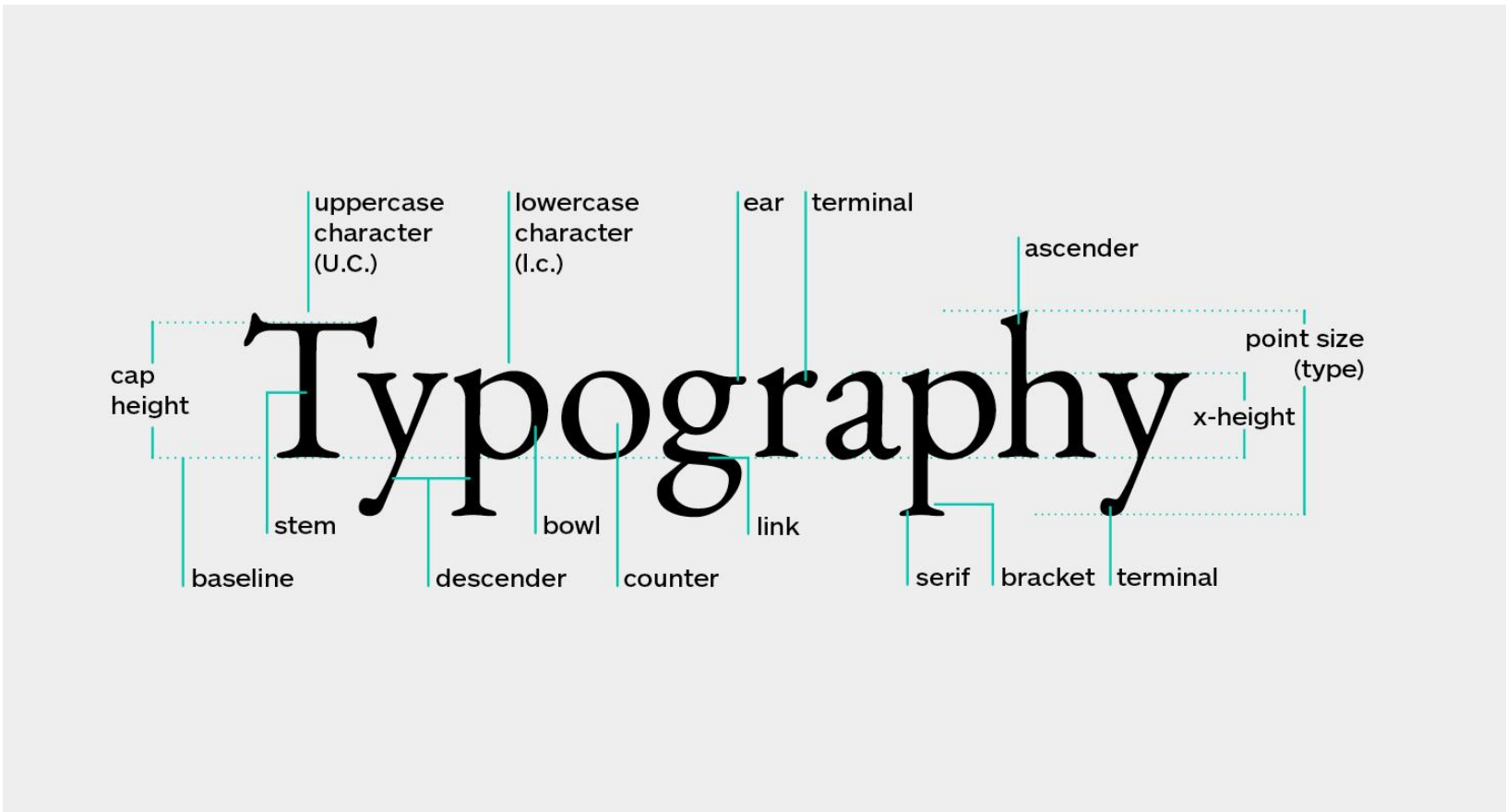


Typography

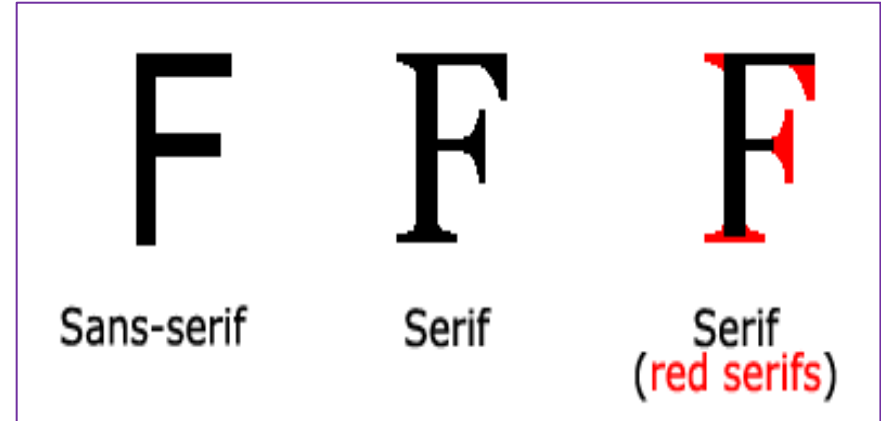
- **Typography** → arrangement of text to make written language legible, readable and appealing when displayed.
- The arrangement of type involves selecting **typefaces, point sizes, line lengths, line-spacing, and letter-spacing**, as well as **adjusting the space between pairs of letters**.



CSS Fonts

In CSS there are **FIVE generic font families**:

- 1) **Serif** fonts have a **small stroke at the edges of each letter**. They create a sense of formality and elegance.
- 2) **Sans-serif** fonts have **clean lines** (no small strokes attached). They create a modern and minimalistic look.
- 3) **Monospace** fonts - here **all the letters have the same fixed width**. They create a mechanical look.
- 4) **Cursive** fonts imitate human handwriting.
- 5) **Fantasy** fonts are **decorative/playful fonts**.



monospace

Ubuntu monospace

monospace

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

CSS Fonts		
Generic Font Family	Examples of Font Names	
Serif	Times New Roman Georgia Garamond	
Sans-serif	Arial Verdana Helvetica	
Monospace	Courier New Lucida Console Monaco	
Cursive	<i>Brush Script MT</i> <i>Lucida Handwriting</i>	
Fantasy	Copperplate Papyrus	

CSS Fonts font-family

The CSS font-family Property

In CSS, we use the font-family property to specify the font of a text.

```
.p1 {  
  font-family: "Times New Roman", Times, serif;  
}  
  
.p2 {  
  font-family: Arial, Helvetica, sans-serif;  
}  
  
.p3 {  
