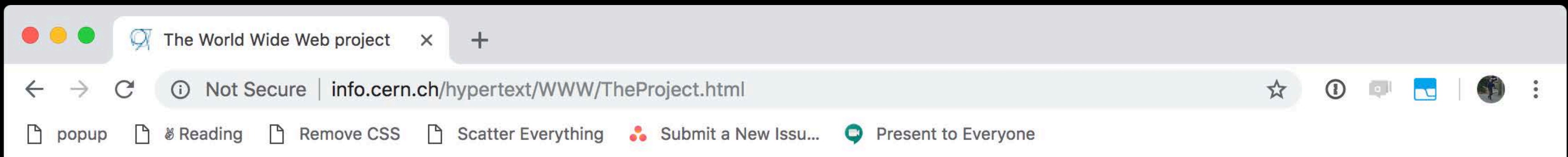


Expressive Type

Instrumental Type

Digital Type



World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,X11 [Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

Learning screen
typography through:

→ Web Browsers

→ Hypertext Markup Language

→ Cascading Style Sheets

→ Publishing to the web

CSS

```
.heading-one {  
  font-family: Helvetica Neue, sans-serif;  
  font-weight: bold;  
  font-size: 12px;  
  line-height: 1.4em;  
}
```

HTML

```
<div class="type-section">  
  <h1 class="heading-one">Hello World</h1>  
  <h2>An Introduction to Web Typography</h2>  
  <p>Next week we'll look at type on the web  
</div>
```

HTML

HTML is not a programming language; it is a markup language that defines the structure of your content.

Can be created with any text editor.

HTML

Written by Humans
Read by Machines

Rendered by Machines
Read by Humans

Content & Form

Semantic

The meaning of words or elements

Syntactic

The arrangement of statements or elements

HTML & CSS

CSS

CSS is not a programming language.
Lets you apply styles selectively to
elements in HTML documents.

Different syntax than HTML.

Can be created with any text editor.

Multiple methods of doing one thing.

CSS Styles

→ Inline

→ Internal

→ External

CSS: Inline

```
<p style="background:blue;width:500px;">  
Here is my paragraph text. Here is my  
paragraph text. Here is my paragraph  
text. Here is my paragraph text.  
</p>
```

CSS: Internal

```
<style type="text/css">
  p {
    background:blue;
    width:500px;
  }
</style>
```

```
<p>
Here is my paragraph text. Here is my paragraph
text. Here is my paragraph text. Here is my para-
graph text.
</p>
```

CSS: External

```
<link href="stylesheet.css" rel="stylesheet">
```

```
<p>
```

Here is my paragraph text. Here is my paragraph text. Here is my paragraph text. Here is my paragraph text.

```
</p>
```

CSS Rules

Rule

```
h2 {  
    font-size: 30px;  
    color: lightblue;  
    line-height: 16px;  
}
```

CSS Rules

```
Selector | h2 {  
    font-size: 30px;  
    color: lightblue;  
    line-height: 16px;  
}
```

CSS Rules

Braces

```
| h2 {  
    font-size: 30px;  
    color: lightblue;  
    line-height: 16px;  
| }
```

CSS Rules

Declaration |

```
h2 {  
    font-size: 30px;  
    color: lightblue;  
    line-height: 16px;  
}
```

