

ITMD-362 WEEK 6

February 13, 2018



TONIGHT'S AGENDA

- Box-sizing
- Form Demo (centering/autocomplete)
- Fonts
- Em-Units
- Line Height Grids
- Small Caps
- Buying Fonts
- font-style:



WE HAVE A TEACHING ASSISTANT

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- **Office:** Perlstein Hall - Room 223
- **Office Times:**
 - Wednesday 11:30-12:30
 - Friday 11:30-12:30

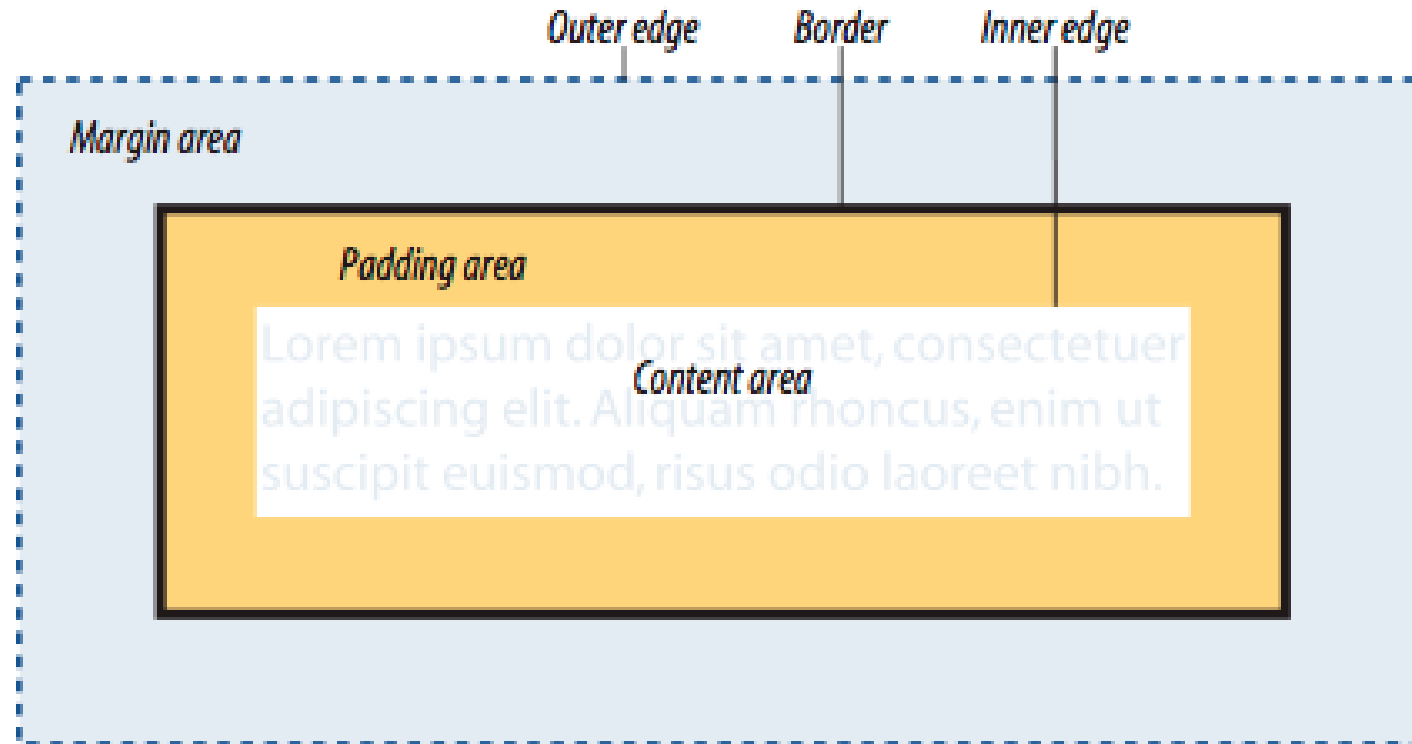


BOX-SIZING



CSS BOX MODEL

- The Browser sees every element, block or inline, as a little rectangular box



CSS BOX MODEL

- Standard CSS Box Model
 - This is the standard way the box model is calculated.
 - CSS *box-sizing* property is:
 - Default: Set to content-box
 - Width of an element on screen is:
 - *width + padding + border*
 - *width* property sets content area width
 - You must account for padding and borders when setting the width to get the exact size
- Supported in CSS 1
- https://developer.mozilla.org/en-US/docs/Web/CSS/box_model
- <http://css-tricks.com/the-css-box-model/>

