

# Web design and development

## ACS-1809

### Chapter 5

# Working with Text

# Working with Text

- 📖 In this chapter we will study
  - 🖱️ Ensuring Onscreen Readability
  - 🖱️ Adding Logical Emphasis to Sections of Text
  - 🖱️ Style Sections of Text Changing Font Characteristics

# Ensure Onscreen Readability

- 🖥️ Always try to avoid putting extensive amounts of text on a screen
  - 🖱️ Difficult on the eyes
  - 🖱️ Tiresome and inconvenient
  - 🖱️ Reading from screens is very different from printed materials
    - 🖨️ So you better treat them differently
      - 📄 Put no more than 50 percent of the text you would have used in a hardcopy publication.

# Ensure Onscreen Readability

🖱️ Keep these points in mind

🖱️ Keep it short and concise

- 📄 Web users' attention to your page likely won't last over several screens or several seconds

- 📄 If you have to put a long article on your website then try to break it into multiple pages

🖱️ Separate paragraphs with blank lines

- 📄 `<p></p>`

🖱️ Limit column widths

- 📄 To ease and speed reading

- 📄 It's suggested a 200-400 pixel width

# Ensure Onscreen Readability




- ⌨️ Avoid underlining
  - 📄 That means “Link”!
- ⌨️ When centering text, use moderation
- ⌨️ Don’t overemphasize
- ⌨️ Avoid using all capital letters
  - 📄 A good example is the street/highway signs
- ⌨️ Use lists and group related information
  - 📄 Easier to scan quickly the contents
- ⌨️ The most important information at the top
  - 📄 Web users might not have the patience to scroll down

# Ensure Onscreen Readability


## Use descriptive headlines

-  They actually read very little from a mess of text
-  To help to really catch their attentions

## Make information easy to find

-  Most studies show users don't click more than 3 times on a web site to find information they want
  -  So don't burry the content deep
-  Put a search engine on your website if you have quite some pages

## "5-second" rule

-  Could the users be able to pick out the main point(s) within five seconds? If not, you might want to rework the content.


# Markup Text

## The ways of formatting text in HTML

### Text-level semantics

 How the affected text will be used on the page

-  Not how it will be displayed

-  The web browsers decide how to display the affected text

 Examples:

-  Abbr, em, dfn, small, strong, sub, sup, ...

-  Check Table 4-1 for a list of the most commonly used semantics elements

# Style Text

- 📁 There are so many style properties to affect about any aspect of text
  - 🖱️ A big portion is about the fonts used to display text on screen
    - 🖱️ We will concentrate on this now
  - 🖱️ However, you, as the web designer, don't have the ultimate control of the fonts
    - 🖱️ The web users do!
      - 💾 Through the configuration of their web browsers




# Font Faces

- 📁 One property of the font family
  - 🖱️ It means the name of the font used on the page
  - 🖱️ You can use any font name
    - 🖱️ But this font name can be unavailable on the user's computer
      - 💾 Then the browser will use the default font face to replace the one you indicated
    - 🖱️ To address this problem you can specify the backup fonts
      - 💾 So the browser can keep looking up fonts down the list, until it finds a match (or not)

# Font Faces

```
<p style="font-family: 'gill sans', verdana, arial, helvetica;">Here I have given the browser four choices, in hopes that it will find one of them on the viewer's system.</p>
```

 There are several font faces have become quite popular

 You have a better chance to have them available on the web users' computers

 Check Table 4-2

# Font Sizes

- 📁 You can change the size of the text
  - 🖱️ With the font-size property
    - 🖱️ In several ways
      - 📄 Keyword
        - 📄 xx-small, x-small, small, medium, large, x-large, xx-large
        - 📄 Check Table 4-3 for the approximate sizes of the keywords
          - 📁 And Figure 4-2 for the effect on the text
          - 📁 Even with the same size, the fonts on a Mac look a tad bit smaller than the same fonts on a PC


# Font Sizes

## Relative size

-  Smaller / larger

-  To fine tune the font size of the affected text

  -  Make the text a tad smaller than the default size

-  It's flexible to make a change later while still keep this "er" characteristic

## Measured size

-  Number followed by the unit

  -  12pt, 9px, 50%, 1.5em

  -  The last two are relative to the default font of the web browser

# Font Colors


## Very frequently used CSS properties

### Color

 Used to change the color of any item in the foreground

### Background-color

 Used to change the color of any item in the background

 This item can be any HTML element: page, headline, paragraph, etc.

# Font Colors


## Example

```
<p style="color: purple; background-color: yellow;"> This is an example of showing how to change the foreground color and background color using CSS properties.</p>
```

# Web fonts

## Web fonts

### Supported by newer web browsers

 Grant you the ability to use the fonts that are not available on the users' computers at all in your web pages

### How to use

 Find the fonts you want to use

 Use the font generator to produce the font files

 Place the font files on the web server for your web site/web pages

# Web fonts

☞ Use `@font-face` to include the font file(s) in your font style definition

☞ Example:

```
@font-face {  
  font-family: myFont;  
  src: url(sansation_light.woff);  
}
```

```
...  
body {  
  font-family: myFont;  
}
```



# Web fonts

☞ You could also use font(s) hosted on other servers

🖥️ <link

```
href="https://fonts.googleapis.com/css?family=Open+Sans" rel="stylesheet">
```

🖥️ or

@import

```
url(//fonts.googleapis.com/css?family=Open+Sans);
```

🖥️ Considerations when use web fonts

☞ Each web font you use takes some space and bandwidth

🖥️ That can have negative impact to the performance