

## Lesson 6: Working with Typography

**typeface** = what we see  
the artistic impression of how text looks, feels, & reads

- **font** = file that contains a typeface  
a method of delivering the typeface to a computer

### Adding Color to Text

- typeface & text color generally have the largest impact on look & legibility of page
- first decisions to make when building a website: primary typeface  
text color

- **color property** = use to set the color of text

### Changing Font Properties


- edit look & feel of text w/:
  - font-based properties (font-\*)
  - text-based properties (text-\*)
- **font-family property** = used to declare which font (& fallback font(s)) should be used to display text
  - separate multiple font values w/ a comma
  - wrap font names w/ 2+ words w/ quotes
  - format: font-family: primary font choice, first alternative font, second alternate font, ... sans-serif,  
optional
- **font-size property** = set the size of text
  - length values: pixels  
em units  
percentages  
points  
font-size keywords
- **font-style property** = to change text to italics / to prevent text from being italicized
  - values: normal → returns text to its normal style ] most common  
italic → sets text to italic  
oblique  
inherit
- **font-variant property** = to set text in small capitals
  - values: normal  
small-caps  
inherit
- **font-weight property** = style text as bold / change specific weight of a typeface

defaults to closest value if given weight isn't available for given typeface

- accepts: keyword values  
numeric values

- keyword values: normal } recommended  
bold }  
bolder } < numeric values → more control  
lighter }  
inherit }

- numeric values: 100  
200  
300  
400 (normal weight)  
500  
600  
700 (bold weight)  
800  
900



- **line-height property** = set distance between two lines of text (aka leading)  
best practice →  $1.5 \times \text{font-size property value} = 150\% / 1.5$

- accepts general length values

- combine & shorthand font properties: separate properties w/ a space  
separate font-size & line-height w/ a /

- format: font: font-style font-variant font-weight font-size / line-height font-family,  
required required

→ (eg. font: italic small-caps bold 14px/22px "Helvetica Neue", Helvetica, Arial, sans-serif;)

### Applying Text Properties

- **text-align property** = aligns text w/in an element

- values: left  
right  
center  
justify  
inherit

- **text-decoration property** = separate multiple values w/ a space

- values: none  
underline

overline  
line-through  
inherit

• **text-indent property** = indents first line of text w/in an element

- accepts general length values

- + # indents inward
- # indents outward

• **text-shadow property** = add shadow(s) to text  
Separate values w/ a space  
Separate multiple shadows w/ a comma

- format: text-shadow: horizontal offset# vertical offset#, blur radius# color ;  
required

- + offset move right/bottom
- offset move left/top

• **box-shadow property** = add a shadow on whole element

- format: box-shadow: horizontal offset# vertical offset#, blur radius# spread# color inset ;  
required

- + spread expand shadow larger > element size
- spread shrink shadow smaller > element size

- **inset** = place shadow inside element > outside element

• **text-transform property** = change text inline w/o alternate typeface

- values: none original text style
- capitalize cap first letter of every word
- uppercase cap all letters
- lowercase low all letters
- inherit

• **letter-spacing property** = adjust space between letters (aka tracking)

- accepts general length values (relative lengths recommended)

- + # push further apart
- # pull closer together

• **word-spacing property** = adjust space between words

- behaves like letter-spacing property

### Using Web-Safe Fonts

- **web-safe fonts** = fonts preinstalled on every web-browsing-capable device
- web-safe fonts: arial  
garamond  
lucida / lucida sans / lucida grande  
tahoma  
trebuchet  
courier new / courier  
georgia  
palatino linotype  
times new roman / times  
verdana

### Embedding Web Fonts

**@font-face rule** = to upload fonts to a server & include on a website

- format: @font-face {  
font-family: "name";  
src: local("name"), url("file") format("file ext");  
}

### Including Citations & Quotes

- semantic HTML: <cite>  
<q>  
<blockquote>
- **<cite>** = inline element to specifically cite a creative work  
content appears in italics w/in browser
  - must include (1 of): title  
author  
URL reference
  - recommended: href to original source of citation when applicable & relevant
  - format: <cite><a href="source link"> resource </a></cite>
- **<q>** = inline element to quote dialogue or prose  
browser adds quotation marks
  - optional **cite attribute** = to reference the quote via URL  
doesn't affect appearance → adds value for srs  
hyperlink to source next to quote recommended
  - format: <a href="source link"> </a><q cite="source link"> quote </q>

- **<blockquote>** = block-level element to quote a large block of text that comes from an external source & spans several lines  
can have other block-level elements nested (eg. headings & paragraphs)

- optional: cite attribute  
    <cite>

- format (simple): <blockquote>  
                  <p> quote </p>  
                  </blockquote>

- format (extra): <blockquote cite="source link">  
                  <p> quote </p>  
                  <p><cite><a href="source link"> resource </a></cite></p>  
                  </blockquote>