

web-typografie

Redaktionelle Kompetenz im Crossmedia-Publishing

Uni Duisburg-Essen

Oliver Stickel

SoSe 2010



1 Ablauf

Technik

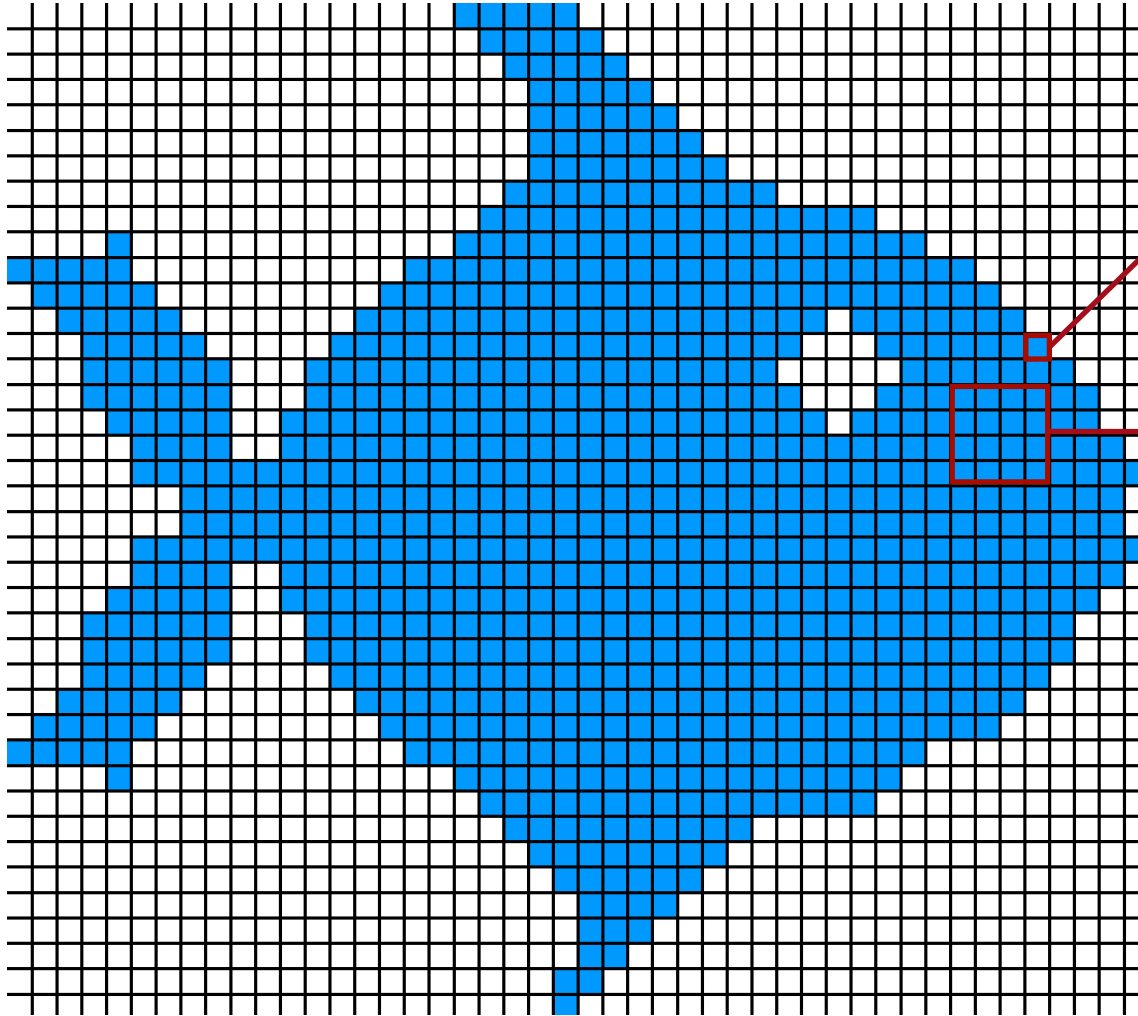
Software

Ausblick



2 Technik

Grundlagen



1 Pixel



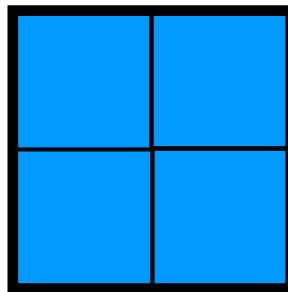
8 ppi =
Pixel per
Inch



Dot: kleinst**mögliches** Darstellungselement



Pixel: kleinstes Darstellungselement



2 Technik

Grundlagen

300dpi



181dpi



96dpi



2 Technik Schriften

AxID

Serifenschriftart

AxID

Sans Serif / Groteske



2 Technik Schriften



Print: Gute Blickführung

AxD

Sans Serif / Groteske



2 Technik Schriften

AxID

Bildschirm:
Serifen verschwimmen

AxID

Sans Serif / Groteske



2 Technik Schriften

Il1aJ

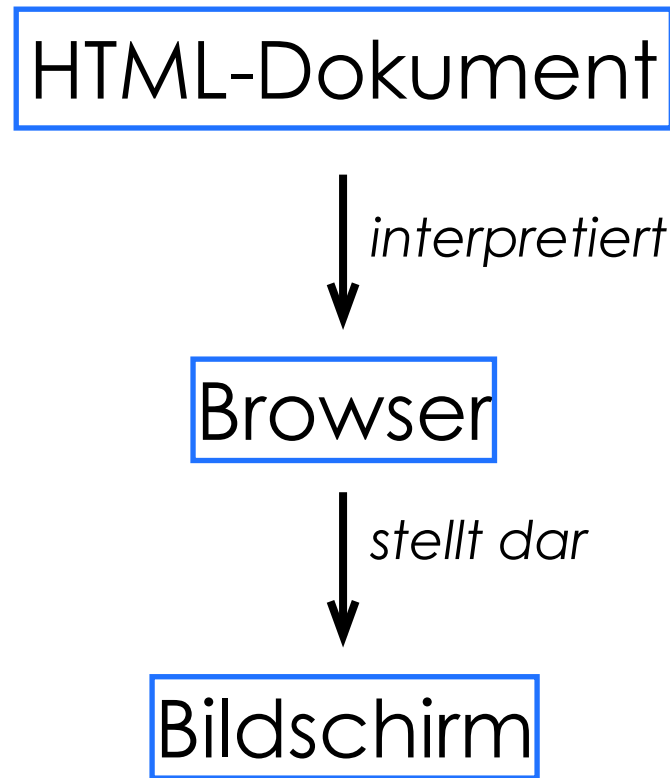
Arial, Allrounder

I l 1 a J

Verdana,
Bildschirmoptimiert

@

2 Software HTML



2 Software

HTML

```
<html>
<head>
<title>HTML Test</title>
</head>
<body>
<h1>Überschrift</h1>
<p>Hallo angehende Redakteure!</p>
Das ist <em>HTML</em>
</body>
</html>
```

Überschrift

Hallo angehende Redakteure!
Das ist *HTML*



2 Software

HTML

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Überschrift

Hallo angehende Redakteure!

Das ist *HTML*



2 Software Unicode

Codierung aller Textelemente

“ ” vs. „ ”



2 Software Unicode

H-Milch

12–17

3–2=1

Uhr

—

vs.

—

vs.

—

hyphen

U+2010

em dash

U+2014

minus

U+2212



2 Software

Unicode

```
<html>
<head>
<title>Umbrüche</title>
</head>
<body>
<p>Ein Wind&#173;stoß feg&shy;te über die Küs&#173;te.</p>
</body>
</html>
```

Ein Windstoß fegte über die Küste.

Ein Windstoß feg-
te über die Küs-
te.



