

# Class 5: CSS Typography

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What is typography?

CSS typography

Web typography in transition

Font services

Serif and sans-serif fonts

How to choose a typeface

Alignment, line spacing, measure and vertical rhythm

Units

## References

Learning Web Design by Jennifer Robbins (5<sup>th</sup> Edition)

HTML & CSS by Jon Duckett

On Web Typography by Jason Santa Maria

Web Typography by Richard Rutter

A Practical Guide to Designing for the Web by Mark Boulton

Above the Fold by Brian Miller

Web Style Guide (3<sup>rd</sup> Edition) by Patrick J. Lynch and Sarah Horton

What is Typography? by David Jury

<https://practicaltypography.com/>

[http://designingfortheweb.co.uk/book/part3/part3\\_intro.php](http://designingfortheweb.co.uk/book/part3/part3_intro.php)

<http://alistapart.com/article/how-we-read>

<https://www.pierrickcalvez.com/journal/a-five-minutes-guide-to-better-typography>

<https://cssreference.io/typography/>

<https://www.webstyleguide.com/wsg3/8-typography/index.html>

<https://docs.microsoft.com/en-gb/typography/>

<http://webtypography.net/toc/>

<https://www.lipsum.com/>

## Class 5 Homework

Read: Chapter 12 of Learning Web Design

**or** Chapter 8 of Head First HTML and CSS

**or** Chapter 12 of HTML & CSS

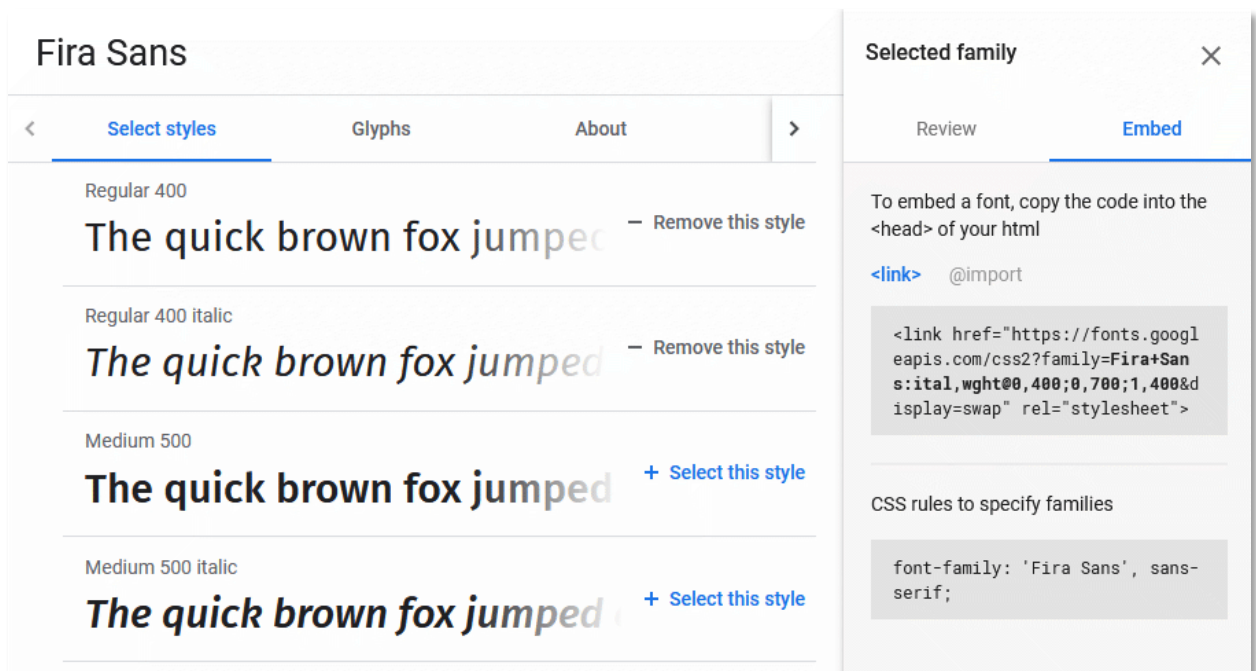
Part 3 of [A Practical Guide to Designing for the Web](#)

**and/or** Chapter 5 of Above the Fold

Any or all of On Web Typography

Continue the development of your three designed objects website, consider the use of CSS to control and design the typography. Consider concepts such as visual hierarchy, vertical rhythm, measure and alignment to improve the readability of your mini-site. For this

project, take a look at the range of fonts available on the Google Fonts service and select some that are appropriate to your project site. Develop a typographic style and apply it to your site.



Don't forget that to use Google Fonts on your web pages, you must link to the fonts using a <link> element in HTML and then specify the font in CSS using the font-family property. Fortunately, Google Fonts makes this very easy. All you need to do is select the fonts you want to use, click the "Embed" tab and the code snippets are provided for you. You'll have to add additional font fall-backs to your font stack, but that's about it.

If you'd like to experiment more with web fonts, use the [CSS Workshop files](#); [Google fonts](#) is a good service to begin with.

## On Web Typography

by Jason Santa Maria

### How type works

There are no rules in typography.

This is the hardest fact for people to grapple with when they try to familiarize themselves with the rules, because there aren't any. We have principles, best practices, and methods that work *most* of the time, but nothing that works *all* of the time. We can do our best to ensure that something is durable: good-sized type for reading, plenty of whitespace, pleasing typefaces, and visual appeal, but we can't account for all environments and devices, which are often in flux. Learning typography is about figuring out what choices work best for each situation.

Whether we're the designers or the readers, we're all part of the audience for those choices. From the moment we wake up to the time we go to bed, we're bombarded by type: newspapers and magazines, signs on subways and freeways, emails and websites, the myriad interfaces and labels adorning everything we touch. We're exposed to more type each day than at any other point in history. Type is pervasive — and thus so is typography — yet *bad* typography remains. Why?

Put plainly, good typography is hard. And the sheer number of options we have can feel overwhelming.

Course materials: [Design for Web Content](#)

Take care to ensure your CSS is well organised and use comments to create section headings:

```
/*===== TYPOGRAPHY =====*/
body {
  font-family: "Lato", Calibri, Arial, Helvetica, sans-serif;
  font-weight: 400;
  color: #090909;
  background-color: #e5edf6;
}
h1, h2 {
  font-family: "Playfair Display", Georgia, "Times New Roman", Times, serif;
  color: #194a82;
}
h1 {
  font-size: 4.0em;
}
h2 {
  font-size: 2.4em;
  line-height: 1.2;
  margin-top: 1.8em;
}
p, li {
  font-size: 1.2em;
  line-height: 1.4em;
  margin-top: 0.4em;
}
p + p {
  margin-top: 1.6em;
}
```

Minimise your CSS code by taking advantage of font property inheritance. In theory, you shouldn't need to use the font-family more than two times, once as a default for body and once as an override for headings.

### **For your blog**

Find 3 examples of sites with beautiful typography and explain why you think they work. Add any useful references for web typography to your blog.