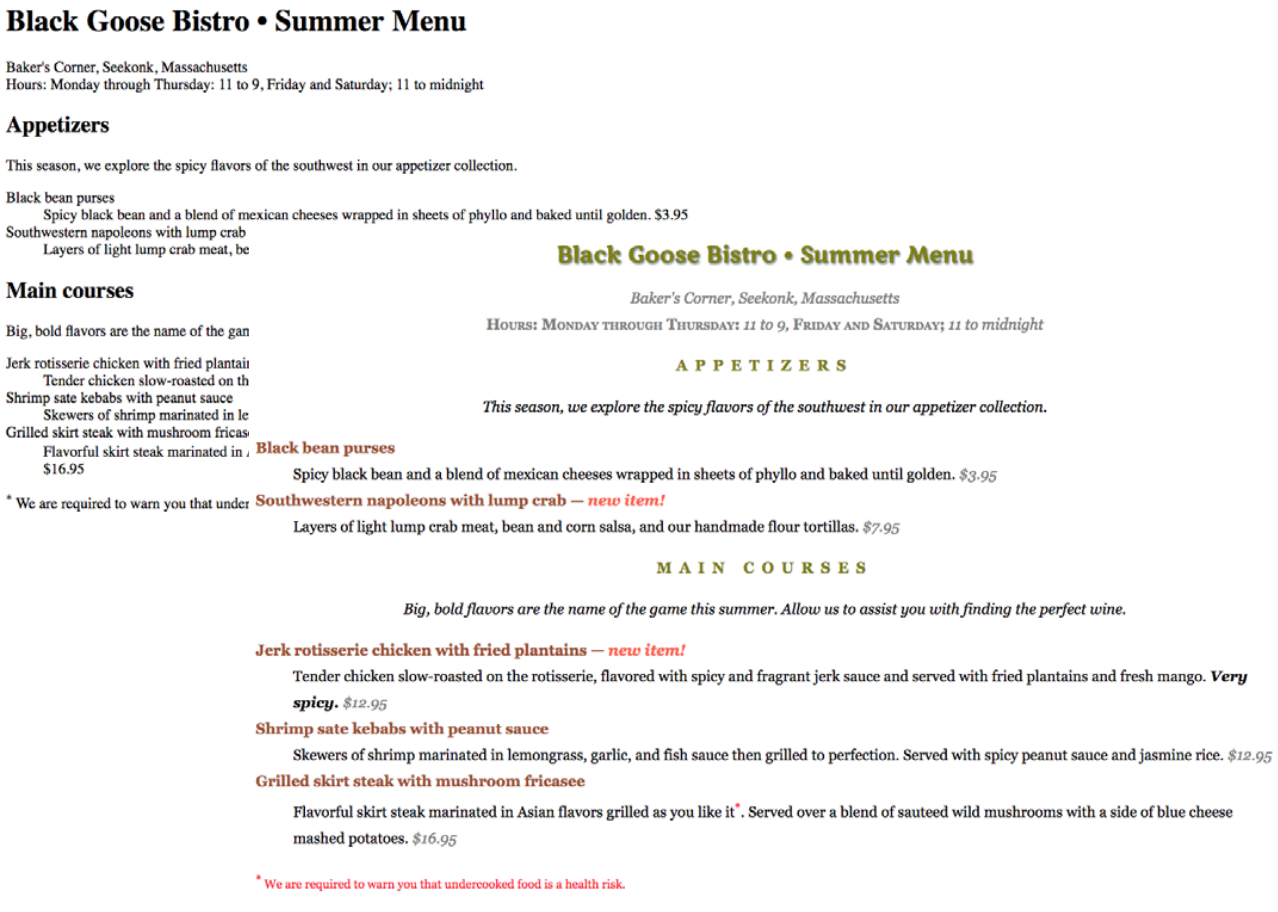
FORMATTING TEXT

Throughout this exercise, we'll be sprucing up a Black Goose Bistro online menu. FIGURE 12-1 shows how the menu looks before and after we're done. It's not a masterpiece, because we're just scratching the surface of CSS here, but at least the text has more personality.



Black Goose Bistro • Summer Menu

Baker's Corner, Seekonk, Massachusetts
Hours: Monday through Thursday: 11 to 9, Friday and Saturday; 11 to midnight

Appetizers

This season, we explore the spicy flavors of the southwest in our appetizer collection.