2 Software CSS

HTML-Dokument



interpretiert

Browser

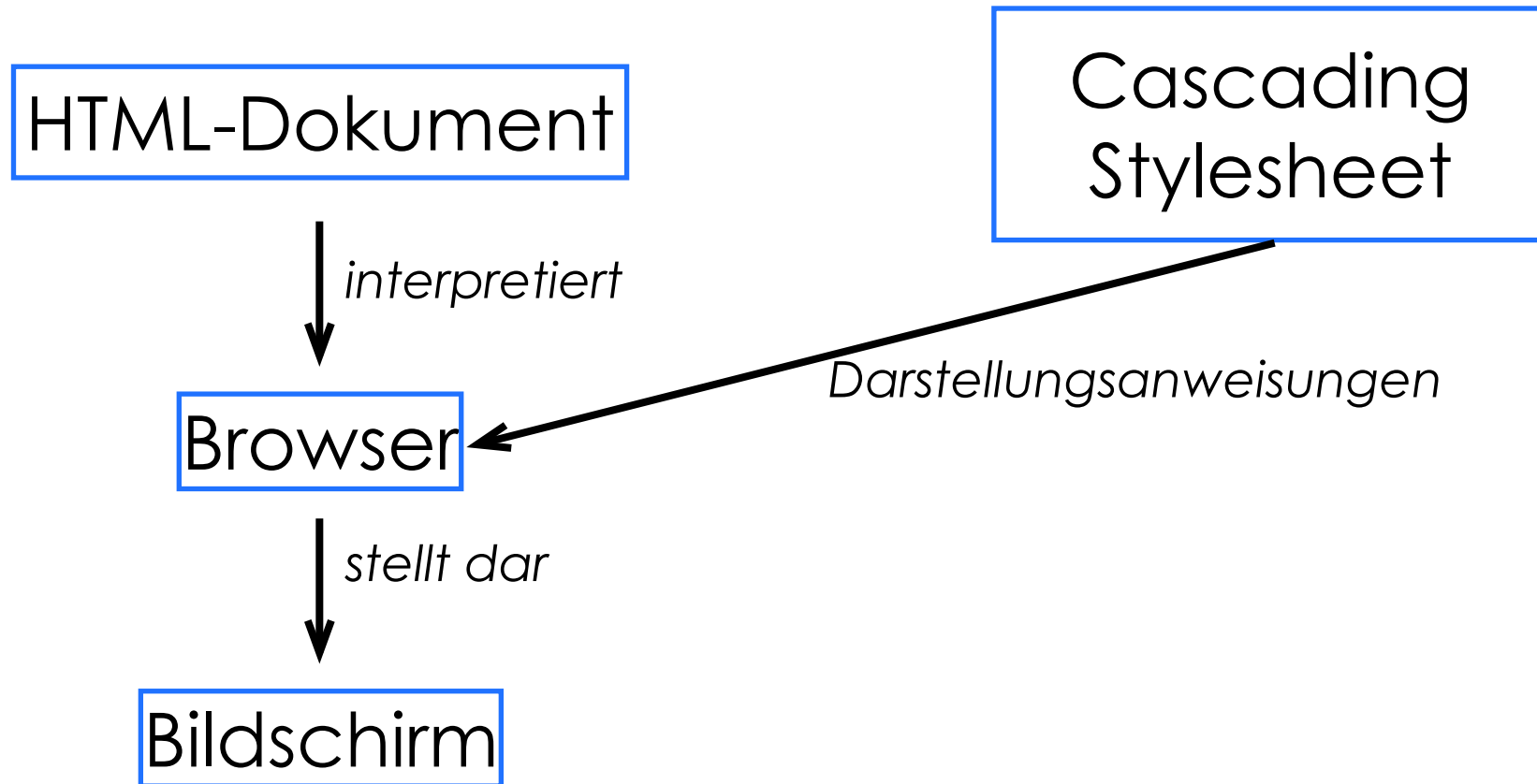


stellt dar

Bildschirm



2 Software CSS



2 Software

CSS

```
.CSSclass{  
  color:blue;  
  font-family:Arial;  
  position:relative;  
  width:70%;  
  padding:10px;  
  border:2px solid red;}
```



