

Information Technology 3

Typesetting for the Web

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Typesetting for the web is an art

The importance of typesetting

- Good typesetting makes the act of reading recede into the background
- Skillful typesetting allows readers to absorb information quickly
- Good typesetting is often invisible
- As a web designer, you should be sensitive to how text is used in design examples

Typography-driven design?

- You start your design from text
- It might be looked at as the secret cornerstone of flexible, responsive design
- This week we'll make a web page wherein typography plays an important role

The nature of the text

- The nature of the text is really important
- You have to care about the text in order to make a good web design out of it
- In real-world projects: getting good text copy will sometimes be a problem
- As a general rule, if you don't have enough text, ask for more
- If it's not the final version, ask for an update
- If the text is going to change all the time, like news, find some representative example text
- Once you "KNOW" your text, do contextual, visual research. Understand how texts of this nature are placed in a web context. Once you know these rules, apply or break them

Clean text and declutter

- When you have selected your text, first clean it up!
- Remove tabs, indents, and any other invisible characters that do not belong in the text
- Eliminate any line breaks, hyphens in words, ... within running text, which are often the result of copy-and-paste problems

Marking up your texts

Mark the text up

- Finally, mark up the elements of the text—paragraphs, headings, lists, block quotes, and so on—as well as any strings that need emphasis
- Here your HTML-skills come into play
- Don't forget that markup is the most basic and possibly the most important typographic decision we make
- Think of it as invisible composition: markup
- It's our core means of establishing hierarchy, patterns, and meaning

Refresher: reset default styles

- Most browsers and user agents ship with default styles
- To counter this, use reset stylesheet
- Eric Meyer has advocated the use of reset stylesheets since 2007
- We are going to use his latest version as a starting point for our exercise:
<https://meyerweb.com/eric/tools/css/reset/>
- A reset stylesheet puts the focus on HTML elements rather than on browser behavior

Framing the composition

- Framing compositions is different for the web than for traditional media
- We don't have control over the myriad of screens our text will be read on
- First, we need to make sure readers see our composition at its actual size on any device, without any artificial scaling

Framing the composition

- We do this with the viewport metatag
- It tells the browser to fit the width of our layout to the width of a person's device
- A reliable building block for typesetting: default font size
- You can set the font-size to 100%, or for example to 62.5%, which makes an em or rem 10px in size

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

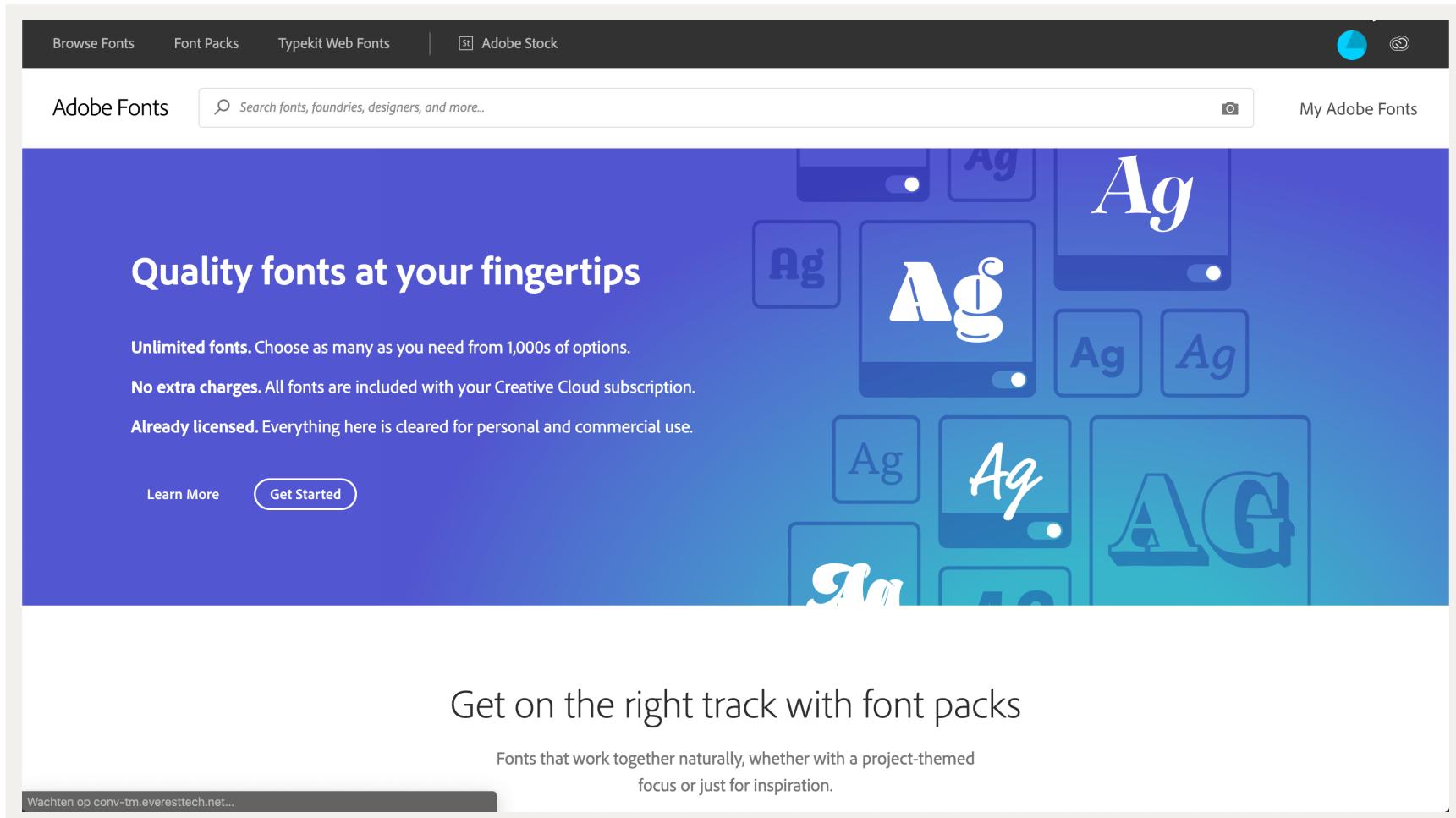
```
:root {  
  font-size: 62.5%; /* makes a rem = 10px */}
```

