

# Web Content Design

<GIT 237>

## Lecture: Typography

# CSS2.1 Web Typography

|             | Font Properties  | Text Properties  |
|-------------|--|--|
| Description | Mostly Decorative  | Mostly Structural  |
| Properties  | font-family<br>font-size<br>font-style<br>font-variant<br>font-weight  | color<br>letter-spacing<br>line-height<br>text-align<br>text-decoration<br>text-indent<br>text-transform<br>word-spacing   |
| Reference   | <a href="http://www.w3schools.com/css/css_font.asp">http://www.w3schools.com/css/css_font.asp</a><br><a href="http://www.w3.org/TR/CSS2/fonts.html#font-family-prop">http://www.w3.org/TR/CSS2/fonts.html#font-family-prop</a> | <a href="http://www.w3schools.com/css/css_text.asp">http://www.w3schools.com/css/css_text.asp</a><br><a href="http://www.w3.org/TR/CSS2/text.html">http://www.w3.org/TR/CSS2/text.html</a> |

# Font Properties & Values

| Font Properties | Font Property Values   |
|-----------------|--|
| font-family     | <b>Generic:</b> serif, sans-serif, monospace, cursive, fantasy<br><b>Fonts:</b> FontName, "Font Name with Spaces"<br><b>Stack:</b> FontName, "Font Name with Spaces", serif<br><a href="http://cssfontstack.com/">http://cssfontstack.com/</a> |
| font-size       | <b>Pixel:</b> absolute (specified size)<br><b>em:</b> relative (based on surrounding elements)<br><b>Percent:</b> %<br><b>Keywords:</b> xx-small, x-small, small, medium, large, x-large, xx-large   |
| font-style      | <b>Keywords:</b> inherit, italic, normal, oblique  |
| font-variant    | <b>Keywords:</b> inherit, normal, small-caps   |
| font-weight     | <b>Keywords:</b> inherit, normal, bold, bolder, lighter<br><b>Thickness:</b> 100, 200, 300, 400, 500, 600, 700, 800, 900   |

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://
www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Examples of Font Properties and Values</title>
<style type="text/css">
p.family {font-family: Arial, Helvetica, sans-serif;}
p.size {font-size: 2em;}
p.style {font-style: italic;}
p.variant {font-variant: small-caps;}
p.weight {font-weight: bold;}
</style>
</head>

<body>

<p>This is the default for paragraph.</p>
<p class="family">This is font-family.</p>
<p class="size">This is font-size.</p>
<p class="style">This is font-style.</p>
<p class="variant">This is font-variant.</p>
<p class="weight">This is font-weight.</p>

