

Cascading Style Sheets, part II

Web Design in a Nutshell, Third Edition

Chapters 18 and 23

Objectives

- Understand type design principles
 - Understand Cascading Style Sheets (CSS) measurement units
 - Use the CSS font properties
 - Use the CSS text properties
 - Use CSS to style lists
-

Type Design Principles

- Choose fewer fonts and sizes
 - Choose available fonts
 - Design for legibility
 - Avoid using text as graphics
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Basic Use of Fonts and Type Characteristics

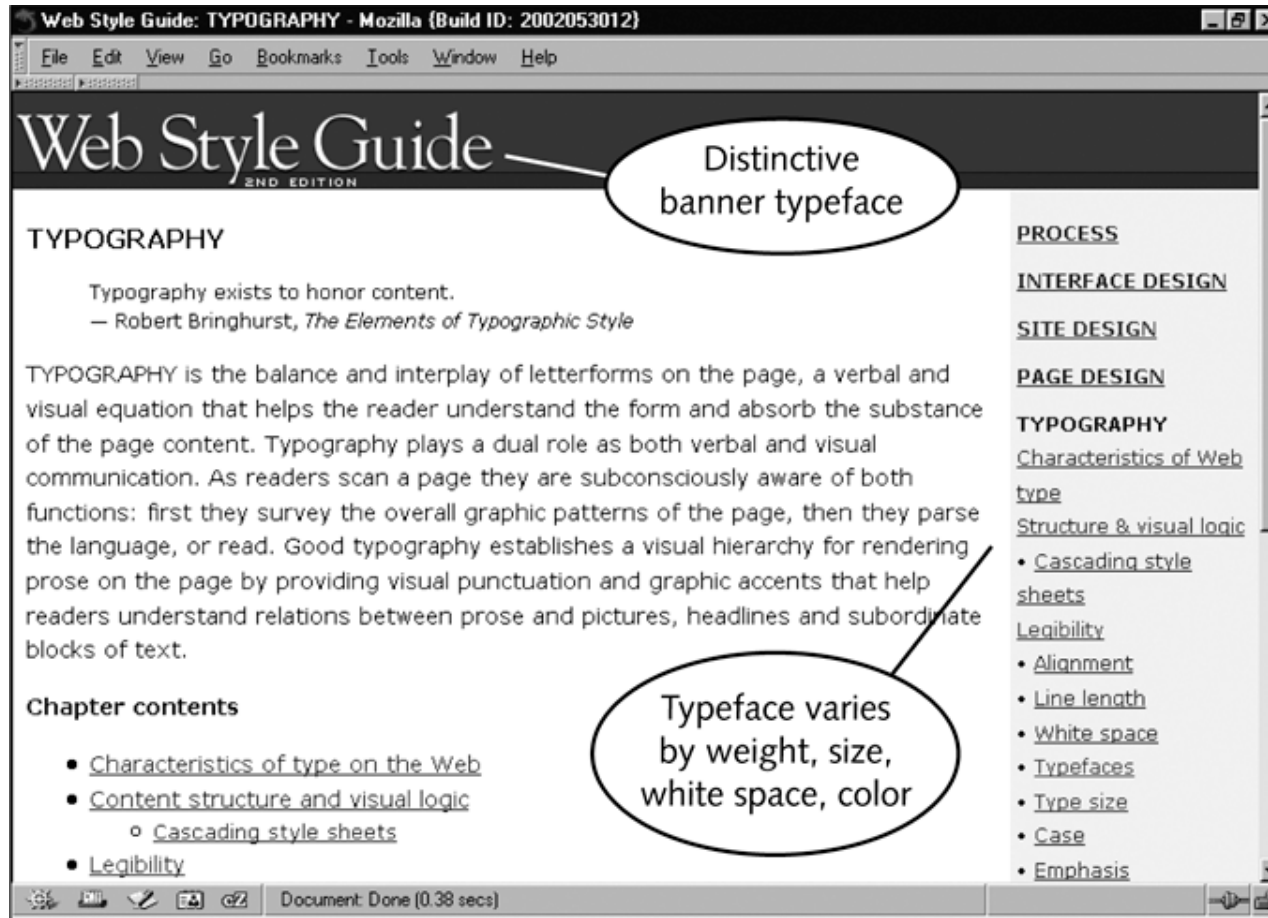


Figure 7-1 Effective typographic design

Serif vs. Sans-Serif Type Faces



Figure 7-2 Serif and sans-serif type

Common Installed Fonts

Table 7-1 Common installed fonts

Common PC Fonts	Common UNIX Fonts	Common Macintosh Fonts
Arial	Helvetica	Helvetica
Courier New	Times	Courier
Times New Roman		Palatino
Trebuchet MS		Times
Verdana		Verdana Arial

