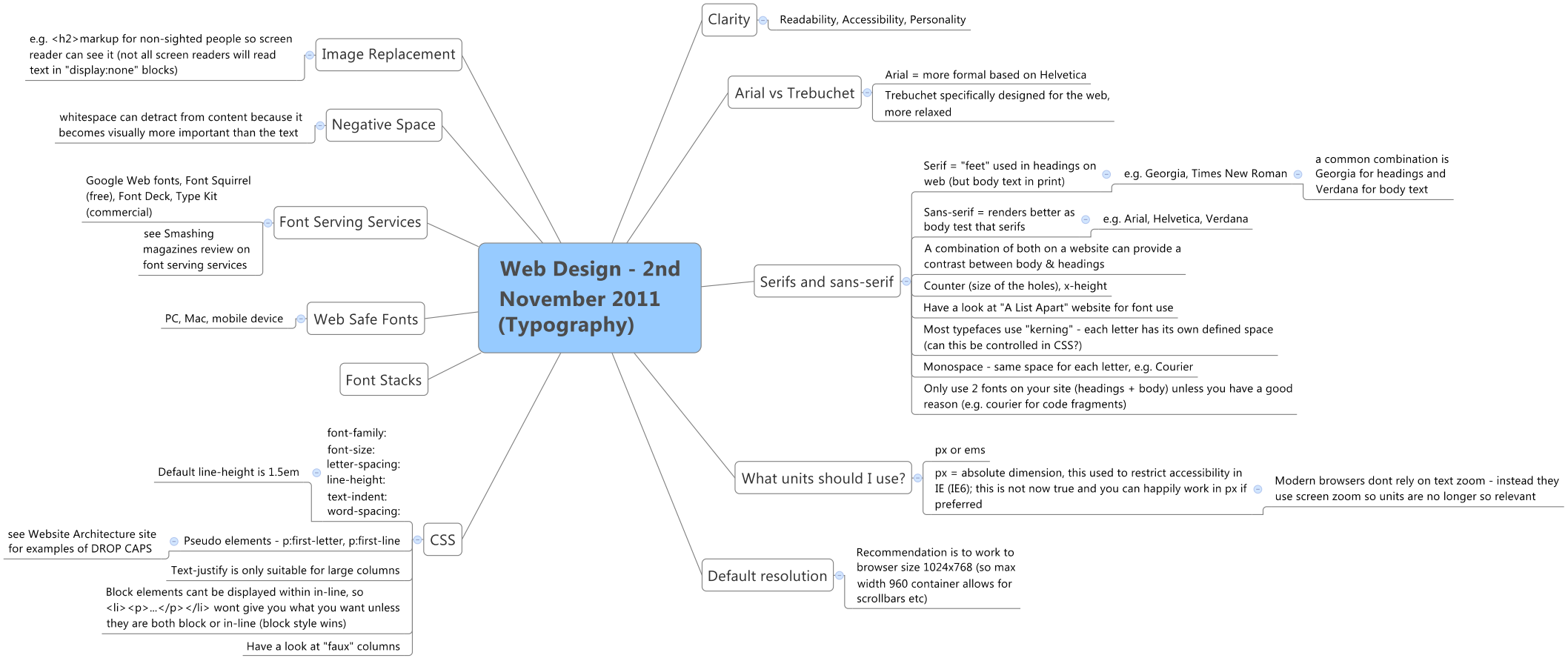
Notes


Web Design - 2nd November 2011 (Typography)
Image Replacement
e.g. <h2>markup for non-sighted people so screen reader can see it (not all screen readers will read text in "display:none" blocks)
Negative Space
whitespace can detract from content because it becomes visually more important than the text
Font Serving Services
Google Web fonts, Font Squirrel (free), Font Deck, Type Kit (commercial)
see Smashing magazines review on font serving services
Web Safe Fonts
PC, Mac, mobile device
Font Stacks
CSS
font-family:
font-size:
letter-spacing:
line-height:
text-indent:
word-spacing:
Default line-height is 1.5em
Pseudo elements - p:first-letter, p:first-line
see Website Architecture site for examples of DROP CAPS
Text-justify is only suitable for large columns
Block elements cant be displayed within in-line, so <li> ... wont give you what you want unless they are both block or in-line (block style wins)
Have a look at "faux" columns
Clarity
Readability, Accessibility, Personality
Arial vs Trebuchet
Arial = more formal based on Helvetica
Trebuchet specifically designed for the web, more relaxed
Serifs and sans-serif
Serif = "feet" used in headings on web (but body text in print)
e.g. Georgia, Times New Roman
a common combination is Georgia for headings and Verdana for body text
Sans-serif = renders better as body test that serifs
e.g. Arial, Helvetica, Verdana
A combination of both on a website can provide a contrast between body & headings
Counter (size of the holes), x-height
Have a look at "A List Apart" website for font use
Most typefaces use "kerning" - each letter has its own defined space (can this be controlled in CSS?)
Monospace - same space for each letter, e.g. Courier
Only use 2 fonts on your site (headings + body) unless you have a good reason (e.g. courier for code fragments)
What units should I use?
px or ems
px = absolute dimension, this used to restrict accessibility in IE (IE6); this is not now true and you can happily work in px if preferred
Modern browsers dont rely on text zoom - instead they use screen zoom so units are no longer so relevant
Default resolution
Recommendation is to work to browser size 1024x768 (so max width 960 container allows for scrollbars etc)