Webfonts

Getting to webfonts

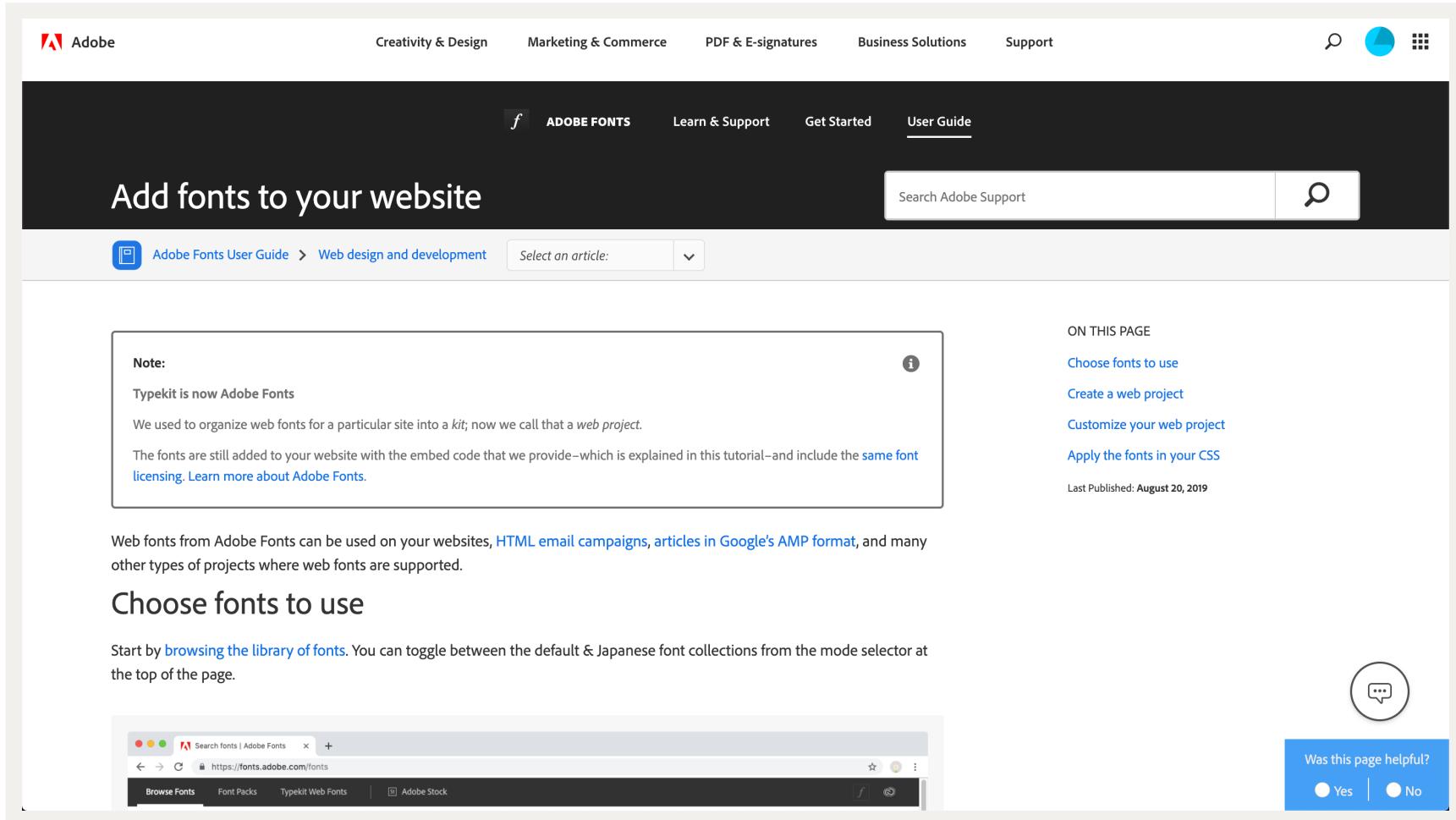
- Webfonts aren't hard to find
- Places like Adobe Typekit or Fontstand are better than Google Fonts, but cost money
- Repositories of free and open-source fonts—even something as convenient as Google Fonts—have significantly fewer choices for text use
- In many of these fonts, character sets are incomplete, random glyphs look wrong, critical features are missing, spacing is sloppy, and styles like bold and italic are either nonexistent or incongruous with the main style
- Design pros will immediately spot this :-/

