TYPEFACE TERMINOLOGY

SERIF	SANS-SERIF	MONOSPACE
im	im	im

TYPEFACE TERMINOLOGY

The xyz BASELINE

TYPEFACE TERMINOLOGY

The xyz BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz CAP HEIGHT

BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz

ASCENDER
CAP HEIGHT

BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

The xyz

ASCENDER
CAP HEIGHT
X-HEIGHT

BASELINE
DESCENDER

TYPEFACE TERMINOLOGY

WEIGHT	STYLE	STRETCH
Light	Normal	**Condensed**
Medium	*Italic*	Regular
Bold	*Oblique*	**Extended**
Black		

CHOOSING A TYPEFACE FOR YOUR WEBSITE

SERIF	SANS-SERIF
Arial	Georgia
Verdana	Times
Helvetica	Times New Roman

CHOOSING A TYPEFACE FOR YOUR WEBSITE

MONOSPACE	CURSIVE	FANTASY
Courier Courier New	Comic Sans MS *Monotype Corsiva*	Impact Haettenschweiler

SPECIFYING TYPEFACES
font-family

`CSS`

```css
body {
  font-family: Georgia, Times, serif;}

h1, h2 {
  font-family: Arial, Verdana, sans-serif;}

.credits {
  font-family: "Courier New", Courier,
               monospace;}
```

Briards

by Ivy Duckett

The briard, or berger de brie, is a large breed of dog traditionally used as a herder and guardian of sheep.
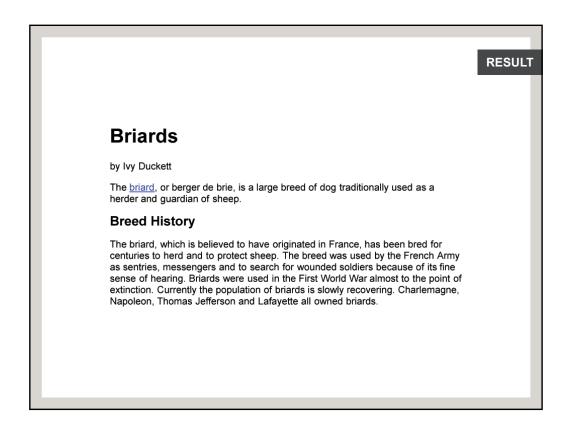
Breed History

The briard, which is believed to have originated in France, has been bred for centuries to herd and to protect sheep. The breed was used by the French Army as sentries, messengers and to search for wounded soldiers because of its fine sense of hearing. Briards were used in the First World War almost to the point of extinction. Currently the population of briards is slowly recovering. Charlemagne, Napoleon, Thomas Jefferson and Lafayette all owned briards.

SIZE OF TYPE
font-size

```css
body {
  font-family: Georgia, Times, serif;
  font-size: 12px;}

h1 {
  font-size: 200%;}

.credits {
  font-size: 1.3em;}
```
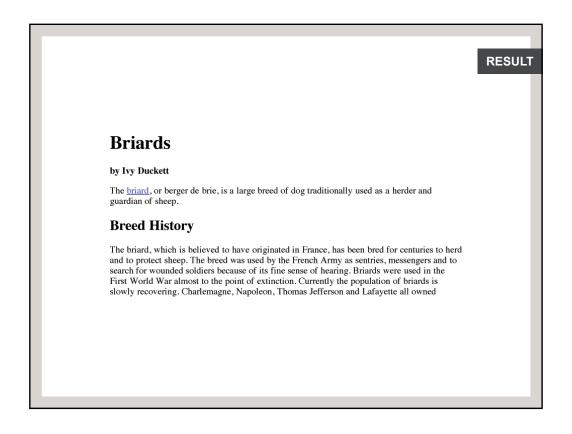
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BOLD
font-weight

```
.credits {
  font-weight: bold;}
```

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ITALIC
font-style

```
.credits {
  font-style: italic;}
```

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UPPERCASE & LOWERCASE
text-transform

```
h1 {
   text-transform: uppercase;}
h2 {
   text-transform: lowercase;}
.credits {
   text-transform: capitalize;}
```
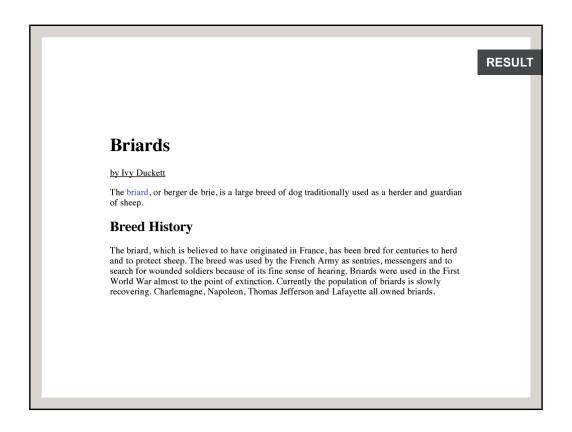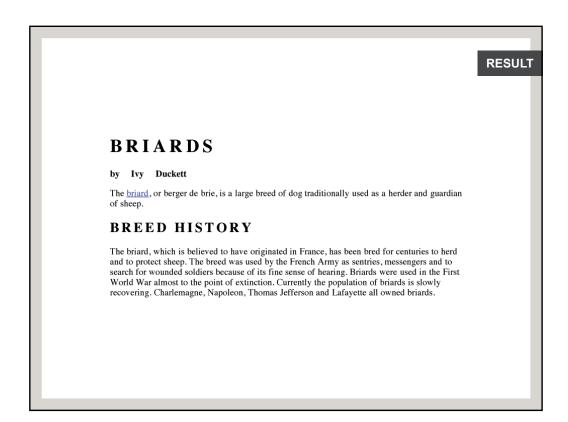
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UNDERLINE & STRIKE
text-decoration