Black bean purses
Spicy black bean and a blend of mexican cheeses wrapped in sheets of phyllo and baked until golden. $3.95
Southwestern napoleons with lump crab
Layers of light lump crab meat, be

Main courses

Big, bold flavors are the name of the gan

Jerk rotisserie chicken with fried plantai
Tender chicken slow-roasted on th
Shrimp sate kebabs with peanut sauce
Skewers of shrimp marinated in le
Grilled skirt steak with mushroom fricas
Flavorful skirt steak marinated in ,
$16.95

* We are required to warn you that under

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APPETIZERS

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Black bean purses
Spicy black bean and a blend of mexican cheeses wrapped in sheets of phyllo and baked until golden. *$3.95*

Southwestern napoleons with lump crab — *new item!*
Layers of light lump crab meat, bean and corn salsa, and our handmade flour tortillas. *$7.95*

MAIN COURSES

Big, bold flavors are the name of the game this summer. Allow us to assist you with finding the perfect wine.

Jerk rotisserie chicken with fried plantains — *new item!*
Tender chicken slow-roasted on the rotisserie, flavored with spicy and fragrant jerk sauce and served with fried plantains and fresh mango. ***Very spicy.*** *$12.95*

Shrimp sate kebabs with peanut sauce
Skewers of shrimp marinated in lemongrass, garlic, and fish sauce then grilled to perfection. Served with spicy peanut sauce and jasmine rice. *$12.95*

Grilled skirt steak with mushroom fricasee
Flavorful skirt steak marinated in Asian flavors grilled as you like it*. Served over a blend of sauteed wild mushrooms with a side of blue cheese mashed potatoes. *$16.95*

* We are required to warn you that undercooked food is a health risk.

FIGURE 12-1. Before and after views of the Black Goose Bistro menu that we'll be working on in this chapter.

In this exercise, we'll change the fonts for the body and main heading of the Black Goose Bistro menu document, *menu.html* Open the document in a text editor. You can also open it in a browser to see its "before" state. It should look something like FIGURE 12-1. Hang on to this document, because this exercise will continue as we pick up additional font properties.

I've included an embedded font in this exercise to show you how easy it is to do with a service like Google Web Fonts.

1. Use an embedded style sheet for this exercise. Start by adding a **style** element in the **head** of the document, like this:

```
<head>
  <title>Black Goose Bistro</title>
  <style>

  </style>
</head>
```

2. I would like the main text to appear in Verdana or some other sans-serif font. Instead of writing a rule for every element in the document, we will write one rule for the **body** element that will be inherited by all the elements it contains. Add this rule to the embedded style sheet:

```
<style>
  body {font-family: Verdana, sans-serif;}
</style>
```

3. I want a fancy font for the "Black Goose Bistro, Summer Menu" headline, so I chose a free display font called Marko One from Google Web Fonts (*www.google.com/webfonts*). Google gave me the code for linking the font file on their server to my HTML file (it's actually a link to an external style sheet). It must be placed in the **head** of the document, so copy it exactly as it appears, but keep it on one line. Put it after the **title** and before the **style** element.

```
<head>
<title>Black Goose Bistro</title>
<link href="http://fonts.googleapis.com/→
css?family=Marko+One" rel="stylesheet">
<style>
…
```

4. Now write a rule that applies it to the **h1** element. Notice I've specified Georgia or another serif font as fallbacks:

```
<style>
  body {font-family: Verdana, sans-serif;}
  h1 {font-family: "Marko One", Georgia, serif;}
</style>
```

5. Save the document and reload the page in the browser. It should look like FIGURE 12-3. Note that you'll need to have an internet connection and a current browser to view the Marko One headline font. We'll work on the text size in the next exercise.

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Southwestern napoleons with lump crab — **new item!**
Layers of light lump crab meat, bean and corn salsa, and our handmade flour tortillas. $7.95

Main courses

Big, bold flavors are the name of the game this summer. Allow us to assist you with finding the perfect wine.