CSS BOX MODEL

- New Border Box CSS Box Model
- This is the new way the box model can be calculated.
- CSS *box-sizing* property is:
 - Set to border-box
- Width of an element on screen is:
 - Whatever you set the width property to.
 - The browser will take the width of the padding and border out of the content area so your final box is the size you set.
- CSS 3 Property that has fairly good browser support
 - <http://caniuse.com/#feat=css3-boxsizing>
 - Even back to IE8
- <http://www.paulirish.com/2012/box-sizing-border-box-ftw/>
- <https://developer.mozilla.org/en-US/docs/Web/CSS/box-sizing>
- <http://css-tricks.com/box-sizing/>



FORM DEMO



STYLE: FONTS



fonts.com

- “helvetica”
- “benguiat”
- “tragen”
- “albertus”



SERIF: THE STONE TYPE FACE



SERIF: TYPES

- Old-Style: 1465
 - Inspired by Renaissance calligraphy
 - Made to fit Gutenberg's new movable print
- Transitional: mid 18th century
 - Well...a transition font
- Didone/modern: late 18th century
 - Extreme contrast between thick and thin lines
 - Constant width characters
 - Long vertical letters
- Slab serif: 1800
 - Thick serifs meant for posters



SAN-SERIF: FRENCH FOR “WITHOUT”

- Most prevalent computer font
 - Due to lower line width variate
- Referred to as Gothic in Old English and modern East Asian Typography



SAN-SERIF: TYPES

- Grotesque: 19th – early 20th century
 - From the German “grotesk”
- Neo-grotesque: 1950’s marketing
 - More versatile and universal
- Geometric: 1920’s German gestalt
 - Based on true shapes
 - Mostly for headings
- Humanist: 1916 (1980-1990)
 - More diverse
 - True italics
 - Computer friendly



EM-UNITS



EM-UNIT: ORIGIN

- Unit of Measure from Typography
 - Literally from the letter “M”
 - 1 em = the point size of the letter “M” in the parent text
 - In modern fonts, “M” only rarely = 1 em
- In CSS, em is just the height of “nominal” points
 - Like pixels or inches
 - Each font will size differently in the “em box”



Related terms

- rem-units
 - Means: root em
 - Always measured from the root element.
- em dash
 - A dash that is 1 em in length
 - Length is same # of points as 1 em height