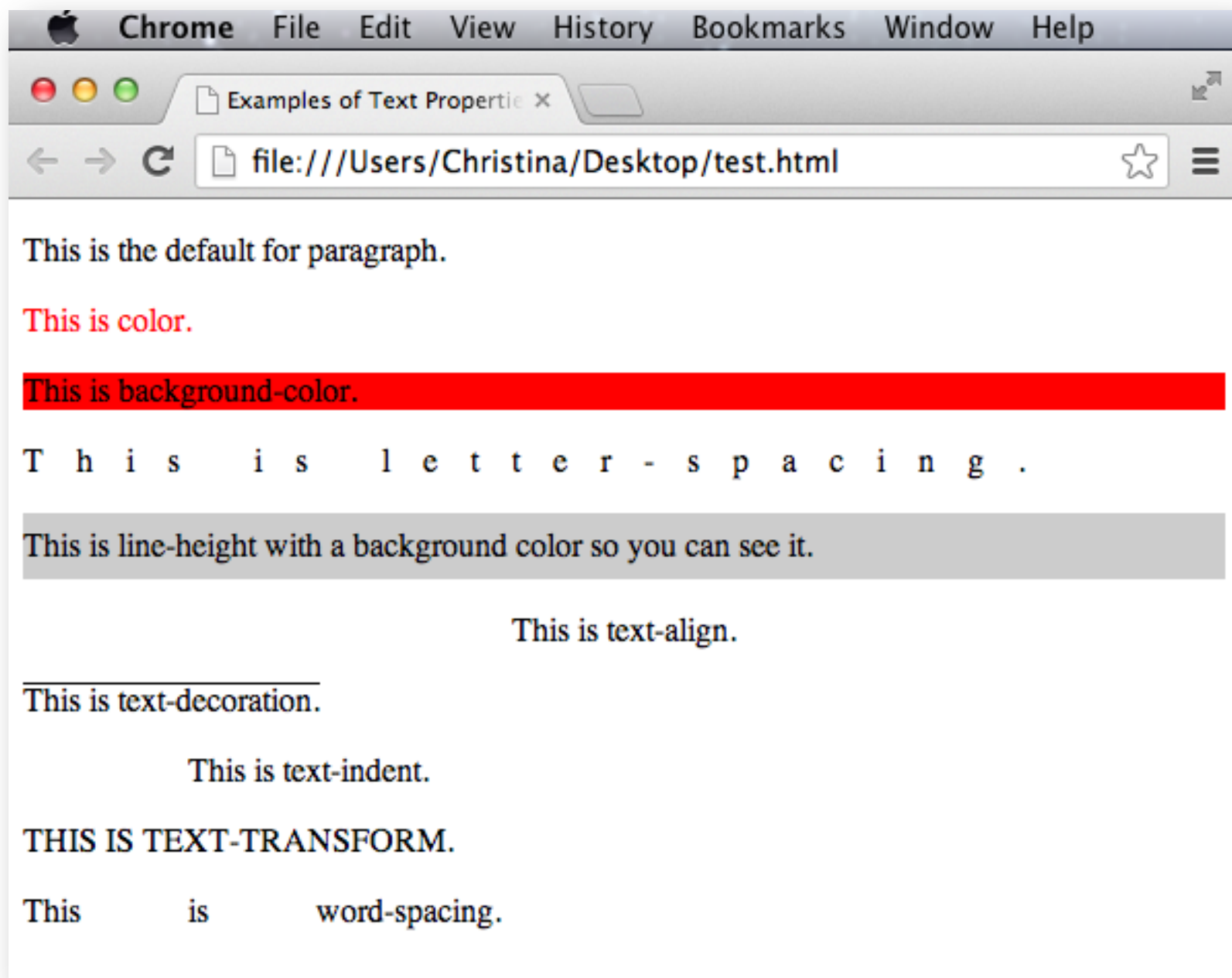
</body>
</html>
```



# Text Properties & Values

| Text Properties                    | Text Property Values  |
|------------------------------------|---|
| color<br>background-color          | <b>Keywords:</b> white; black ( <a href="http://www.w3schools.com/cssref/css_colornames.asp">http://www.w3schools.com/cssref/css_colornames.asp</a> )<br><b>HEX:</b> #FFFFFF; #000000 ( <a href="http://www.w3schools.com/cssref/css_colorsfull.asp">http://www.w3schools.com/cssref/css_colorsfull.asp</a> )<br><b>RGB:</b> rgb(255, 255, 255); rgb(0,0,0) ( <a href="http://www.w3schools.com/cssref/css_colors.asp">http://www.w3schools.com/cssref/css_colors.asp</a> ) |
| letter-spacing<br>(tracking)       | <b>Unit:</b> px, em, %  |
| line-height<br>(leading)           | <b>Keyword:</b> normal, inherit<br><b>Length:</b> px, pt, cm...<br><b>Multiple:</b> 1, 1.5, 2 ...<br><b>Percent:</b> %  |
| text-align                         | <b>Keywords:</b> right, left (default), center, justify   |
| text-decoration                    | <b>Keywords:</b> inherit, none, blink, line-through, overline, underline  |
| text-indent                        | <b>Unit:</b> px, em, %  |
| text-transform                     | <b>Keywords:</b> inherit, none, capitalize, lowercase, uppercase  |
| word-spacing<br>(kerning, sort of) | <b>Unit:</b> px, em, %  |

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/
TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Examples of Text Properties and Values</title>
<style type="text/css">
p.color {color:#FF0000;}
p.background-color {background-color:#FF0000;}
p.letter-spacing {letter-spacing:1em;}
p.line-height {line-height:2em; background-color:#CCCCCC}
p.text-align {text-align:center;}
p.text-decoration {text-decoration:overline;}
p.text-indent {text-indent:5em;}
p.text-transform {text-transform:uppercase;}
p.word-spacing {word-spacing:3em;}
</style>
</head>
<body>
<p>This is the default for paragraph.</p>
<p class="color">This is color.</p>
<p class="background-color">This is background-color.</p>
<p class="letter-spacing">This is letter-spacing.</p>
<p class="line-height">This is line-height with a background color so you can see
it.</p>
<p class="text-align">This is text-align.</p>
<p class="text-decoration">This is text-decoration.</p>
<p class="text-indent">This is text-indent.</p>
<p class="text-transform">This is text-transform.</p>
<p class="word-spacing">This is word-spacing.</p>
</body></html>
```



