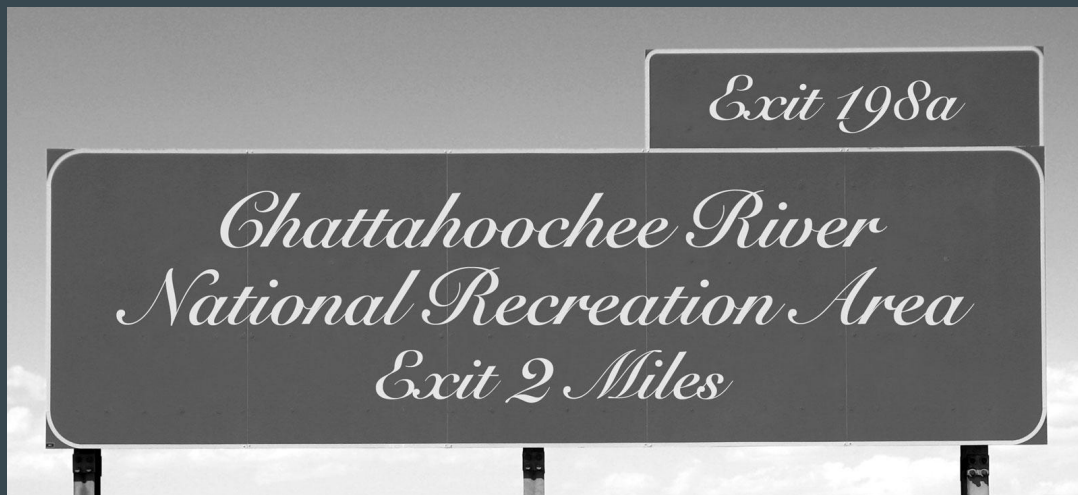


Typography

...

What is typography?

Text vs Typography



Typography

The *visual* component of
the written word.

Why does this matter?

**It's about utility,
legibility, and design.**

Some Vocabulary

typeface

font

cap height, x-height

baseline

descender, ascender

serif, sans serif, text

color, weight



Serif vs Sans Serif

Text Text



I shot the serif.

Print vs Web



Including a Web Font

```
@font-face {  
  font-family: 'MyWebFont';  
  src: url('WebFont.eot');  
  src: url('WebFont.eot?iefix') format('eot'),  
        url('WebFont.woff') format('woff'),  
        url('WebFont.ttf') format('truetype'),  
        url('WebFont.svg#webfont') format('svg');  
}
```

Font Stacking

```
body {  
  font-family: Cambria, "Hoefler Text", Utopia, "Liberation  
  Serif", "Nimbus Roman No9 L Regular", Times, "Times New Roman",  
  serif;  
}
```

Self-hosted

- More control over fonts
- Use the exact typeface you want
- May require web license

Hosted

- Ease of use
- Often flexible with licensing across typefaces
- Reliant on third-party

Font Scale

the rhythm of your content

pixel

em

rem

Pixels

a static choice

```
body {  
  font-size: 16px;  
}  
span {  
  font-size: 20px;  
}
```

Ems

a dynamic option

```
body {  
    font-size: 62.5%; /* font-size 1em = 10px  
on default browser settings */  
}  
  
span {  
    font-size: 1.6em; /* 1.6em = 16px */  
}
```

Rems

a more predictable *em*

```
html {  
  font-size: 62.5%; /* font-size 1em = 10px  
on default browser settings */  
}  
span {  
  font-size: 1.6rem;  
}
```

Typographic Scale



A Few Resources

www.google.com/fonts

teamtreehouse.com/library/web-typography

practicaltypography.com/

typecast.com/blog/a-more-modern-scale-for-web-typography

type-scale.com