Common Font Families

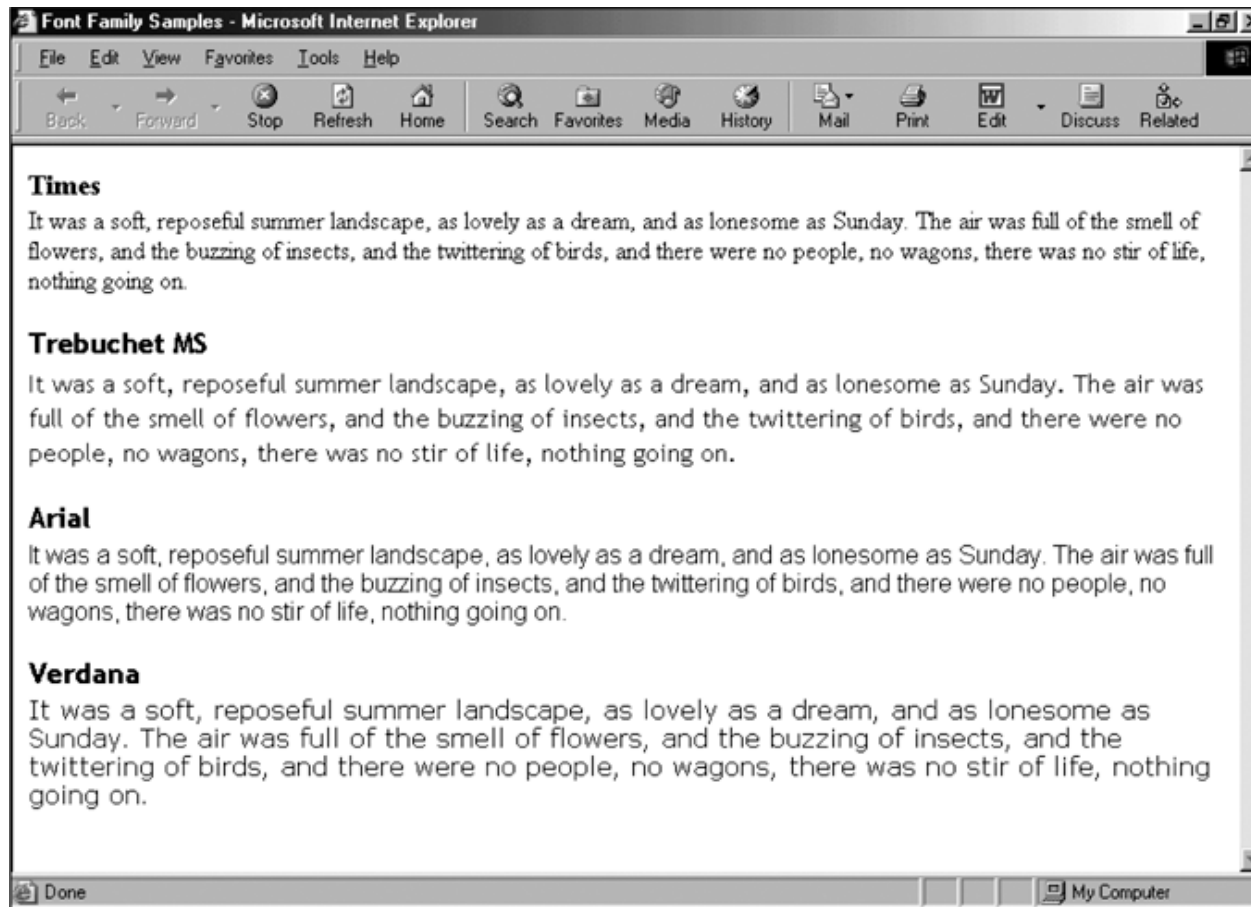


Figure 7-3 Common Web font families

Choose the Font Family via CSS

- Choose a basic font for everything:

```
body {font-family: Palatino, "Times New Roman", Times, Serif;}
```

- Set individual elements fonts:

```
h1 {font-family: 'Lucida Grande', Verdana, Arial, Sans-Serif;}
```

Understanding CSS Measurement Units

- CSS offers a variety of measurement units, almost to the point of offering too many choices
 - For example, to specify font size, you can use any of the measurement units listed in the following table
-

CSS Measurement Units

Table 7-2 CSS measurement units

Unit	Unit Abbreviation	Description
Absolute Units		
Centimeter	cm	Standard metric centimeter
Inch	in	Standard U.S. inch
Millimeter	mm	Standard metric millimeter
Pica	pc	Standard publishing unit equal to 12 points
Point	pt	Standard publishing unit, with 72 points in an inch
Relative Units		
Em	em	The width of the capital M in the current font, usually the same as the font size
Ex	ex	The height of the letter x in the current font
Pixel	px	The size of a pixel on the current monitor
Percentage	For example: 150%	Sets a font size relative to the base font size; 150% equals 1.5 times the base font size

Understanding CSS Measurement Units

- Absolute Units
 - Specify a fixed value

```
p {font-size: 12pt;}
```

- Cannot be scaled to client display
 - Should only be used when exact measurements of destination medium are known (Kiosks or computers you have control over)
-

Understanding CSS Measurement Units

- Relative Units

- Specify a relative measuring unit:

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

- Enables scalable Web pages that adapt to different display types and sizes, from computer screens, large and small, to cell phones.
 - Recommended method for Web page design
-

Using the CSS Font Properties

- font-family
 - font-size
 - font-style
 - font-variant
 - font-weight
 - font (shorthand property)
-

Specifying Font Family

- Allows specification of generic font family names (e.g., sans-serif) or a specific name (e.g., arial)

p {font-family: sans-serif;}

p {font-family: arial;}

- Specify fonts from left to right in order of choice, e.g.

p {font-family: "Times New Roman", Times, Serif;}

Specifying Font Size

- The following rule sets the <p> element to 1.5em:

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

Specifying Font Style

- The font-style property lets you specify italic or oblique text.

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

Specifying Font Variant

- The font-variant property lets you define small capitals, which are often used for chapter openings, acronyms, and other special purposes.

```
h1 {font-variant: small-caps;}
```

Specifying Font Weight

- The font-weight property lets you set the weight of the typeface.

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

Using the Font Shortcut Property

- The font shortcut property lets you abbreviate the more verbose individual property listings into one rule. The following rules produce the same results.

```
p {font-weight: bold; font-size: 18pt; line-height: 24pt; font-family: arial;}
```

```
p {font: bold 18pt/24pt arial;}
```

CSS Text Properties

- text-indent
 - text-align
 - text-decoration
 - text-transform
 - text-shadow
 - line-height
 - vertical-align
 - letter-spacing
 - word-spacing
-

Specifying Text Indents

- Use the text indent property to set the amount of indentation for the first line of text in an element, such as a paragraph. The following rule sets an indent of 24 points:

```
p {text-indent: 1em;}
```

