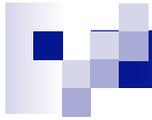


Chapter 7

Typography, Style Sheets, and Color

Mrs. Johnson



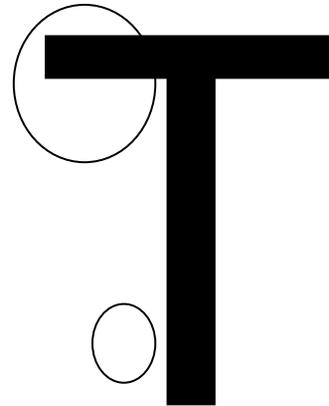
Typography

- Typography refers to the arrangement, shape, size, style, and weight of text.
- Affects the navigation and usability of a web site and helps convey the desired message to the audience

- 
- Typeface is a set of letters drawn in a specific style
 - Font refers to a specific size and weight of a single typeface, such as 10 point Verdana bold.
 - However, both font and typeface are used to refer to the set of letters, such as “the Verdana font” or the “Verdana typeface”

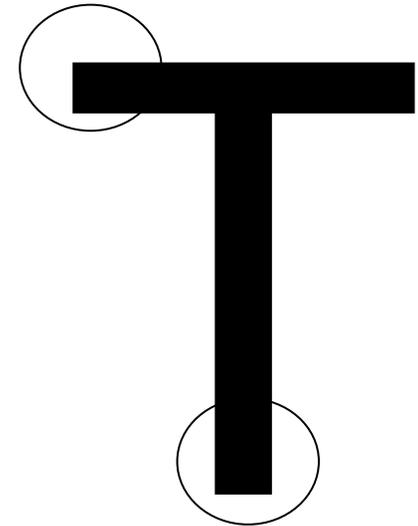
Serif & Sans (sans is French for without)

- Serifs are the small extensions found on the ends of letters
- Serifs extend towards the next letter, they appear closer together, scan easier, and are more readable than a sans serif.



Sans Serif

- However, on a monitor, small letters with serifs can appear fuzzy, making words more difficult to read.
- When choosing a font for a Web page, sans serif is a better choice if the text is small.





Capitalization

- Text that is in all capital letters is more difficult to read than lowercase, because our eyes scan for shapes.
- Words in all capitals have a squared shape, whereas the same word in lowercase letter have bumps.
- Capital letters in email and web pages means that you are screaming



EXAMPLE



example



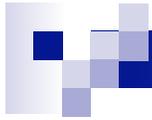
Type Size

- The size of printed text is measured vertically in points, where one point is $1/72$ of an inch
- For web pages, it's a good idea to measure by pixels because it will help prevent distortion



Type Styles

- Plain type is called normal, although regular, roman, and book are also popular terms that indicate the normal style.
- Because text stands out when bold or italic style, these styles are frequently used in headings to indicate hierarchy



- Bold text is said to “weigh” more than normal text
- Type styles are powerful statements in design that can visually change the meaning of words and should be used with care



leading

- Leading (pronounced ledding) is the distance from one line of text to another
- Text with greater leading will have more spaces below it, which gives more separation to lines of text
- Leading can affect the readability of a document
- Lines of text need enough space between them to allow the reader's eye to focus and scan



Choosing leading

- Leading is determined by the type size
- The greater the type size, the greater the leading
- The longer the lines of text, the greater the leading should be
- Leading is also called line height



Design Considerations: Text

- Make the site as readable as possible
- Using more than 2 different fonts does not allow the site to be readable
- In order for a font to be displayed correctly in a browser, the user must have the fonts installed on their computer



Fonts on most computers

Serif Fonts

- Times New Roman
- Georgia
- Courier New

Sans Serif Fonts

- Arial
- Verdana
- Geneva (a Mac font)

Times New Roman and Arial are two fonts that have been designed for viewing on a monitor. Most people have these fonts.



Choosing Sizes of Fonts

- Keep usability in mind
- Should be big enough so that the user can easily read the text
- But not so big that it appears loud
- Sizes from 10 -14 are good for large paragraphs of text
- 12 – 16 are good for headings



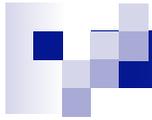
Other font considerations

- Text in the top global navigation bar should be in the same size as the text or slightly larger
- Text in the breadcrumb trail and local navigation bar should be slightly smaller than the top global navigation bar
- Page footer elements, including the bottom global navigation bar can be much smaller
- Serif fonts become difficult to read at small sizes, so use sans serif fonts for any text that is very small



Choosing styles

- Bold style text can be used to indicate heading hierarchies.
- Italic style should only be applied to larger text (at least 12 points) because it is much more difficult to read on a screen at a smaller size



Paragraph Alignment

- Alignment refers to the position of the lines of text relative to the sides of a cell: left, centered, right, and justified



Design considerations: paragraphs

- Left alignment is the most readable and is the highest degree of usability
- Right is not desirable in long paragraphs of text
- Centered alignment should only be used for headings or short amounts of text
- Justified alignment is not recommended because browser support for this format varies



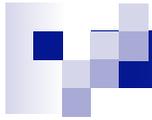
Formatting navigation bars

- Links in top and local navigation bars are most readable and usable when left aligned
- Centered alignment is also an acceptable and usable choice for formatting the links in navigation bars
- Bottom global navigation bar is often formatted as centered



What is a Style Sheet?

