

Typography in CSS



SoftUni Team
Technical Trainers



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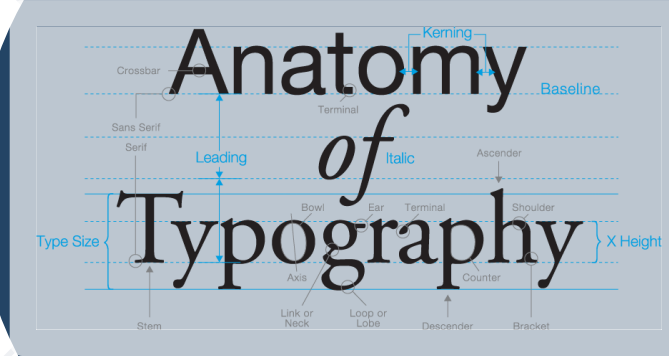
sli.do

#html-css

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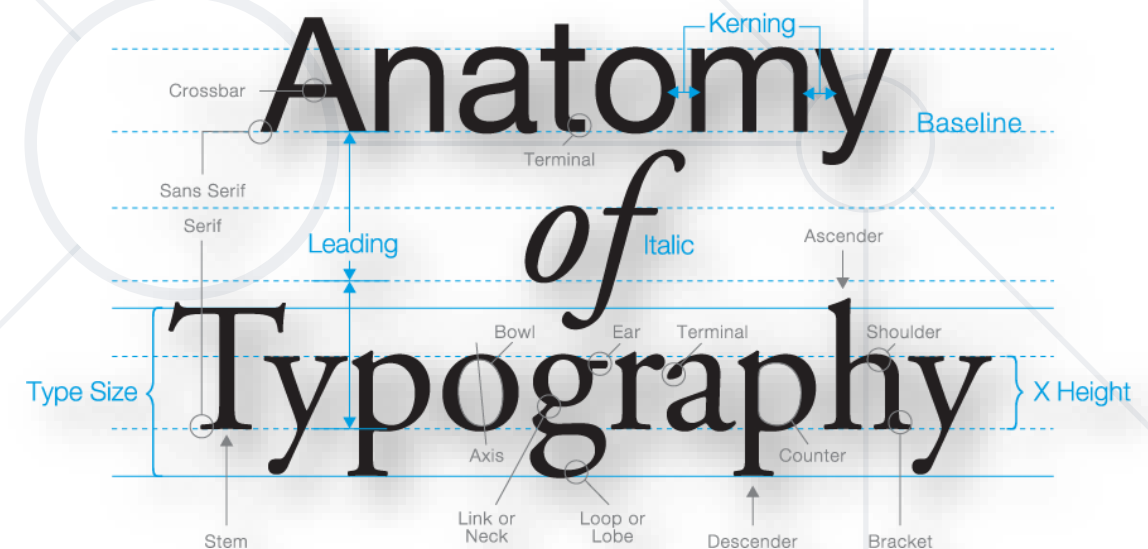




What is Typography?

What is **Typography**?

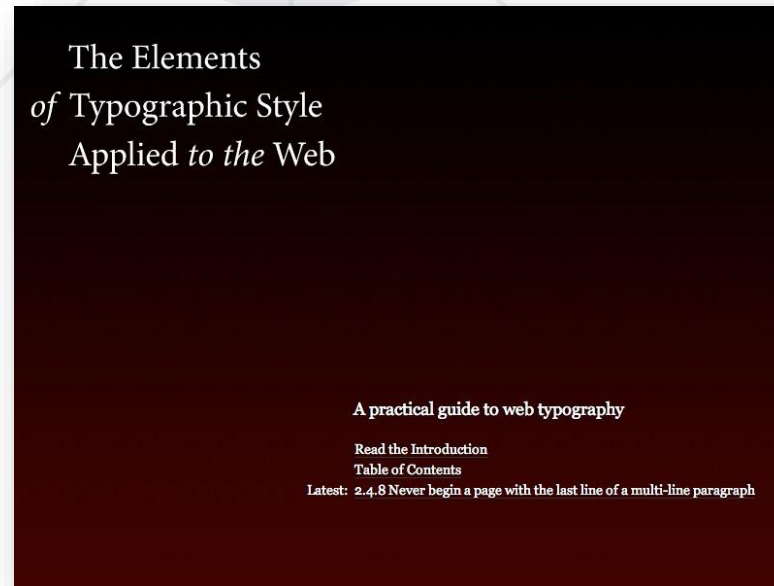
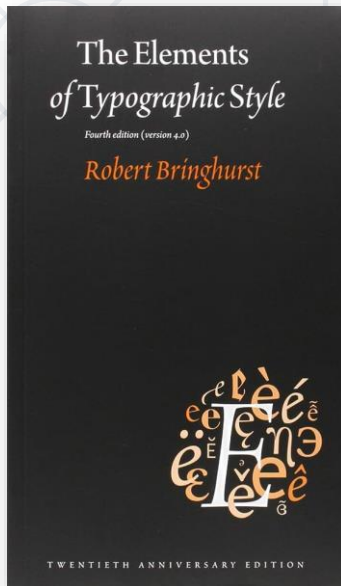
- Typography is the art and technique of **arranging type** to make written language **legible, readable, and appealing** when displayed
- Typography is the **visual component** of the written word
- **Style** or **appearance** of text
- The art of working with text



What is **Typography**?

