



TYPEFACE TERMINOLOGY

SERIF

im

SANS-SERIF

im

MONOSPACE

im

TYPEFACE TERMINOLOGY

The xyz BASELINE

TYPEFACE TERMINOLOGY

The xyz

BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz

CAP HEIGHT
BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz

ASCENDER
CAP HEIGHT
BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz

ASCENDER
CAP HEIGHT
X-HEIGHT
BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

WEIGHT

Light
Medium
Bold
Black

STYLE

Normal
Italic
Oblique

STRETCH

Condensed
Regular
Extended

CHOOSING A TYPEFACE FOR YOUR WEBSITE

SANS-SERIF

Arial
Verdana
Helvetica

SERIF

Georgia
Times
Times New Roman

CHOOSING A TYPEFACE FOR YOUR WEBSITE

MONOSPACE

Courier
Courier New

CURSIVE

Comic Sans MS
Monotype Corsiva

FANTASY

Impact
Haettenschweiler

SPECIFYING TYPEFACES

font-family

CSS

```
body {  
  font-family: Georgia, Times, serif;}  
  
h1, h2 {  
  font-family: Arial, Verdana, sans-serif;}  
  
.credits {  
  font-family: "Courier New", Courier,  
    monospace;}
```

SPECIFYING TYPEFACES

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              monospace;}
```

RESULT

Briards

by Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

SIZE OF TYPE

font-size

CSS

```
body {  
  font-family: Georgia, Times, serif;  
  font-size: 12px;}  
  
h1 {  
  font-size: 200%;}  
  
.credits {  
  font-size: 1.3em;}
```

SIZE OF TYPE

font-size

CSS

```
body {  
  font-family: Georgia, Times, serif;  
  font-size: 12px;}  
  
h1 {  
  font-size: 200%;}  
  
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TYPE SCALES

Developed in 16th century

Pleasing to the eye

Now used in programs such as Word, Photoshop and InDesign

8_{pt}
9_{pt}
10_{pt}
11_{pt}
12_{pt}
14_{pt}
18_{pt}
24_{pt}
36_{pt}
48_{pt}
60_{pt}
72_{pt}

MORE FONT CHOICE @font-face

CSS

```
@font-face {  
  font-family: 'ChunkFiveRegular';  
  src: url('fonts/chunkfive.eot');}  
  
h1, h2 {  
  font-family: ChunkFiveRegular, Georgia,  
  serif;}
```

MORE FONT CHOICE @font-face

CSS

```
@font-face {  
  font-family: 'ChunkFiveRegular';  
  src: url('fonts/chunkfive.eot');}  
  
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```

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BULLETPROOF FONT FACE

@font-face

```
@font-face {  
  font-family: 'ChunkFiveRegular';  
  src: url('fonts/chunkfive.eot');  
  src: url('fonts/chunkfive.eot?#iefix')  
    format('embedded-opentype'),  
    url('fonts/chunkfive.woff')  
    format('woff'),  
    url('fonts/chunkfive.ttf')  
    format('truetype'),  
    url('fonts/  
    chunkfive.svg#ChunkFiveRegular')  
    format('svg');}
```

CSS

RESULT

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FONT FACE FORMATS

FORMATS

Must be supplied in several formats

SERVICES

fontquirrel.com provides css rules and conversion

LICENSING

Fonts subject to copyright and need appropriate license

OTHER WAYS TO SPECIFY A FONT

HOSTED FONTS

Google web fonts

Typekit

SIFR

Relies on Flash

Easier licensing

CUFON

Uses JavaScript

Requires appropriate license

BOLD

font-weight

```
.credits {  
  font-weight: bold;  
}
```

CSS

RESULT

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ITALIC

font-style

```
.credits {  
  font-style: italic;  
}
```

CSS

RESULT

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UPPERCASE & LOWERCASE

text-transform

CSS

```
h1 {
  text-transform: uppercase;}
h2 {
  text-transform: lowercase;}
.credits {
  text-transform: capitalize;}
```

RESULT

BRIARDS

By Ivy Duckett

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breed history

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UNDERLINE & STRIKE

text-decoration

CSS

```
.credits {
  text-decoration: underline;}

a {
  text-decoration: none;}
```

RESULT

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LEADING

line-height

CSS

```
p {  
  line-height: 1.4em;}
```

RESULT

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LETTER & WORD SPACING

letter-spacing, word-spacing

CSS