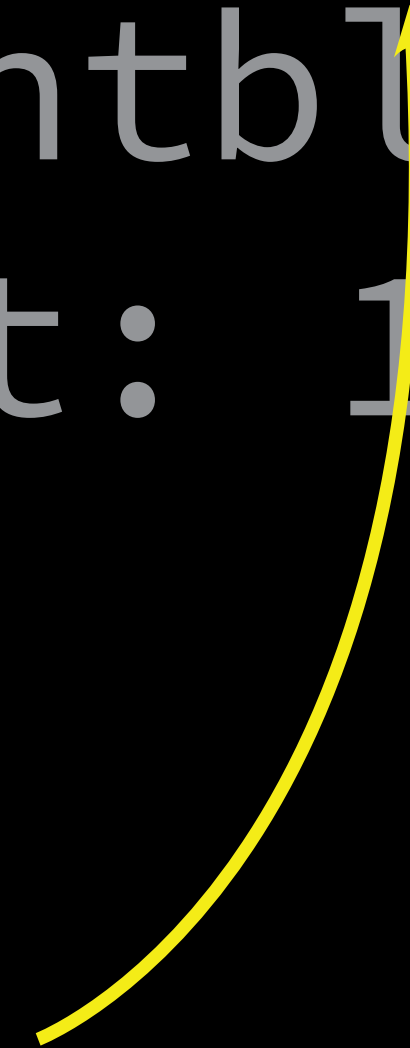
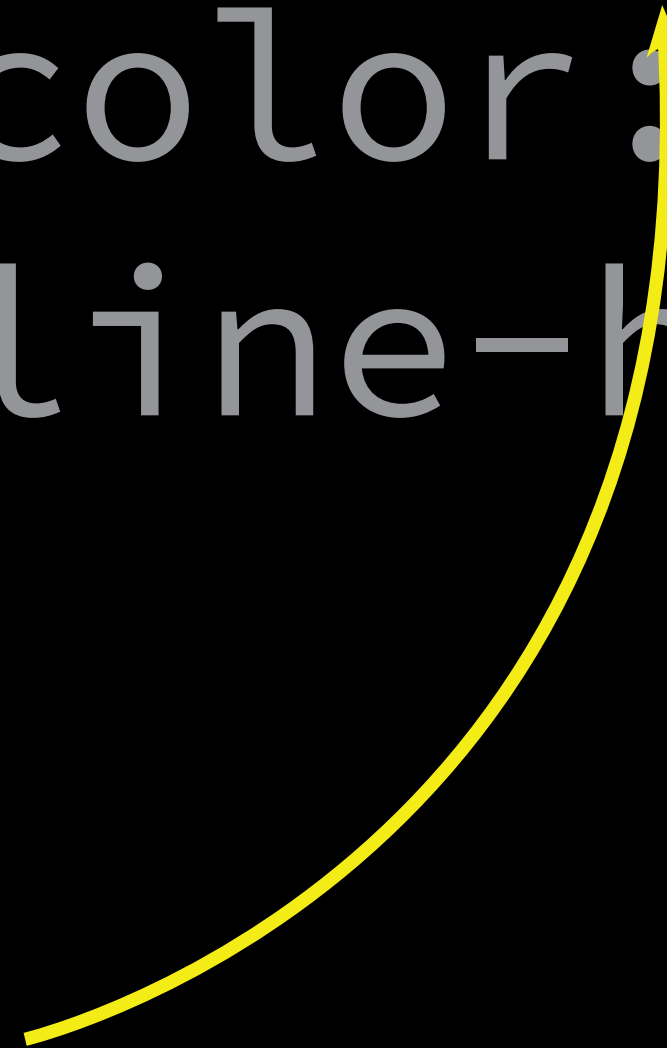

CSS Rules

Declaration |

```
h2 {  
  font-size: 30px;  
  color: lightblue;  
  line-height: 16px;  
}
```

Property

Value



CSS Selectors

Using standard
HTML tags

```
<p>  
  Here is my paragraph text.  
</p>
```

```
p {  
  font-size: 10px;  
}
```

make custom
tags using
'div' & 'class'

```
<div class="myParagraph">  
  Here is my paragraph text.  
</div>
```

```
.myParagraph {  
  font-size: 10px;  
}
```

CSS Selectors

Semantic tags

```
<header>  
  Here is my paragraph text.  
</header>
```

```
header {  
  margin-top: 10px;  
}
```

Semantic tags
using 'class'
names

```
<header class="myHeader">  
  Here is my paragraph text.  
</header>
```

```
.myHeader {  
  margin-top: 10px;  
}
```

Selecting Elements

HTML

```
<header>
  <h1>
    Here is my paragraph text.
  </h1>
</header>
```

CSS

```
header {
  margin-top: 10px;
}

h1 {
  font-size: 12px;
}
```

Selecting Elements

HTML

```
<header>
  <h1 class="my-title">
    Here is my paragraph text.
  </h1>
</header>
```