  font-family: "Lucida Console", "Courier New", monospace;  
}  
</style>
```

CSS font-family

This is a paragraph, shown in the Times New Roman font.

This is a paragraph, shown in the Arial font.

This is a paragraph, shown in the Lucida Console font.

- "Arial" is a sans-serif **font-family name**
- "Helvetica" is a similar sans-serif font used as a **fallback option** in case "Arial" is not available on a particular system;
- "Sans-serif" is a generic font family that includes all sans-serif fonts.

Text Alignment

```
<html>
<head>
<style>
  h1 {
    text-align: center;
  }
  h2 {
    text-align: left;
  }
  h3 {
    text-align: right;
  }
</style>
</head>
<body>
<h1>Heading 1 (center)</h1>
<h2>Heading 2 (left)</h2>
<h3>Heading 3 (right)</h3>
<p>The three headings above are aligned center, left and
right.</p>
</body>
</html>
```

The text-align property is used to set the **horizontal alignment of a text**.

A text can be **left or right aligned, centered, or justified**.

Heading 1 (center)

Heading 2 (left)

Heading 3 (right)

The three headings above are aligned center, left and right.

Text Color

```
<html>
<head>
<style>
body {
  color: blue;
}
h1 {
  color: green;
}
</style>
</head>
<body>
```

The color property is used to set the color of the text. The color is specified by:

a color name - like "red"

a HEX value - like "#ff0000"

an RGB value - like "rgb(255,0,0)"

This is heading 1

This is an ordinary paragraph. Notice that this text is blue. The default text color for a page is defined in the body selector.