Jerk rotisserie chicken with fried plantains — **new item!**
Tender chicken slow-roasted on the rotisserie, flavored with spicy and fragrant jerk sauce and served with fried plantains and fresh mango. **Very spicy.** $12.95
Shrimp sate kebabs with peanut sauce
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Flavorful skirt steak marinated in asian flavors grilled as you like it*. Served over a blend of sauteed wild mushrooms with a side of blue cheese mashed potatoes. $16.95

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FIGURE 12-3. The menu after we change only the font family.

Setting font size

Let's refine the size of some of the text elements to give the online menu a more sophisticated appearance. Open *menu.html* in a text editor and follow the steps. You can save the document at any point and take a peek in the browser to see the results of your work. You should also feel free to try out other size values along the way.

1. There are many approaches to sizing text on web pages. In this example, start by putting a stake in the ground and setting the **font-size** of the **body** element to 100%, thus clearing the way for em measurements thereafter:

```
body {
  font-family: Verdana, sans-serif;
  font-size: 100%;
}
```

2. The browser default of 16 pixels is a fine size for the main page text, but I would like to improve the appearance of the heading levels. I'd like the main heading to be 24 pixels, or one and a half times larger than the body text [target (24) ÷ context (16) = 1.5]. I'll add a new rule that sets the size of the **h1** to 1.5em. I could have used 150% to achieve the same thing.

```
h1 {
  font-size: 1.5em;
}
```

3. Now make the **h2**s the same size as the body text so they blend in with the page better:

```
h2 {
  font-size: 1em;
}
```

FIGURE 12-6 shows the result of our font-sizing efforts.

FIGURE 12-6. The online menu after a few minor font-size changes to the headings.

Making text bold and italic

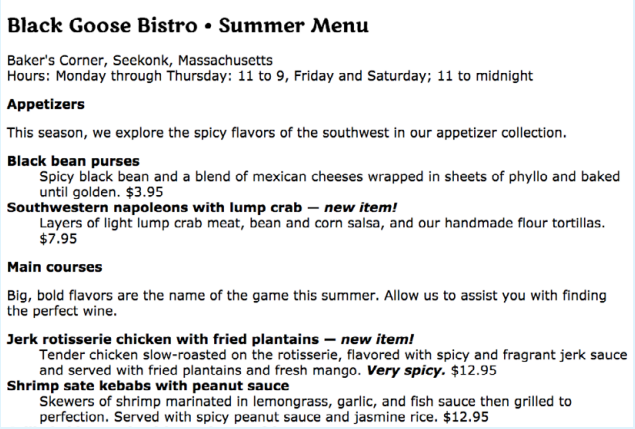
Back to the menu. I've decided that I'd like all of the menu item names to be in bold text. What I'm not going to do is wrap each one in **<b>** tags…that would be so 1996! I'm also not going to mark them up as **strong** elements…that is not semantically accurate. Instead, the right thing to do is simply apply a style to the semantically correct **dt** (definition term) elements to make them all bold at once. Add this rule to the end of the style sheet, save the file, and try it out in the browser:

```
dt { font-weight: bold; }
```

Now that all the menu item names are bold, some of the text I've marked as **strong** isn't standing out very well, so I think I'll make them italic for further emphasis. To do this, simply apply the **font-style** property to the **strong** element:

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

Once again, save and reload. It should look like the detail shown in FIGURE 12-8.



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Shrimp sate kebabs with peanut sauce
Skewers of shrimp marinated in lemongrass, garlic, and fish sauce then grilled to perfection. Served with spicy peanut sauce and jasmine rice. $12.95

Applying the **font-weight** and **font-style** properties.

Using the shorthand font property

One last tweak to the menu, and then we'll take a brief break. To save space, we can replace all the font properties we've specified for the **h1** element with one declaration with the shorthand **font** property:

```
h1 {
  font: bold 1.5em "Marko One",
Georgia, serif;
}
```

You might find it redundant that I included the bold font weight value in this rule. After all, the **h1** element was already bold by default, right? The thing about shorthand properties is that if you omit a value, it is reset to the default value for that *property*, not the browser's default value.

In this case, the default **font-weight** value within a **font** declaration is **normal**. Because our style sheet overrides the browser's default bold heading style, the **h1** would appear in normal-weight text if we don't explicitly make it bold in the **font** property. Shorthand properties can be tricky that way…pay attention so you don't leave something out and override a default or inherited value you were counting on.