Adobe fonts



The screenshot shows the Adobe Fonts homepage. At the top, there is a navigation bar with links for 'Browse Fonts', 'Font Packs', 'Typekit Web Fonts', and 'Adobe Stock'. On the right side of the bar are icons for a profile, a camera, and a gear. Below the navigation bar is a search bar with the placeholder text 'Search fonts, foundries, designers, and more...'. To the right of the search bar is a 'My Adobe Fonts' link. The main content area has a blue gradient background with a grid of font preview cards. One card in the center prominently displays the letters 'Ag'. Text on the page includes: 'Quality fonts at your fingertips', 'Unlimited fonts. Choose as many as you need from 1,000s of options.', 'No extra charges. All fonts are included with your Creative Cloud subscription.', 'Already licensed. Everything here is cleared for personal and commercial use.', 'Learn More', and 'Get Started'. At the bottom of the main section, there is a call to action: 'Get on the right track with font packs' followed by the text: 'Fonts that work together naturally, whether with a project-themed focus or just for inspiration.' A small note at the bottom left says 'Wachten op conv-tm.everesttech.net...'. The URL 'https://fonts.adobe.com/' is visible at the bottom of the page.

How to add Adobe fonts to your website



The screenshot shows a web browser displaying the Adobe Fonts User Guide. The page title is "Add fonts to your website". The top navigation bar includes links for Creativity & Design, Marketing & Commerce, PDF & E-signatures, Business Solutions, and Support. A search bar and a "User Guide" tab are also present. The main content area contains a note about Typekit being renamed to Adobe Fonts, information about web fonts being organized into kits, and a link to learn more about font licensing. To the right, a sidebar titled "ON THIS PAGE" lists links to "Choose fonts to use", "Create a web project", "Customize your web project", and "Apply the fonts in your CSS". A "Last Published: August 20, 2019" timestamp is also visible. At the bottom, there is a screenshot of a browser window showing the Adobe Fonts website with a "Was this page helpful?" poll.

Note:
Typekit is now Adobe Fonts
We used to organize web fonts for a particular site into a *kit*; now we call that a *web project*.
The fonts are still added to your website with the embed code that we provide—which is explained in this tutorial—and include the [same font licensing](#). [Learn more about Adobe Fonts](#).

