Exercise 3-2-1: Formatting a menu

In this exercise, we'll change the fonts for the body and main heading of the Black Goose Bistro menu document, menu.html. Open the document in a text editor. You can also open it in a browser to see its "before" state.

Black Goose Bistro • Summer Menu

Baker's Corner, Seekonk, Massachusetts
Hours: Monday through Thursday: 11 to 9, Friday and Saturday; 11 to midnight

Appetizers

This season, we explore the spicy flavors of the southwest in our appetizer collection.

Black bean purses
    Spicy black bean and a blend of mexican cheeses wrapped in sheets of phyllo and baked until golden. $3.95
Southwestern napoleons with lump crab — **new item!**
    Layers of light lump crab meat, bean and corn salsa, and our handmade flour tortillas. $7.95

Main courses

Big, bold flavors are the name of the game this summer. Allow us to assist you with finding the perfect wine.

Jerk rotisserie chicken with fried plantains — **new item!**
    Tender chicken slow-roasted on the rotisserie, flavored with spicy and fragrant jerk sauce and served with fried plantains and fresh mango. **Very spicy.** $12.95
Shrimp sate kebabs with peanut sauce
    Skewers of shrimp marinated in lemongrass, garlic, and fish sauce then grilled to perfection. Served with spicy peanut sauce and jasmine rice. $12.95
Grilled skirt steak with mushroom fricasee
    Flavorful skirt steak marinated in asian flavors grilled as you like it*. Served over a blend of sauteed wild mushrooms with a side of blue cheese mashed potatoes. $16.95

* We are required to warn you that undercooked food is a health risk.

1. Setting font-family

I've included an embedded font in this exercise to show you how easy it is to do with a service like Google Web Fonts.

1. Use an embedded style sheet for this exercise. Start by adding a style element in the head of the document, like this:

```
<head>
  <title>Black Goose Bistro</title>
  <style>
  </style>
</head>
```

2. I would like the main text to appear in Verdana or some other sans-serif font. Instead of writing a rule for every element in the

document, we will write one rule for the body element that will be inherited by all the elements it contains. Add this rule to the embedded style sheet:

```
<style>
body {font-family: Verdana, sans-serif;}
</style>
```

3. I want a fancy font for the "Black Goose Bistro, Summer Menu" headline, so I chose a free display font called Marko One from Google Web Fonts (www.google.com/webfonts). Google gave me the code for linking the font file on their server to my HTML file (it's actually a link to an external style sheet). It must be placed in the head of the document, so copy it exactly as it appears, but keep it on one line. Put it after the title and before the style element.

```
<head>
<title>Black Goose Bistro</title>
<link href="http://fonts.googleapis.com/css?family=Marko+One" rel="stylesheet">
<style>
...
```

4. Now write a rule that applies it to the h1 element. Notice I've specified Georgia or another serif font as fallbacks:

```
<style>
body {font-family: Verdana, sans-serif;}
h1 {font-family: "Marko One", Georgia, serif;}
</style>
```

5. Save the document and reload the page in the browser. It should look like the following figure. Note that you'll need to have an internet connection and a current browser to view the Marko One headline font. We'll work on the text size in the next exercise.

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2. Setting font size

Let's refine the size of some of the text elements to give the online menu a more sophisticated appearance. Open menu.html in a text editor and follow the steps. You can save the document at any point and take a peek in the browser to see the results of your work. You should also feel free to try out other size values along the way.

1. There are many approaches to sizing text on web pages. In this example, start by putting a stake in the ground and setting the font-size of the body element to 100%, thus clearing the way for em measurements thereafter:

body {

```
font-family: Verdana, sans-serif;
font-size: 100%;
}
```

2. The browser default of 16 pixels is a fine size for the main page text, but I would like to improve the appearance of the heading levels. I'd like the main heading to be 24 pixels, or one and a half times larger than the body text [target (24) ÷ context (16) = 1.5]. I'll add a new rule that sets the size of the h1 to 1.5em. I could have used 150% to achieve the same thing.

```
h1 {
font-size: 1.5em;
}
```

3. Now make the h2s the same size as the body text so they blend in with the page better:

```
h2 {
font-size: 1em;
}
```

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3. Making text bold and italic

Back to the menu. I've decided that I'd like all of the menu item names to be in bold text. What I'm not going to do is wrap each one in <b> tags…that would be so 1996! I'm also not going to mark them up as strong elements…that is not semantically accurate. Instead, the right thing to do is simply apply a style to the semantically correct dt (definition term) elements to make them all bold at once. Add this rule to the end of the style sheet, save the file, and try it out in the browser:

```
dt { font-weight: bold; }
```

Now that all the menu item names are bold, some of the text I've marked as strong isn't standing out very well, so I think I'll make them italic for further emphasis. To do this, simply apply the font style property to the strong element:

```
strong { font-style: italic;}
```

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4. Using the shorthand font property

One last tweak to the menu, and then we'll take a brief break. To save space, we can replace all the font properties, we've specified for the h1 element with one declaration with the shorthand font property:

h1 {font: bold 1.5em "Marko One", Georgia, serif;}

You might find it redundant that I included the bold font weight value in this rule. After all, the h1 element was already bold by default, right?

The thing about shorthand properties is that if you omit a value, it is reset to the default value within that property, not the browser's default value.