```
h1, h2 {  
  text-transform: uppercase;  
  letter-spacing: 0.2em;}
```

```
.credits {  
  font-weight: bold;  
  word-spacing: 1em;}
```

RESULT

BRIARDS

by Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

BREED HISTORY

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

ALIGNMENT

text-align

CSS

```
h1 {  
  text-align: left;}  
  
p {  
  text-align: justify;}  
  
.credits {  
  text-align: right;}
```

RESULT

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VERTICAL ALIGNMENT

vertical-align

CSS

```
#six-months {  
  vertical-align: text-top;}  
  
#one-year {  
  vertical-align: baseline;}  
  
#two-years {  
  vertical-align: text-bottom;}
```

RESULT

Briard Life Stages



Six months



One year



Two years

INDENTING TEXT

text-indent

CSS

```
h1 {  
  background-image: url("images  
    /logo.gif");  
  background-repeat: no-repeat;  
  text-indent: -9999px;}  
  
.credits {  
  text-indent: 20px;}
```

INDENTING TEXT

text-indent

CSS

```
h1 {  
  background-image: url("images  
    /logo.gif");  
  background-repeat: no-repeat;  
  text-indent: -9999px;}  
  
.credits {  
  text-indent: 20px;}
```

INDENTING TEXT

text-indent

CSS

```
h1 {  
  background-image: url("images  
    /logo.gif");  
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RESULT

CSS3: DROP SHADOW text-shadow

CSS

```
p.one {
  background-color: #eeeeee;
  color: #666666;
  text-shadow: 1px 1px 0px #000000;}
p.two {
  background-color: #dddddd;
  color: #666666;
  text-shadow: 1px 1px 3px #666666;}
p.three {
  background-color: #cccccc;
  color: #ffffff;
  text-shadow: 2px 2px 7px #111111;}
```

RESULT

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

FIRST LETTER OR LINE :first-letter, :first-line

CSS

```
p.intro:first-letter {
  font-size: 200%;}

p.intro:first-line {
  font-weight: bold;}
```

RESULT

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STYLING LINKS :link, :visited

CSS

```
a:link {
  color: deeppink;
  text-decoration: none;}
a:visited {
  color: black;}
a:hover {
  color: deeppink;
  text-decoration: underline;}
a:active {
  color: darkcyan;}
```

STYLING LINKS :link, :visited

CSS

```
a:link {
  color: deeppink;
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:link, :visited

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STYLING LINKS

:link, :visited

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```

RESULT

Dog Breeds: B

- Bedlington Terrier
- Belgian Shepherd
- Bergamasco
- Bichon Frise
- Bloodhound
- Bolognese
- Border Collie
- Border Terrier
- Borzoi
- Bouvier des Flandres
- Briard

RESPONDING TO USERS

:hover, :active, :focus

CSS

```
input {
  padding: 6px 12px 6px 12px;
  border: 1px solid #665544;
  color: #ffffff;}
input.submit:hover {
  background-color: #665544;}
input.submit:active {
  background-color: chocolate;}
input.text {
  color: #cccccc;}
input.text:focus {
  color: #665544;}
```


RESPONDING TO USERS

:hover, :active, :focus

```
input {  
  padding: 6px 12px 6px 12px;  
  border: 1px solid #665544;  
  color: #ffffff;}  
input.submit:hover {  
  background-color: #665544;}  
input.submit:active {  
  background-color: chocolate;}  
input.text {  
  color: #cccccc;}  
input.text:focus {  
  color: #665544;}
```

CSS

RESPONDING TO USERS

:hover, :active, :focus

```
input {  
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  color: #ffffff;}  
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input.text {  
  color: #cccccc;}  
input.text:focus {  
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```

CSS

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  color: #cccccc;}  
input.text:focus {  
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```

CSS

RESULT



Enter email address... Submit

ATTRIBUTE SELECTORS

Existence	<code>p[class]</code>
Equality	<code>p[class="dog"]</code>
Space	<code>p[class~="dog"]</code>
Prefix	<code>p[attr^="d"]</code>
Substring	<code>p[attr*="do"]</code>
Suffix	<code>p[attr\$="g"]</code>

SUMMARY

There are properties to control the choice of font, size, weight, style, and spacing.

SUMMARY

There is a limited choice of fonts that you can assume most people will have installed.

SUMMARY

If you want to use a wider range of typefaces there are several options, but you need to have the right license to use them.

SUMMARY

You can control the space between lines of text, individual letters, and words.

SUMMARY

Pseudo-classes can change the style of an element when a user hovers over or clicks on text, or have visited a link.

