

What is HTML?

HTML describes the content of a web document.

What is CSS?

CSS tells the browser how to display any of the HTML elements.

CSS Properties

1. color, background-color, width, height
2. border, box-shadow, list-style
3. margin, padding
4. transform, gradient, border-radius
5. positioning, z-index, float

CSS Properties

6. font-family

7. text-align

8. line-height

9. letter-spacing

10. text-shadow

Using Fonts on the web

System fonts

ready to use

no extra loading time

limited set

already 'too exposed'

x

Custom fonts

upload files or font service

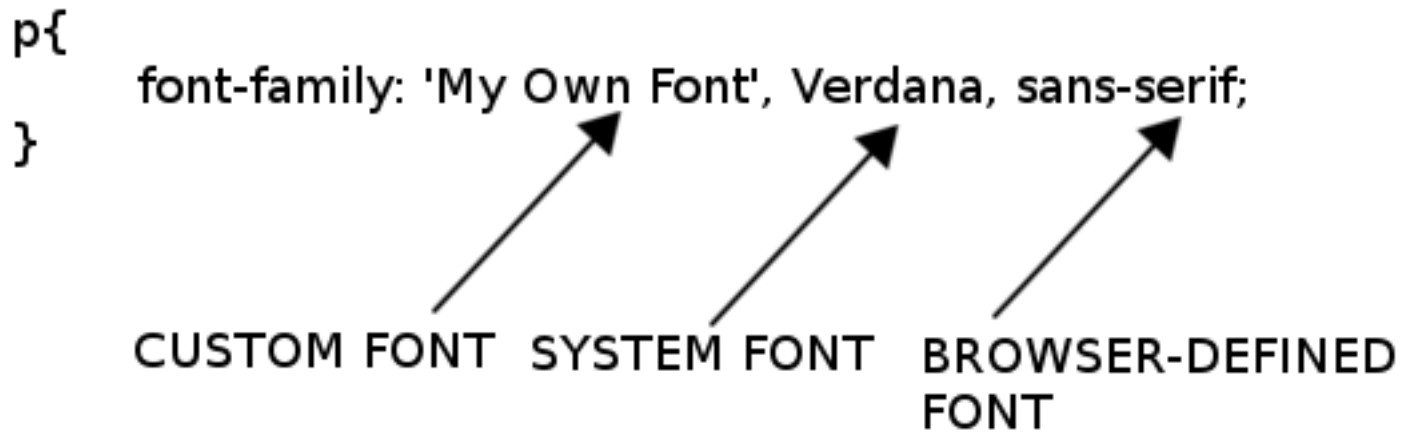
additional loading time

broad range of choices

can be 'fresh and new'

CSS Properties

6. font-family



Generic Fonts

Fonts that are defined by the browser are called generic fonts. They can be:

Sans-serif

Serif

Monospace

Cursive

Web-safe Fonts

Fonts that are pre-installed in operating systems are considered web-safe fonts. They are usually not the same in Windows, Mac OS and Linux.

More info on web-safe fonts:

web.mit.edu/jmorzins/www/fonts.html

www.cssfontstack.com

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

How to use Custom Fonts?

They are not ready to use, so we need to **upload the files** or **use a font service** - such as Google Fonts, Typekit, Fonts.com, Webtype, Fontdeck (and many more) ...

How to use Custom Fonts?

a. Uploading Font Files

Every browser understands a different font file format*. Because of that, we need to upload several files for each font style we want to use.

- . eot
- . woff
- . ttf
- . svg

*As of now, most browsers support woff format. But if we want to ensure compatibility with older browsers, we need to use several file formats.

How to use Custom Fonts?

a. Uploading Font Files

After our files are uploaded, we add @font-face to our CSS. The syntax below ensures compatibility with older browsers.

@font-face {

```
font-family: 'My Own Font';  
src: url('webfont.eot'); /* IE9 Compat Modes */  
src: url('webfont.eot?#iefix') format('embedded-opentype'), /* IE6-  
IE8 */  
    url('webfont.woff2') format('woff2'), /* Super Modern Browsers */  
    url('webfont.woff') format('woff'), /* Pretty Modern Browsers */  
    url('webfont.ttf') format('truetype'), /* Safari, Android, iOS */  
    url('webfont.svg#svgFontName') format('svg'); /* Legacy iOS */  
}
```

How to use Custom Fonts?

b. Using a Font Service

When using a Font Service provided by a company, the font files will remain in the company's servers. The company will give you one or two lines of code which should be put into your html. And in the CSS file, you use the font's name in the font-family property.

Let's see some examples.

How to use Custom Fonts?

b. Using a Font Service

Google Fonts – google.com/fonts

- . choose a font and the styles you need

- . copy the code

```
<link href='http://fonts.googleapis.com/css?family=Maven+Pro' rel='stylesheet'  
type='text/css'>
```

- . put the code into the head of your html page(s) and define the font-family in the CSS

How to use Custom Fonts?

b. Using a Font Service

Typekit – typekit.com

- . choose font, styles, characters and add it to a Kit

- . copy the code provided by the service

```
<script type="text/javascript" src="//use.typekit.net/pvk4yqa.js"></script>  
<script type="text/javascript">try{Typekit.load();}catch(e){}</script>
```

- . put the code into the head of your html page(s) and define the font-family in the CSS

CSS Properties

7. text-align

```
p{  
  text-align: center;  
  /* can be: left, right, center, justify */  
}
```

CSS Properties

8. line-height

```
p{  
  line-height: 12px;  
  /* besides px, can be defined as:  
  line-height: 3; (3 times the current font size)  
  line-height: 150% (150% the current font size)  
  */  
}
```

CSS Properties

9. letter-spacing

```
h2 {  
    letter-spacing: 6px;  
    /* increases or decreases the space between characters  
    negative values are allowed */  
}
```


CSS Properties

10. text-shadow

```
h2{
  text-shadow: 5px 5px 1px #ff0000;
  /* h-shadow, v-shadow, blur, color */

  /* multiple shadows are possible too
  text-shadow: 5px 5px 1px #ff0000,10px 10px 1px #0000ff;
  */
}
```

To do:

- . use @font-face to be able to use the two fonts seen in the poster reference
- . define the font-family for the 3 text elements on the top and for the poster title
- . define the appropriate font-size for the 3 text elements on the top and for the poster title
- . give the poster title triple text-shadow