# ACS-1809-050
# Web design and Development

# Chapter 4

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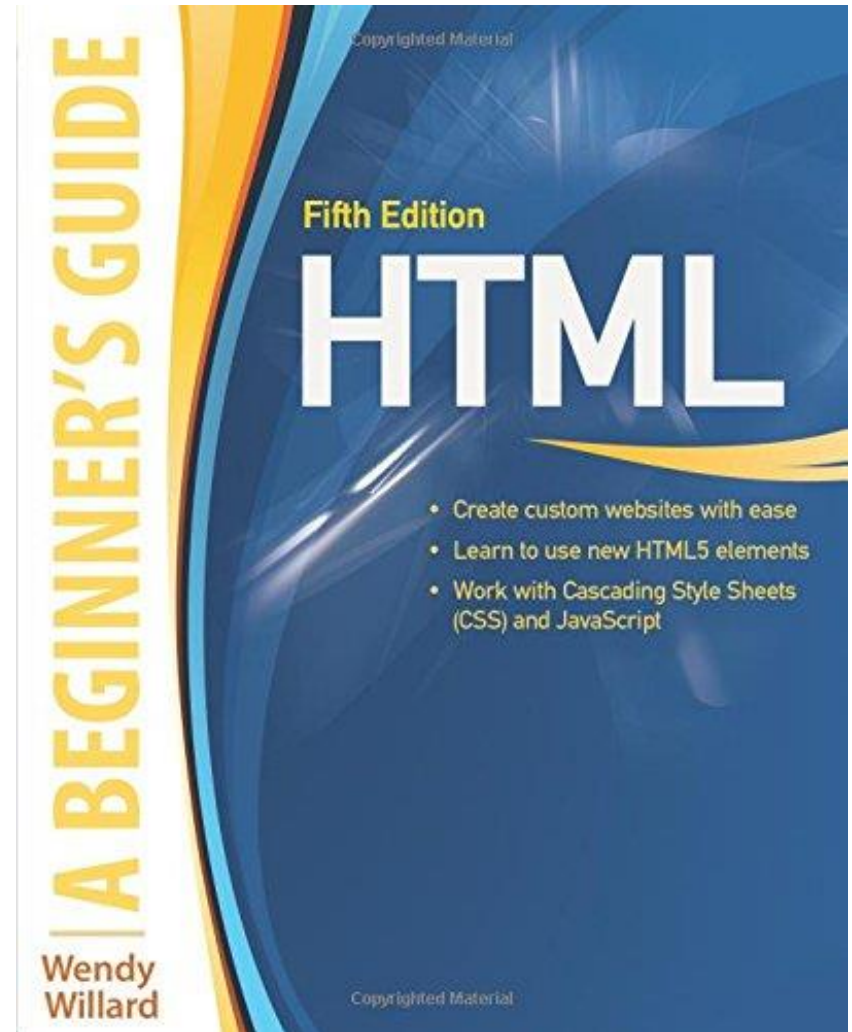
# Working with Text

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

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# 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.

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# 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
    - <br>
  - Limit column widths
  - To ease and speed reading
  - It's suggested a 200-400 pixel width

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# Ensure Onscreen Readability

- Avoid using 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

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# Ensure Onscreen Readability

- Use descriptive headlines
  - Users 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.

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# 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 out Table 4-1 in the textbook, it has a list of the most commonly used semantics elements

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# 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

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# Font Family or Font Faces

There five possible generic font families and they are:

- serif (e.g., Times New Roman)
  - Serif typefaces have decorative serifs
- sans-serif (e.g., Helvetica or Arial)
  - San-serif typefaces have straight letter strokes that do not end in serifs
- Monospace (e.g., Courier or New Courier)
  - all characters take up the same amount of horizontal space on a line
- Cursive (e.g., Zapf-Chancery or Comic Sans)
  - These fonts emulate a script or handwritten appearance.
- Fantasy (e.g., Western, Impact, or some display-oriented font)
  - They are purely decorative and would be appropriate for headlines and other display type.
  - Fantasy is not commonly used for web sites, as it is difficult to anticipate which font to use and if it will be legible online.