Another paragraph.

```
<h1>This is heading 1</h1>
<p>This is an ordinary paragraph. Notice that this text is blue.
The default text color for a page is defined in the body
selector.</p>
<p>Another paragraph.</p>
</body>
</html>
```

CSS Backgrounds :background-color

```
<!DOCTYPE html>
<html>
<head>
<style>
body {
  background-color: lightblue;
}
</style>
</head>
<body>

<h1>Hello World!</h1>

<p>This page has a light blue background color!</p>

</body>
</html>
```

CSS background-color

- The background-color property specifies the background color of an element.

With CSS, a color is most often specified by:

- a valid color name - like "red"
- a HEX value - like "#ff0000"
- an RGB value - like "rgb(255,0,0)"

Hello World!

This page has a light blue background color!

CSS Background Image

```
<!DOCTYPE html>
<html>
<head>
<style>
body {
  background-image: url("paper.gif");
}
</style>
</head>
<body>

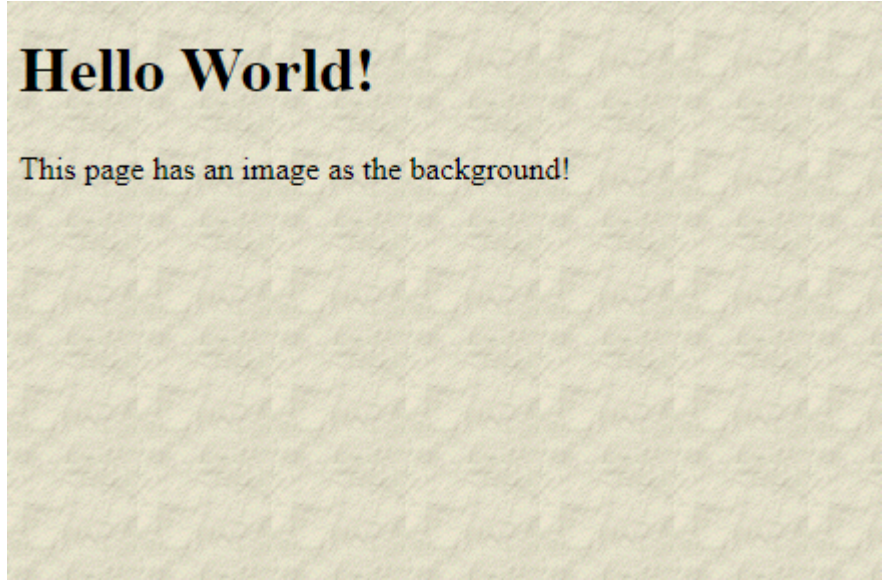
<h1>Hello World!</h1>

<p>This page has an image as the background!</p>

</body>
</html>
```

The background-image property specifies an image to use as the background of an element.

By default, the image is repeated so it covers the entire element.



Hello World!

This page has an image as the background!

CSS Opacity / Transparency

```
<html>
<head>
<style>
img {
  opacity: 0.5;
}
```

```
</style>
</head>
<body>
```

```
<h1>Image Transparency</h1>
<p>The opacity property specifies the transparency of an
element. The lower the value, the more transparent:</p>
```

```
<p>Image with 50% opacity:</p>
```

```

```

```
</body>
</html>
```

- The opacity property specifies the opacity/transparency of an element.
- The **opacity** property can take a value from 0.0 - 1.0. The lower the value, the more transparent:

Image Transparency

The opacity property specifies the transparency of an element.
transparent:

Image with 50% opacity:



Transparent Hover Effect

```
<html>
<head>
<style>
img {
  opacity: 0.5;
}
img:hover {
  opacity: 1.0;
}
</style>
</head>
<body>
<h1>Image Transparency</h1>
<p>The opacity property is often used together with the :hover
selector to change the opacity on mouse-over:</p>



</body>
</html>
```

The **opacity** property is often used together with the **:hover** selector to change the opacity on mouse-over:

Image Transparency

The opacity property is often used together with the :hover selector to change the opacity on mouse-over:



Word Spacing

The **word-spacing** property **increases or decreases** the **white space** between words.

```
<html>
<head>
<style>
  p.a {
    word-spacing: normal;
  }
  p.b {
    word-spacing: 30px;
  }
  p.c {
    word-spacing: 1cm;
  }
</style>
</head>
<body>
<h1>The word-spacing Property</h1>
<h2>word-spacing: normal:</h2>
<p class="a">This is some text. This is some text.</p>
<h2>word-spacing: 30px:</h2>
<p class="b">This is some text. This is some text.</p>
<h2>word-spacing: 1cm:</h2>
<p class="c">This is some text. This is some text.</p>
```

The word-spacing Property

word-spacing: normal:

This is some text. This is some text.

word-spacing: 30px:

This is some text. This is some text.

word-spacing: 1cm:

This is some text. This is some text.

