

ASSIGNMENT 1

Typefaces for the Screen



DESCRIPTION

Construct a page featuring a short post about a particular font that was designed to be used on the screen. Employ a variety of CSS selector types to add visual styles to the page. Feature the font itself prominently on the document and use CSS-based text-sizing techniques and other typographic styles to make the page attractive.

INSTRUCTIONS

1. Research and select a font designed to be used for on-screen viewing (ideally for web use).
2. Write a short (250 words or less) *original* article about the history of the font, its design and its present day applications.
3. Normalize your CSS (<http://necolas.github.io/normalize.css/>).
4. Incorporate appropriate HTML elements to mark-up your article like article, section, header, footer, aside, paragraphs, primary and sub-headings, quotes or blockquotes etc.
5. Include a sample of the font at a *larger-than-normal scale* using a phrase like “*The quick brown fox jumps over the lazy dog*,” or an appropriate equivalent.
6. Validate your HTML (<http://validator.w3.org/>).
7. Use CSS to control the text-sizing, starting with the body element (a base font size) using a keyword, percentage or ems, then applying percentages or ems to the other elements on the page. Consider using a typographic scale.
8. Employ a broad variety of various CSS selectors, properties, and values to apply some interesting typographic styles to the document.
9. Place all CSS code in an external file using either a <link> element or a <style> element with an @import rule.
10. Upload the HTML, images and CSS to your webserver account.

TAKE IT FURTHER

1. Apply some subtle color or background-images to the page.
2. Use some new HTML5 structural elements on your page to ‘chunk’ the content into logical groups, then attempt some rudimentary layout techniques.
3. Try to avoid using any classes or ids at all in your HTML, relying instead on smart CSS selectors.

4. Attempt to insert a drop-cap into your article (for a good start, read <http://webdesign.about.com/od/css/qt/tipcssdropcaps.htm>)
5. Anything else you can think of to make the page more fun.

SUBMITTING YOUR WORK

Upload the HTML, CSS and any media files to your account on the webserver and then post a link to the document (URL) in the assignment on Blackboard. Please also upload a .zip archive that includes your HTML file, your CSS file and any media files.

EVALUATION

Please refer to the chart (assessment rubric) below. You will be graded on *how well* you followed the *assignment instructions* from both a *technical* and a *creative* perspective as spelled out in the rubric. This assignment is weighted **10%** of your total mark for this course.

Criteria	Mark
TECHNICAL EVALUATION	0-5
The HTML content is valid, properly structured, and formatted.	
CSS is well-organized and formatted properly, using a reset or normalization technique.	
The page content in the body is clearly divided into logical sections (divs) with semantic ids or HTML5 sectioning elements.	
There are other technical aspects of the assignment that go beyond what is required.	
CREATIVE EVALUATION	
The article features an interesting story about a typeface designed specifically for screen use.	
The typography is effective, with attractive headings and body copy.	
A variety of CSS selectors, properties and values have been employed.	
Some thoughtful interaction has been applied either with pseudo-classes for links (LVFHA) or some other visual effects.	
There are other creative aspects of the assignment that go beyond what is required.	
Total	/45

Finally, we have footage capturing this time-honoured event:

<http://paulstonier.wordpress.com/2009/07/29/the-quick-fox-jumps-over-the-lazy-dog-on-video/>