# Typography Tips

- Browser has default style, overwrite it
- Readability is key
  - Use bullets or numbered lists, pull quotes, columns and side bars
  - Contrast between foreground and background
- Leverage what the user know
  - Hierarchy displayed with size
  - Emphasis (italics) = stressed
  - Strong (bold) = important
  - Underline= Hyperlink



# CSS3

- Newest specification
- Not fully implemented
  - Not a complete
  - Released piece-by-piece
  - Supports a rapidly changing environment
- Use it when it meets your users needs
  - OK for class
  - Have CSS2.1 backups

Check CSS Browser/Version Compatibilities  
<http://wwwquirksmode.org/css/selectors/>

# Progressive Enhancement

- Make a solid style that works
- Enhance it with the latest
- Test for optimization

# Fallbacks, Fixes and Detection

- Force IE to render CSS3  
<http://css3pie.com>
- Modernizr <http://modernizr.com/>
- Vendor Prefixes
  - -moz- , -ms-, mso-, -webkit-
  - Or eCSStender <http://ecsstender.org>
- CSS3 Generator <http://css3generator.com>

# Resources and References

- World Wide Web Consortium (W3C)
  - <http://www.w3.org/Style/CSS/current-work>
  - Timeline
  - Recommendations
- W3Schools CSS Reference Sheet
  - <http://www.w3schools.com/cssref/>
  - Complete listing of **ALL** CSS properties and which standard they were released

# Web Fonts

- Beyond the traditional web supported fonts with @face-face
- Traditional Font File Formats
  - True Type Format (TTF)
  - Open Type Format (OTF)
- Web Font File Formats
  - Embedded Open Type (EOT)
  - Web Open Font Format (WOFF)
  - Smaller file sizes

# Web Fonts

- Fonts are not free!
    - Licensing issues
  - Font Hosts
    - Typekit <http://typekit.com>
    - Font Squirrel <http://www.fontsquirrel.com>
    - Google Fonts <http://www.google.com/fonts>
1. Download a font from online
  2. Upload it to your site
  3. Reference it in your CSS

# @font-face

- Reference/define at the top of the CSS

```
@font-face {font-family: fontName;  
            src: url("fontName.otf");  
            }
```

- Use it in the CSS

```
selector {font-family: fontName;}
```

More on Syntax

<http://paulirish.com/2009/bulletproof-font-face-implementation-syntax>

# @face-face Troubleshooting

- Obtain the license for the font
- Font file format for all browsers
  - FontSquirrel Generator  
<http://www.fontsquirrel.com/tools/webfont-generator>
- Add a fallback (font stack)
- Reference the correct path to the font files on your web server
- Be aware of download times

Try it out!

