

# CSS Typography

Webpage Design

# Typography

Clarity

Arial

Personality

Trebuchet MS

Typography has many purposes but clarity (readability) and personality are two of the most important. Notice that the two fonts used above are subtly different and this makes a big difference to the way they look on the page.

# Typography and fonts

- Typography is not just about choosing the correct font for a particular design, it's about how that font is used:
  - Size and colour
  - Line height
  - Letter and word spacing
  - General layout, whitespace and hierarchies
- CSS gives us control of these parameters

# CSS Typography

## Nostalgia

October 31, 2011

“Good design aims to promote those features and values that are timeless. Truly great design in a way that cannot be forgotten.”

A lot of people get nostalgic when faced with the often intrusive evolution of technology. Partly it's willingness and ability to change; our adaptiveness. New things can be overwhelming, too complex from the current norm. I often find myself saying “What does this solve? I don't have a problem [...]

[Continue reading “Nostalgia”](#)

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### [Learning to freelance](#)

It's been 1½ year since I left my position as Creative Director for a stellar agency in Utah and start time. Over the course of that time I've been lucky enough to have some awesome clients around the miss my old co-workers and crew, it's been an unbelievable ride. [...]

Here's an example of a web page displayed without styles and with CSS added. Notice particularly how visual hierarchy is changed in the CSS version.

<http://xheight.co.uk/>

October 31, 2011

## Nostalgia

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A lot of people get nostalgic when faced with the often intrusive evolution of technology. Partly it's down to our willingness and ability to change; our adaptiveness. New things can be overwhelming, too complex to justify upgrading from the current norm. I often find myself saying “What does this solve? I don't have a problem [...]

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# Web Typography is changing...

- In the past, web designers were restricted to using only those fonts that were installed on the client computer.
- This limited set of fonts were described as “web safe” fonts.
- Modern browsers now support the CSS3 “@font-face” feature, which potentially enables designers to use any font.

[http://www.w3schools.com/css/css\\_websafe\\_fonts.asp](http://www.w3schools.com/css/css_websafe_fonts.asp)

<http://www.webdesigndev.com/web-development/16-gorgeous-web-safe-fonts-to-use-with-css>

# ...and we're almost there

- There are a few creases to iron out:
  - Most browsers support TTF and OTF font formats but IE supports only EOT.
  - Designers cannot use most fonts without a web license.
- Fortunately, there are a growing number of “web font embedding services” that serve all formats and provide a convenient way to pay for licensing.

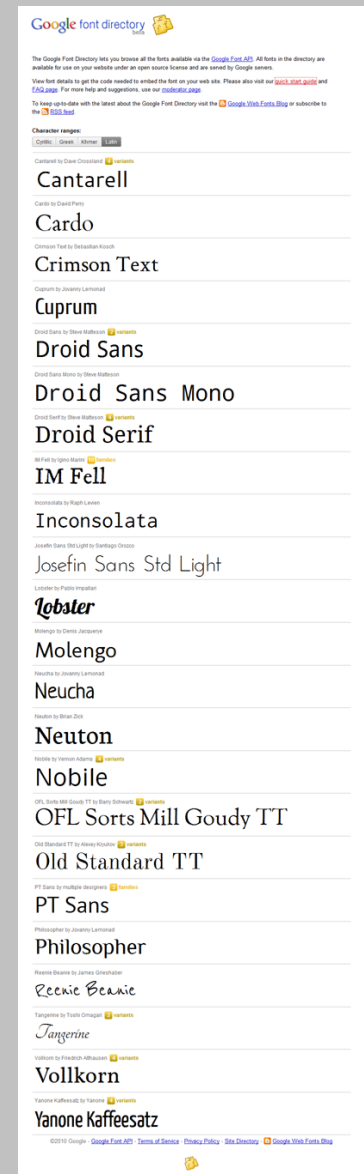
<http://opentype.info/blog/2009/07/29/why-webfont-services-are-the-future-of-fonts-on-the-web/>

[http://webfonts.info/wiki/index.php?title=@font-face\\_browser\\_support/](http://webfonts.info/wiki/index.php?title=@font-face_browser_support/)

<http://www.smashingmagazine.com/2010/10/20/review-of-popular-web-font-embedding-services/>

# Open Source fonts are free

- Fonts with an open source license may be used for free.
- Some services, such as *Google web fonts*, provide an easy way to use open source fonts.
- Font embedding is in its infancy and the next few years will see many changes to the way fonts are used on the web.



