

# Typography

## The Font Tag <font>

Prior to CSS styling really catching on, the font tag was how all type was styled; however, you had to format each individual occurrence of text. At this point, even if you don't use CSS for your page layout (instead of table-based layouts) you should use CSS to style text.

You'll recall (from class) that to style paragraphs of text we now create a CSS rule (in this case a Type Selector):

```
p {  
    font-family: Verdana, Arial, Helvetica, sans-serif;  
    font-size: 9px;  
    color: #474F49;  
}
```

And then apply it to our text:

```
<p>This is some small text.</p>
```

If we were to do that with the Font Tag there would be no CSS Rule, but the HTML would look like this:

```
<font color="#474F49" size="9px" face="Verdana, Arial, Helvetica, sans-serif">This is some small text.  
</font>
```

If we wanted another line with that formatting then we would have to repeat all of the formatting in the <p> tag again:

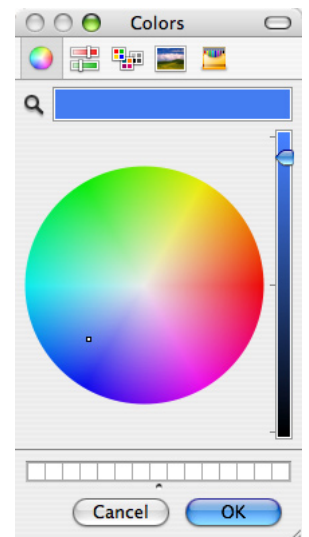
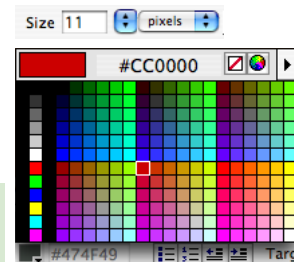
```
<font color="#474F49" size="9px" face="Verdana, Arial, Helvetica, sans-serif">Here is another paragraph,  
slightly longer, of small text.</font>
```

Obviously this only gets worse as you add more paragraphs of text. And then it's even worse when you have to change the typeface (manually) of every paragraph of text on your website (or the color, or the size, etc.). Fortunately for all of us, Dreamweaver CS3 does your styling in CSS by default, so you usually won't need to worry about this (just don't introduce any <font> tags yourself).

## Formatting Text: typeface, size & color

Dreamweaver is not all that different than word processors when it comes to formatting text. You click onto an HTML page with your cursor and then type the text you want. You use the Return key (carriage return) to create a new paragraph or Shift-Return for a line break (keeping the next line closer to the line you were just on). When you want to style type you click and drag your cursor across the text, highlighting it.

To change the typeface you now click on the dropdown Font menu in the Properties Inspector and select a font-family from the list (i.e. Verdana, Arial, Helvetica, sans-serif). Here you can also change the size in the Size menu (either selecting a size from the drop-down menu, or typing a specific size [i.e. 11 pixels]). Immediately to the right of Size is the color picker for changing the text color. You can either select a web-safe color from the palette, type a color in the box (in hex\*) or use the color-picker to sample a color from an open file in DW (your cursor turns into the color-picker when you click on the Text Color box). You can also open up a (non-web-safe) color wheel by clicking on the System Color button.



### \*Converting Other Color Numbers into Hex

Colors in HTML are signified by a six-digit code called a hex code. This name doesn't derive from the fact that it's a six-digit number, but from hexadecimal, which means a number system with a base of 16 rather than ten. The other "digits" in the hex system are the letters A-F, which gives us sequences such as 99FFCC.

Colors are also definable by a three-number sequence of hue, saturation, and brightness, or by another three-number sequence: the red-green-blue, or RGB, ratio. There are boxes for these numbers in the Color dialog box.

You can get the RGB sequence of a particular color from an image editor, like Photoshop, and then duplicate the color by typing the correct numbers into the right boxes in the Color dialog box. Then, of course, you should jot down that hex code for further reference. (You can copy RGB numbers into an image editor, too, if you have reason to duplicate a background color in an image.)