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_font-face\\_rule](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_font-face_rule)



# Text Shadows

- Syntax

```
selector {text-shadow: x-offset y-offset blur color;}
```

- Offset Values

- Positive = right/down
- Negative = left/up

- Blur Value

- Higher number = bigger blur

Try it out!

[http://www.w3schools.com/cssref/css3\\_pr\\_text-shadow.asp](http://www.w3schools.com/cssref/css3_pr_text-shadow.asp)

# Text Shadow Examples

- Text Shadow

```
selector {text-shadow: 7px 7px 10px #999;}
```

- Outer glow = add multiple shadows

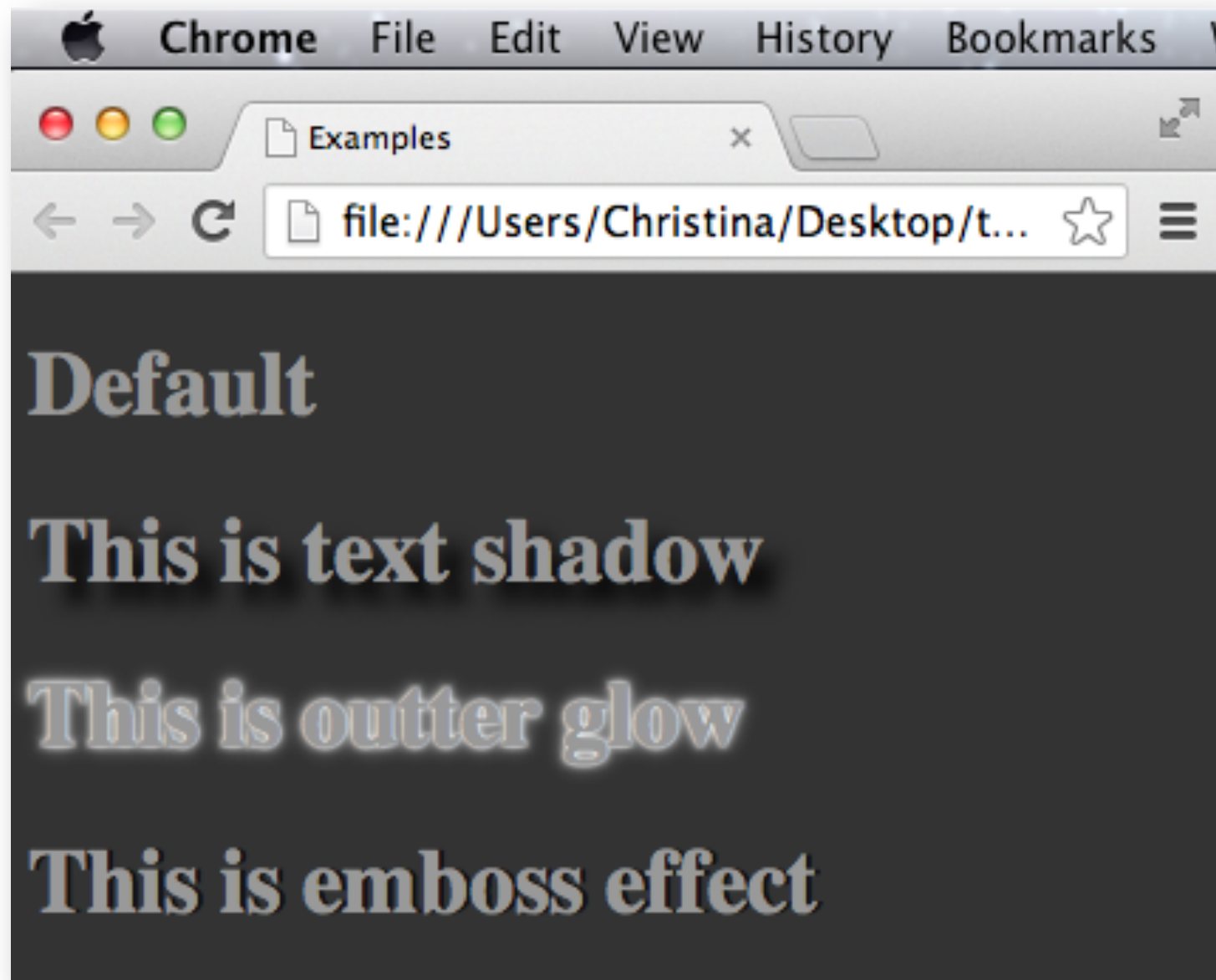
```
selector {text-shadow: 0 0 2px #fff, 0 0 5px  
#ddd, 0 0 10px #ccc;}
```