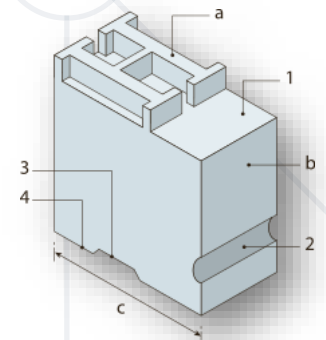
- Books

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



- 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 serified 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

- 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



- **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



■ 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

■ Generic Font Families

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

Serif

Sans-serif

Monospace

Cursive

Fantasy

■ 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.

```
@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
Web fonts
Web fonts

- **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



Google Fonts



CSS Units

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

px



is an
absolute value

rem



multiple of the given
root font-size

em



multiple of the font-size
of the **element on**
which it is used

- 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: left;  
    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;

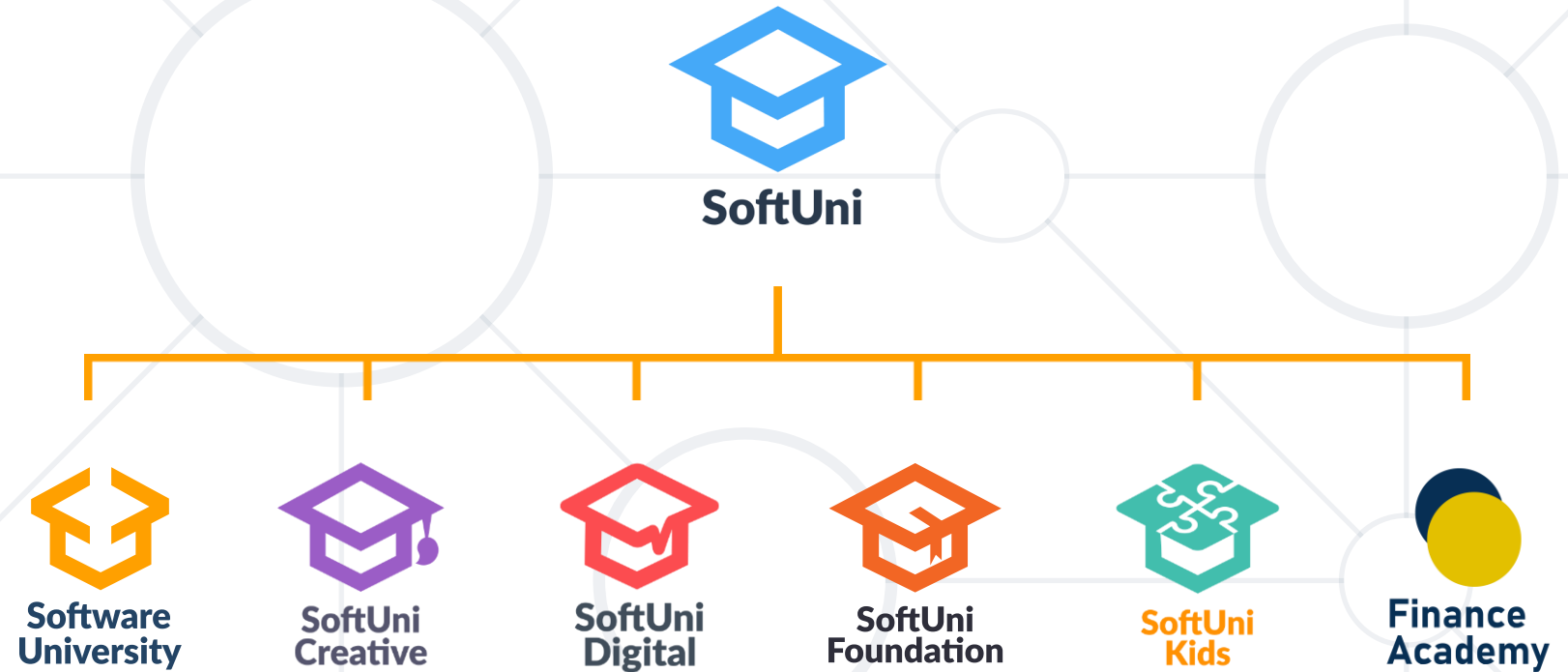
```
div {  
    font-family: Arial, sans-serif;  
    font-size: 2em;  
    font-style: italic;  
    font-weight: bold;  
    line-height: 1.5;  
}
```

- <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/Computer_font)
- <https://en.wikipedia.org/wiki/Legibility>
- [https://en.wikipedia.org/wiki/Line length](https://en.wikipedia.org/wiki/Line_length)
- <https://en.wikipedia.org/wiki/Readability>
- <https://fonts.google.com>
- <https://fontawesome.com>

- **Typography**
- **Readability & Clarity of Written Text**
- **CSS Units**
- **CSS Properties**
- **Custom Fonts**



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