You can save this and look at it in the browser. If you've done your job right, it should look exactly the same as in the previous step.

Using selectors

This time, we'll add a few more style rules using descendant, ID, and class selectors combined with the **font** and **color** properties we've learned about so far.

1. I'd like to add some attention-getting color to the "new item!" elements next to certain menu item names. They are marked up as **strong**, so we can apply the **color** property to the **strong** element. Add this rule to the embedded style sheet, save the file, and reload it in the browser:

   ```
   strong {
     font-style: italic;
     color: tomato;
   }
   ```

   That worked, but now the **strong** element "Very spicy" in the description is "tomato" red too, and that's not what I want. The solution is to use a contextual selector that targets only the **strong** elements that appear in **dt** elements. Remove the **color** declaration you just wrote from the **strong** rule, and create a new rule that targets only the **strong** elements within definition list terms:

   ```
   dt strong { color: tomato; }
   ```

2. Look at the document source, and you will see that the content has been divided into three unique **div**s: **info**, **appetizers**, and **entrees**. We can use these to our advantage when it comes to styling. For now, let's do something simple and apply a teal color to the text in the **div** with the ID "info". Because color inherits, we need to apply the property only to the **div** and it will be passed down to the **h1** and **p**:

   ```
   #info { color: teal; }
   ```

3. Now let's get a little fancier and make the paragraph inside the "info" section italic in a way that doesn't affect the other paragraphs on the page. Again, a contextual selector is the answer. This rule selects only paragraphs contained within the **info** section of the document:

   ```
   #info p { font-style: italic; }
   ```

4. I want to give special treatment to all of the prices on the menu. Fortunately, they have all been marked up with **span** elements:

   ```
   <span class="price">$3.95</span>
   ```

   So now all we have to do is write a rule using a class selector to change the font to Georgia or some serif font, make the prices italic, and gray them back:

   ```
   .price {
     font-family: Georgia, serif;
     font-style: italic;
     color: gray;
   }
   ```

5. Similarly, in the "info" **div**, I can change the appearance of the spans that have been marked up as belonging to the "label" class to make the labels stand out:

   ```
   .label {
     font-weight: bold;
     font-variant: small-caps;
     font-style: normal;
   }
   ```

6. Finally, there is a warning at the bottom of the page that I want to make small and red. It has been given the class "warning," so I can use that as a selector to target just that paragraph for styling. While I'm at it, I'm going to apply the same style to the **sup** element (the footnote asterisk) earlier on the page so they match. Note that I've used a grouped selector, so I don't need to write a separate rule.

   ```
   p.warning, sup {
     font-size: small;
     color: red;
   }
   ```

FIGURE 12-11 shows the results of all these changes. We now have some touches of color and special typography treatments.

FIGURE 12-11. The current state of the bistro menu.

Finishing touches

Let's add a few finishing touches to the online menu, *menu.html*. It might be useful to save the file and look at it in the browser after each step to see the effect of your edits and to make sure you're on track. The finished style sheet is provided in the *materials* folder for this chapter.

1. First, I have a few global changes to the **body** element in mind. I've had a change of heart about the **font-family**. I think that a serif font such as Georgia would be more sophisticated and appropriate for a bistro menu. Let's also use the **line-height** property to open up the text lines and make them easier to read. Make these updates to the **body** style rule, as shown:

```
body {
  font-family: Georgia, serif;
  font-size: small;
  line-height: 1.75em;
}
```

2. I also want to redesign the "info" section of the document. Remove the teal color setting by deleting that whole rule. Once that is done, make the **h1** olive green and the paragraph in the header gray. Add color declarations to the existing rules:

```
~~#info { color: teal; }~~ /* delete */
h1 {
  font: bold 1.5em "Marko One", Georgia, serif;
  color: olive;}
#info p {
  font-style: italic;
  color: gray;}
```

3. Next, to imitate a fancy restaurant menu, I'm going to center a few key elements on the page with the **text-align** property. Write a rule with a grouped selector to center the headings and the "info" section:

```
h1, h2, #info {
  text-align: center;}
```

4. I want to make the "Appetizer" and "Main Courses" **h2** headings more eye-catching. Instead of large, bold type, I'm going to use all uppercase letters, extra letter spacing, and color to call attention to the headings. Here's the new rule for **h2** elements that includes all of these changes:

```
h2 {
  font-size: 1em;
  text-transform: uppercase;
  letter-spacing: .5em;
  color: olive;}
```

5. We're really close now; just a few more tweaks to those paragraphs right after the **h2** headings. Let's center those too and make them italic:

```
h2 + p {
  text-align: center;
  font-style: italic;}
```

   Note that I've used a next-sibling selector (**h2 + p**) to select any paragraph that follows an **h2**.