CSS

```
.credits {
  text-decoration: underline;}

a {
  text-decoration: none;}
```

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LEADING
line-height

```
p {
   line-height: 1.4em;}
```

RESULT

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LETTER & WORD SPACING
letter-spacing, word-spacing

CSS

```css
h1, h2 {
   text-transform: uppercase;
   letter-spacing: 0.2em;}

.credits {
   font-weight: bold;
   word-spacing: 1em;}
```
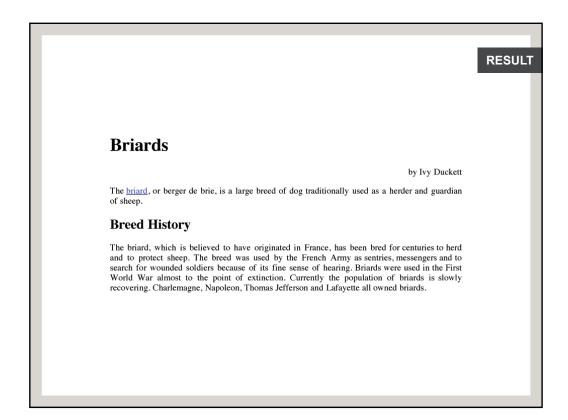
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ALIGNMENT
text-align

CSS

```
h1 {
   text-align: left;}

p {
   text-align: justify;}

.credits {
   text-align: right;}
```

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VERTICAL ALIGNMENT
vertical-align

```
#six-months {
  vertical-align: text-top;}

#one-year {
  vertical-align: baseline;}

#two-years {
  vertical-align: text-bottom;}
```

Briard Life Stages

Six months

One year

Two years

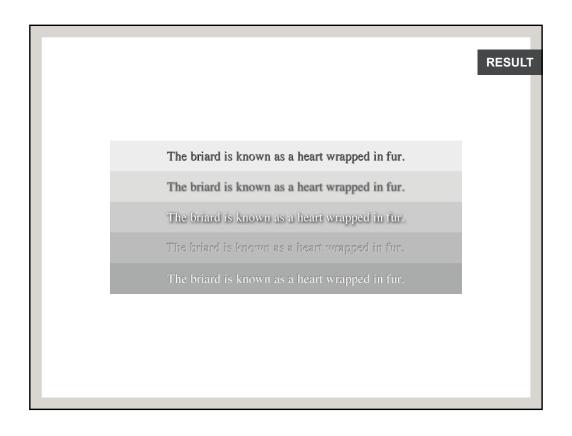RESULT

INDENTING TEXT
text-indent

CSS

```css
h1 {
  background-image: url("images
    /logo.gif");
  background-repeat: no-repeat;
  text-indent: -9999px;}

.credits {
  text-indent: 20px;}
```

CSS3: DROP SHADOW
text-shadow

```css
p.one {
  background-color: #eeeeee;
  color: #666666;
  text-shadow: 1px 1px 0px #000000;}
p.two {
  background-color: #dddddd;
  color: #666666;
  text-shadow: 1px 1px 3px #666666;}
p.three {
  background-color: #cccccc;
  color: #ffffff;
  text-shadow: 2px 2px 7px #111111;}
```

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

The briard is known as a heart wrapped in fur.

RESULT

FIRST LETTER OR LINE
:first-letter, :first-line

CSS

```
p.intro:first-letter {
   font-size: 200%;}

p.intro:first-line {
   font-weight: bold;}
```

RESULT

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STYLING LINKS
:link, :visited

CSS

```
a:link {
  color: deeppink;
  text-decoration: none;}
a:visited {
  color: black;}
a:hover {
  color: deeppink;
  text-decoration: underline;}
a:active {
  color: darkcyan;}
```

ATTRIBUTE SELECTORS

Existence	`p[class]`
Equality	`p[class="dog"]`
Space	`p[class~="dog"]`
Prefix	`p[attr^="d"]`
Substring	`p[attr*="do"]`
Suffix	`p[attr$="g"]`