

# Module 4- Styling Text

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# Typography Terminology

## SERIF

Serif fonts have extra details on the ends of the main strokes of the letters. These details are known as serifs.

im

In print, serif fonts were traditionally used for long passages of text because they were considered easier to read.

## SANS-SERIF

Sans-serif fonts have straight ends to letters, and therefore have a much cleaner design.

im

Screens have a lower resolution than print. So, if the text is small, sans-serif fonts can be clearer to read.

## MONOSPACE

Every letter in a monospace (or fixed-width) font is the same width. (Non-monospace fonts have different widths.)

im

Monospace fonts are commonly used for code because they align nicely, making the text easier to follow.



## WEIGHT

Light  
Medium  
Bold  
Black

The font weight not only adds emphasis but can also affect the amount of white space and contrast on a page.

## STYLE

Normal  
*Italic*  
*Oblique*

Italic fonts have a cursive aspect to some of the lettering. Oblique font styles take the normal style and put it on an angle.

## STRETCH

Condensed  
Regular  
Extended

In condensed (or narrow) versions of the font, letters are thinner and closer together. In expanded versions they are thicker and further apart.

When choosing a typeface, it is important to understand that a browser will usually only display it if it's installed on that user's computer.

### SERIF

Serif fonts have extra details on the end of the main strokes of the letters.

EXAMPLES:

Georgia

Times

Times New Roman

### SANS-SERIF

Sans-serif fonts have straight ends to letters and therefore have a much cleaner design.

EXAMPLES:

Arial

Verdana

Helvetica

### MONOSPACE

Every letter in a monospace typeface is the same width. (Non-monospace fonts have different widths.)

EXAMPLES:

Courier

Courier New

### CURSIVE

Cursive fonts either have joining strokes or other cursive characteristics, such as handwriting styles.

EXAMPLES:

Comic Sans MS

*Monotype Corsiva*

### FANTASY

Fantasy fonts are usually decorative fonts and are often used for titles. They're not designed for long bodies of text.

EXAMPLES:

**Impact**

**Haettenschweiler**

# Font Family

The font-family property allows you to specify the typeface that should be used for any text inside the element(s) to which a CSS rule applies.

The value of this property is the name of the typeface you want to use.

The people who are visiting your site need the typeface you have specified installed on their computer in order for it to be displayed.

You can specify a list of fonts separated by commas so that, if the user does not have your first choice of typeface installed, the browser can try to use an alternative font from the list.

It is also common to end with a generic font name for that type of font (which you saw on pages 269-270).

If a font name is made up of more than one word, it should be put in double quotes.

Designers suggest pages usually look better if they use no more than three typefaces on a page.

We will be using an extended version of the HTML shown on this page for all of the examples in this chapter.

chapter-12/font-family.html

HTML + CSS

```
<!DOCTYPE html>
<html>
  <head>
    <title>Font Family</title>
    <style type="text/css">
      body {
        font-family: Georgia, Times, serif;}
      h1, h2 {
        font-family: Arial, Verdana, sans-serif;}
      .credits {
        font-family: "Courier New", Courier,
          monospace;}
    </style>
  </head>
  <body>
    <h1> Briards</h1>
    <p class="credits">by Ivy Duckett</p>
    <p class="intro">The <a class="breed"
      href="http://en.wikipedia.org/wiki/
      Briard">briard</a>, or berger de brie, is
      a large breed of dog traditionally used as
      a herder and guardian of sheep...</p>
  </body>
</html>
```

RESULT

## Briards

by Ivy Duckett

The **briard**, or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# Font Size

## SIZE OF TYPE

### font-size

CSS chapter-12/font-size.html

```
body {
  font-family: Arial, Verdana, sans-serif;
  font-size: 12px;}
h1 {
  font-size: 200%;}
h2 {
  font-size: 1.3em;}
```

#### RESULT

### Briards

by Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

#### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

The font-size property enables you to specify a size for the font. There are several ways to specify the size of a font. The most common are:

#### PIXELS

Pixels are commonly used because they allow web designers very precise control over how much space their text takes up. The number of pixels is followed by the letters px.

#### PERCENTAGES

The default size of text in browsers is 16px. So a size of 75% would be the equivalent of 12px, and 200% would be 32px.

If you create a rule to make all text inside the <body> element to be 75% of the default size (to make it 12px), and then specify another rule that indicates the content of an element inside the <body> element should be 75% size, it will be 9px (75% of the 12px font size).

#### EMS

An em is equivalent to the width of a letter m.

We will look at these measurements in greater detail on the next page.

# BOLD

## font-weight

The font-weight property allows you to create bold text. There are two values that this property commonly takes:

### normal

This causes text to appear at a normal weight.

### bold

This causes text to appear bold.

In this example, you can see that the element whose class attribute has a value of credits has been bolded.