6. Next, add a softer color to the menu item names (in **dt** elements). I've chosen "sienna," one of the names from the CSS3 color module. Note that the **strong** elements in those **dt** elements stay "tomato" red because the color applied to the **strong** elements overrides the color inherited by their parents.

```
dt {
  font-weight: bold;
  color: sienna;}
```

7. Finally, for kicks, add a drop shadow under the **h1** heading. You can play around with the values a little to see how it works. I find it to look a little clunky against a white background, but when you have a patterned background image, sometimes a drop shadow provides the little punch you need to make the text stand out. Notice how small the shadow values are—a little goes a long way!

```
h1 {
  font: bold 1.5em "Marko One", Georgia, serif;
  color: olive;
  text-shadow: .05em .05em .1em lightslategray;}
```

And we're done! FIGURE 12-20 shows how the menu looks now—an improvement over the unstyled version, and we used only text and color properties to do it. Notice that we didn't touch a single character of the document markup in the process. That's the beauty of keeping style separate from structure.

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MAIN COURSES

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FIGURE 12-20. The formatted Black Goose Bistro menu.

CSS REVIEW: FONT AND TEXT PROPERTIES

In this chapter, we covered the properties used to format text elements. Here is a summary in alphabetical order.

Property	Description
color	Specifies the foreground color (text and borders) for an element
direction	Indicates whether the text reads left-to-right or right-to-left
font	A shorthand property that combines font properties
font-family	Specifies a typeface or generic font family
font-feature-settings	Allows access to lesser-used OpenType features
font-kerning	Controls how browsers implement kerning data (space between characters)
font-language-override	Controls use of language-specific glyphs
font-size	Specifies the size of the font
font-size-adjust	Matches the x-height of a fallback font with the specified font
font-stretch	Selects a condensed, normal, or extended font
font-style	Specifies italic or oblique fonts
font-synthesis	Controls whether a browser may simulate bold or italic fonts
font-variant	Specifies a small-caps font
font-variant-alternates	Selects alternate versions of character glyphs
font-variant-caps	Selects small caps and similar alternates when available
font-variant-east-asian	Selects alternate glyphs in Chinese, Japanese, and Korean
font-variant-ligatures	Selects ligatures for certain letter pairs when available
font-variant-numeric	Selects alternate number glyphs
font-variant-position	Selects subscript or superscript character glyphs
font-weight	Specifies the boldness of the font
hanging-punctuation	Indicates whether the punctuation may hang outside the content box
hyphens	Controls how text is hyphenated
letter-spacing	Inserts space between letters
line-break	Describes rules for breaking lines
line-height	Indicates the distance between baselines of neighboring text lines

Property	Description
`list-style-image`	Specifies an image to be used as a list marker
`list-style-position`	Puts a list marker inside or outside the content area
`list-style-type`	Selects the marker type for list items
`overflow-wrap`	Specifies whether the browser can break lines within words to prevent overflow
`tab-size`	Specifies the length of a tab character
`text-align`	Indicates the horizontal alignment of text
`text-align-last`	Specifies how the last line in justified text is aligned
`text-decoration`	Specifies underlines, overlines, and lines through
`text-indent`	Specifies the amount of indentation of the first line in a block
`text-justify`	Denotes how space is distributed in justified text
`text-shadow`	Adds a drop shadow under the text
`text-transform`	Changes the capitalization of text when it displays
`unicode-bidi`	Works with Unicode bidirectional algorithms
`vertical-align`	Adjusts the vertical position of inline elements relative to the baseline
`white-space`	Specifies how whitespace in the source is displayed
`word-break`	Specifies whether to break lines within words
`word-spacing`	Inserts space between words
`word-wrap`	Indicates whether the browser can break lines within words to prevent overflow (same as **`overflow-wrap`**)