Text Indents

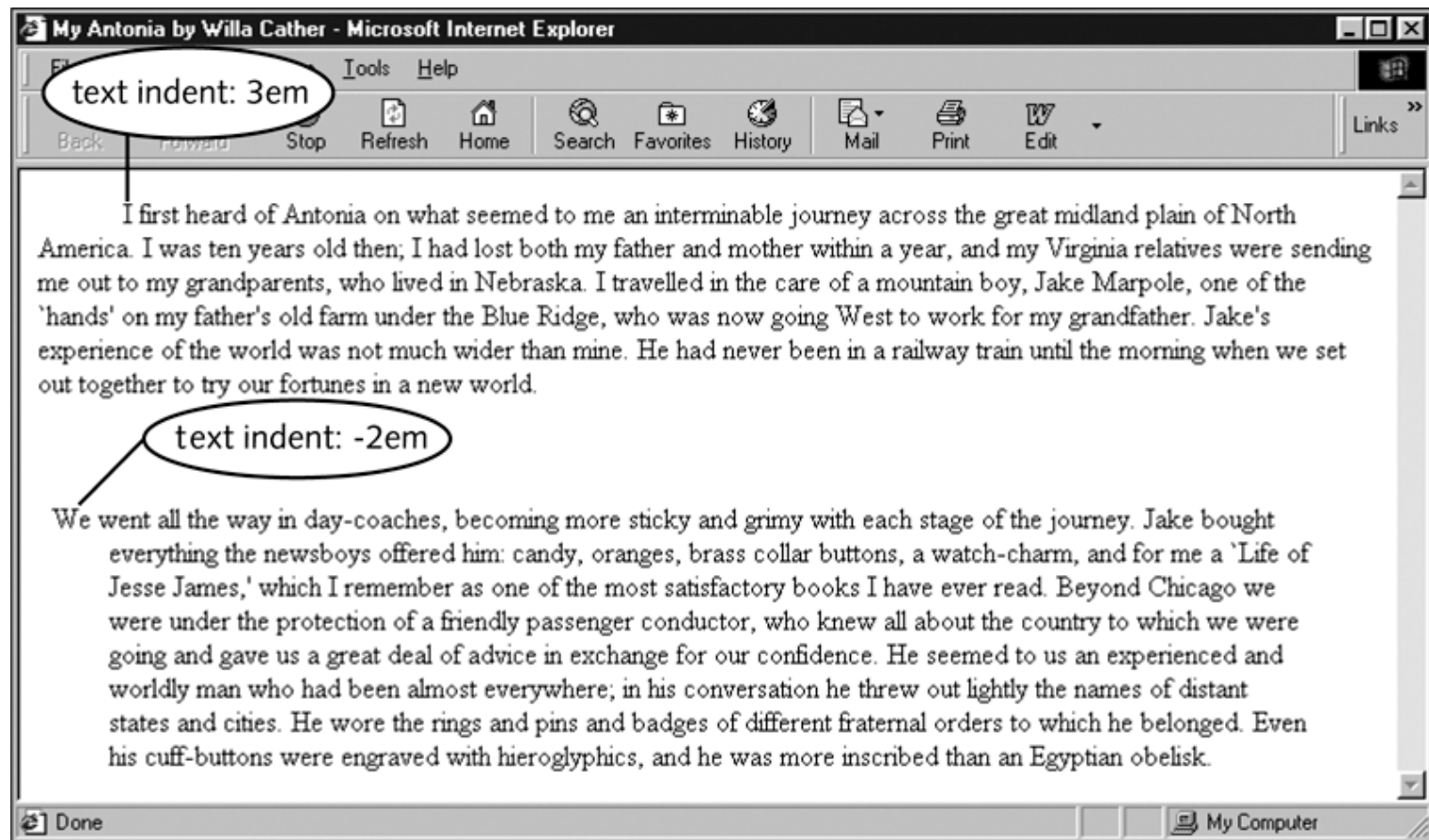


Figure 7-7 Text indents

Specifying Text Alignment

- Use the text-align property to set horizontal alignment for the lines of text in an element.

```
p {text-align: justify;}
```

Text Alignment

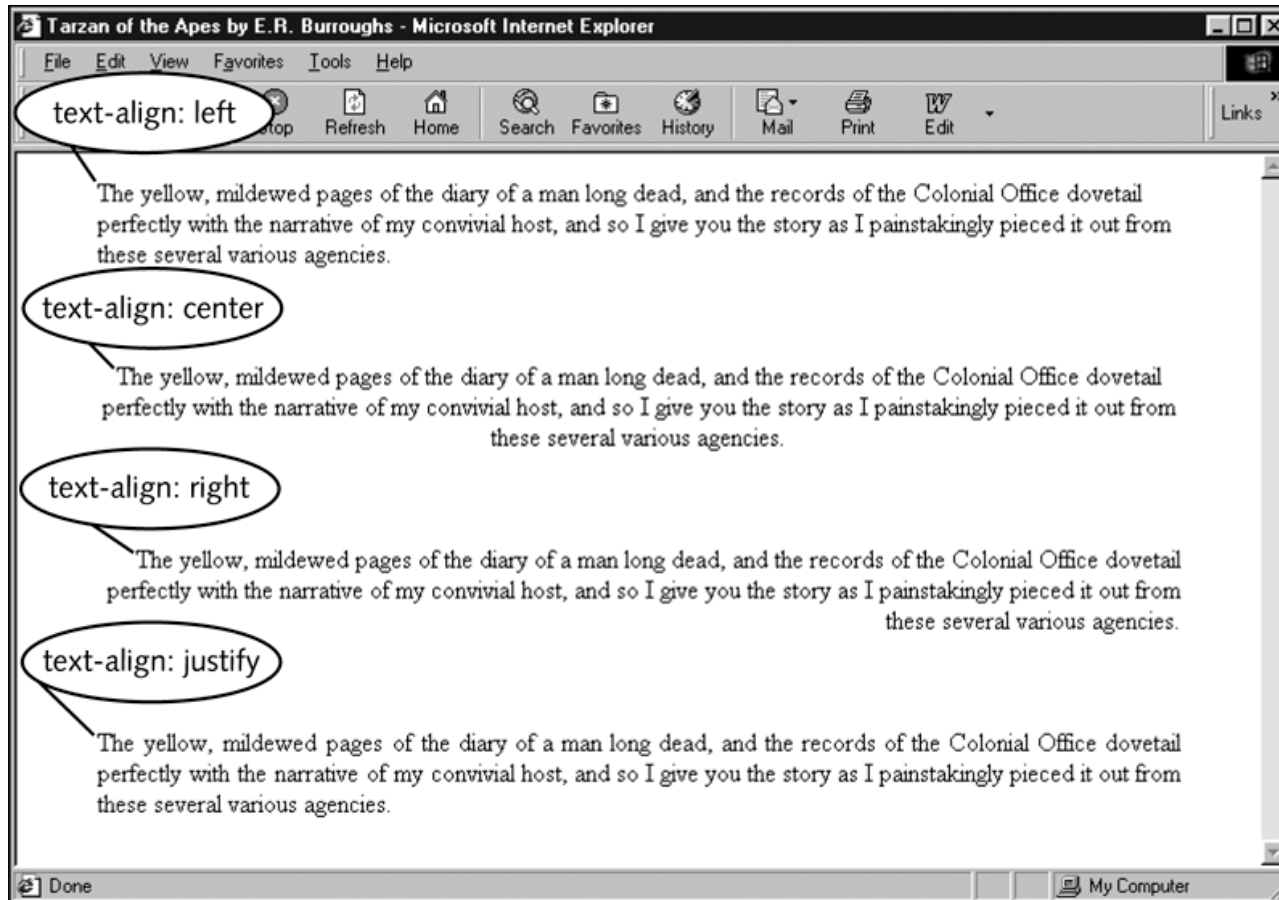


Figure 7-8 Text alignments

Specifying Text Decoration

- Use the text-decoration property to add or remove underlining to text, overlining to text, and strike-through to text. The following code removes the underlining from hypertext links.

```
a {text-decoration: none;}
```