<http://www.adobepress.com/articles/article.asp?p=412924&seqNum=6>

Now that we've formatted some text using the Properties Inspector we can go look at the HTML code and see that Dreamweaver has created a CSS style rule for the formatting. Unfortunately it is just going to name it **style1**, or another sequentially named style. In our example above we would end up with a CSS rule in the Head section of this HTML file that looks like this:

```
.style1 {  
    font-family: Verdana, Arial, Helvetica, sans-serif;  
    font-size: 11px;  
    color: #CC0000;  
}
```

Then our text would have the class attribute added to it like this:

```
<p class="style1">This is our text.</p>
```

If you need to edit this style, you can do so in the CSS Styles Panel, just make sure that you're looking at the styles contained within this file, the category labeled **<style>**. Then click on the appropriate name (**style1** in this case) and click on the edit button. Unfortunately you now have to apply the Class to any text that you want to look like this in your website. If you are going to use this as a basic style throughout the site (i.e. all paragraphs look like this, or all heading1's look like this), then you should switch to Code View and change the name of your style. For instance, if you want all paragraph text to look like this, then you should go switch the name of your stylesheet to p (from **.style1**) like this:

```
p {  
    font-family: Verdana, Arial, Helvetica, sans-serif;  
    font-size: 11px;  
    color: #CC0000;  
}
```

And then remove the Class from your stylized text, like this:

```
<p>This is our text.</p>
```

Of course, once you've finished stylizing text in this document you can always move these styles to your external stylesheet and use them in other HTML files in this site (*see instructions for this in the CSS-1 PDF if you don't remember how to do it*).

## Type Measurements

Dreamweaver lets you select from many measurement units to set your text sizes (pixels, points, in, cm, mm, picas, ems, exs & %). You will probably settle on one or two that you typically use and never use the other ones.

Pixels, Ems, Exs & %s are all screen measurement units. They're only relevant when you talk about the size of your text on screen.

Points, Inches, Centimeters, Millimeters, and Picas are all print measurement units. You would only use these if you are intending to printout your website.

Pixels are the actual pixels on the users computer screen, or other unit reading the webpage. This is the most reliable for sizing between different operating systems.

Ems is a relative size based on the context it is used in. 1 em is equal to the current size of the text. 1.5em text is one and a half times the default font size. That can be determined by another CSS rule or the browser's default.

Exs is similar to Ems, but based on the height of a lowercase x in the current font.

%s will display roughly the same as Ems (i.e. 150% = 1.5em).

Points: 1pt = 1/28 of an inch

Inches, Centimeters and Millimeters are units that you are accustomed to.

Picas: 1p = 12pt

I prefer to use Pixels for my fonts sizes, however there is a use for Ems. If you use Ems then you're not locking your users into one set size, but allowing the user to increase their default size, and then everything changes accordingly. However, you do give up some control as the designer using this.

## White Space

It is important to pay attention to the use of white space on webpages. Computers typically display at 72dpi (compared to a typical 600dpi of desktop printers) which can be very tiring to readers eyes. White space helps break up large areas of text and make it easier for users to read the page. Here are some of the CSS Properties that control white space:

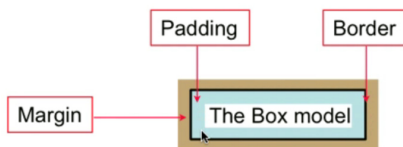
line-height      space between the lines of text (i.e. set to 1.7em or 170%); similar to leading in print design

margins          space around an element (outside the element)  
*keep in mind that all elements have margins, including placed images/photos*

padding          space around an element (inside the element)  
(i.e. adding padding to a table cell or DIV would keep any text entered away from the sides)



Here is another way to see the differences between margins and padding on a block of text







## Fonts




The font-family sets that Dreamweaver has as defaults are basic fonts that will be installed on most, if not all, computers. Dreamweaver (and basic HTML) uses these sets to give the user's browser a couple of choices when it tries to display your page. If you are using the set **Verdana, Arial, Helvetica, sans-serif**, then the browser tries to use Verdana to display your text. If it is not available then it tries to use Arial, followed by Helvetica, or any sans-serif font if none of them are available.

You are able to create your own font list (select **Edit Font List...** at the bottom of the font drop-down menu), though this would only be recommended if you are creating pages for a select group of users who would all have this font installed by default (i.e. creating webpages for an internal company intranet).