# Web font services

- In addition to Google, there are now a number of services that serve fonts.
- Some are free and others have varying payment models.



# What's a Serif?

A Serif Font

Cambria

Traditionally, the purpose of the serif was to guide the eye when reading small printed body text.

A Sans-Serif Font

Calibri

On the web, serif fonts don't render well and so the sans-serif fonts are more commonly used for body text – a reversal of the traditional printed use.

# Print/Online Comparison

Sans-serif heading

4 FRIDAY OCTOBER 28 2011

## NEWS

# High-profile jobs triple Wilkinson Eyre profits

Elizabeth Hopkirk & Andrea Klettner

Wilkinson Eyre has seen profits triple for the financial year ended 31 March 2011, following a series of high-profile commissions. Its pre-tax profits rose from £293,516 in 2010 to £923,820. In the same year the London-based firm's turnover increased by 5% from £10.8 million to £11.4 million and staff numbers rose from 105 to 126.

In its annual accounts, filed at Companies House this week, Wilkinson Eyre said the successful figures were a result of a number of high-profile jobs.

In July 2010 it was appointed to design a cross-Thames cable car in east London, while in May the firm received planning approval for the £78 million redevelopment of Oxford University's New Bodleian Library and for the Siemens Urban Sustainability Centre, due to open in early 2012.

Overseas work has included plans for a new building at Swinburne University of Technology in Melbourne, Australia, and its first project win in Germany — a 130m-long bridge in HafenCity, Hamburg.

Meanwhile, this week Wilkinson Eyre's £100 million masterplan for the Science Museum was thrown into doubt after the museum's director, Ian Blatchford, scrapped part of the project's first phase.

He is thought to be keen to put his own stamp on the museum's redevelopment, which was conceived by his predecessor, Chris Rapley, and designed by Wilkinson Eyre in 2009.

It included the Beacon, a glass structure bulging from the museum's facade; SkySpace, a gold roof-top cosmology gallery; a café with dramatic views; and a new entrance.

The first phase, put out to tender this year, is the revamped Treasury Galleries, though part of that scheme has just been sent back to the drawing board.

Earlier this month Blatchford poached Karen Livingstone, his former colleague at the V&A, to be director of masterplan and estate.

She is to deliver a 10-year gallery and infrastructure plan for the museum, as well as a radical review of property holdings.

This will include overseeing the Museum of the Future project — which is now going through a detailed planning and budgeting process — and hiring practices to work on specific elements of it.



In doubt: Wilkinson Eyre's Museum of the Future.

Serif body text

bdonline.co.uk Tuesday 01 November 2011

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## High-profile job wins help triple Wilkinson Eyre profits

26 October 2011 | By Elizabeth Hopkirk, Andrea Klettner

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### But future of Science Museum masterplan in doubt

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[Science Museum poaches V&A's head of projects](#)  
21 October 2011

