Week Three: CSS Text

Fonts & Type Defined

Type: makes the clearest visual statement about the quality of your site's offerings

Fonts: are the digital formats that typefaces come in, each with their own unique characteristics

Font Families: are groups of fonts under a given manufacturers or designer's name; *Times*

Font Faces: are the different type faces within the group or family; *Times Bold*

Text: simply describes a block of type on a page, like a sentence in your body copy

Font Properties: relate to the size and appearance of collections of type; *size, weight*, etc

Text Properties: relate to the font's treatment on your page; *line-height, letter-spacing*, etc

Common Fonts: fonts are read by the browser given that the user has the fonts installed on their computer – p.72

Font Collections: groups of fonts categorized by their general look; sans-serif or decorative – ***p. 71, fig. 3.4***

1) **Serif:** fonts so named because of the added detail to the type's design which makes them easier to read in print
2) **Sans-**Serif: fonts that do not have the added detail to the type's design and have a much more plain appearance making them easier to read on the screen

Font Declarations: it is accepted practice to write a CSS declaration specifying a number of fonts starting with the font you prefer

```
body {
    font-family: Arial, Helvetica, sans-serif;
    color: #85898A;
    }
```

- in this CSS Rule example we are setting a `font-family` for the entire page by way of the `body` selector
- the `font-family` property calls three values to choose from; `Arial, Helvetica, sans-serif`
- the rule will try to load:
  1) Arial
  2) Helvetica (if Arial is not available)
  3) a default sans-serif (if both Arial & Helvetica are not available)
- it is important to use a generic fall-back when specifying fonts because the specified font may not be available

Fonts Properties

Font-Size: you have three types of `font-size` values to choose from

1) **absolute:** values that come in a fixed or absolute size; *pixels, millimeters, inches*
2) **keyword:** values that will be displayed based on their inherit settings; *small, large, xx-large*
3) **relative:** values that are relative to the page or browser settings; *percentages, ems*

   Relative Baseline Size: when working with relative units, one must set the baseline size which all relative units will then adhere to

   ```
   body {
     font-family: Arial, Helvetica, sans-serif;
     color: #85898A;
   ```

```
 font-size; 100%;
 }
```

- by declaring your `font-size` as `100%` you are saying that your baseline size will be 100% of the default baseline size
- since16 points is the default baseline size, 100% of 16 points is what all relative units will adhere to as the default baseline size

```
h1 {
  font-size: .8em;
  }
```

- in this example we are declaring that `.8em` will be 80% of 16 points – you do the math.

Font-Style: determines whether a font is set to be italicized or not

```
h1 {
   font-style: italic;
   }
```

- in this example we have set the headline to display as `italic` (which makes the typeface lean a bit)
- we also can set it to `oblique` (which attempts to use the oblique version of the typeface) or `normal` (which makes the typeface stand up-right)

Font-Weight: determines the weight or boldness of the typeface

```
h1 {
   font-weight: normal;
   }
```

- since headlines are bold by default you can override the bold setting by using `normal`, as in this example
- other possible value include: `100-900, bold, bolder, lighter` – ***p .85, fig. 3.12***

Font-Variant: determines whether the typeface will be displayed as lowercase or small caps

```
h1 {
   font-variant: small-caps;
   }
```

- by using `normal`, the text will be displayed in lowercase (if written that way)

(Font Property) Shorthand: the `font` property will allow one to use shorthand to declare the properties of the font

```
body {
   font-family: verdana, arial, sans-serif;
   font-size: 1em;
   }
```

```
p {
    font: bold italic small-caps 12pt verdana, arial, sans-serif;
    }
```

1) **values** for the `font-size` and `font-family` must always be declared
2) the **sequence** must be - `weight, style, variant, size, family`

Text Properties

1) **text-indent:** numerical values will give the first line of paragraph text an indent – ***fig. 3.15***

```
p  {
   text-indent: 3em;
   }
```

2) **letter-spacing:** numerical values will give space in-between letter pairs of text – ***fig. 3.18***

```
p  {
   letter-spacing: .2em;
   }
```

3) **word-spacing:** numerical values will give space in-between word pairs of text – ***fig. 3.19***

```
p  {
   word-spacing: .2em;
   }
```

4) **text-decoration:** keyword values will give text a decorative style

```
p  {
   text-decoration: underline;
   }
```

values: `underline, overline, strikethrough, blink`

5) **text-align:** keyword values will align the text of any block level tag – ***fig. 3.20***

```
p  {
   text-align: left;
   }
```

values: `left, right, center, justify`

6) **line-height:** numerical values will give space between lines of text

```
p  {
   line-height: 18px;
   }
```

7) **text-transform:** keyword values will change the capitalization of text within an element – ***fig. 3.21***

```
p  {
   text-transform: capitalize;
   }
```

values: `uppercase, lowercase, capitalize, none`

8) **vertical-align:** length and keyword values will move type up or down with respect to the baseline – ***fig. 3.22***

```
p  {
   vertical-align: 60%;
   }
```

values: any length `value, sub, sup, top, middle, bottom`

Using Text Classes

Classes: are used in special circumstances when the normal hierarchy of the cascade will not do

```
p.footer {
   font-size: 10px;
   line-height: 14px;
   margin-top: 25px;
   }
```

- a *class* selector is preceded by using a `.`
- in this example, the **class** must be within the `<p>` tag

```
p.footer a {
   font-style: italic;
   color:#F20017;
   }
```

- a *contextual selector*, such as the `<a>` tag, may be used in a class

```
<p class="footer"><b>&copy;&nbsp;Premium Design Works</b>&nbsp;&ndash;&nbsp;<a href="mailto:info@premiumdw.com?subject=Contacting%20Premium%20Design%20Works">info@premiumdw.com</a></p>
```

- to specify the *class* in your markup you must use the `class` attribute and specify its `value`; in this case, `class="footer"`

Assignment: CSS Text