Specifying Text Decoration

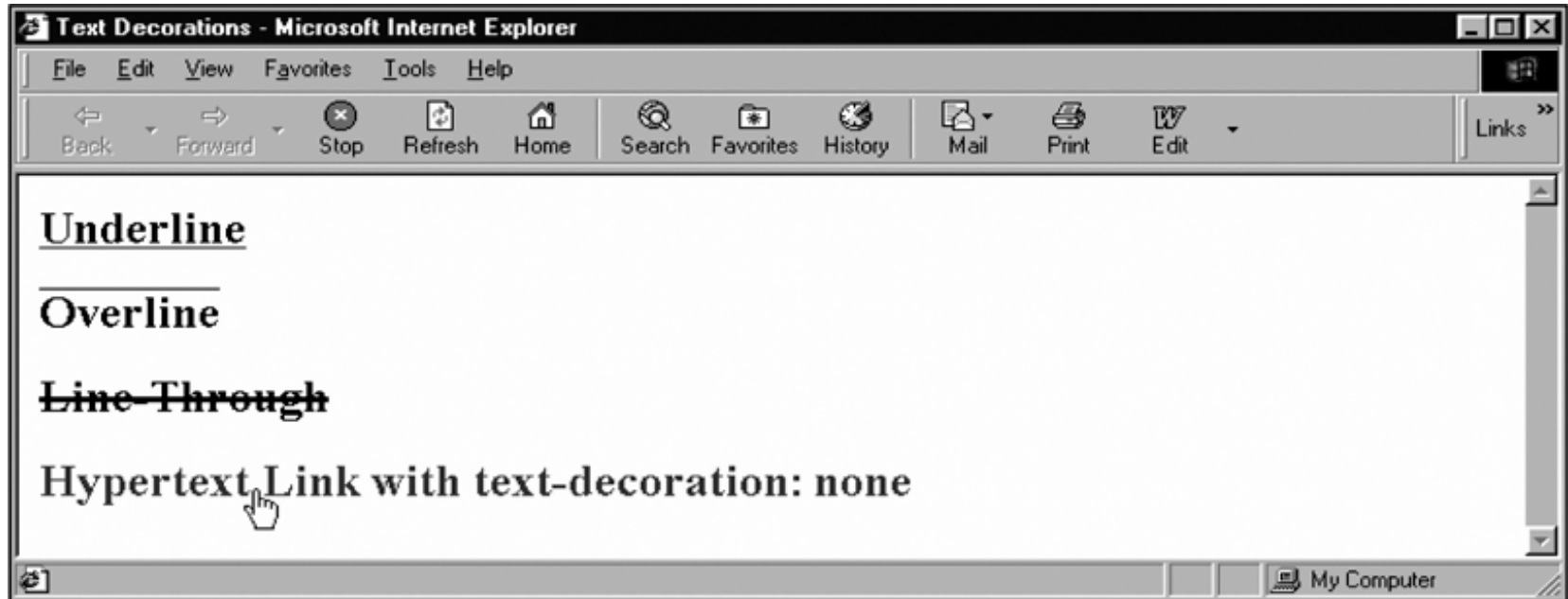


Figure 7-9 Text decorations

Specifying Text Shadow

- Use the text-shadow property to add drop shadows that are supported in some modern browsers, like Safari

```
#header{ text-shadow: #333 3px 3px 3px; }
```

Safari supports this property...



*Putting HDTV
on the map
in Oklahoma*

Specifying Text Shadow

- Use the text-shadow property to add drop shadows that are supported in some browsers, like Safari

```
#header{ text-shadow: #333 3px 3px 3px; }
```

Firefox does not support this property...



*HDTV
on the map
in Oklahoma*

Specifying Text Transform

- CSS allows you to specify that text can appear in upper or lower case or capitalized, regardless of how it is actually typed. *None* is the default.

```
p {text-transform: uppercase;}
```

Specifying Line Height

- CSS allows you to specify either a percentage or absolute value for the line height, which is more commonly called leading. The following rule sets the line height to 2 em:

```
p {line-height: 2em;}
```

