

### WAYS THAT TYPE HAPPENS ON THE WEB

**TEXT IN IMAGES** *Words inside Photoshop images... the old way of doing it* — Not advisable unless you use a coding hack because the text isn't searchable/findable otherwise.

**WEB-SAFE FONTS** Fonts that are available to viewers' browsers because the fonts are already on their systems. Only a short list of fonts meets this criteria, but they are easy to specify in CSS.

**NON-WEB-SAFE FONTS** Fonts available through special techniques that enable the specification and display of a much wider range of typefaces on web-based devices. They're relatively easy to learn, depending on the source of the fonts and licenses. First example is:

- **Web font embedding services (free)** *Google web fonts* — Enables the specification and use of fonts using a simple head tag element and corresponding CSS rule(s). Yay!

**SPACING** Remember: typing HTML is not the same as typesetting. White space often collapses. This can be controlled with line height and other types of spacing — padding and margins, in particular.

**SIZING** The sizes of type (and images and spaces) can be precisely controlled with these CSS options:

- **pixels** (`font-size: 16px;`) — allows for one, precise size; independent of type sizing methods; inflexible

- **percentages** (`font-size: 200%`) — where the type is a percentage of what its default HTML size would be

- **ems** (`font-size: 2em`) — a scalable unit inherited from its parent element. "1em is equal to the current font size; so if the parent's font size is 16px, 1em is 16px and 2em is 32px." (– Andy Carter)

- **vw units** (`font-size: 5vw`) — where 1 unit is equal to 1% of the viewport width; flexible/responsive.

When used, the item scales proportionally within any browser window.

### LINKS

**THE LINK TAG <a>** Links are hypertext *anchors*; therefore, their tag is defined with <a> </a>. Links are an example of HTML elements where the attribute of the tag needs a value identified in quotation marks, such as: <a href="http://www.google.com">Google</a>, where *href* defines the destination of the link (*href* = *hypertext reference*). Anything can become a link with this tag, including images.

**LINK DESTINATIONS** Links can point to many things. Common scenarios:

- **Another, separate web site** (*href* value contains full URL):

```
<p> Visit <a href="http://www.google.com"> Google </a> for more information... </p>
```

- **Another page in the current site** (*href* value contains only the file name for that page):

```
<nav> <a href="about.html"> About Us </a> </nav>
```

- **An anchor — a specific part of a page** (*href* value contains # and the name of the anchor ID):

```
<p> <a href="#content"> Link to a page anchor </a> </p> [note: there is a # before the anchor name]
```

- **An email address** (*href* value contains *mailto* + email address):

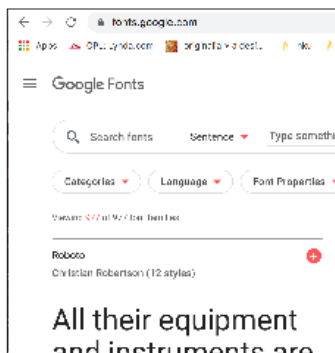
```
<p> <a href="mailto:mader@nku.edu"> Email me </a> if you have questions. </p>
```

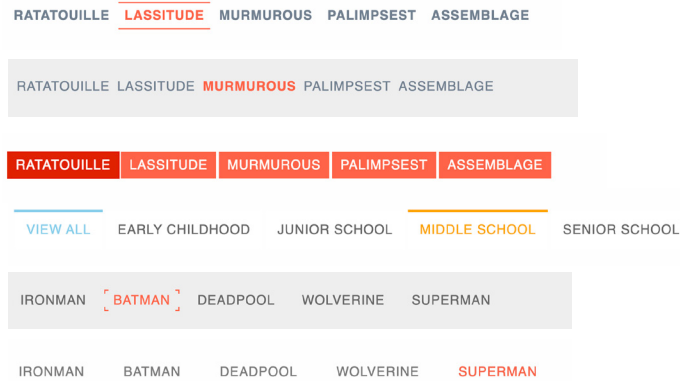
- **A file on the web**, such as a downloadable PDF (*href* value contains # with full file name):

```
<p><a href="#PDFdownload_example.pdf"> Link to a downloadable PDF </a></p>
```

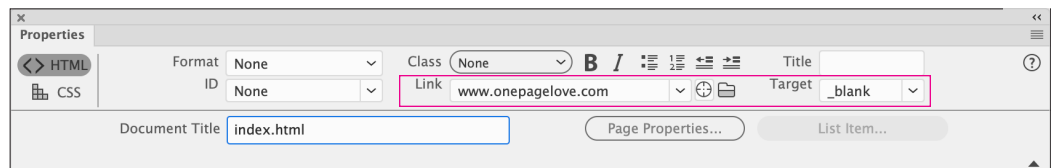
- **Opening a link in a new browser window:** add a target value of *\_blank* to the </a> tag:

```
<p> Visit <a href="http://www.google.com" target="_blank"> Google </a> for more information. </p>
```





**SPECIFYING LINKS WITHIN DREAMWEAVER** Highlight the content in the html that you want to be a link, then use the property inspector to type/paste in the link accordingly. Set the Target to `_blank` if it needs to open in a new window.



**LINK STATES** There is a cluster of 5 states for links to define with CSS rules:

- 1) the **link** itself — `a:link`
- 2) when it has been **visited** — `a:visited`
- 3) when you **hover** over it — `a:hover`
- 4) when it is **actively** being clicked upon — `a:active`
- 5) and, **focus** (when the tab key or an assistive tool is used to cycle through/select links) — `a:focus`

**CSS STYLING OF LINKS** To style all links the same way across a page or site, use :

```

a {...insert properties and values...}
a:link {...insert properties and values...}
a:visited {...insert properties and values...}
a:hover {...insert properties and values...}
a:active {...insert properties and values...}

```

You can also target link styles for different areas with specificity, depending on the parent html that they exist within, as in:

```

p a:link {...}      h2 a:link          #footer a:link
p a:visited         or  h2 a:visited          or  #footer a:visited  etc.
p a:hover           h2 a:hover           #footer a:hover
p a:active          h2 a:active          #footer a:active
p a:focus           h2 a:focus           #footer a:focus

```