VERTICAL RHYTHM



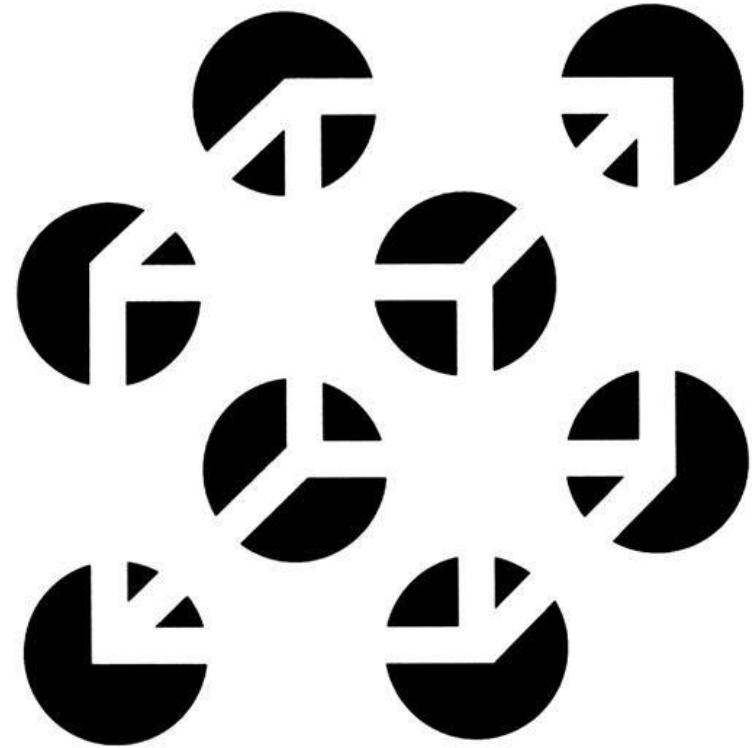
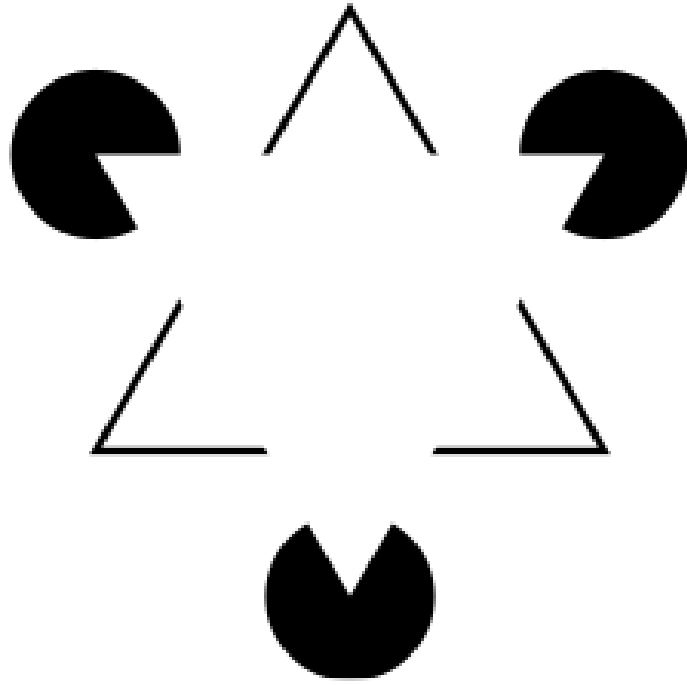
THE GRID