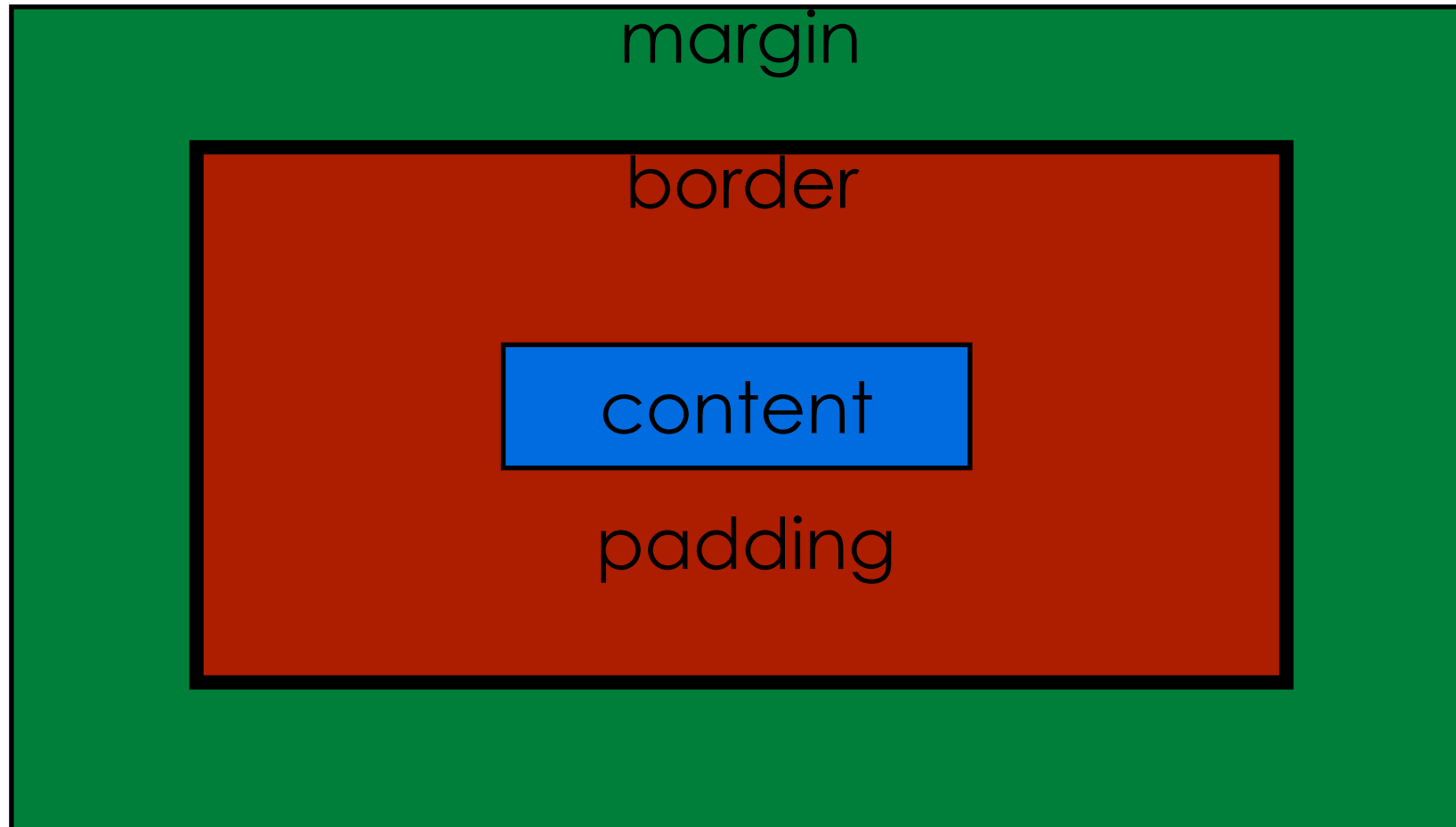
2 Software CSS



www.csszengarden.com



2 Software CSS



Dynamik und Relativität

Dies ist ein Beispieltext zur Verdeutlichung. Absatz, Trennung, Spaltenbreite und ähnliche Aspekte sind in digitalen Medien we-

Dies ist ein Beispieltext zur Verdeutlichung. Absatz, Trennung, Spaltenbreite und ähnliche Aspekte sind in digitalen Medien wesentlich dynamischer als in klassischen Printmedien. Die Darstellung variiert von Endgerät zu Endgerät. Der Redakteur oder Designer muss sich darauf einstellen und die Inhalte entsprechend aufbereiten sowie sein Layout und seinen Code entsprechend durchdenken.



