

# THIS IS TYPOGRAPHY: SOLUTIONS FOR DESIGNERS & DEVELOPERS

Keith Lay



# HISTORY

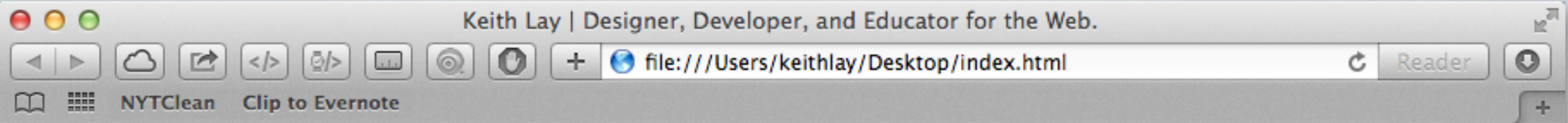
- ▶ Your choice of Times or Arial
- ▶ Use a graphic of text
- ▶ Flash-in-the-pan



# MARK-UP VS. DESIGN

- ▶ HTML contains the semantic mark-up of content
- ▶ CSS contains the design





# Keith Lay

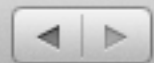
## Designer, Developer, and Educator for the Web.

Keith Lay started working with digital media in 1989. Originally trained in print design, he has progressed from laserdiscs to mobile devices - all the while working to find a balance between art, commerce and technology. He built his first web site in 1993.

Mr Lay's teaching career started shortly after, with an advisory board position and lecture dates with Capilano College's pioneering Infotech Program in 1990. He went on to teach Human Interface Design, Interactive Media, and Motion Graphics and the University of British Columbia, the British Columbia Institute of Technology, and (more recently) Simon Fraser University.

His pioneering work in this field has been recognized by many keynote speaking opportunities at international conferences, and advisory board positions at a number of universities and colleges.





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# CSS RESET

- ▶ Each Browser has a different starting point
- ▶ Create a level playing field





```

1  html, body, div, span, applet, object, iframe,
2  h1, h2, h3, h4, h5, h6, p, blockquote, pre,
3  a, abbr, acronym, address, big, cite, code,
4  del, dfn, em, img, ins, kbd, q, s, samp,
5  small, strike, strong, sub, sup, tt, var,
6  b, u, i, center,
7  dl, dt, dd, ol, ul, li,
8  fieldset, form, label, legend,
9  table, caption, tbody, tfoot, thead, tr, th, td,
10 article, aside, canvas, details, embed,
11 figure, figcaption, footer, header, hgroup,
12 menu, nav, output, ruby, section, summary,
13 ▼ time, mark, audio, video {
14     margin: 0;
15     padding: 0;
16     border: 0;
17     font-size: 100%;
18     font: inherit;
19     vertical-align: baseline;
20 ~ }
21 /* HTML5 display-role reset for older browsers */
22 article, aside, details, figcaption, figure,
23 ▼ footer, header, hgroup, menu, nav, section {
24     display: block;
25 ~ }
26 ▼ body {
27     line-height: 1;
28 ~ }
29 ▼ ol, ul {
30     list-style: none;
31 ~ }
32 ▼ blockquote, q {
33     quotes: none;
34 ~ }
35 blockquote:before, blockquote:after,
36 ▼ q:before, q:after {
37     content: '';
38     content: none;
39 ~ }
40 ▼ table {
41     border-collapse: collapse;
42     border-spacing: 0;

```

# TYPEFACES

- ▶ Do you need to match existing branding? (\$\$\$)
  - ▶ [fonts.com](https://fonts.com), [typekit.com](https://typekit.com), etc
- ▶ Do you just need a bit of style (\$0)
  - ▶ [google.com/fonts](https://google.com/fonts)





