

COMP 1017

Styling Text

Whenever we design something,
it is with a function or purpose in
mind.

In web design, our goal is usually the dissemination of information — that is, **getting a message out**.

Therefore, **typography** is going to be a key component of the overall look and tone of our design.

Web Safe Fonts

Many of the fonts that we use in our everyday life are actually optimised for **print**.

And we're, uh ... definitely not
printing anything in this course.

So, what about typography optimised
for display on **screens**?

And, more to the point, will a client be able to actually see the font that we choose?

Web safe fonts are fonts that are pre-installed on many operating systems.

cssfontstack.com/

If you want to use fonts other than ones that come pre-installed, you can use **Web Fonts**.

This means pointing to a **font file** on a server in the `<head>` of our HTML document.

Our browser will then go fetch that file and use it to render the page.

One of the largest and most popular repository of fonts is **Google Fonts**.

fonts.google.com/

Once you've chosen your font(s),
Google Fonts will generate the code
that you need.

```
<link  
href="https://fonts.googleapis.com/css?family  
=Open+Sans&display=swap" rel="stylesheet">
```

This goes in your <head>.

```
font-family: 'Open Sans',  
             sans-serif;
```

This goes in your CSS.

Typography in CSS

Now that we've got our fonts, what about styling our type?

So far, we've seen the following CSS rules for styling type/fonts ...

```
font-family: Arial,  
    sans-serif;  
color: #333333;  
font-weight: bold;  
list-style-type: none;  
text-transform: uppercase;  
line-height: 1.5;
```

But there are many more CSS rules
that we can use to style our text!


```
font-family: Lato, sans-  
serif;
```

This defines the font being
applied to the element.

```
font-size: 36px;
```

This sets the height of a font.

```
font-weight: 700;
```

This sets the weight of a font.


```
/* FONT WEIGHTS CONT'D */
```

Some fonts may have more or
fewer numeric values; it
depends on the font itself.

```
font-style: normal |  
            italic | oblique;
```

This lets you choose whether
your font is slanted or not.

```
font-variant: normal |  
                small-caps;
```

This changes the font to small-caps (or not).

```
font-stretch: ultra-condensed | extra-  
condensed | condensed | semi-condensed |  
normal | semi-expanded | expanded | extra-  
expanded | ultra-expanded;
```

This only works if the font you've selected
has these values.


```
line-height: 1.2;
```

Defines the amount of space
above and below inline
elements.

... that's a lot of properties and values.
Fortunately, we can **combine** them!

```
font: font-style font-  
variant font-weight  
font-size/line-height  
font-family;
```

```
h1 {  
    font: normal  
    small-caps 700 48px/1  
    'Lato', sans-serif;  
}
```

Finally, letter and word spacing allows us to put spaces between our letters and our words.

```
p { letter-spacing: 2px; }
```

```
p { word-spacing: 32px; }
```

And text can be aligned to the left,
middle, or the right.

```
p { text-align: left; }
```

```
p { text-align: center; }
```

```
p { text-align: right; }
```