

## Week 4\_4(en)

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# Typography

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*Typography* is the art of arranging text on a page. Styling text to make page content accessible and interesting can significantly improve user experience.

## font-family

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We have already used the `font-family` property in the beginning of our CSS course.

`font-family` is used to indicate the type of font.

Keep the following points in mind when working with `font-family`:

1. The font specified in a stylesheet must be installed on a user's computer in order for that font to display when a user visits the web page. We will learn how to deal with this problem soon.
2. The default typeface for all most browsers is *Times New Roman*.
3. It's a good practice to limit the number of typefaces used on a web page to 2 or 3.
4. When the name of a typeface consists of more than one word, it must be enclosed in double quotes.

Try changing the typeface of the whole page by adding `font-family: Arial;` to the `.container` declaration block.

## font-weight

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In CSS, we can style bold text with the `font-weight` property.

If we want to bold text in a web page, we can set the `font-weight` to `bold`.

If we want to ensure that text is not bold, we can set the `font-weight` to `normal`.

By default, the `font-weight` of most text elements is set to `normal`. However, some elements, like headers, have built-in `bold` styling.

Let's change the `article-footer` to bold by adding the following CSS code.

```
.article-footer {  
  font-weight: bold;  
}
```

We can assign a numeric value to the `font-weight` property as well.

The valid values are multiples of 100 within a numeric scale ranging from 100 to 900, such as `300` or `500`.

`400` is the default `font-weight` of most text, while `700` signifies a bold `font-weight`.

**Note:** Not all fonts can be assigned a numeric font-weight. You can look up the font you are using to see which `font-weight` values are available.

## font-style

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If you set the `font-style` property to `italic`, the text will appear in italics. The `font-style` property also has `normal` as the default value.

## Text Transformation

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The `text-transform` property enables styling text to appear in either all uppercase or lowercase. Setting the `text-transform` as `uppercase` will format text in all uppercase. Alternatively, the `lowercase` value could be used to format text in all lowercase.

Let's try making all of our movie names in `movies.html` to uppercase.

```
.rectangle-header {  
  text-transform: uppercase;  
}
```

## text-align

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So far, text has always appeared on the left side of the element.

To align text, we can use the `text-align` property.

The `text-align` property can be set to one of the following three values:

- `left` - aligns text to the left hand side of the browser
- `center` - centers text
- `right` - aligns text to the right hand side of the browser

Let's add `class="blog-header"` and `class="blog-footer"` respectively to the `<header>` containing the blog name and the `<footer>` containing the corporation name.

Then let's add the following CSS code to align our blog header and footer to the center.

```
.blog-header, .blog-footer {  
  text-align: center;  
}
```

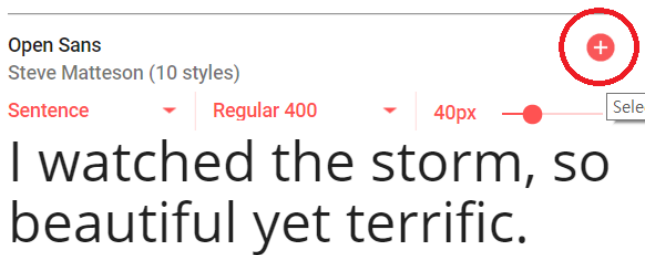
## Linking Fonts

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With the number of diverse fonts available with modern typography, it is unrealistic to expect users to have all fonts installed on their computers.

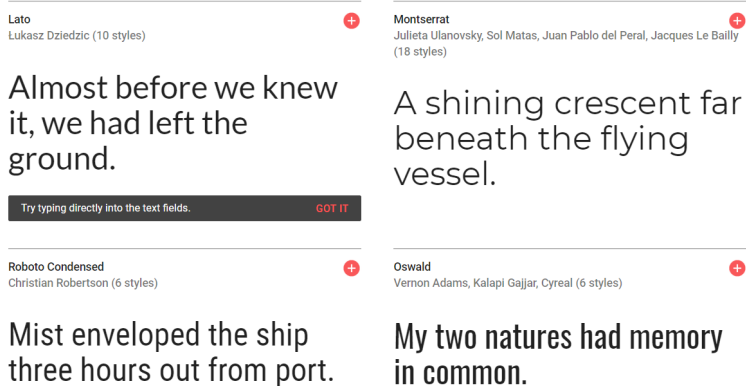
New fonts are often centralized in directories made available for public use. We refer to these fonts as non-user fonts.