CSS

```
header {
  margin-top: 10px;
}

.my-title {
  font-size: 12px;
}
```

Selecting Elements

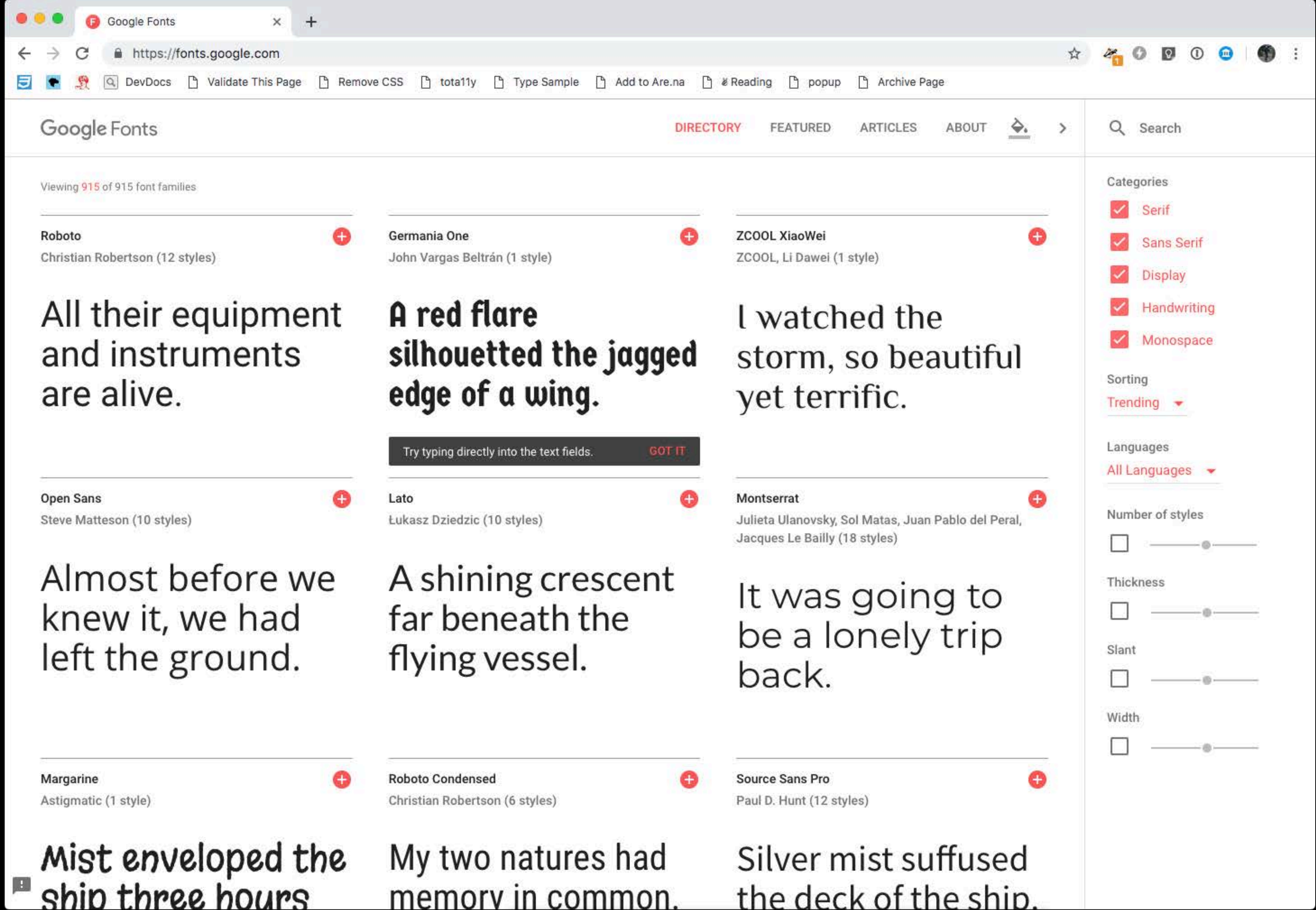
HTML

```
<header>  
  <h1>  
    Here is my paragraph text.  
  </h1>  
</header>
```