- Defines the type, paragraph, and page formats for a Web page document
- A single style sheet can be applied to all the pages in a web site to achieve a consistent look.
- Changing the text format of all the web pages in a web site is as easy as modifying a single style sheet because updates to the style sheet are automatically applied to linked documents.



W3C

- Stands for the world wide web consortium (www.w3.org) develops standards in design and accessibility for the Web.



Cascading (CSS)

- The W3C recommends the CSS2 (Cascading Style Sheets, level 2) style sheet language.
- Multiple sheets can be applied to a single web page with the rules in one style sheet layering, or cascading, those in another style sheet



Rule

- A CSS document can include rules and classes
- A rule modifies an HTML element and is comprised of a selector and declarations.



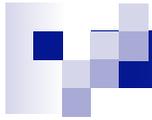
Selector, declaration & class

- The selector is the HTML element being redefined
- The declarations are the formats to be applied
- A class is a set of declarations that can be applied to different tags

- 
- Rules are defined using the HTML element name and class names begin with a dot (.):

```
p { font-family: Georgia, "Times New Roman", Times, serif;  
    font-size: 14px;}
```

```
.para_with_space{  
    font-family: Georgia, "Times New Roman", Times, serif;  
    font-size: 14px;  
    line-height: 28px;  
    text-align: center;  
}
```