Google Fonts is one such directory of thousands of open-source fonts, available for free use. To retrieve the link for a font in Google Fonts, you have to go to the [Google Fonts page](#). Find a font you would like to use and click on the + icon.

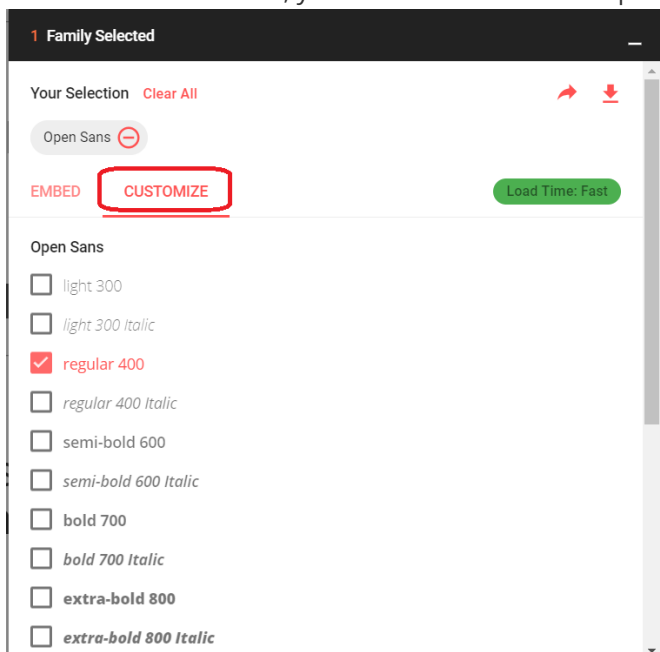


SEE SPECIMEN

Then click the tab on the right bottom of the page that says "1 Family Selected".

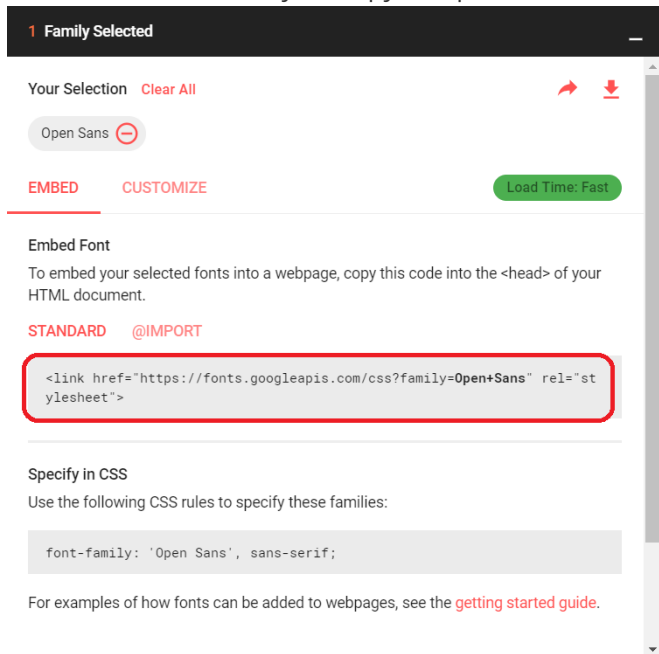


On the "customize" tab, you can customize which specific fonts you want to download.



Click on the font types you want to add a link to, and go back to the "embed" tab.

As the instructions tell you, copy and paste the code with the `<link>` tag to the `<head>` of `index.html`.



The screenshot shows the 'Family Selected' interface for the Open Sans font. At the top, it says '1 Family Selected' and 'Your Selection Clear All'. Below that, there's a button for 'Open Sans' with a minus sign. There are two tabs: 'EMBED' (selected) and 'CUSTOMIZE'. A green button indicates 'Load Time: Fast'. Under 'Embed Font', there's a text block explaining that the code should be pasted into the <head> of an HTML document. Below this, there are two options: 'STANDARD' (selected) and '@IMPORT'. A red box highlights the following code snippet: `<link href="https://fonts.googleapis.com/css?family=Open+Sans" rel="stylesheet">`. Below this, there's a section 'Specify in CSS' with the instruction 'Use the following CSS rules to specify these families:' and a code block containing `font-family: 'Open Sans', sans-serif;`. At the bottom, there's a link to a 'getting started guide'.

Now, you can use the font you just found in your CSS code.

For example, if you got the `Open Sans` font, you can use it in the `.container` declaration block like below.

```
.container {  
  font-family: "Open Sans";  
  ...  
}
```