You might wonder why there is a normal weight. This is because if, for example, you created a rule for the <body> element indicating that all text inside the body should appear bold, you might need an option that allows the text in certain instances to appear normal weight. So it is essentially used as an "off switch."

chapter-12/font-weight.html

CSS

```
.credits {  
  font-weight: bold;}  
}
```

RESULT

## Briards

by Ivy Duckett

The [briard](#), or berger de briè, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned

CSS

chapter-12/font-style.html

```
.credits {  
  font-style: italic;}  
}
```

RESULT

## Briards

by Ivy Duckett

The [briard](#), or berger de briè, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# ITALIC

## font-style

If you want to create italic text, you can use the font-style property. There are three values this property can take:

### normal

This causes text to appear in a normal style (as opposed to italic or oblique).

### italic

This causes text to appear italic.

### oblique

This causes text to appear oblique.

In this example, you can see that the credits have been italicized.

Italic fonts were traditionally stylized versions of the font based on calligraphy, whereas an oblique version would take the normal version and put it on an angle.

It is not unusual for the browser to fail to find an italic version of a typeface, in which case it will use an algorithm to place the normal version of the type on a slant, which means that a lot of italic text online is actually oblique.

# UPPERCASE & LOWERCASE

## text-transform

The text-transform property is used to change the case of text giving it one of the following values:

### uppercase

This causes the text to appear uppercase.

### lowercase

This causes the text to appear lowercase.

### capitalize

This causes the first letter of each word to appear capitalized.

In this example, the <h1> element is uppercase, the <h2> element is lowercase, and the credits are capitalized. In the HTML, the word *by* in the credits had a lowercase *b*.

If you do utilize the uppercase option, it is worth looking at the letter-spacing property to increase the gap between each letter as shown on page 284. This will help improve readability.

chapter-12/text-transform.html

CSS

```
h1 {
  text-transform: uppercase;}
h2 {
  text-transform: lowercase;}
.credits {
  text-transform: capitalize;}
```

RESULT

## BRIARDS

By Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### breed history

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# UNDERLINE & STRIKE

## text-decoration

The text-decoration property allows you to specify the following values:

### none

This removes any decoration already applied to the text.

### underline

This adds a line underneath the text.

### overline

This adds a line over the top of the text.

### line-through

This adds a line through words.

### blink

This animates the text to make it flash on and off (however this is generally frowned upon, as it is considered rather annoying).

In this example, the credits have been underlined. Also, the name of the breed (which is a link) is not underlined, which it would be by default because it is a link.

CSS

chapter-12/text-decoration.html

```
.credits {
  text-decoration: underline;}
a {
  text-decoration: none;}
```

RESULT

## Briards

by Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# LEADING

## line-height

Leading (pronounced *ledding*) is a term typographers use for the vertical space between lines of text. In a typeface, the part of a letter that drops beneath the baseline is called a **descender**, while the highest point of a letter is called the **ascender**. Leading is measured from the bottom of the descender on one line to the top of the ascender on the next.



In CSS, the `line-height` property sets the height of an entire line of text, so the difference between the `font-size` and the `line-height` is equivalent to the leading (as shown in the diagram above).

Increasing the `line-height` makes the vertical gap between lines of text larger.

chapter-12/line-height.html

CSS

```
p {
  line-height: 1.4em;}

```

RESULT

## Briards

by Ivy Duckett

The **briard**, or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

RESULT MINUS CSS

## Briards

by Ivy Duckett

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### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# LETTER & WORD SPACING

## letter-spacing, word-spacing

CSS

chapter-12/letter-and-word-spacing.html

```
h1, h2 {
  text-transform: uppercase;
  letter-spacing: 0.2em;}
.credits {
  font-weight: bold;
  word-spacing: 1em;}

```

RESULT

## BRIARDS

by Ivy Duckett

The **briard**, or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### BREED HISTORY

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

RESULT MINUS CSS

## Briards

by Ivy Duckett

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### Breed History

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**Kerning** is the term typographers use for the space between each letter. You can control the space between each letter with the `letter-spacing` property.

It is particularly helpful to increase the kerning when your heading or sentence is all in uppercase. If your text is in sentence (or normal) case, increasing or decreasing the kerning can make it harder to read.

You can also control the gap between words using the `word-spacing` property.

When you specify a value for these properties, it should be given in ems, and it will be added on top of the default value specified by the font.

The default gap between words is set by the typeface (often around 0.25em), and it is unlikely that you would need to change this property regularly. If the typeface is bold or you have increased the space between letters, then a larger gap between words can increase readability.



- <http://www.dafont.com/>

## @font-face

@font-face allows you to use a font, even if it is not installed on the computer of the person browsing, by allowing you to specify a path to a copy of the font, which will be downloaded if it is not on the user's machine.

Because this technique allows a version of the font to be downloaded to the user's computer, it is important that the license for the font permits it to be used in this way.

You add the font to your style sheet using the @font-face rule, as shown on the right.