Web Leading

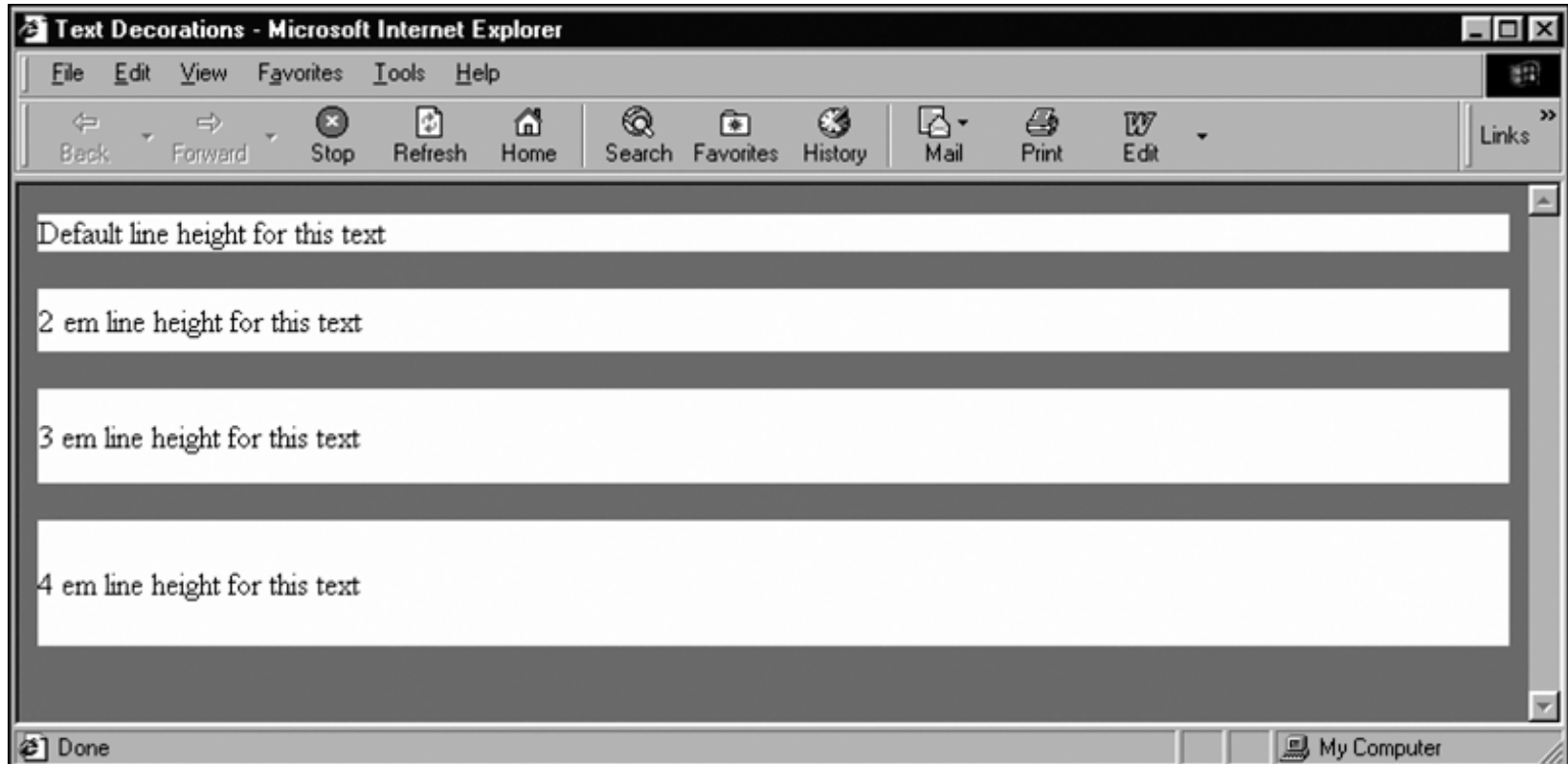


Figure 7-10 Line height

Adjusting Line-Height Increases Legibility

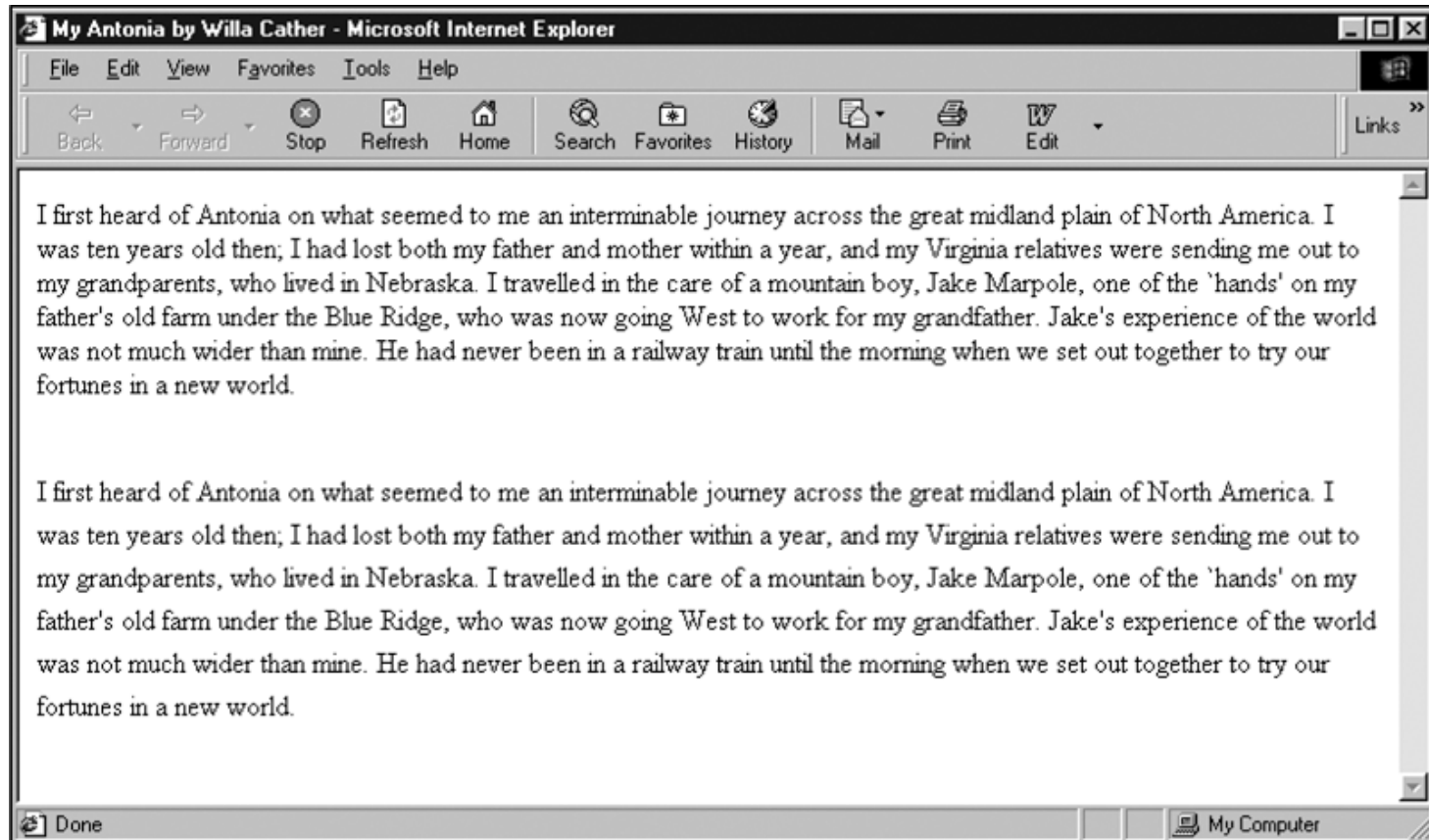


Figure 7-11 Adjusting line height increases legibility

Specifying Vertical Alignment

- The vertical-align property lets you adjust the vertical alignment of text within the line box.
 - Vertical-align works on inline elements only.
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Vertical Align Properties