- `<h1>` = 2 lines of `<p>`



GERMAN GESTALT

- Pattern Recognition
- Perfect Shapes

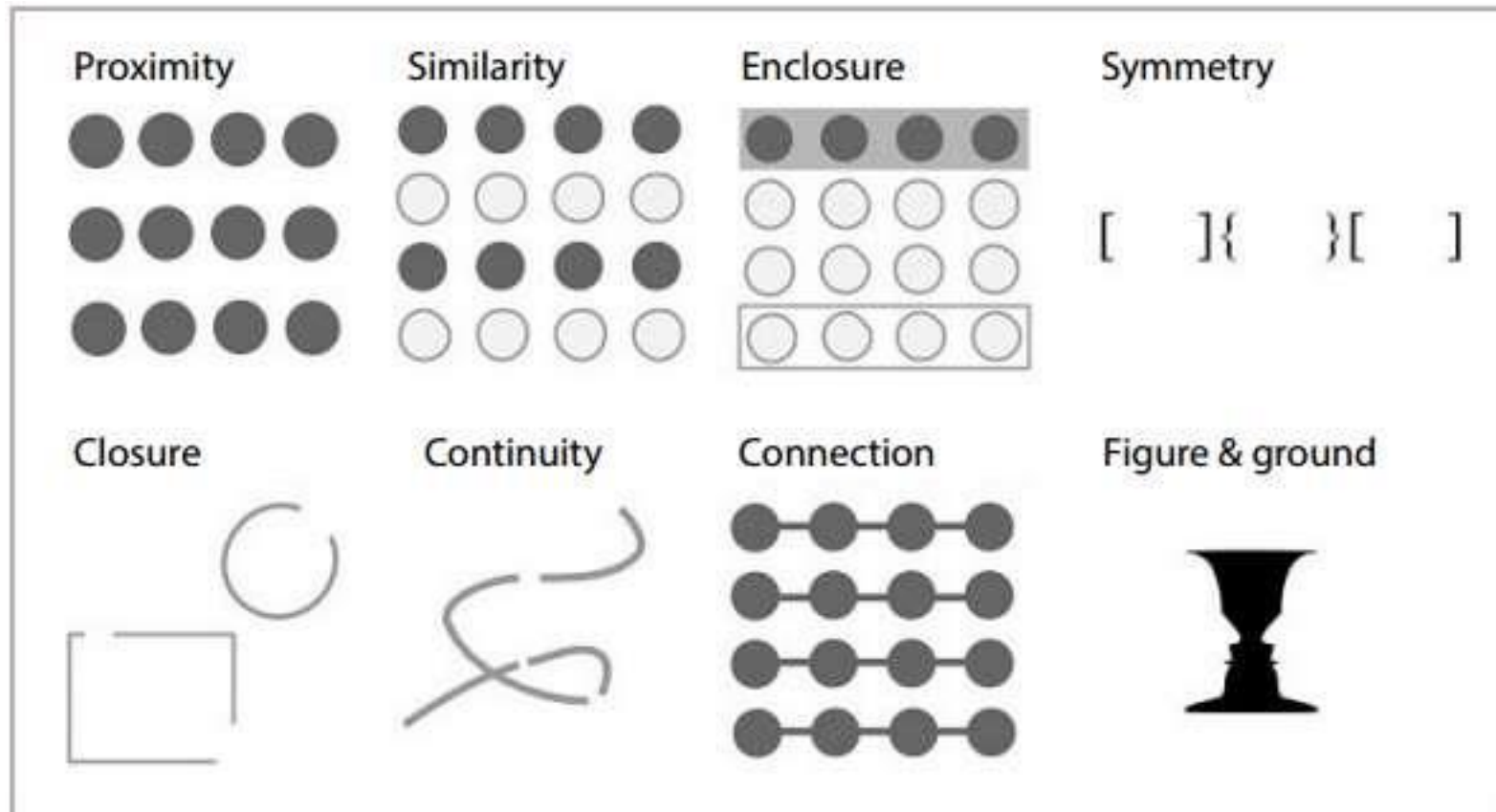


PERCEPTION: BLOCKS NOT BITS

According to a research study at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.