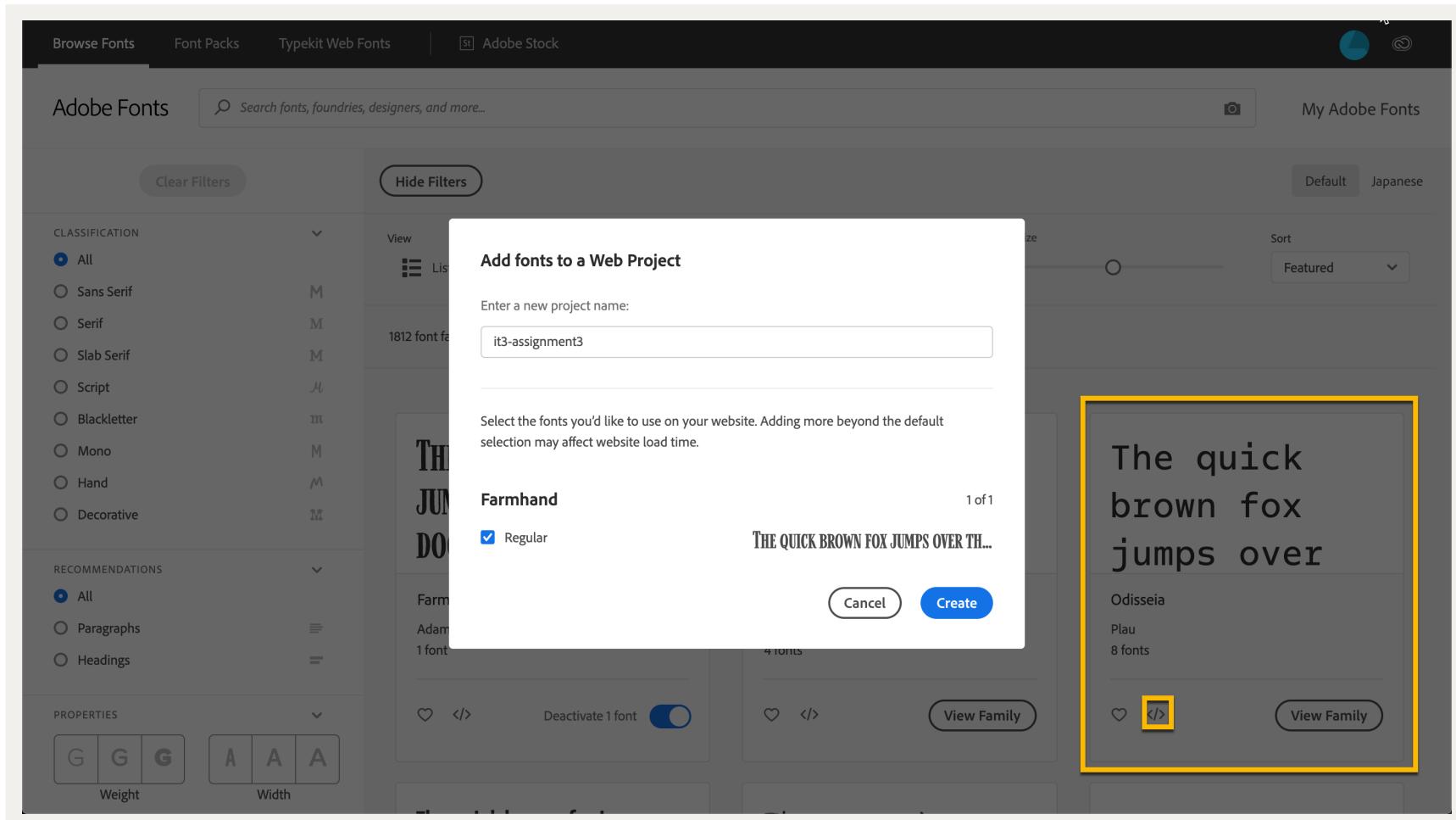
ON THIS PAGE

[Choose fonts to use](#)
[Create a web project](#)
[Customize your web project](#)
[Apply the fonts in your CSS](#)

