

# TCS 170D: Web Design

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Typography

# Typography

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- System Fonts
- Web Fonts

# System Fonts

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- CSS can't make a browser download a font (until very recently)
- System Fonts are (pretty) certain to be on a viewer's machine

## **Serif**

Times

Times New Roman

Georgia

## **Cursive**

Comic Sans

## **Sans-serif**

Arial

Helvetica

Verdana

Geneva

## **Monospace**

Courier

Courier New

Monaco

# Font-Family Fallbacks

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```
h1 {  
font-family: Arial, Helvetica, Verdana, sans-serif;  
}
```

```
body {  
font-family: Georgia,  
"Times New Roman", Times, serif;  
}
```

# Web Fonts

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- Technique of having the browser download and install fonts that are requested in the page's styles, using syntax '@font-face'.
- Find a font you like: <http://www.1001freefonts.com/>
- Put it in the same directory as your HTML file.
- Include using @font-face:

```
@font-face{  
  font-family: BillionStars;  
  src: url(BillionStars_PersonalUse.ttf);  
}  
  
p {font-family: BillionStars;  
}
```

# CSS Fonts – 3 Options

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- Browser Defaults
- System Fonts
- @font-face

# Font-sizing

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Value: <absolute-size> | <relative-size> | <length> | <percentage>

- <absolute-size> - same size everywhere
  - 16px
  
- <relative-size> - sets size relative to default browser font size
  - 1.6em

# font-weight, font-style, text-transform

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- font-weight: 

|        |  |
|--------|--|
| Value: | normal   bold   bolder   lighter   100   200   300   400   500   600   700   800   900 |
|--------|--|

  - 900 boldest, 100 lightest
- Font-style: 

|        |                           |
|--------|---------------------------|
| Value: | normal   italic   oblique |
|--------|---------------------------|
- text-transform: 

|        |   |
|--------|---|
| Values | capitalize   uppercase   lowercase   none   inherit |
|--------|---|



# text-align, text-indent

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- text-align: 

|        |   |
|--------|---|
| Values | left   right   center   justify   inherit |
|--------|---|

  - <https://www.w3.org/wiki/CSS/Properties/text-align>
- text-indent: 

|        |                                   |
|--------|-----------------------------------|
| Values | <length>   <percentage>   inherit |
|--------|-----------------------------------|

  - Affects the first line only
  - Can go negative

# Controlling Letter Spacing

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- Horizontal Spacing:

- letter-spacing, word-spacing

<https://www.w3.org/wiki/CSS/Properties/letter-spacing>

<https://www.w3.org/wiki/CSS/Properties/word-spacing>

- Vertical Spacing:

- line-height

<https://www.w3.org/wiki/CSS/Properties/line-height>

# Controlling Spacing Between Elements

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- Use the margin-top and margin-bottom properties to adjust vertical spacing between elements
  - margin-bottom:0
  - Margin-bottom:20px
- More on this later

# Applying styling rules to specific words

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- Use the inline `<span>` element

```
<p> One word in this sentence is red.</p>
```

# Typography Assignment

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- Read this page:
  - <https://www.smashingmagazine.com/2010/12/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/#more-72938>
- Using the CSS rules we've learned earlier, and the design considerations in the above article, format menu.html and diary\_entry.html.
- If you finish early, try writing your own HTML page and incorporating additional design considerations given in the article.