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# Font Family or Font Faces

decorative serif stroke

straight strokes

**serif font**
(Times)

**sans serif font**
(Helvetica)

# Font Family or Font Faces

- On property of the font family
  - It means the name of the font used on the page
  - You can use any font name
    - But the font family can be unavailable on the user's computer
      - Then the browser will use the default font face on the user's system 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)

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# Font Family or Font Faces

- Example: <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 that have become quite popular
  - You have a better chance to have them available on the web users' computers
  - Check out Table 4-2 in the textbook

# Font Sizes

- You can change the size of the font
  - You use the font-size property to change the size
  - There are several ways to do that
    - Using Keyword
      - xx-small, x-small, small, medium, large, x-large, xx-large
      - Check Table 4-3 in the textbook for the approximate sizes of the keywords
        - And Figure 4-2 in the textbook for the effect on the text
        - Even with the same size, the fonts on a Mac look a tad bit smaller then 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 "smaller/larger" 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

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# Font Sizes

The different units are:

- "Ems" (em):
  - The "em" is a scalable unit that is used in web document media.
  - An em is equal to the current font-size, so if the font-size of the document is 12pt, 1em is equal to 12pt. Ems are scalable in nature, so 2em would equal 24pt, .5em would equal 6pt, etc.
  - Ems are becoming increasingly popular in web documents because of the scalability and their mobile-device-friendly nature.
- Pixels (px):
  - Pixels are fixed-size units that are used in screen media.
  - One pixel equals to one dot on the computer screen.
  - Web designers lie to use pixel units in web documents to produce a pixel-perfect representation of their site as it is rendered in the browser.
  - The issue with the pixel unit is that it does not scale upward for visually-impaired readers or downward to fit mobile devices.

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# Font Sizes

The different units are:

- Points (pt):
  - Points are traditionally used in print media.
  - One point is equal to 1/72 of an inch.
  - Points are much like pixels, they are fixed-size units and cannot scale in size.
- Percent (%):
  - The percent unit is like the "em" unit, with some fundamental differences.
  - The current font-size is equal to 100%, i.e. 12pt = 100%.
  - When using the percent unit, your text remains fully scalable for mobile devices and for accessibility.

# Font Colors

- Very frequently used CSS properties
  - The "color" property
    - Used to change the color of any item in the foreground
  - The "background-color" property
    - Used to change the color of any item in the background
      - This item can be any HTML element: page, headline, paragraph, etc.

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# Font Colors

– Example: <p style="color: purple; background-color: yellow;">

This is an example of showing how to change the foreground colour and background colour using CSS properties.</p>

When choosing colour, you should follow three basic categories of color theory:
- The colour wheel
- Colour harmony
- Colour context

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# Colour Wheel
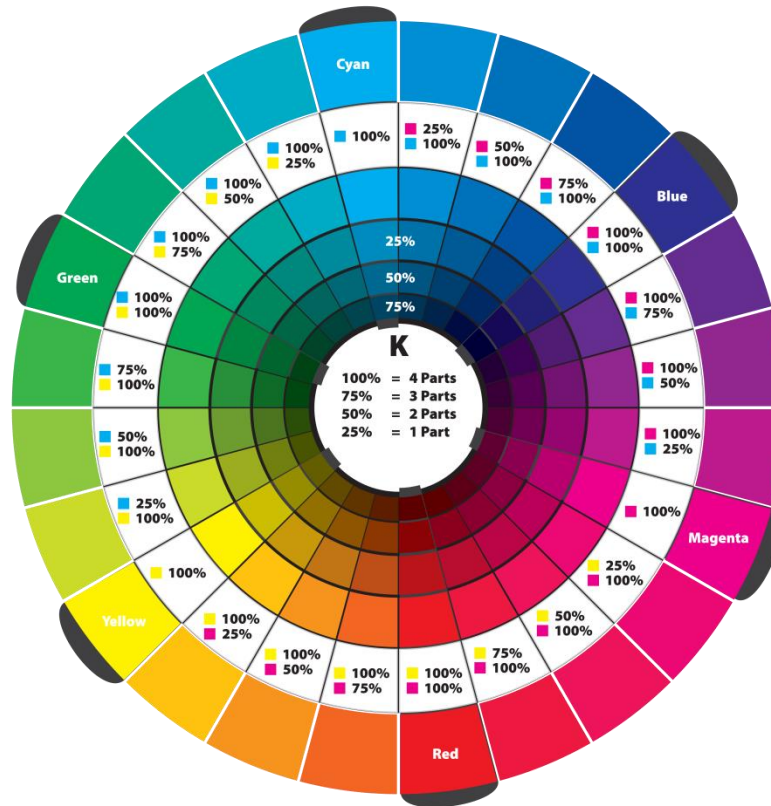
# Print Friendly Web Page

- People may want to print your web page, there are two ways to create a print friendly web page
  - By using PDF file
    - Need to create the PDF file and link to the page
    - Not every one has Adobe reader
  - By using CSS file
    - Need to create two CSS file, one for screen and one for print

      ```
      <link href="screen_only.css" media="screen" rel="stylesheet" Type="text/css">
      <link href="print_only.css" media="print" rel="stylesheet" type="text/css">
      ```

    - Note the attribute "media" need to be stated so that the browser will use the correct style sheet.

# Questions?