PRINCIPLES OF GESTALT

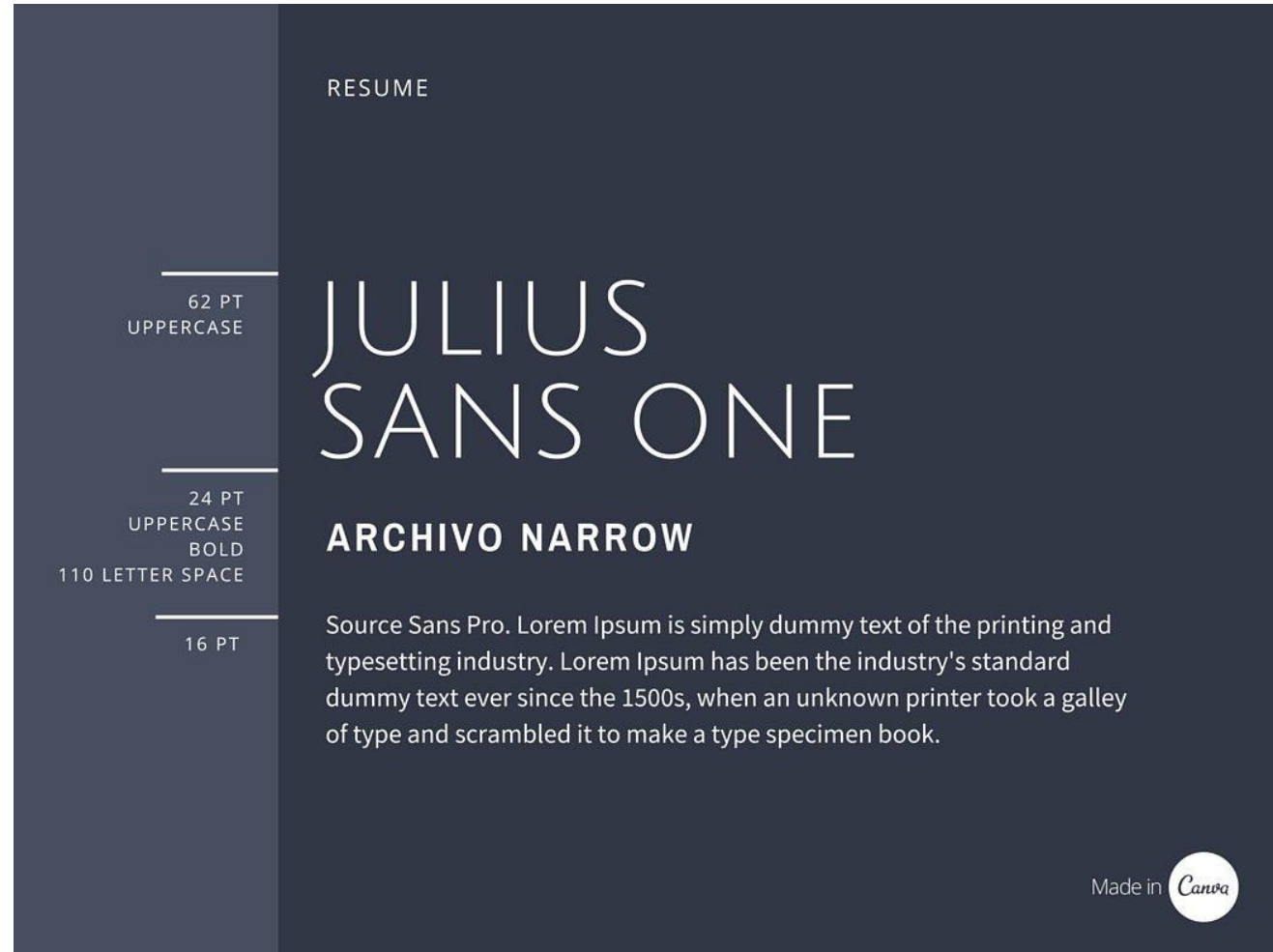


IRREGULAR SHAPES = MORE THINKING



TAXONOMY OF TYPE