# KNOW YOUR TAGS

- ▶ Style the HTML (h1, h2, p, a, etc.)
  - ▶ global styles for your html type
- ▶ Create your own .classes
  - ▶ spot styling for special cases



```
1 <!doctype html>
2
3 <html lang="en">
4 <head>
5     <meta charset="utf-8">
6
7     <title>Keith Lay | Designer, Developer, and Educator for the Web.</title>
8     <meta name="description" content="Keith Lay has been working with, and teaching, digital
... media for over two decades. He has taught at UBC, BCIT and SFU.">
9     <meta name="author" content="Keith Lay">
10
11     <link rel="stylesheet" href="css/reset.css">
12     <link rel="stylesheet" href="css/styles.css">
13     <link
... href='http://fonts.googleapis.com/css?family=Domine:400,700|Playfair+Display:700,700italic
... ' rel='stylesheet' type='text/css'>
14
15     <!--[if lt IE 9]>
16     <script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"></script>
17     <![endif]-->
18 </head>
19
20 <body>
21
22 <h1>Keith Lay</h1>
23
24 <h2>Designer, Developer, and Educator for the Web.</h2>
25
26 <hr />
27
```



```
28 <p><span class="myname">Keith Lay</span> started working with digital media in 1989.  
... Originally trained in print design, he has progressed from laserdiscs to mobile devices –  
... all the while working to find a balance between art, commerce and technology.</p>
```

```
29  
30 <div id="hilite"><p>&#9656; He built his first web site in 1993.</p></div>
```

```
31  
32 <p>Mr Lay's teaching career started shortly after, with an advisory board position and  
... lecture dates with <strong>Capilano College's</strong> pioneering <span  
... class="cite">Infotech Program</span> in 1990. He went on to teach Human Interface Design,  
... Interactive Media, and Motion Graphics at the <strong>University of British  
... Columbia</strong>, the <strong>British Columbia Institute of Technology</strong>, and  
... (more recently) <strong>Simon Fraser University</strong>.</p>
```

```
33  
34 <p>His pioneering work in this field has been recognized by many keynote speaking  
... opportunities at international conferences, and advisory board positions at a number of  
... universities and colleges.</p>
```

```
35 </body>
```

```
36 </html>
```

# TYPE BASICS

- › **font-family** - set the typestyle
- › **color** - set the type colour
- › **font-size** - set the size of the type
- › **font-style** - set the style (bold, italic, etc.), if your font supports it
- › **font-variant** - allows you to set in small caps
- › **font-weight** - set the weight (boldness), if your font supports it
- › **line-height** - set the leading of the type





# SIZING AND SPACING

- px (pixel), % (percent) and em (relative to parent)
- rem (relative em) is relative to the document
- 'em' is considered most flexible and the best option for web typography
  - 'rem' can be used to solve sizing problems in highly nested environments
- an 'em' is a unit of the base font height
- set your base font (in the body or html style) to a percentage (ex: 100 or 62.5%)



# MORE SETTINGS

- **text-align** - centre, left or right
- **text-decoration** - sets the underline style
- **text-indent** - sets an indent amount
- **text-shadow** - ugh
- **text-transform** - changes text to all caps, all lower case or sentence case
- **letter-spacing** - similar to tracking
- **word-spacing** - set a universal word space





```
1 ▼ |body {
2     background-color: #FAFFDC;
3     width: 70%;
4     margin-left: auto;
5     margin-right: auto;
6     font-size: 100%;
7 - }
8
9 ▼ h1 {
10     font-family: 'Playfair Display', serif;
11     font-size: 3.2em;
12     line-height: 2.5em;
13     color: #4D4D4D;
14     letter-spacing: -.025em;
15     font-weight: 700;
16     text-align: center;
17 - }
18
19 ▼ h2 {
20     font-family: 'Playfair Display', serif;
21     font-size: 1.6em;
22     line-height: 1.2em;
23     color: #4D4D4D;
24     letter-spacing: -.015em;
25     font-weight: 700italic;
26     font-style: italic;
27     text-align: center;
28     padding-bottom: 1em;
29 - }
30
```

```
31 ▼ p {
32     font-family: 'Domine', serif;
33     font-size: .9em;
34     line-height: 1.3em;
35     color: #4D4D4D;
36     font-weight: 400;
37     padding-top: 1.5em;
38 }
39
40 ▼ .myname {
41     font-variant: small-caps;
42 }
43
44 ▼ .cite {
45     text-decoration: underline;
46 }
47
48 ▼ #hilite {
49     text-indent: 2.0em;
50 }
51
52
53 ▼ strong {
54     font-weight: 700;
55 }
56
57 ▼ hr {
58     border: 0;
59     height: 1px;
60     background-image: linear-gradient(to right, rgba(0, 0, 0, 0), rgba(0, 0, 0, 0.75),
61     ... rgba(0, 0, 0, 0));
62 }
```



# GET RESPONSIVE

- ▶ Use media queries to optimize type for different screens
- ▶ Be prepared to go with the flow



# USE A FRAMEWORK

- ▶ Save yourself repetitive tasks
- ▶ Simple: start with an existing CSS template
- ▶ Advanced: Use a CSS Preprocessor (SASS, LESS)





# OPTIONS FOR WORDPRESS

- ▶ Many Themes (esp. Premium) now include strong typography controls
- ▶ Add plug-ins to your theme to give you more control (Easy Google Fonts, Lettering.js)



# FINAL THOUGHTS

- Design for screen flexibility
- Semantic mark-up supersedes design
- Check for browser/device compatibility
- Web  $\neq$  print