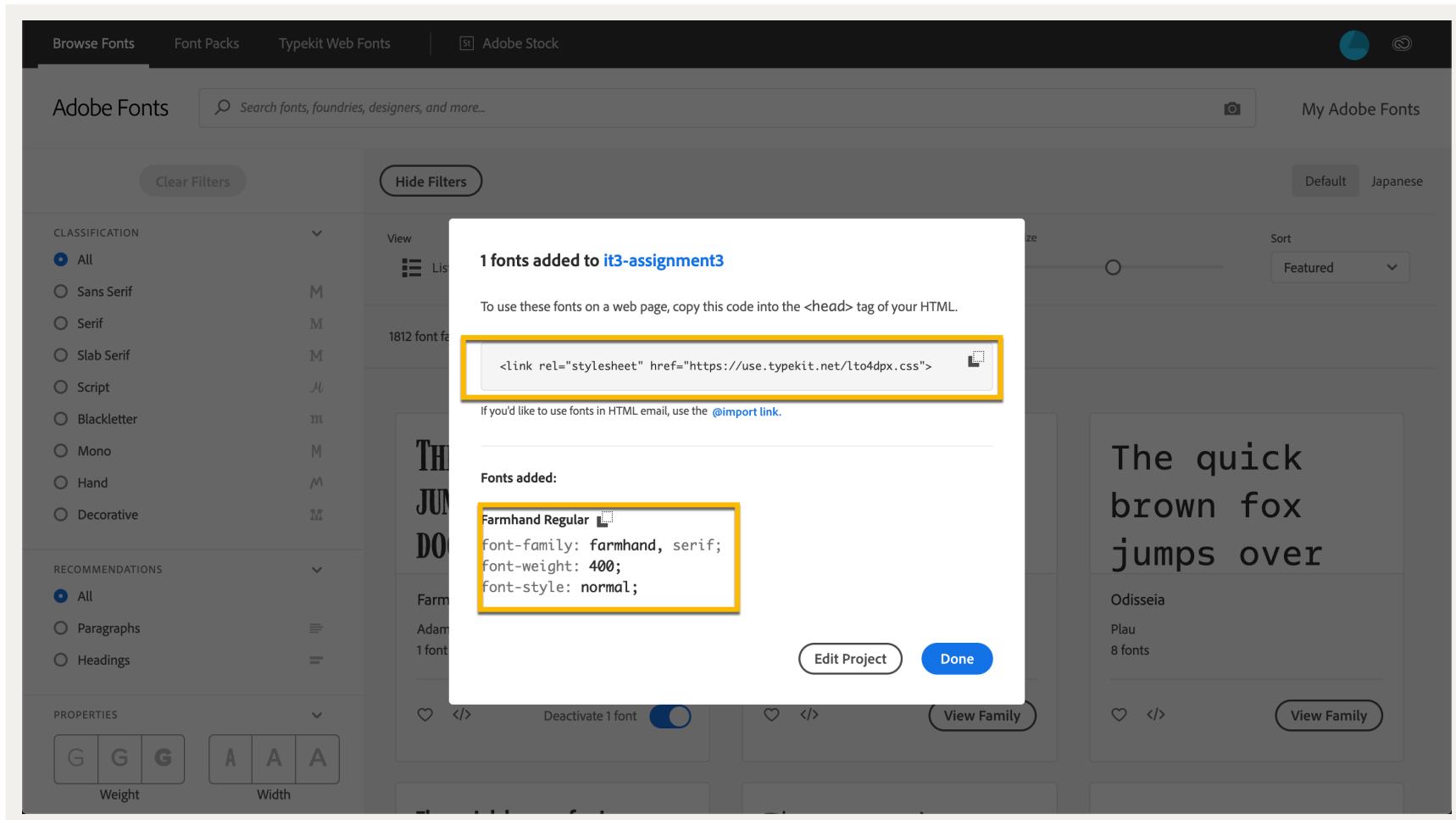
Last Published: August 20, 2019

Was this page helpful?
 Yes | No

Adobe fonts



Adobe fonts



The screenshot shows the Adobe Fonts interface. A modal window is open in the center, displaying a message: "1 fonts added to [it3-assignment3](#)". Below the message, it says "To use these fonts on a web page, copy this code into the <head> tag of your HTML." A yellow box highlights the copied CSS code:

```
<link rel="stylesheet" href="https://use.typekit.net/lto4dpx.css">
```

 Below this, it says "If you'd like to use fonts in HTML email, use the [@import link](#)." Another yellow box highlights the "Fonts added:" section, which lists "Farmhand Regular" with the CSS properties:

```
font-family: farmhand, serif;  
font-weight: 400;  
font-style: normal;
```

 At the bottom of the modal are "Edit Project" and "Done" buttons. The background shows the main Adobe Fonts search interface with a classification sidebar, a search bar, and a list of recommended fonts.