Table 7-5 Vertical-align property values

Value	Definition
baseline	Align the baseline of the text with the baseline of the parent element.
sub	Lower the baseline of the box to the proper position for subscripts of the parent's box; this value does not automatically create a smaller font size for the subscripted text.
middle	The CSS2 specification defines "middle" as "the vertical midpoint of the box with the baseline of the parent box plus half the x-height of the parent"; realistically, this means the middle-aligned text is aligned to half the height of the lowercase letters.
super	Raise the baseline of the box to the proper position for superscripts of the parent's box; this value does not automatically create a smaller font size for the superscripted text.
text-top	Align the top of the box with the top of the parent element's font.
text-bottom	Align the bottom of the box with the bottom of the parent element's font.
top	Align the top of the box with the top of the line box.
bottom	Align the bottom of the box with the bottom of the line box.

Vertical Alignment

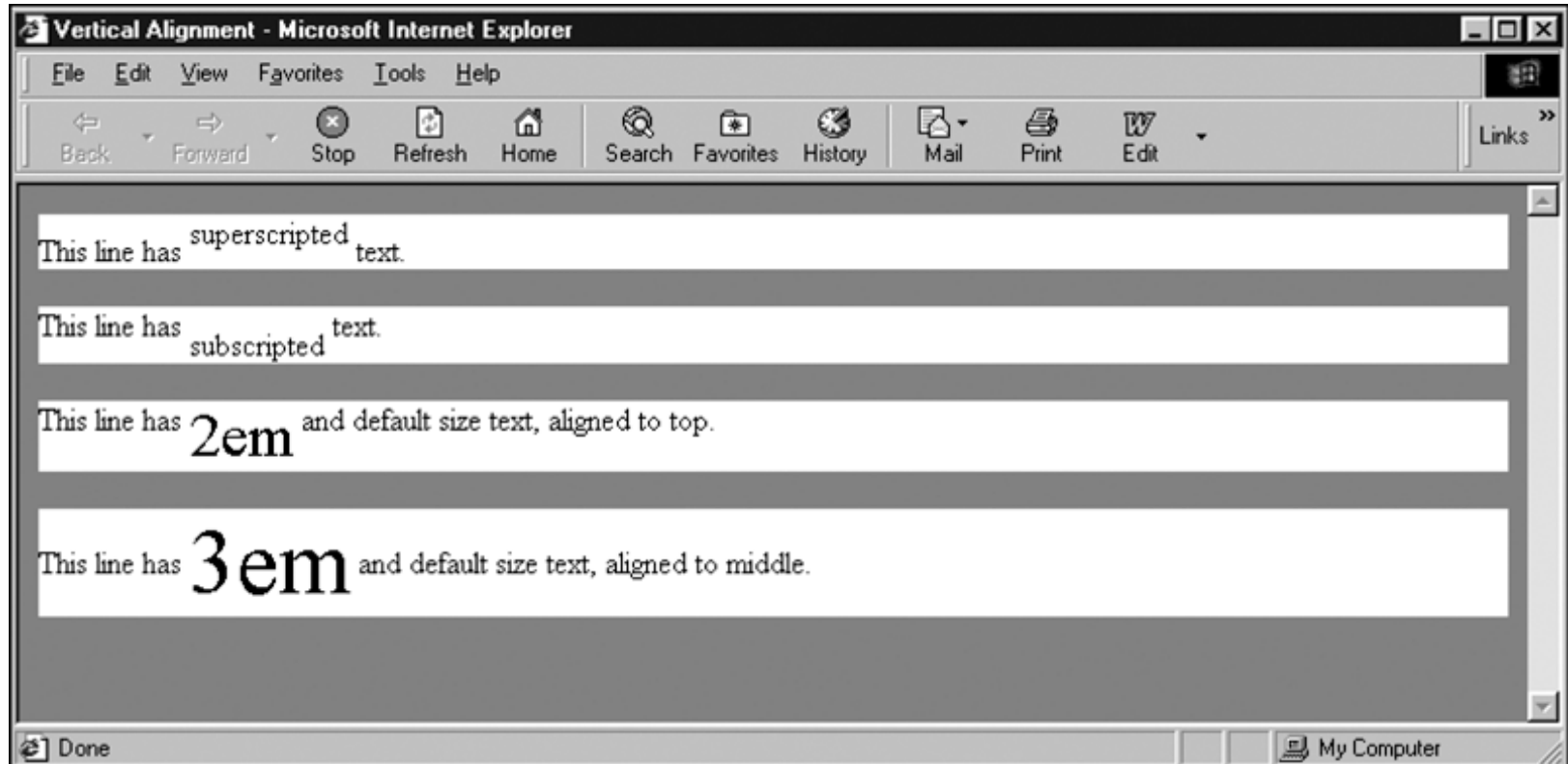


Figure 7-12 Vertical alignments

Specifying Vertical Alignment

- You can also use vertical alignment to align text with graphics. The following rule, added to the `` element with the `style` attribute, sets the vertical alignment to top:

```