A Morning in Vermillion

2.4.16.55.021*

It began with my father not wanting to see the Last Rabbit and ended up with my being eaten by a carnivorous plant. It wasn't really what I'd planned for myself— I'd hoped to marry into the Oxbloods and join their dynastic string empire. But that was four days ago, before I met Jane, retrieved the Caravaggio and explored High Saffron. So instead of enjoying aspirations of Chromatic advancement, I was wholly immersed within the digestive soup of a yateveo tree. It was all frightfully inconvenient.

But it wasn't all bad, for the following reasons: First, I was lucky to have landed upside down. I would drown in under a minute, which was far, far preferable to being dissolved alive over the space of a few weeks.

Jasper Fforde: *Shades of Grey*

*Males are to wear dress code #6 during inter-Collective travel. Hats are encouraged but not mandatory.



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```
h1{font-size: 18px;}  
body{font-size: 12px;}
```

```
p{font-size:1em;  
line-height:1,5em;}
```



3 Ausblick

CSS 3 Spalten



Blickwinkel ~8cm

Optimale Spaltenbreite ~60 Zeichen

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clem Pala acio vivis conc re adet vilicaver habus aperdi.



3 Ausblick

Webfonts

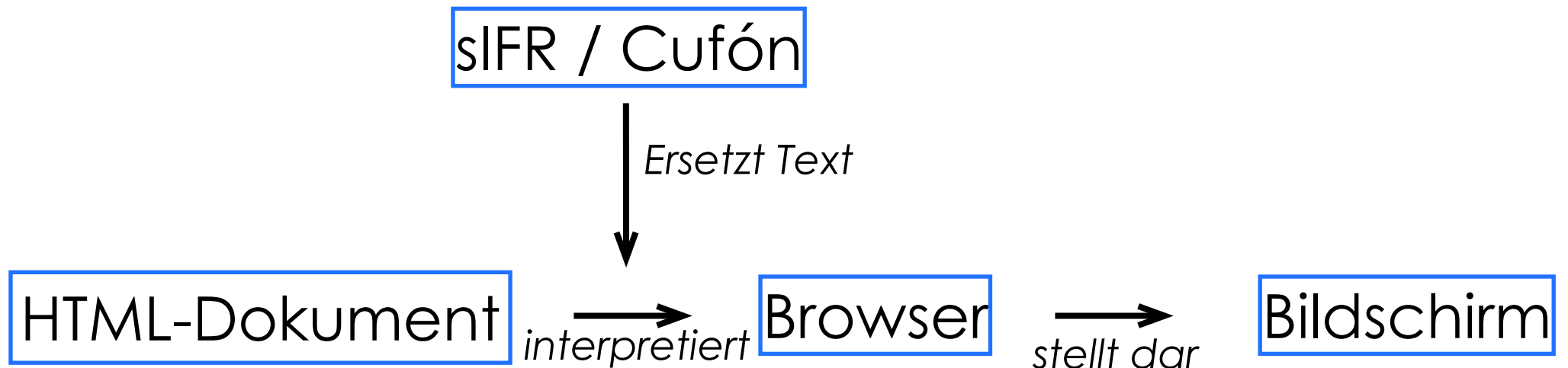
Bisher: Schrift als Grafik

Unflexibel, nicht barrierefrei



Neu: sIFR: Ersetzen durch Flash-Elemente

Neu: Cufón: Ersetzen durch Vektorgrafik



Direkte Einbindung (ttf und otf)

Browserabhängig

```
@font-face {  
    font-family: Delicious;  
    src: url(,Delicious-Roman.otf`);  
}
```