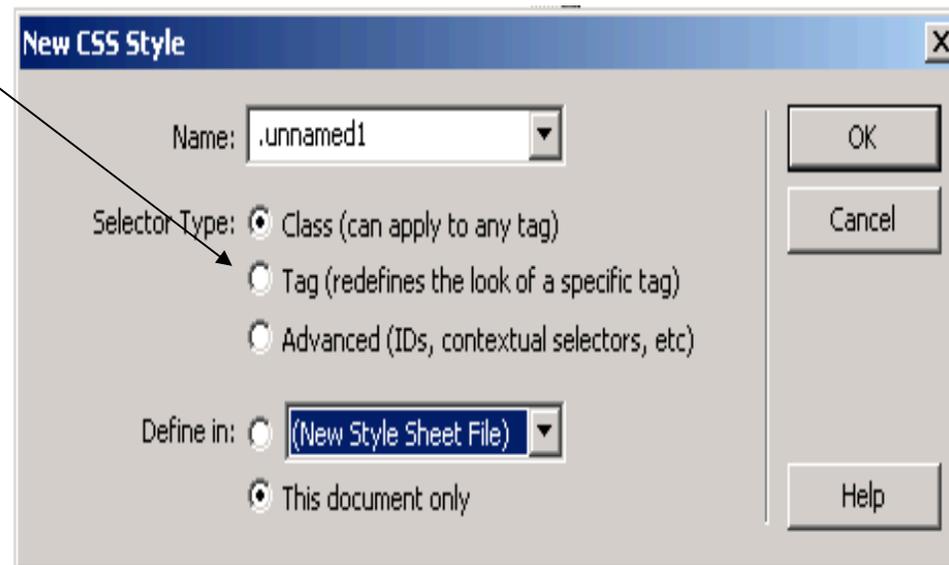


Linking to a CSS Style Sheet

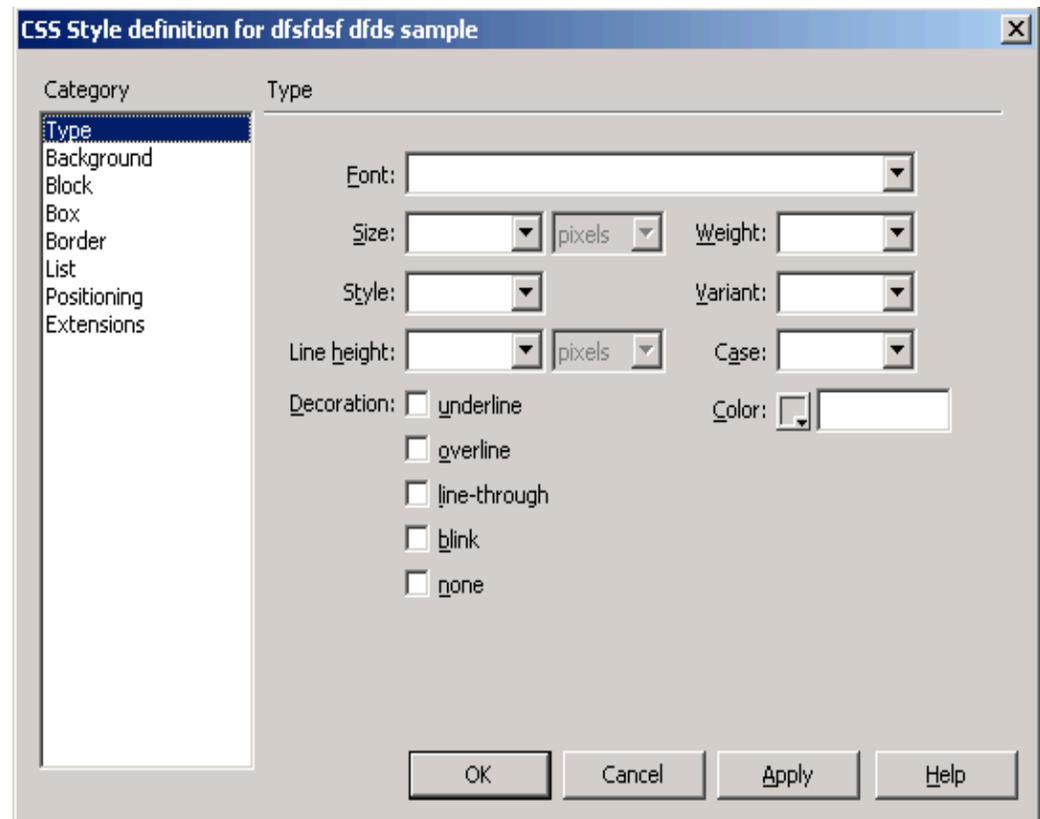
- Style sheet is linked to the open web page by clicking the *Attach Style Button* at the bottom of the CSS styles panel

Creating and applying a CSS rule

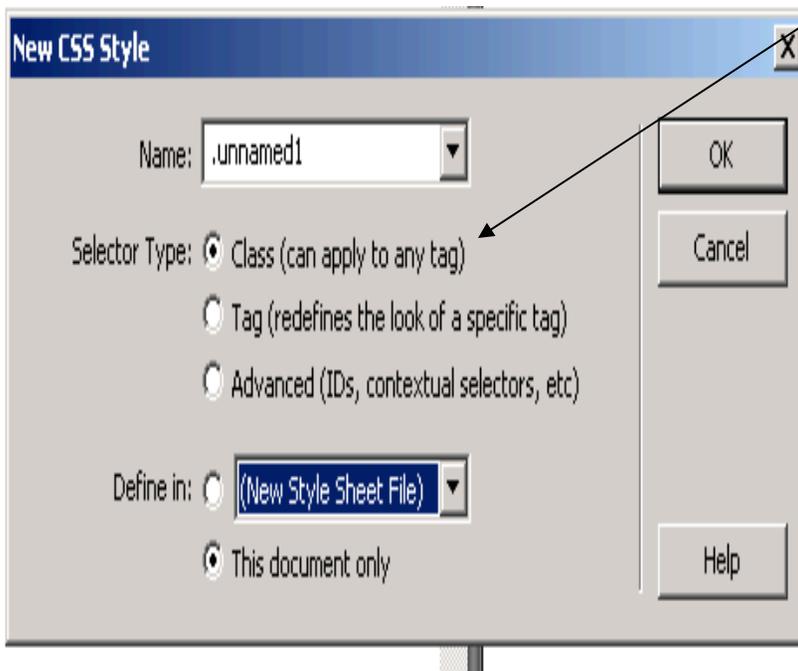
- A new style is added by clicking the New CSS Style button
- Rule is first created by selecting Redefine HTML Tag and then selecting a tag from the Tag List



- Displays formats for paragraph and text
- By selecting OK it creates the style and the rule is automatically applied



Creating and applying a CSS Class



- Click on class
- You can modify paragraphs, keep in mind it should only include attribute settings that apply to paragraphs of text



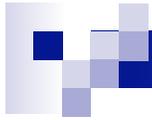
Inserting Tags

- Go to split or code view
- Text that needs to be tagged differently should be selected and then a tag button on the Text tab in the Insert bar is clicked to enclose it.
- The paragraph button is used to insert `<p>` and `</p>` around selected text



Strong and emphasized text

- Strong text `` to be displayed as bold and emphasized text `` is italics
- Text/Style to find strong & em



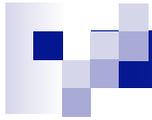
Formatting headings

- Text/Paragraph Format
- H1, h2, h3, h4, h5, h6 tags means different sizes & styles for font



Blockquotes

- Use for quotations
- TEXT/INDENT will insert the `<blockquote>` tag into the HTML
- Remove blockquote TEXT/OUTDENT