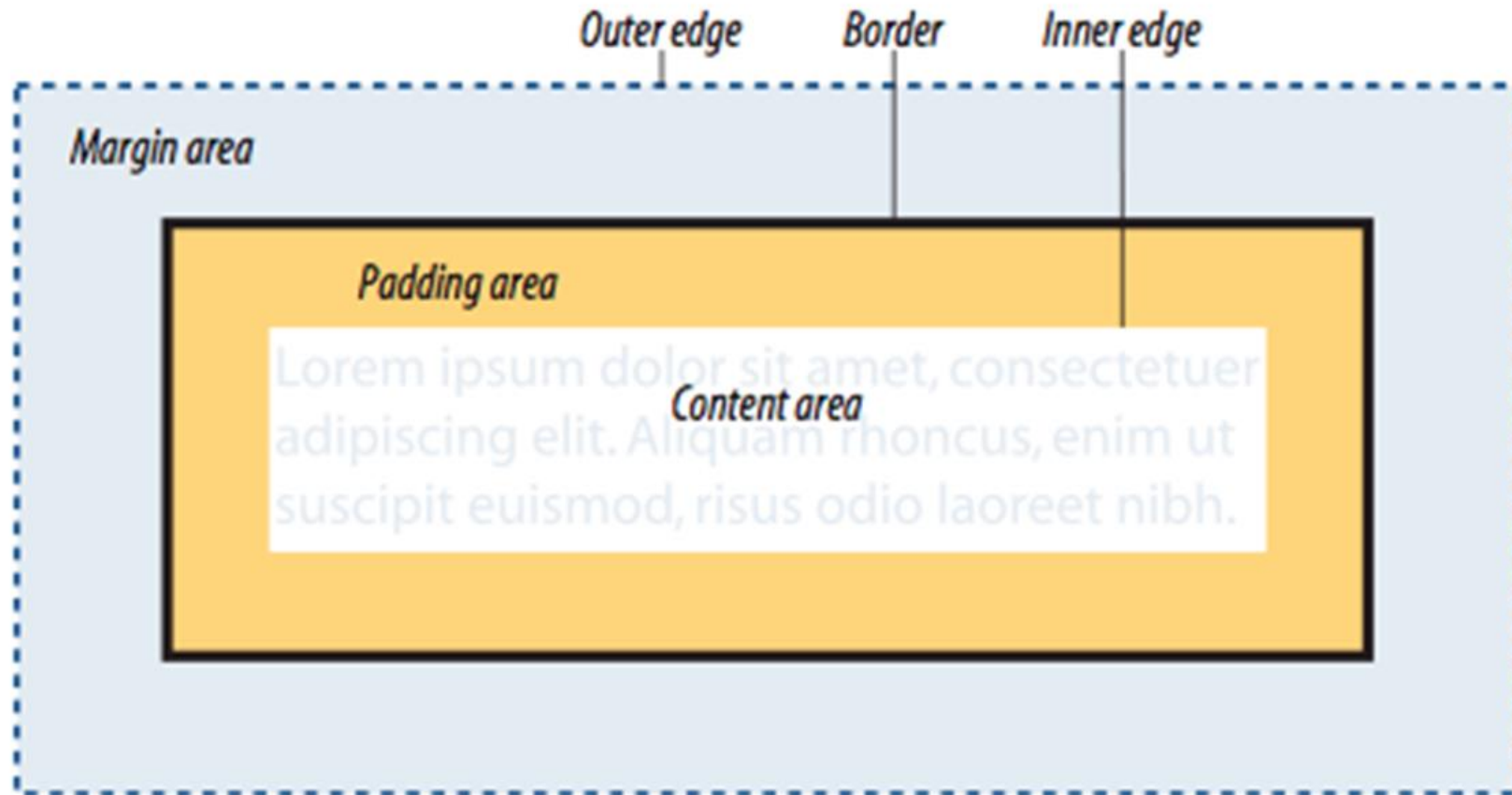
- Display
 - Headings
- Text/Book
 - Body Text
- Caption
 - Small text