## Alignment

To align a paragraph of text, click somewhere in the paragraph and then click on the appropriate alignment icon in the Preferences Panel (Left , Center , Right , or Justify ). By default everything is aligned to the left. When you align text in this manner Dreamweaver adds an align attribute to the text tag. For instance, here is a paragraph that has been centered:

```
<p align="center">This is our text.</p>
```

When you select an image placed on your page you'll see that you have two types of alignment tools in the Preferences Panel. There are the standard alignment icons as above (Left , Center , and Right , in this case), but there is also an Align drop-down menu. When you click on it you have options that control how the image sits next to any type that resides on the same line. Your options are Default, Baseline, Top, Middle, Bottom, TextTop, Absolute Middle, Absolute Bottom, Left and Right. When set on Default most browsers put the two elements on the same baseline, like this:



This is the first barn



You'll probably use the Left and Right settings more, though. If you select Left, then your text will wrap around the photo which remains on the left. Or you can select Right and have the photo keep Right while the text wraps to the left (as in the example below).

This is the first barn which appears to be sitting next to a lake. A slightly brown lake, but still a lake.



## Lists

HTML can have ordered lists (numbered lists), unordered lists (bulleted lists) and definition lists. These are similar to ones in word processors. However, each item in a list has to be its own paragraph (no line breaks between items; `<br />` tag).

To change a number of paragraphs into a list, highlight all of the text in Dreamweaver and then click on the appropriate list button in the Properties Inspector (Unordered List: ; Ordered List: ). Now you have an indented list with bullets or numbers. If you need to add to the list, just click to the right of the text in the last list item and hit Return. Now type your next item. It will also renumber appropriately if you insert a new item in the middle of an ordered list.

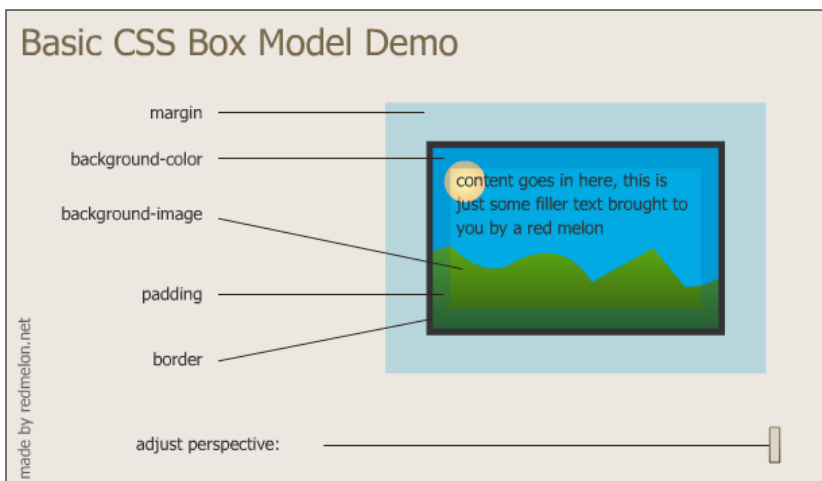
Definition lists alternate paragraphs between terms and definitions (each term and each definition must be their own paragraph). Again, highlight all terms and definitions for this list. Now go to the Text Menu, select List and select Definition List from the submenu. The definitions will then be indented from the terms and easy to read.

If you are interested you can go look at Code View and see the tags used for each list type.

## Flash Text

We've talked just a little bit about Flash (many times) in our class, but now we're going to look at a way to create text and rollover text for your webpages by embedding any font from your computer into a Flash file. This does give you full control over your fonts, however it is not searchable by the search engines, it does require your users to all have the Flash plug-in installed (which is not uncommon), and it is not accessible (friendly to web readers).

To use Flash Text click in your HTML file at the location where you want to insert it. Then go to your Insert Menu and select Media and then Flash Text from the submenu. That opens the Insert Flash Text dialog box where you can choose your font, size, color, etc. You can also choose a Link if you're using this as navigation.



Interactive version at [http://www.redmelon.net/tstme/box\\_model/](http://www.redmelon.net/tstme/box_model/)