### font-family

This specifies the name of the font. This name can then be used as a value of the font-family property in the rest of the style sheet (as shown in the rule for the <h1> and <h2> elements).

### src

This specifies the path to the font. In order for this technique to work in all browsers, you will probably need to specify paths to a few different versions of the font, as shown on the next page.

### format

This specifies the format that the font is supplied in. (It's discussed in detail on the next page.)

chapter-12/font-face.html

CSS

```
@font-face {
  font-family: 'ChunkFiveRegular';
  src: url('fonts/chunkfive.eot');}
h1, h2 {
  font-family: ChunkFiveRegular, Georgia, serif;}
```

RESULT

### Briards

by Ivy Duckett

The **briard**, or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

Many typeface makers do not allow you to use their fonts in this way, but there are open source fonts you can use freely. You can find lists of them at:

[www.fontsquirrel.com](http://www.fontsquirrel.com)  
[www.fontex.org](http://www.fontex.org)  
[www.openfontlibrary.org](http://www.openfontlibrary.org)

When looking at fonts on these sites, it is still important to check the font's license agreement because some fonts are only free for personal use (that is, not for use on commercial websites).

There are some sites that give you access to use commercial fonts, because they negotiated permission to let their customers use these fonts for a fee:

[www.typekit.com](http://www.typekit.com)  
[www.kernest.com](http://www.kernest.com)  
[www.fontspring.com](http://www.fontspring.com)

Google also provides open source fonts. Rather than adding the @font-face rule to your own style sheet, you link to a CSS file and font files on their servers: [www.google.com/webfonts](http://www.google.com/webfonts)

# ALIGNMENT

## text-align

The `text-align` property allows you to control the alignment of text. The property can take one of four values:

### left

This indicates that the text should be left-aligned.

### right

This indicates that the text should be right-aligned.

### center

This allows you to center text.

### justify

This indicates that every line in a paragraph, except the last line, should be set to take up the full width of the containing box.

chapter-12/text-align.html

CSS

```
h1 {
  text-align: left;}
p {
  text-align: justify;}
.credits {
  text-align: right;}
```

## Briards

RESULT

by Ivy Duckett

The [briard](#), or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

# FIRST LETTER OR LINE

## :first-letter, :first-line

You can specify different values for the first letter or first line of text inside an element using `:first-letter` and `:first-line`.

Technically these are not properties. They are known as **pseudo-elements**.

You specify the pseudo-element at the end of the selector, and then specify the declarations as you would normally for any other element.

It is worth trying this example in your browser so that you can see how the `:first-line` pseudo-element will only affect the first line of text, even if you resize your browser window and less or more words appear on each line.

chapter-12/first-letter-and-line.html

CSS

```
p.intro:first-letter {
  font-size: 200%;}
p.intro:first-line {
  font-weight: bold;}
```

RESULT

## Briards

by Ivy Duckett

**T**he [briard](#), or *berger de brie*, is a large breed of dog traditionally used as a herder and guardian of sheep.

### Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

CSS introduces both pseudo-elements and pseudo-classes. A pseudo-element acts like an extra element in the code. In the case of the `:first-letter` and `:first-line` pseudo-elements, it is as if there is an extra element around the first letter or the first line which can have its own styles applied.

A pseudo-class acts like an extra value for a class attribute. In the case of the `:visited` pseudo-class, which you meet on the next page, it allows you to have different styles for links that have been visited. Similarly, the `:hover` pseudo-class allows you to style elements differently when a user hovers over them.

# STYLING LINKS

## :link, :visited

CSS

chapter-12/link-visited.html

```
a:link {
  color: deeppink;
  text-decoration: none;}
a:visited {
  color: black;}
a:hover {
  color: deeppink;
  text-decoration: underline;}
a:active {
  color: darkcyan;}
```

RESULT

## Dog Breeds: B

- [Basset Hound](#)
- [Beagle](#)
- [Bearded Collie](#)
- [Beauceron](#)
- [Bedlington Terrier](#)
- [Belgian Shepherd](#)
- [Bergamaseo](#)
- [Bichon Frise](#)
- [Bloodhound](#)
- [Bolognese](#)
- [Border Collie](#)
- [Border Terrier](#)
- [Borzoi](#)
- [Bouvier des Flandres](#)
- [Briard](#)
- [Bull Terrier](#)
- [Bulldog](#)

Browsers tend to show links in blue with an underline by default, and they will change the color of links that have been visited to help users know which pages they have been to.

In CSS, there are two **pseudo-classes** that allow you to set different styles for links that have and have not yet been visited.

### :link

This allows you to set styles for links that have not yet been visited.

### :visited

This allows you to set styles for links that have been clicked on.

They are commonly used to control colors of the links and also whether they are to appear underlined or not.

On the left, you can see that visited links are shown in a different color to help visitors know what they have already seen.

Often, the `:hover` and `:active` pseudo-classes (covered on the next page) are used to alter the appearance of a link when a user hovers over or clicks on it.