```

Vertically Aligning Text and Graphics

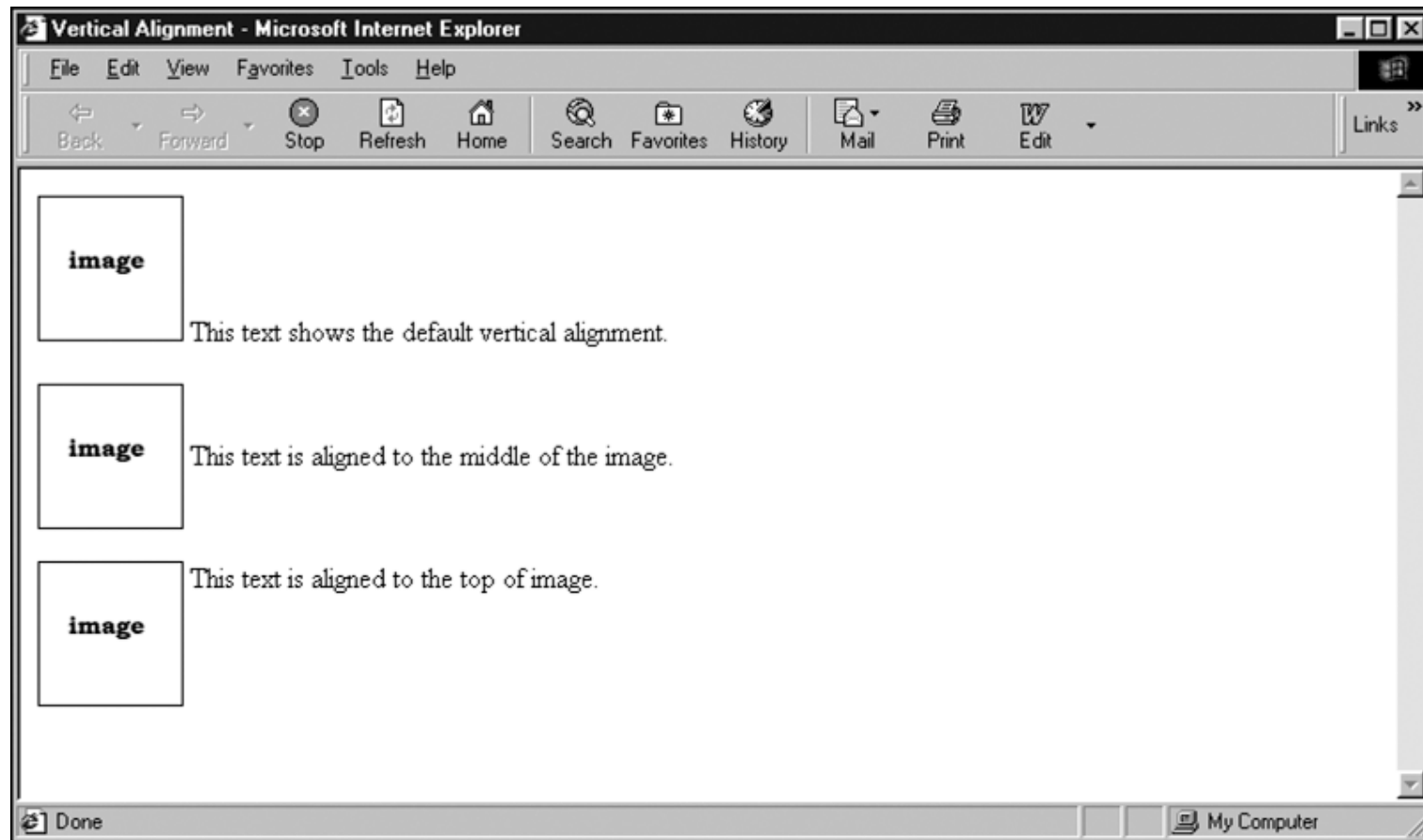


Figure 7-13 Vertically aligning text and graphics

Specifying Letter Spacing

- To adjust kerning, the printer's term for adjusting the white space between letters, use the letter spacing property. The following rule sets the letter spacing to 4 points.

```
h1 {letter-spacing: 4pt;}
```