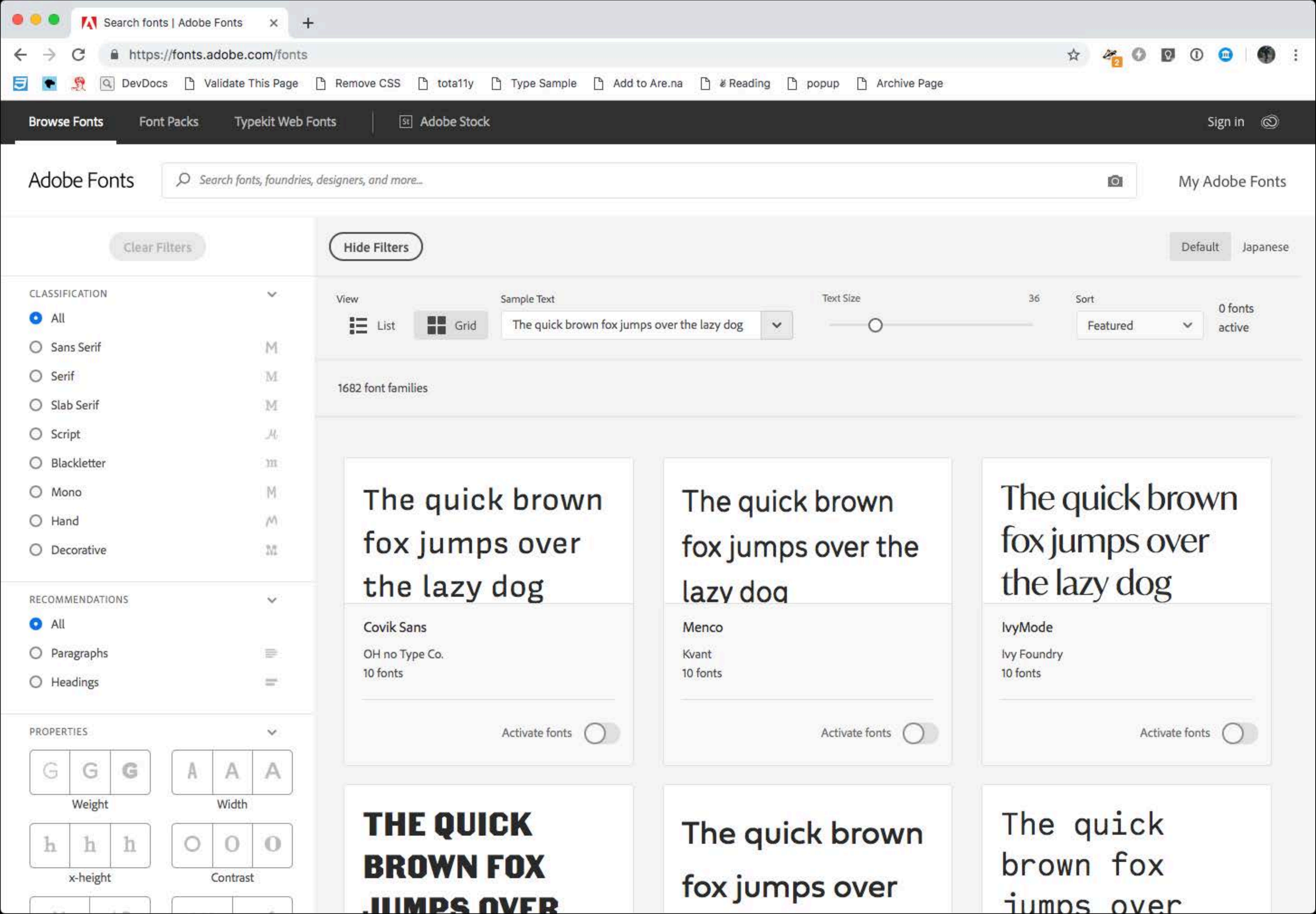
CSS

```
header {  
  margin-top: 10px;  
}  
  
header h1 {  
  font-size: 12px;  
}
```

Using Webfonts: Google Fonts



Using Webfonts: Adobe Fonts



Using Webfonts: Custom

```
@font-face {  
    font-family: FontName;  
    src: url('path/filename.woff2') format('woff2'),  
         url('path/filename.woff') format('woff');  
}  
  
html-element {  
    font-family: 'FontName', Helvetica, Arial, sans-serif;  
}
```

Using Webfonts: Google Fonts

```
<link href="https://fonts.googleapis.com/css?family=Lobster" rel="stylesheet">
```

```
<h1>
```

Here is my paragraph text.

```
</h1>
```

```
h1 {  
  font-family: 'Lobster', cursive;  
  font-size: 12px;  
}
```

Exercise 7