# RESOURCES

- [w3schools.com](http://w3schools.com) - excellent resource
- [meyerweb.com/eric/tools/css/reset/](http://meyerweb.com/eric/tools/css/reset/) - css reset
- [learn.shayhowe.com/html-css/working-with-typography/](http://learn.shayhowe.com/html-css/working-with-typography/)
- [developer.mozilla.org/en-US/docs/Web/Guide/CSS/Media\\_queries](http://developer.mozilla.org/en-US/docs/Web/Guide/CSS/Media_queries)
- [www.sitepoint.com/6-current-options-css-preprocessors/](http://www.sitepoint.com/6-current-options-css-preprocessors/)
- <https://j.eremy.net/confused-about-rem-and-em/>
- <https://wordpress.org/plugins/easy-google-fonts/>
- <http://letteringjs.com>

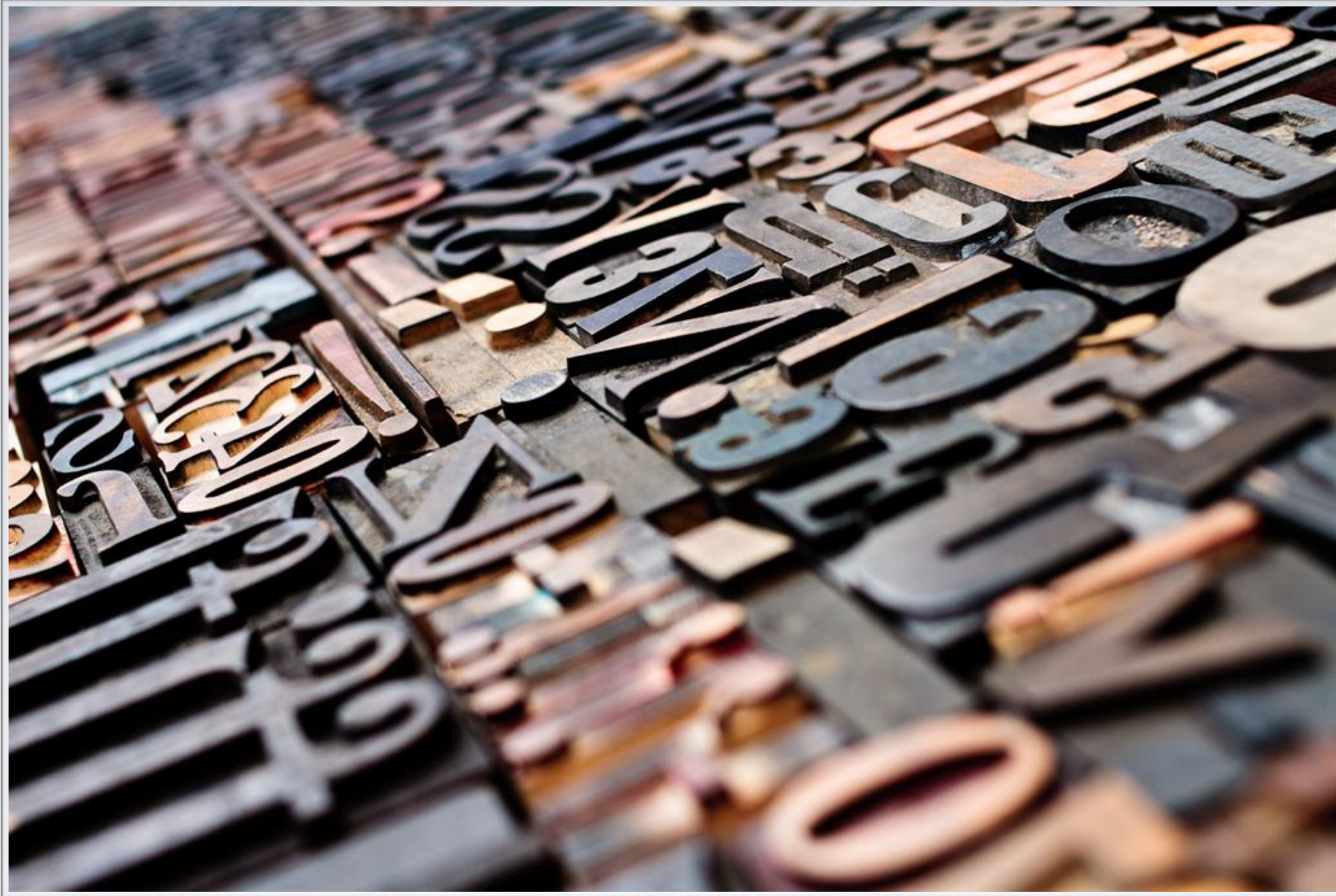


# DEMO MATERIALS

- ▶ [acm-media.com/meetup/index.html](http://acm-media.com/meetup/index.html)
- ▶ [acm-media.com/meetup/css/reset.css](http://acm-media.com/meetup/css/reset.css)
- ▶ [acm-media.com/meetup/css/styles.css](http://acm-media.com/meetup/css/styles.css)







THANK YOU

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