

# **Typography**

Hypertext Markup Language 5 (HTML5)





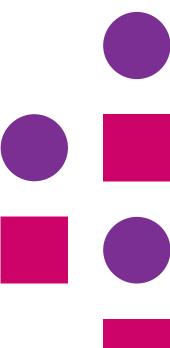






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- Many times we wants to display text differently such as **bold**, *italic* or 2<sup>5</sup>
- Text formatting tags can be used to appear text differently in web pages
- HTML also defines special elements, called formatting elements, for defining text with a special meaning



Element	Comment
<	To define <b>bold</b> text
<i>&gt;</i>	To define <i>Italic</i> text
<strong></strong>	Strong text rendered <b>bold</b> and is <b>important</b>
<em></em>	Emphasized text is rendered <i>italic</i> and is important
<small></small>	To define text smaller than default text size
<big></big>	To define text bigger than default text size



Element	Comment
<mark></mark>	To define highlighted text
<ins></ins>	To define <u>inserted</u> Text
<del></del>	To define <del>deleted</del> text
<u>&gt;</u>	To define stylistically different text from normal text
<sub></sub>	To define Subscript ( <sub>Subscript</sub> )Text
<sup></sup>	To define Superscript ( Superscript ) Text
<pre>&lt;</pre>	To define pre-formatted text



#### Bold Element

- Is designed to display text as bold
- Example : Indira Gandhi was a <b>bold</b> politician

#### Italic Element

- Is designed to display the *italic* text
- Example : The <i>italic</i> word!



#### Strong Element

- Is designed to display text as bold
- Semantically such text is important
- Example : Indira Gandhi was a <strong>first</strong> female prime minister of India.

#### Emphasize Element

- Is designed to display the *italic* text
- Semantically such text is important
- Example: <em>Water</em> and <em>oxygen</em> are important for life!



# Formatting - <b> vs <strong>

- The <strong> tag is "logical" tag
- The text marked as strong is rendered **bold** with semantic "strong" importance by the browser



# Formatting - <i> vs <em>

- The <em> tag is "logical" tag
- The text marked as emphasized is rendered *italic* with semantic extra importance by the browser



#### Mark element

- This element is designed to highlight the text
- Example : A <mark>highlighted</mark> text

#### Strike element

- This element is designed to strike-through text (a single horizontal line running through it)
- Example : The <strike>wrogn</strike> wrong is correct!



#### Super Script Element

- Is designed to place the text slightly above the current line
- Example : a < sup > 2 < / sup > + b < sup > 2 < / sup > = c < sup > 2 < / sup >

#### Sub Script Element

- Is designed to place the text slightly below the current line
- Example : H<sub>2</sub>SO<sub>4</sub>



#### Small Element

- Is designed to display text smaller than default text size
- Example : Mouse is <small>tiny</small> animal.

#### Big Element

- Is designed to display text smaller than default text size
- Example : Elephant is <big>giant</big> animal.



#### Insert Element

- Is designed to display text with underline to indicate added text
- Example : The rose is <ins>red</ins>.

#### Del Element

- Is designed to indicate deleted text
- Example : The <del>Wrong</del> Wrogn is a brand name.



#### Underline Element

- Is designed to display stylistically different from normal text
- Example : The <u>Wrogn</u> is a brand name.

#### Pre Element

- Is designed to preserve pre-formatted text
- Example : Hello Web World! !!



### HTML Formatting – Class work

Write a web page to display following text

Do you see a **bold** word here?

Strong is important

A greater emphasis on program efficiency

All italic words are not important

Small word but large impact!

Word important is highlighted here

Chemical formula of water is H<sub>2</sub>O

Mass and energy conservation formula  $E = MC^2$ 

This text is inserted text in the document

This text is striked through text

This is deleted text from the document







### **Font Properties**

- The font-family property defines the font to be used for an HTML element
- The font-size property defines the text size for an HTML element
- The text-align property defines the horizontal text alignment for an HTML element
- The color property defines the color of font



# Font family

- The font-family property tells browser which font family to be used while displaying text
- If a font family has more than one word then specify within double quote
- You can list down more than one font-families by separating them with comma



# Font family

<h2>Font family example</h2>

This is default font (depends on browser)

This is Arial family font

This is Helvetica family font



### Web Safe Fonts

- All browsers might not support all font-families
- Font-family should hold several font names as a "fallback" system
- If the browser does not support the first font, it tries the next font, and so on

#### Syntax:

font-family: 'Primary Font', 'Alternate Font', generic-family-name;

This is Arial Black font



- "ems" (em)
  - The "em" is a scalable unit that is used in web document media
  - "em" unit refers to the font size of the parent element
  - An em is equal to current (parent) font-size (2em means 2 times the size of the current element font)



- Pixels (px)
  - Pixels are fixed-size units that are used in screen media
  - One pixel is equal to one dot on the computer screen
  - Example font-size : 12px



- Points (pt)
  - Points are used in print media
  - One point is equal to 1/72 of an inch
  - Points are much like pixels, in that they are fixed-size units and cannot scale in size
  - Example font-size : 12pt



- Percent (%)
  - The percent unit is much like the "em" unit
  - Example font-size : 100%
- Other units include pc (picas), cm (centimetre), mm (millimeters) and in (inches)



# Font Size Units (Notes)

- The em size unit is recommended by the W3C
- 1em is equal to the current/default font size
- The default text size in browsers is 16px
- So, the default size of 1em is 16px
- Use a Combination of Percent and Em
- The solution that works in all browsers, is to set a default fontsize in percent for the <body> and set "em" for other elements



# **Text Alignment**

- The text-align is used to specify the text alignment
  - center
  - left
  - Right
- Default alignment of text is left

```
<h2>Default Aligned Heading</h2>
```

Right paragraph.

Center aligned paragraph.



#### **Text Color**

<h2>Default Aligned Heading</h2>

Right paragraph.

Center aligned paragraph.









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