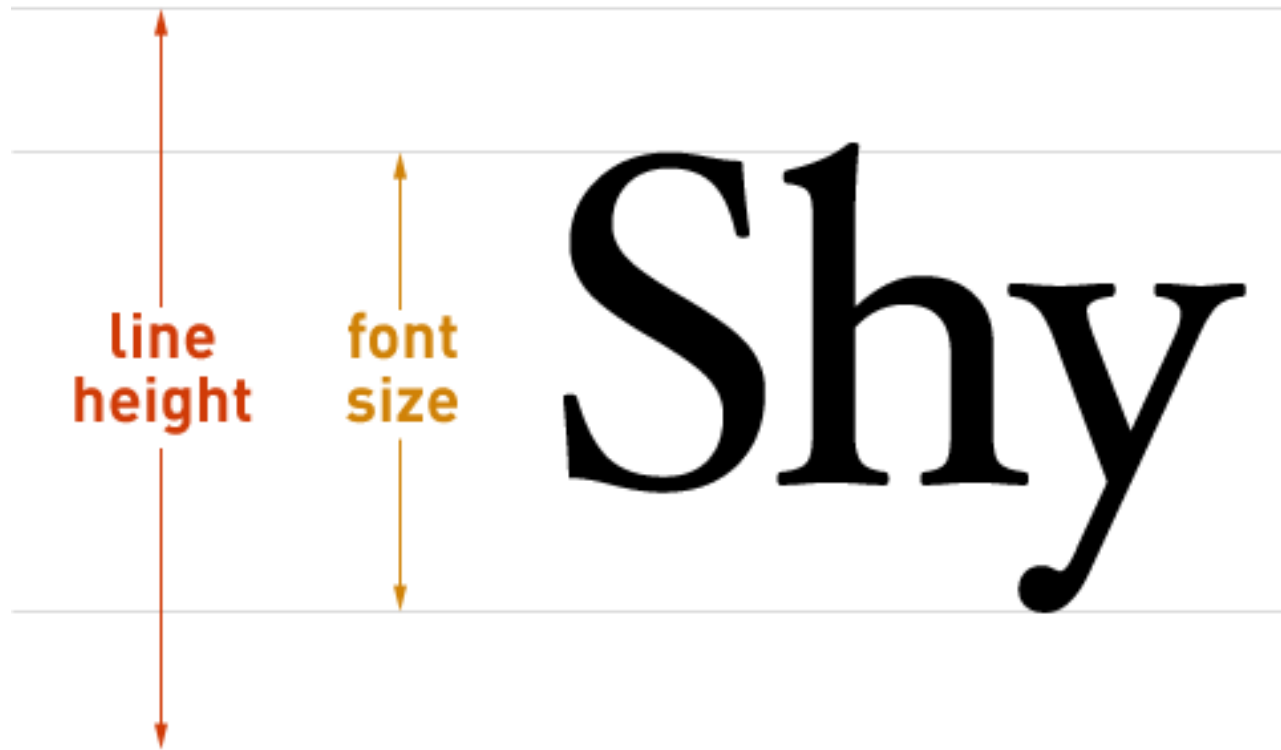
LINE HEIGHTS



OUR BOX MODEL



CONTENT AREA: LINE HEIGHT



BUILDING YOUR GRID

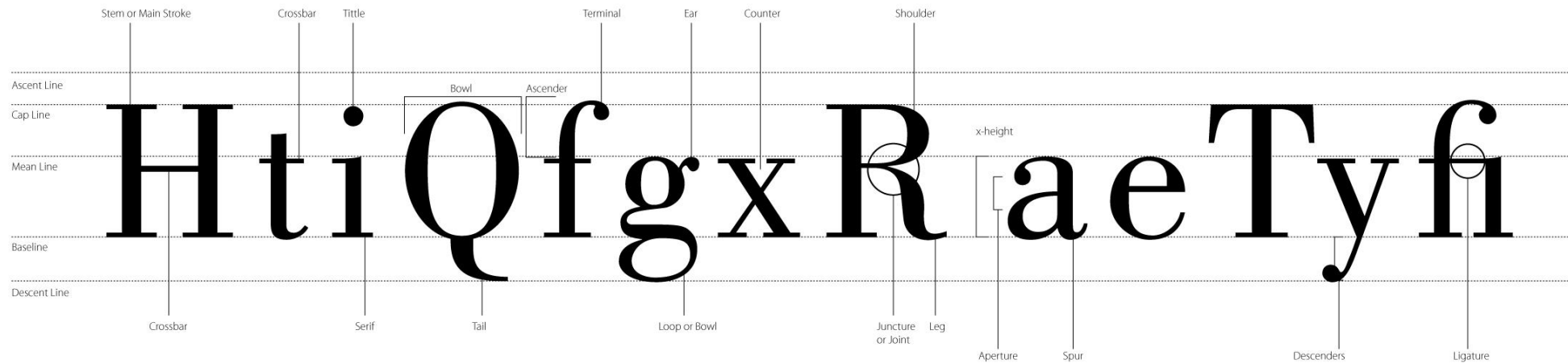
Header one: typography	
Header two: typography	Header two: typography
Today we are witnessing the birth of a new and splendid architecture, which will set its stamp on our period.	Today we are witnessing the birth of a new and splendid architecture, which will set its stamp on our period.
Header three: typography	



LINE HEIGHT: TYPOGRAPHY



FONT EXAMPLE



ANATOMY *of* A TYPE



Small Caps



TRUE SMALL CAPS

- Great alternative to bold, italics, or all caps
- True small caps will match the x height of lower case letters in font
 - font-variant: small-caps (fake)
- DIY or buy it



LINE HEIGHT: TYPOGRAPHY



EXAMPLE

TRUE SMALL caps
FAKE SMALL caps

TRUE SMALL caps
FAKE SMALL caps



Buying Fonts



- fonts.google.com
 - Mostly free
 - My favorite
- Typekit
 - Loads with Javascript
 - May get blocked with ad blockers
- [Font's.com](https://font.s.com)
 - Loads with Javascript or CSS
 - Self Hosted



font-style:



FAUX ITALIC VS. TRUE ITALIC

- Artists take their time to create italics that match line height
 - So why not use it?
- Faux Example: a vs a
- True example: a vs *a*