- Emboss Effect = no y value, no blur

```
selector {text-shadow: 2px 0 0 #111;}
```

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html;
charset=UTF-8" />
<title>Examples</title>
<style type="text/css">
body {background-color:#333; color:#999;}
.shadow {text-shadow: 7px 7px 10px #000;}
.glow {text-shadow: 0 0 2px #fff, 0 0 5px #ddd, 0 0 10px #ccc;}
.emboss {text-shadow: 2px 0 0 #111;}
</style>
</head>

<body>
<h1>Default</h1>
<h1 class="shadow">This is text shadow</h1>
<h1 class="glow">This is outter glow</h1>
<h1 class="emboss">This is emboss effect</h1>
</body>
</html>
```



# Multi Column Text

- Syntax

```
selector {column-count: #-of-columns;}
```

- Vendor Prefixes

- Firefox

- moz-column-count:

- Safari and Chrome

- webkit-column-count:

Try it out!

[http://www.w3schools.com/cssref/css3\\_pr\\_column-count.asp](http://www.w3schools.com/cssref/css3_pr_column-count.asp)

# Multi Column Width and Gap

- Width

```
selector {column-width: value;}
```

- Gap

```
selector {column-gap: value;}
```

Try it out!

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_column-width](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_column-width)

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_column-gap](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_column-gap)

# Multi Column Rule

- Rule Style/Color/Width  
selector {column-rule-style: value;}  
selector {column-rule-color: value;}  
selector {column-rule-width: value;}

Try it out!

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_column-rule-style](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_column-rule-style)

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_column-rule-color](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_column-rule-color)

[http://www.w3schools.com/cssref/tryit.asp?filename=trycss3\\_column-rule-width](http://www.w3schools.com/cssref/tryit.asp?filename=trycss3_column-rule-width)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Examples</title>
<style type="text/css">
p {column-count:2;
    -webkit-column-count:2;
    column-width: 200px;
    -webkit-column-width: 200px;
    column-gap: 15px;
    -webkit-column-gap: 15px;
    column-rule-style: dotted;
    -webkit-column-rule-style: dotted;
    column-rule-color: #990033;
    -webkit-column-rule-color: #990033;
    column-rule-width: 2px;
    -webkit-column-rule-width: 2px;}
</style>
</head>
<body>
<h1>Heading</h1>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent purus eros, pulvinar et rutrum ullamcorper, ullamcorper eu nunc. Fusce eu augue velit. Fusce accumsan vitae turpis sed feugiat. Praesent risus mi, vehicula a placerat eget, gravida ac lectus. Suspendisse potenti. Pellentesque auctor molestie feugiat. Pellentesque sollicitudin pellentesque magna a pharetra. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus adipiscing placerat dolor, vitae molestie turpis hendrerit ut. In porttitor et eros non fermentum. </p>
</body>
```





# Web Typography

## CSS2.1

- Font
  - Properties
  - Values
- Text Properties
  - Properties
  - Values
- Tips

## CSS3

- @font-face
- text-shadow
- column-count
  - Width
  - Gap
  - Rule
    - Style
    - Color
    - Width