<https://fonts.adobe.com/>

Getting webfonts

- Fonts you select at Adobe Typekit are added to a "kit" that you publish and connect to your web project. Because Typekit hosts the fonts and offers a standard licensing agreement, there's not really anything you need to "get."
- Google fonts also offers an easy way to link to the selected fonts
- If you download or purchase a webfont, you will get the files: WOFF, or preferably WOFF2, as well as a copy of your End User License Agreement (EULA) specifying that web use is ok

Using webfonts

- You will link this cloud fonts in the head part of your HTML file, and these services will tell you how
- You will need to add the downloaded fonts to your css file
- The CSS @font-face rule (font files to stylesheets by defining fonts like so:

```
@font-face {  
  font-family: "Source Sans Pro";  
  font-weight: 400;  
  font-style: normal;  
  font-stretch: normal;  
  src: url("SourceSansPro-Regular.woff2") format("woff2");  
}
```

Declaring the fonts

Now that your font files are online and defined in your CSS, you can use them in declarations like this:

```
p {  
  font-family: "Source Sans Pro";  
  font-size: 1.5rem;  
}  
  
p strong {  
  font-style: bold;  
}
```

Designing your page

Creating text-based layouts

- Everything matters here: the fonts you select (do they match?), the horizontal margins, the vertical margins, the line heights, ...
- Everything needs to be in balance
- There is no shortcut: you have to experiment and work hard to make it work

Don't make the text too wide: limit the width

```
:root {  
  font-size: 62.5%;}  
  
body {  
  font-family: sans-serif;  
  line-height: 1.5rem;  
  font-size: 1.3rem;}  
  
main {  
  width: 40rem; /* or max-width */}
```

Limiting the width of your text

Of course CSS Grid Layout can also take care of this for you

```
:root {  
  font-size: 62.5%;}  
  
body {  
  font-family: sans-serif;  
  line-height: 1.5rem;  
  font-size: 1.3rem;}  
  
main {  
  display: grid;  
  grid-template-columns: 1fr 1fr 1fr;  
  max-width: 80rem;}
```

Limiting the width of your text

- For the exercise I would recommend you also experiment with vw and vh
- 100vw or viewport width equals the available width of the viewport, 50vw half of that, ...
- 100vh or viewport width equals the available width of the viewport, 50vh half of that, ...
- You also have vmin (the smallest, be it vw or vh) and vmax (the largest, be it vw or vh)

```
body {  
  width: 70vw;  
  height: 100vh;}  
  
main {  
  width: 50vmin;  
  height: 40vmax;}
```

Adjust line-spacing accordingly

Adjusting line-height in your css can make or break a design. It is really important and something you need to experiment with

```
p {  
  font-size: 1.5rem;  
  line-height: 3rem;  
}
```

Margins

- If you're using a margin between paragraphs, try a margin-bottom equivalent to half of the line height, or try a small number from your modular scale
- Whichever value you choose, use rem units so that vertical margins relate to the body-text font size
- And set margins in a single direction on every element: <https://csswizardry.com/2012/06/single-direction-margin-declarations/>

```
h1 {  
  margin-bottom: 3rem;}  
  
p {  
  margin-bottom: 1.5rem;}
```

Different sizes for different screen widths

Don't forget that by using @media queries, you can change the font sizes of your designs

```
:root {  
  font-size: 70%;  
}  
  
@media screen and (min-width: 70rem) {  
  :root {  
    font-size: 62.5%;  
  }  
}
```

Experiment with responsive typography

If you use vw for font-size then the font-size will adapt itself to the available width

```
h1 {  
  font-size: 5vw;  
}
```

Your assignment for this week

Exercise

- You will write a biography page (1 page, scroll-down style) for one of the following artists: Peter Paul Rubens, Pieter Bruegel, Antoon Van Dyck, Hieronymus Bosch
- The page will consist only of text, no images
- You play with type, color, size, grid layout (+ positioning), space, CSS transitions & animations
- You will select at least 3 Adobe fonts that you will use appropriately on this page
- Pay attention to all the stuff we have seen today: details matter
- Your site needs to be typography (and mobile) first, and should be responsive

Use your imagination



No dull text please => make a text sculpture. Try letting the artist's style shine through in your design

IT 3 - Typography