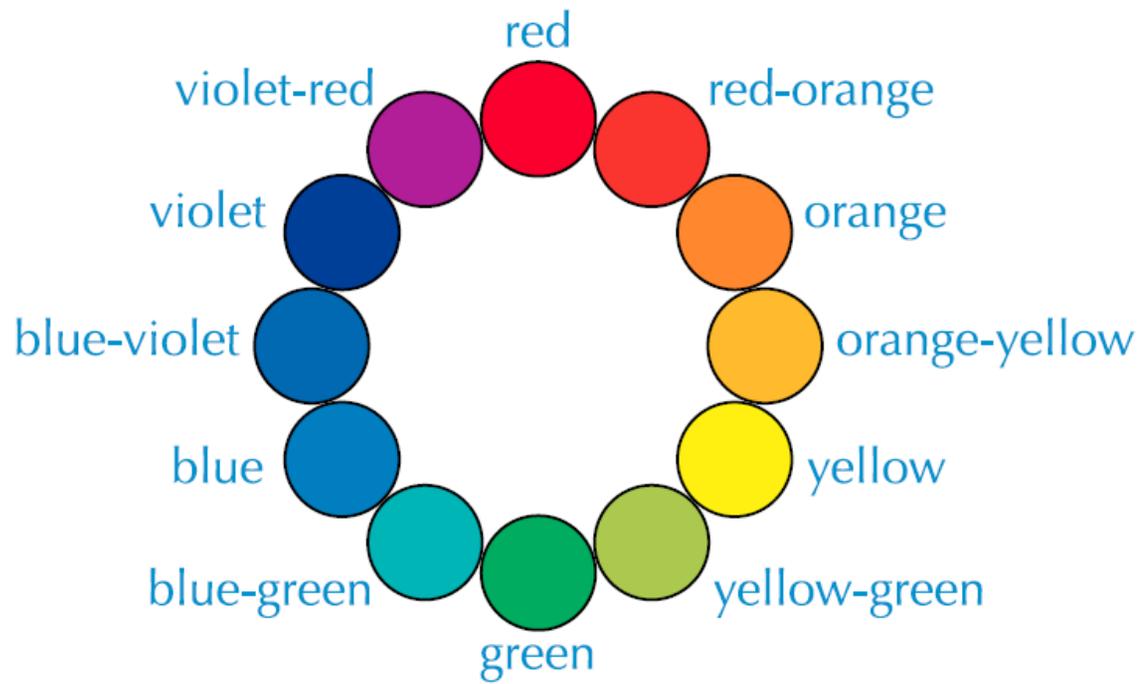
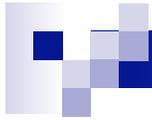
lists

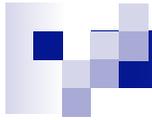
- TEXT/LIST/ORDERED for numbers ``
- TEXT/LIST/UNORDERED for bullets ``



Using colors

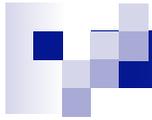
- Complementary – red and green are directly opposite each other; it's relationship to other colors on the wheel
- Analogous are three adjacent colors such as red, red-orange, and orange
- Triads are three equally-spaced colors such as red, blue and yellow
- Warm are reds, oranges and yellows
- Cool are blues greens and violets





Change background color

- In CSS Style definition dialog box click the background category and select color



Changing text color

- Text can be displayed in a different color by using the CSS Style Definition dialog box and choosing type and then color



Hyperlinks to Named Anchors

- Link to sections on a page
- Place cursor where you want it to be linked
- On the COMMON toolbar, click the anchor button
- Name the anchor, and press OK

Linking to an named anchor

The screenshot shows a web editor interface. On the left, a yellow sidebar contains a list of recipe titles: "Pasta with Balsamic Vinegar", "Barbeque Sauce with Cider Vinegar", and "Chicken with Malt Vinegar". The "Pasta with Balsamic Vinegar" title is highlighted with a blue background. On the right, a light green main area displays the word "Recipes" in a large, bold font. Below it, a paragraph reads: "Vinegar is used in a wide variety of recipes. Here are just a few:". This is followed by a bold heading "Pasta with Balsamic Vinegar" with a small globe icon to its left. Below the heading, two ingredients are listed: "16 ounces of cooked pasta" and "4 tablespoons extra-virgin olive oil". At the bottom of the editor, a "Properties" panel is visible. The "Link" field contains the text "#pasta_with_balsamic". A thin black line connects the globe icon in the main content area to the "Link" field in the properties panel. The top status bar shows "body <table> <tr> <td.navrail>" and "791 x 330 8K / 3".



Changing hyperlink colors

- Not a great idea, most people look for the blue
- Changed by creating a CSS selector style
- Click the New CSS Style button to display the dialog box
- Select “a link” and OK