[Design Museum's original home put up for sale](#)  
20 October 2011

Serif heading

Sans-serif body text

# Screen Fonts



Georgia

x-height



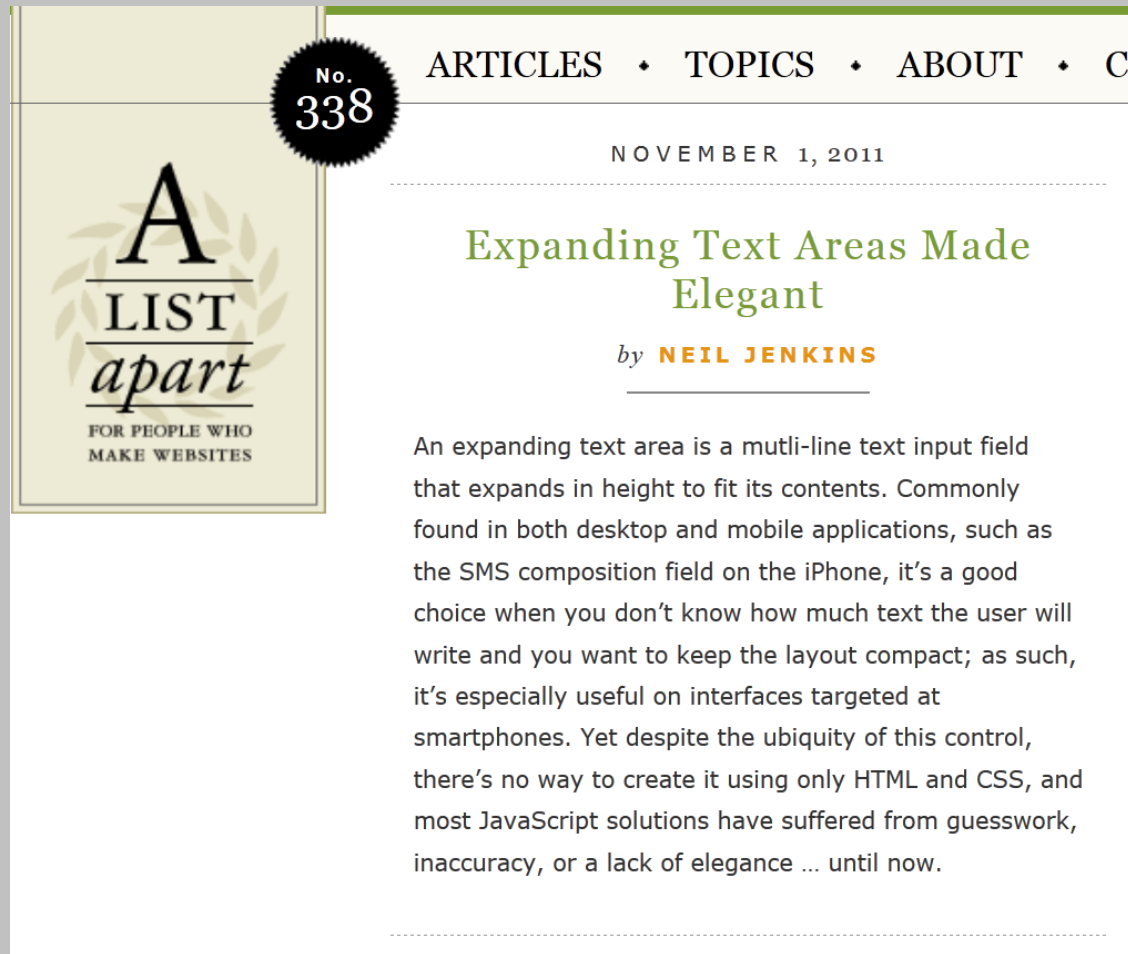
counter

Verdana

x-height

Fonts designed specifically for the screen tend to have larger x-heights. This results in more open “counters”, making them more easily rendered and therefore more readable. Georgia and Verdana are good examples of this and are commonly used in combination on websites.

# Georgia + Verdana



No. 338

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NOVEMBER 1, 2011

## Expanding Text Areas Made Elegant

by **NEIL JENKINS**

An expanding text area is a mutli-line text input field that expands in height to fit its contents. Commonly found in both desktop and mobile applications, such as the SMS composition field on the iPhone, it's a good choice when you don't know how much text the user will write and you want to keep the layout compact; as such, it's especially useful on interfaces targeted at smartphones. Yet despite the ubiquity of this control, there's no way to create it using only HTML and CSS, and most JavaScript solutions have suffered from guesswork, inaccuracy, or a lack of elegance ... until now.

**A**  
**LIST**  
*apart*  
FOR PEOPLE WHO  
MAKE WEBSITES

Webpage Design

**WHICH FONT SHOULD I USE?**

# Font Face

## What, where, how & how much?

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### Software Piracy

Before going any further I should make one point clear: *I do not condone the use of pirate software*. It is illegal and it's not even necessary as there are perfectly adequate open source alternatives, free and low-cost versions of the software you need.

### What are the options?

As a student, you have 3 basic options when it comes to acquiring software; open source, free educational software and low-cost educational software. In most cases, a satisfactory digital design toolkit can be assembled using a combination of all 3 and if you're on a very tight budget and don't mind a little extra legwork, it can even be done for free.

### Open Source Software

The open source movement is becoming an increasingly important force in software development. In fact, it's now possible to run your entire digital design workstation (including the operating system) using only open source software. Most importantly, in recent years, the quality of open source alternatives has become at least as good as the commercial standard (the Firefox web browser for example). It's not appropriate to discuss the details of the open source software movement here so take a look at this [Wikipedia article](#) if you'd like to know more. The important thing to understand is that with few exceptions, open source software is free.

Verdana: large X-height, neutral

Sans serif

# Font Face

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### Free Software and Free Educational Software

Arial: classic, scientific but warm

Sans serif

# Font Face

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Comic Sans MS: informal, childish or amateur

Sans serif

# Font Face

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### Free Software and Free Educational Software

Times New Roman: classic, compact

Serif

# Font Face

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Georgia: elaborate, warm

Serif

# Font Face

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Courier New: basic, traditional

Serif

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OCTOBER 24, 2006

How to Be a Great Host  
by JOHN GLADDING

Published in: Community | Discuss this article



Meet Joe. He's an amateur web developer who's just starting to receive a good feedback, a steady stream of traffic, and maybe even some revenue from his website. So Joe decides to kick it up a notch and add a forum. After all, everyone else is doing it—how hard can it be? So Joe downloads some bulletin board software and fancy skins to make his forums sexy, creates 20 topical sub-forums, and starts posting. All he needs to do now is sit back and watch the membership grow.

Unfortunately, the members Joe expects never arrive. He talks a few friends into signing up and posting here and there, but his friends don't share his enthusiasm for the website, so they don't stick around. Joe's prepared for a party...and nobody showed up. What

Search ALA  
GO  
 Include discussions

Topics

- Code
- Content
- Culture
- Design
- Process
- User Science

Snapshot

Anyone who can host a great party can start a successful forum.

MX-SF  
MANAGING EXPERIENCE  
FEBRUARY 12-13, 2007  
adaptive path

SEE San Francisco: a conference about managing experience. February 12-13.  
Ad via The Dark

Verdana body text with Georgia headings

### Are you really ready to start a new community?

Before you create a forum, you should ask yourself a series of questions: Will you join your community? Does your existing site attract a decent amount of traffic? Do other established forums exist that aim to attract your target user base? Do you have a niche audience in mind, or is your planned forum subject too broad to compete against other communities? How will a forum add to your current website? You may find that you have more homework to do—or that there's probably not enough interest to make a new forum worth your while.

If you decide that you are ready to get started, keep in mind that online communities are quite a bit like college parties—you're inviting a bunch of people you don't know into your house, and that poses a series of challenges. If you don't get the word out, you may be the only one there. If you're not properly organized, your guests will leave before they've even introduced themselves. If you don't keep on top of the party, inebriated strangers may bully your invited guests or trash your living room.

### Laying groundwork

Most popular, active forums are associated with great websites—websites that have a deal of unique content and are updated on a regular basis. Link lists or news sites won't cut it, so if you don't already have a thriving website with compelling content, you'll need to spend the time required to create one. To get back to our metaphor, think of this part as the foundation of your healthy social life: being an interesting person and making some friends.

Now that I've scared off all the folks who want a "website in a box," we can start building a forum.

## Are you really ready to start a new community?

Before you create a forum, you should ask yourself a series of questions: Why would people join your community? Does your existing site attract a decent amount of traffic? Do other established forums exist that aim to attract your target user base? Do you have a niche audience in mind, or is your planned forum subject too broad to compete against other communities? How will a forum add to your current website? You may find that you have more homework to do—or that there's probably not enough interest to make a new forum worth your while.

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Newsletter powered by Campaign Monitor

## Principles and Elements of Design

### A Web Design Review

In: Columns » Design in Theory and Practice

By [Joshua David McClung-Gemness](#)  
 Published on April 17, 2006

In the [last three articles](#), we discussed the fundamental concepts of design. The principles of design—the underlying tenets of the profession dealing with the objects in a composition. Next, we looked at the elements of design—the objects in the composition itself. Finally we looked at the medium of the Web, and at so constraints inherent in such an environment that could alter the way we use the elements of design. Taken together, the topics covered thus far form the basis of education. And they can help any designer, whether a novice or professional, profession.

#### Bridging the Gap

So far we have looked at the fundamentals of design in a rather abstract way, illustrating the concepts using simple shapes and forms. This is an excellent principles and elements of design, but does not bridge the gap between theory and practice. In this article we will be reviewing many of the topics previously covered, but we will use actual Web sites so that we can see how everything we have been talking together.

After much consideration, I chose to take all of the Web site examples used in this article from the [CSS Zen Garden](#), created and managed by Dave Shea. I did this for a number of reasons. First, I want the focus to be on layout and design. The Zen Garden does this wonderfully by allowing graphic designers to alter a pre-existing page of content and navigation. This allows us to focus on the design and not be distracted by other concepts that, while equally important from a Web perspective, are not the focus of this review. Second, the Zen Garden is an experiment in the use of CSS for design on the Web, and inherently addresses many of the topics covered in the third article of the Design in Theory and Practice column.

#### Design Review

I have reviewed eight designs. I will discuss each one in detail, highlighting the elements of design that they make best use of. I've included a sample screen abstract view of the design highlighting the relevant principle or element. In addition, you can click on the title to go to the actual site in the Zen Garden for direct reference.

#### Balance

##### Centerfold

Balance usually comes in two forms, symmetrical and asymmetrical, and a lack of equilibrium that can create tension and visual weight.



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Arial body text and headings with Georgia pull quote.

The “Manhattan Edition” illustrates how text can take on a more textured element in design. The font chosen works well with the other textures on the page, and has a sense of rhythm unto itself that complements the overall design.

“The “Manhattan Edition” illustrates how textual objects can take on a more abstract, textured element in a design. The font chosen works well with the other textures on the page, and has a sense of rhythm unto itself that complements the overall design.”

# How many typefaces can I use?

A large, bold, black serif numeral '2' is centered on the page. The font is a classic, elegant serif typeface, possibly a Garamond or similar, characterized by its thick strokes and decorative curves. The number is rendered in a single, solid black color with a subtle drop shadow effect, giving it a three-dimensional appearance as if it's floating slightly above the page.

You'd have to make a pretty good case for using more than 2.

Webpage Design

# HOW CAN CSS HELP?

# CSS Typographic Properties

**font-family**: Georgia, "Times New Roman", Times, serif;

**font-size**: 1.0em;

**font-style**: italic;

**font-variant**: small-caps;

**font-weight**: bold;

**letter-spacing**: 0.1em;

**line-height**: 1.5em;

**text-align**: justify;

**text-decoration**: line-through;

**text-indent**: 1.2em;

**text-transform**: lowercase;

**word-spacing**: 0.5em;

# Text pseudo-elements

```
p:first-line {  
  color:#CC0000;  
}  
p:first-letter {  
  color:#0000CC;  
  font-size:xx-large;  
}
```

**L**orem ipsum dolor sit amet, consectetur adipiscing elit. In posuere velit ut risus tempus in hendrerit leo auctor. Ut accumsan enim sit amet orci sollicitudin accumsan. Pellentesque volutpat pharetra metus sit amet vestibulum. Vivamus sit amet nibh turpis, vel laoreet magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ligula nisl, iaculis eu tincidunt nec, sollicitudin posuere libero. Nulla semper, quam eget scelerisque tempus, velit lacus tincidunt diam, sit amet lacinia enim sapien sed sem. Fusce convallis pretium semper

## Student Software

### Introduction

As a student at the University of Greenwich, you have access to a whole range of software when on campus. But how do you go about getting hold of that same software for your own PC at a reasonable cost or (preferably) free? This page aims to give you all the information you need on what to get, where to get it, how to get it and what to pay.

### What, where, how & how much?

#### Software Piracy

Before going any further I should make one point clear: *I do not condone the use of pirate software*. It is illegal and it's not even necessary as there are perfectly adequate open source alternatives, free and low-cost versions of the software you need.

#### What are the options?

As a student, you have 3 basic options when it comes to acquiring software; open source, free educational software and low-cost educational software. In most cases, a satisfactory digital design toolkit can be assembled using a combination of all 3 and if you're on a very tight budget and don't mind a little extra legwork, it can even be done for free.

#### Open Source Software

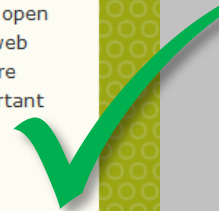
The open source movement is becoming an increasingly important force in software development. In fact, it's now possible to run your entire digital design workstation (including the operating system) using only open source software. Most importantly, in recent years, the quality of open source alternatives has become at least as good as the commercial standard (the Firefox web browser for example). It's not appropriate to discuss the details of the open source software movement here so take a look at this [Wikipedia article](#) if you'd like to know more. The important thing to understand is that with few exceptions, open source software is free.

#### Free Software and Free Educational Software

Increasingly, it is becoming possible for students and non-commercial organisations to acquire full commercial versions of software for free. You may have seen software described as being "free for personal and non-commercial use". This means that if you're using the software for educational use and you don't get paid for doing what you do with it, you may use it for free. There are a number of examples of this kind of software listed below.

A more recent phenomenon is the tendency for big commercial concerns like Google and Microsoft to just give stuff away for free - because they can and because they are aware of the

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



The default – does not need to be specified.

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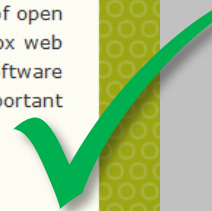
The open source movement is becoming an increasingly important force in software development. In fact, it's now possible to run your entire digital design workstation (including the operating system) using only open source software. Most importantly, in recent years, the quality of open source alternatives has become at least as good as the commercial standard (the Firefox web browser for example). It's not appropriate to discuss the details of the open source software movement here so take a look at this [Wikipedia article](#) if you'd like to know more. The important thing to understand is that with few exceptions, open source software is free.

#### Free Software and Free Educational Software

Increasingly, it is becoming possible for students and non-commercial organisations to acquire full commercial versions of software for free. You may have seen software described as being "free for personal and non-commercial use". This means that if you're using the software for educational use and you don't get paid for doing what you do with it, you may use it for free. There are a number of examples of this kind of software listed below.

A more recent phenomenon is the tendency for big commercial concerns like Google and Microsoft to just give stuff away for free - because they can and because they are aware of the

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



Providing columns are wide enough.



## Subjects A - Z

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[Combined Honours Programmes](#)  
[Postgraduate Programmes](#)  
- [How to Apply - Postgraduate](#)  
[Foundation Degrees](#)  
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## Multimedia

[Web Design and Content  
Planning, MA](#)

## See Also

[Computing](#)  
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[Fees 2007](#)  
[Student Information](#)



Search the University website

## Web Design and Content Planning, MA

The programme takes graduates from many disciplines and provides them with the 'hands-on' skills necessary to plan and design the content of an effective website in relation to the needs of a business, profession, government office or other organisation. Applicants should have an interest in design and a working familiarity with the software employed in a modern office environment.

On graduating from the programme, students will have the skills to design, publish and manage a corporate intranet or a public website. The objective is to provide a balanced education in the three aspects of website architecture: technical, functional and aesthetic.

The technical aspects of the programme provide an understanding of the use of the wide range of tools that are available for the design and management of a website. The functional aspects of the programme focus on the creation of web pages that are usable, accessible, and employ good information architecture. Students require an understanding of how people use the web and how they like to navigate and search for information.

The aesthetic aspects of web design are considered with regard to both graphic/artistic and business objectives, such as corporate identity and branding. The architectural principle that 'form should follow function' is relevant, not as a rule, but because aesthetic considerations must be judged with regard to technical and functional considerations.

### Key Facts

#### Entry Requirements

A good honours degree or equivalent professional qualification. Applicants will be interviewed

#### Fees 2007-2008

[See Postgraduate Fees Information](#)

#### Attendance

1 year full-time; 2 years part-time

#### School

[Architecture & Construction](#)

#### Location

Avery Hill Campus

#### Assessment

Coursework and a portfolio of project work

#### Career Options

Enhanced skills for use within chosen career or a new career in web design

Justified text in narrow columns is a bad idea

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Distracting "rivers"

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Distracting over-large spacing

## Student Software

### Introduction

As a student at the University of Greenwich, you have access to a whole range of software when on campus. But how do you go about getting hold of that same software for your own PC at a reasonable cost or (preferably) free? This page aims to give you all the information you need on what to get, where to get it, how to get it and what to pay.

### What, where, how & how much?

#### Software Piracy

Before going any further I should make one point clear: *I do not condone the use of pirate software*. It is illegal and it's not even necessary as there are perfectly adequate open source alternatives, free and low-cost versions of the software you need.

#### What are the options?

As a student, you have 3 basic options when it comes to acquiring software; open source, free educational software and low-cost educational software. In most cases, a satisfactory digital design toolkit can be assembled using a combination of all 3 and if you're on a very tight budget and don't mind a little extra legwork, it can even be done for free.

#### Open Source Software

The open source movement is becoming an increasingly important force in software development.

In fact, it's now possible to run your entire digital design workstation (including the operating system) using only open source software. Most importantly, in recent years, the quality of open source alternatives has become at least as good as the commercial standard (the Firefox web browser for example). It's not appropriate to discuss the details of the open source software movement here so take a look at this [Wikipedia article](#) if you'd like to know more. The important thing to understand is that with few exceptions, open source software is free.

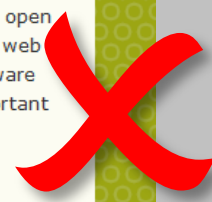
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```
p {  
text-align:center;  
}
```



Never for body text, headings maybe.

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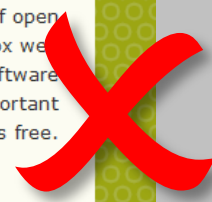
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```
p {  
text-align:right;  
}
```



Just wrong for Western script.

```
p {  
  line-spacing: 1.5em;  
}
```

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The default value.

```
p {  
line-spacing: 1.0em;  
}
```

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Too narrow.

```
p {  
  line-spacing:2.0em;  
}
```

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Too wide?

Webpage Design

**WHAT UNITS SHOULD I USE?**

# Typographic Units

- There are a wide range of units that a designer may use when specifying the size of type in CSS.
- In practice, only **px** (pixels), **em** (ems) and **%** (percent) are commonly used.
- The px is an “absolute” measurement whereas both em and % are “relative” or scalable.
- It is best practice to use relative units because IE6 will not scale fonts set with px.

# Font Size Strategy

- Different designers will have different approaches to font sizing.
- For example, some will adopt a strategy of setting the `<body>` font size to **62.5%** and then using ems in all other declarations.
- This works because the default font size is 16px and  $16 \times 0.625 = 10\text{px}$ , which is more convenient because if a designer wants `<h1>` to be **48px** high, the size can be set to **4.8em** thus enabling a specific size to be set without resorting to absolute units or weird numbers.

# Image Replacement

## <h1> Study web design in London at the University of Greenwich

The MA Web Design & Content Planning programme takes graduates from many disciplines and provides them with the hands-on skills necessary to plan, design, build and promote an effective website in relation to the needs of a business, profession, government office or organisation. The programme is also suitable for those who are considering a future in freelance web design. Applicants should have an interest in design and a working familiarity with the software employed in a modern office environment. See [Our students](#) for more information.

There are many web design courses in London but we are the only institution currently offering a post-graduate MA in this fast-evolving subject.

## <h2> Learning web design

The design of excellent websites presents a notable intellectual challenge and on graduating from the programme, students will have the skills to design, publish and manage a corporate intranet or a public website. In addition, students will learn how to promote and generate revenue from public websites. The objective is to provide a balanced education in the three aspects

*Programme details*  
*Core courses*  
*Our philosophy*  
*Design principles*  
*Our students*  
*Frequent questions*  
*Web design bookshelf*  
*Contact*

## <h2>

MA Web Design & Content Planning (full-time and part-time modes) now recruiting for **September 2010**.  
[Find out more...](#)



## <h2> Redesign this site

Select one of the colour options below to change the way this site looks. [How does this work?](#)



<h2 class="move">Apply now</h2>

<p class="apply-now">MA Web Design & Content Planning (full-time and part-time modes) now recruiting for <strong>September 2010</strong>.

<br /> <a href="http://www.websitearchitecture.co.uk/programme-details/index.php#applications">Find out more<img alt="ellipsis icon" data-bbox="580 900 600 920"/></a></p>

```
#content-sub p.apply-now {
background-
image:url(images/apply-now-
default.png);
background-repeat:no-repeat;
background-position:top right;
padding-top:35px;
padding-right:25px;
margin-top:-10px;
}
.move {
position:absolute;
text-indent:-5000px;
}
```

**The End**

---