Web Kerning

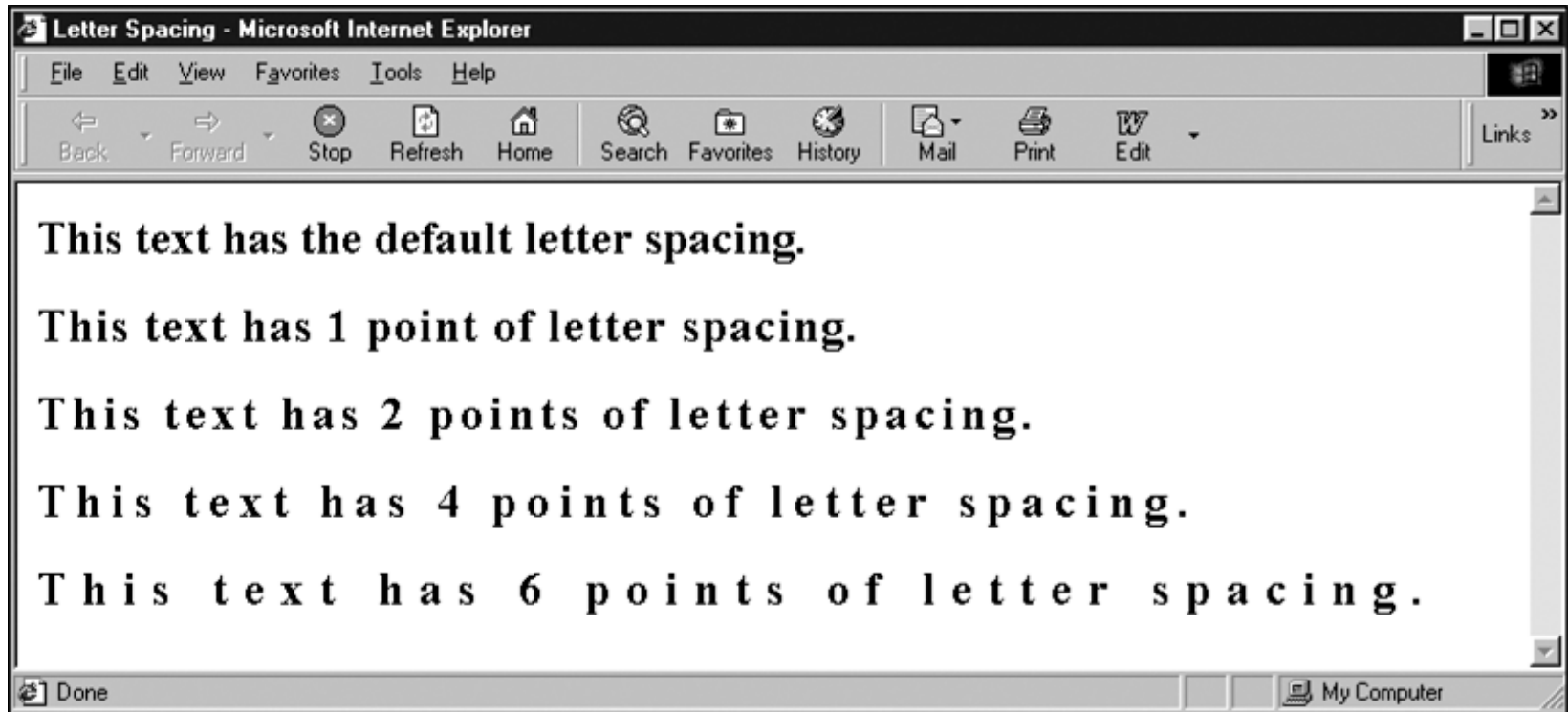


Figure 7-14 Adjusting letter spacing

Specifying Word Spacing

- The word-spacing property lets you adjust the white space between words in the text. The following code sets the word spacing to 2 em.

```
h1 {word-spacing: 2em;}
```

Adjusting Word Spacing

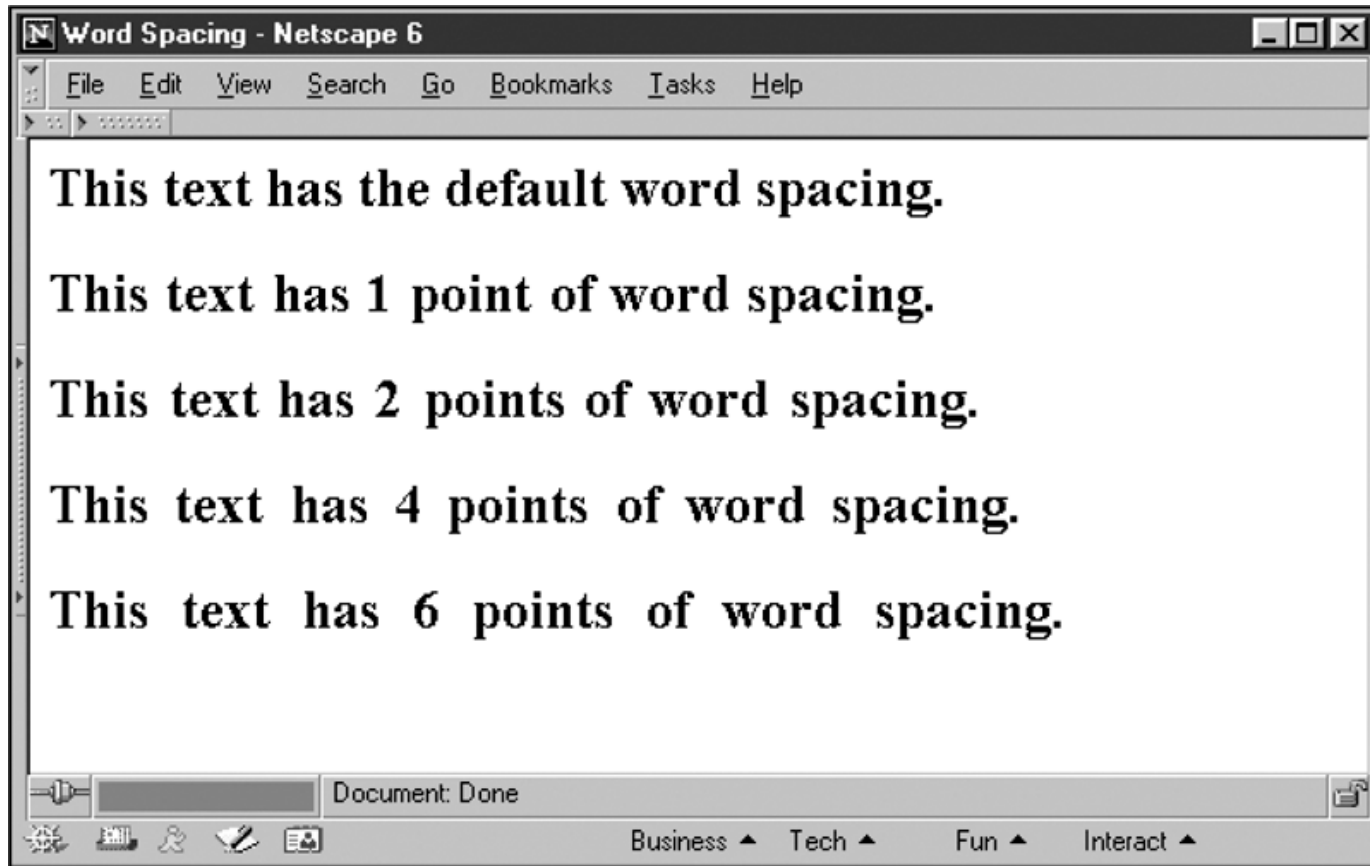


Figure 7-15 Adjusting word spacing

Using CSS to Style Lists

- Lists are either ordered or unordered and provide document structure:

```
<ul>  
  <li>Item 1</li>  
  <li>Item 2</li>  
  <li>Item 3</li>  
</ul>
```

- Item 1
- Item 2
- Item 3

Styling List Items

- `list-style-type` — defines the type of list-item marker: `disc`, `square`, `circle`, `upper-alpha`, `decimal`, `lower-roman`
- `list-style-image` — defines an image as the bullet: `url (path/to/image.jpg)`
- `list-style-position` — defines where the bullet is placed in regard to the list item: `inside` or `outside`
- `list-style` — short hand for the above: `list-style: square inside`

Summary

- Use type to communicate information structure. Be sparing with your type choices, and use fonts consistently.
 - Remember that XHTML text downloads faster than graphics-based text. Use XHTML text whenever possible.
 - Use browser-safe fonts that will display as consistently as possible across operating systems
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Summary

- Standardize your styles by building external style sheets and linking them to multiple documents.
 - Test your work. Different browsers and computing platforms render text in different sizes.
 - Use type effectively by choosing available fonts and sizes. Design for legibility and use text to communicate information about the structure of your material.
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Summary

- For the computer screen, ems, pixels, or percentage measurements can scale to the user's preferences.
 - Use the font properties to control the look of your letter forms.
 - Use the text spacing properties to create more visually interesting and legible text.
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