LETTER-SPACING

The **letter-spacing** property increases or decreases the space between characters in a text.

```
<html>
<head>
<style>
  h1 {
    letter-spacing: 3px;
  }

  h2 {
    letter-spacing: 2px;
  }

  h3 {
    letter-spacing: -1px;
  }
</style>
</head>
<body>
<h1>This is heading 1</h1>
<h2>This is heading 2</h2>
<h3>This is heading 3</h3>
</body>
```

The word-spacing Property

word-spacing: normal:

This is some text. This is some text.

word-spacing: 30px:

This is some text. This is some text.

word-spacing: 1cm:

This is some text. This is some text.

CSS line-height Property

The `line-height` property specifies the height of a line.

```
<html>
<head>
<style>
  div.a {
    line-height: normal;
  }
  div.b {
    line-height: 1.6;
  }
  div.c {
    line-height: 80%;
  }
  div.d {
    line-height: 200%;
  }
</style>
</head>
```

The line-height Property

line-height: normal (default):

The standard line height in most browsers is about 110%

line-height: 1.6 (recommended):

This is a paragraph with the recommended line-height.

line-height: 80%:

This is a paragraph with a smaller line-height

line-height: 200%:

This is a paragraph with a bigger line-height

```
<body>
```

```
<h2>line-height: normal (default):</h2>
```

```
<div class="a">
```

The standard line height in most browsers is about 110% to 120%.</div>

```
<h2>line-height: 1.6 (recommended):</h2>
```

```
<div class="b">This is a paragraph with the recommended line-height.<br>
```

```
</div>
```

```
<h2>line-height: 80%:</h2>
```

```
<div class="c">This is a paragraph with a smaller line-height</div>
```

```
<h2>line-height: 200%:</h2>
```

```
<div class="d">This is a paragraph with a bigger line-height</div>
```

```
</body>
```

```
</html>
```

CSS @font-face Rule

```
<html>
<head>
<style>
@font-face {
  font-family: myFirstFont;
  src: url(sansation_light.woff);
}
```

```
div {
  font-family: myFirstFont;
}
</style>
</head>
<body>
```

```
<h1>The @font-face Rule</h1>
```

```
<div>With CSS, websites can finally use fonts other than the pre selected
"web-safe" fonts.</div>
```

```
</body>
</html>
```

- With the @font-face rule, web designers do not have to use one of the "web-safe" fonts anymore.
- In the @font-face rule you must first define a name for the font (e.g. myFirstFont), and then point to the font file.
- To use the font for an HTML element, refer to the name of the font (myFirstFont) through the font-family property:

Linking Fonts

The CSS @font-face used to link external fonts
Web fonts allow Web designers to use fonts that are not installed on the user's computer.

```
<html>
<head>
<style>
@font-face {
  font-family: myFirstFont;
  src: url(sansation_light.woff);
}
* {
  font-family: myFirstFont;
}
</style>
</head>
<body>
<h1>The @font-face Rule</h1>
<div>
With CSS, websites can use fonts other than the pre-selected "web-safe"
fonts.
</div>

</body>
</html>
```

CSS @font-face Rule

```
<html>
<head>
<style>
@font-face {
  font-family: myFirstFont;
  src: url(sansation_light.woff);
}
```

```
div {
  font-family: myFirstFont;
}
</style>
</head>
<body>
```

```
<h1>The @font-face Rule</h1>
```

```
<div>With CSS, websites can finally use fonts other than the pre selected
"web-safe" fonts.</div>
```

```
</body>
</html>
```

- With the @font-face rule, web designers do not have to use one of the "web-safe" fonts anymore.
- In the @font-face rule you must first define a name for the font (e.g. myFirstFont), and then point to the font file.
- To use the font for an HTML element, refer to the name of the font (myFirstFont) through the font-family property: