

# web-typografie

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**Redaktionelle Kompetenz im Crossmedia-Publishing**

Uni Duisburg-Essen

Oliver Stickel

SoSe 2010



# 1

# Ablauf

**Technik**

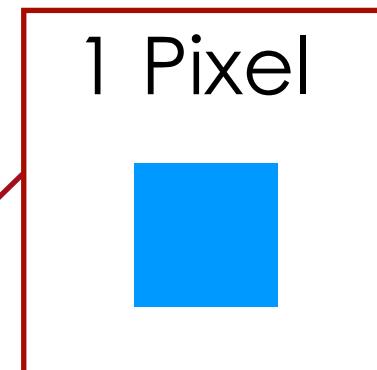
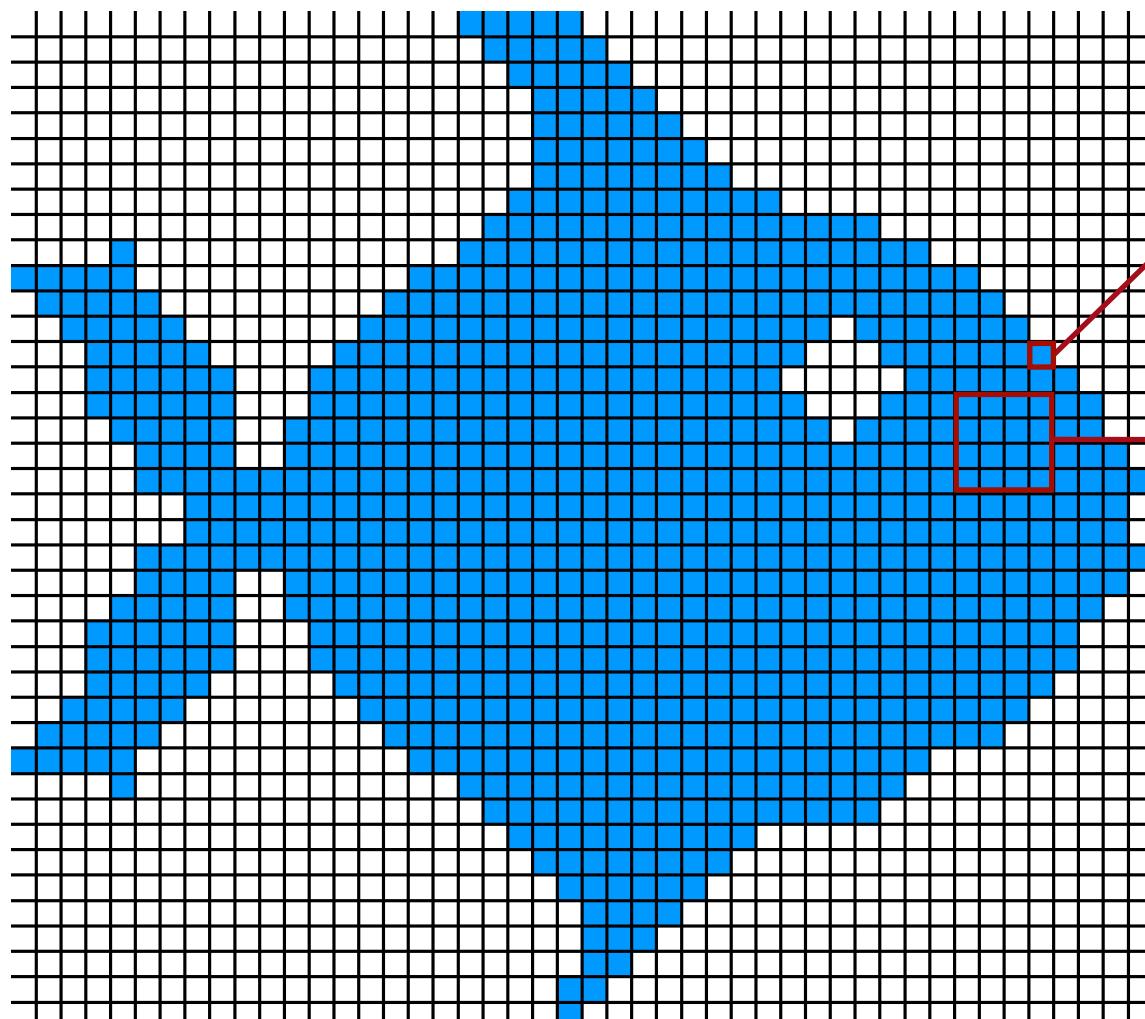
**Software**

**Ausblick**



# 2 Technik

## Grundlagen



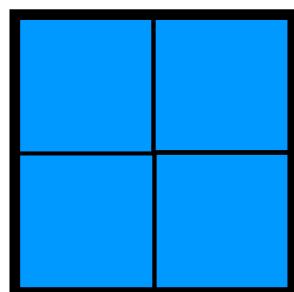
8 ppi =  
Pixel per  
Inch



Dot: kleinstmögliches Darstellungselement



Pixel: kleinstes Darstellungselement



# 2 Technik

## Grundlagen

300dpi



181dpi



96dpi



# 2 Technik

Schriften

Ax D

Serifenschriftart

Ax D

Sans Serif / Groteske

@

# 2 Technik

Schriften



Print: Gute Blickführung

AxD

Sans Serif / Groteske

@

# 2 Technik

Schriften

AxD

AxD

Bildschirm:  
Serifen verschwimmen

Sans Serif / Groteske

@

# 2 Technik

Schriften

II1aj

Arial, Allrounder

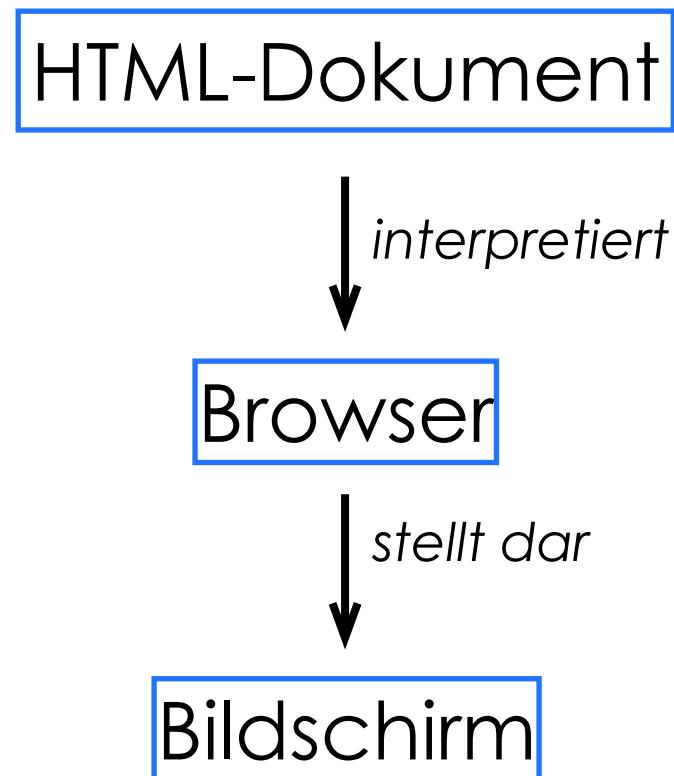
I|1aJ

Verdana,  
Bildschirmoptimiert

@

# 2 Software

HTML



# 2 Software

HTML

```
<html>
<head>
<title>HTML Test</title>
</head>
<body>
<h1>Überschrift</h1>
<p>Hallo angehende Redakteure!</p>
Das ist <emph>HTML</emph>
</body>
</html>
```

## Überschrift

Hallo angehende Redakteure!  
Das ist *HTML*



# 2 Software

HTML

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<html>
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```

## Überschrift

Hallo angehende Redakteure!

Das ist *HTML*



# 2 Software Unicode

# Codierung aller Textelemente

# “ ” “ ” ” ” VS.



# 2 Software Unicode

H-Milch

12–17  
Uhr

3–2=1

—

vs.

—

vs.

—

hyphen  
U+2010

em dash  
U+2014

minus  
U+2212



# 2 Software

## Unicode

```
<html>
<head>
<title>Umbrüche</title>
</head>
<body>
<p>Ein Wind&#173;stoß feg&shy;te über die Küs&#173;te.</p>
</body>
</html>
```

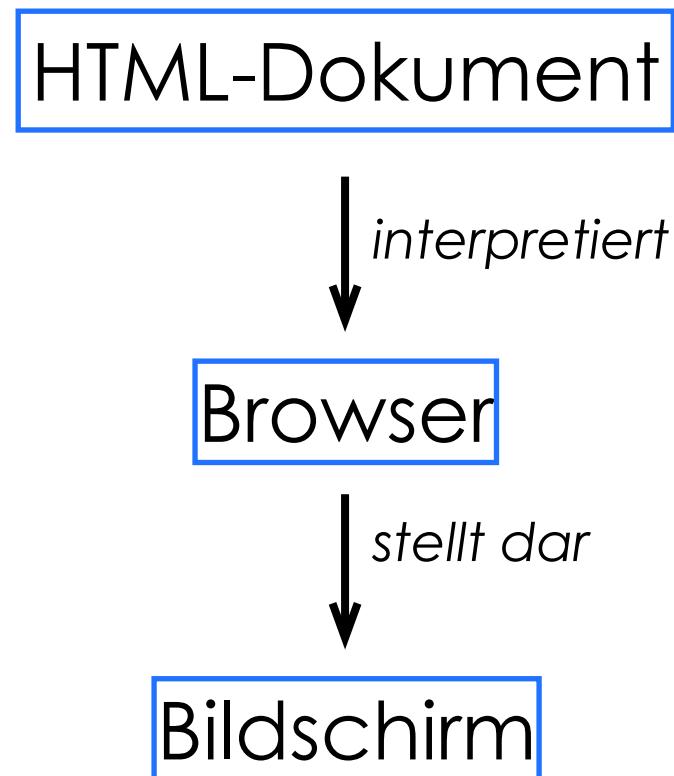
Ein Windstoß fegte über die Küste.

Ein Windstoß feg-  
te über die Küs-  
te.



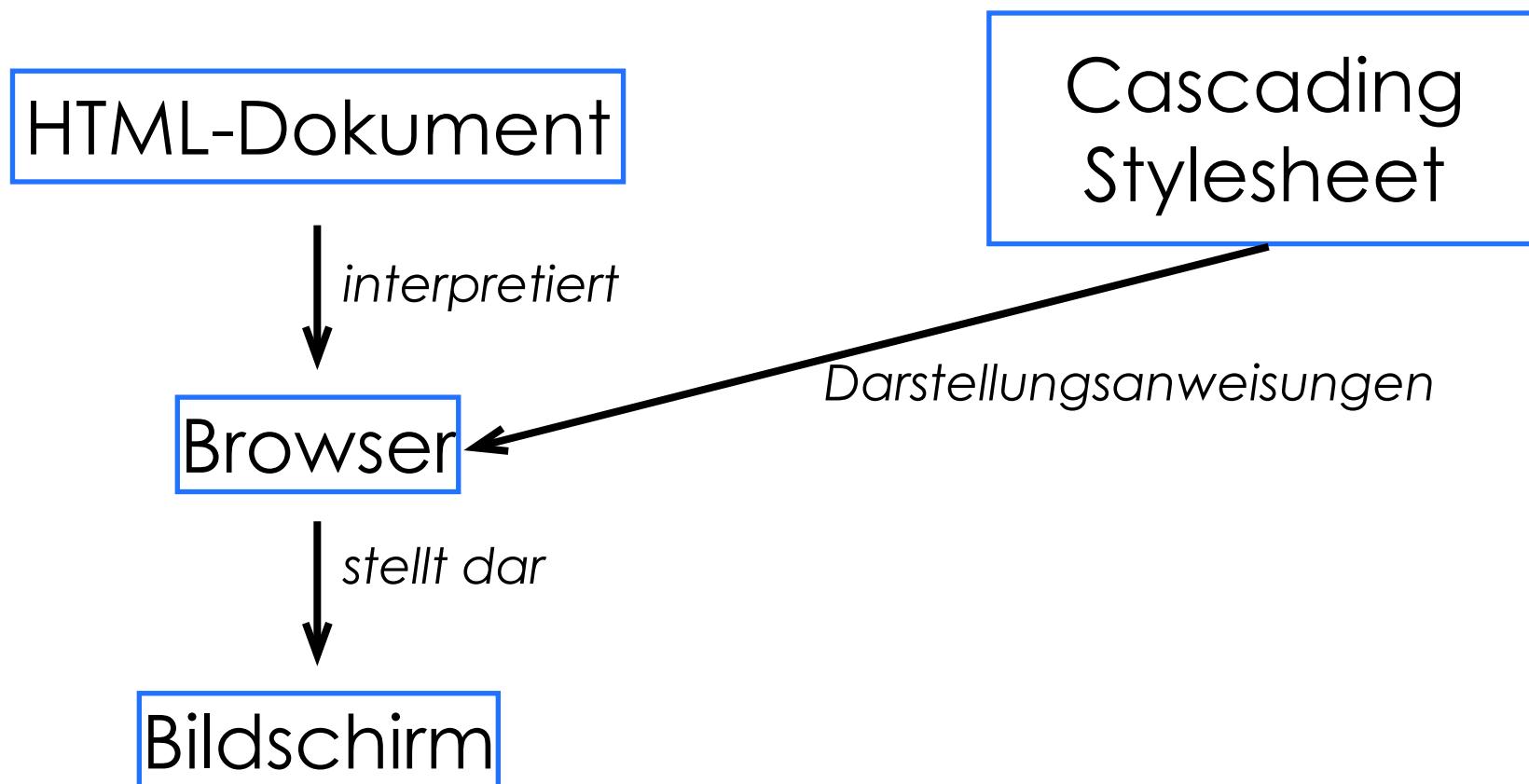
# 2 Software

CSS



# 2 Software

CSS



# 2 Software

CSS

```
.CSSclass{  
color:blue;  
font-family:Arial;  
position:relative;  
width:70%;  
padding:10px;  
border:2px solid red; }
```



# 2 Software CSS

The screenshot shows the CSS Zen Garden homepage. At the top left is a yellow header with a decorative border containing the text "C.S.S. ZEN GARDEN". Below it is a large, ornate scroll-down menu. In the center, there's a large image of a squid swimming in the ocean. To the right of the image is a yellow sidebar with the text "Eine Demonstration dessen, was sich visuell mit Hilfe von CSS erreichen lässt. Wählen Sie eine Stil-Vorlage aus der Liste um sie mit dieser Seite anzeigen zu lassen." and a link "LADEN SIE DIE BEISPIELDATEIEN FÜR HTML UND CSS HERUNTER". At the bottom left is a section titled "THE ROAD TO ENLIGHTENMENT" with text about the history of CSS support. At the bottom right is a "SELECT A DESIGN" section featuring a crown icon and the link "Under the Sea! von Eric Stoltz".

[www.csszengarden.com](http://www.csszengarden.com)



## Css Zen Garden

*the beauty of css design.*

A demonstration of what can be accomplished visually through CSS-based design. Select any style sheet from the list to load it into this page.

[LADEN SIE DIE BEISPIELDATEIEN FÜR HTML UND CSS HERUNTER](#)

### *The Road To Enlightenment*

Wir blicken zurück auf den dunklen Weg vergangener Relikte wie browserspezifischen Tags, inkompatiblen DOMs und einer brüchigen CSS Unterstützung.

Heute müssen wir den Kopf von den alten Praktiken befreien. Die Erleuchtung im Web wurde nicht zuletzt dank der unermüdlichen Anstrengungen von Leuten wie dem W3C, W3SP sowie den großen Browserherstellern erreicht.

#### SELECT A DESIGN:

[Under the Sea!](#)  
von Eric Stoltz

[Make 'em Proud](#)  
von Michael McAughan and Scotty Reifsnider

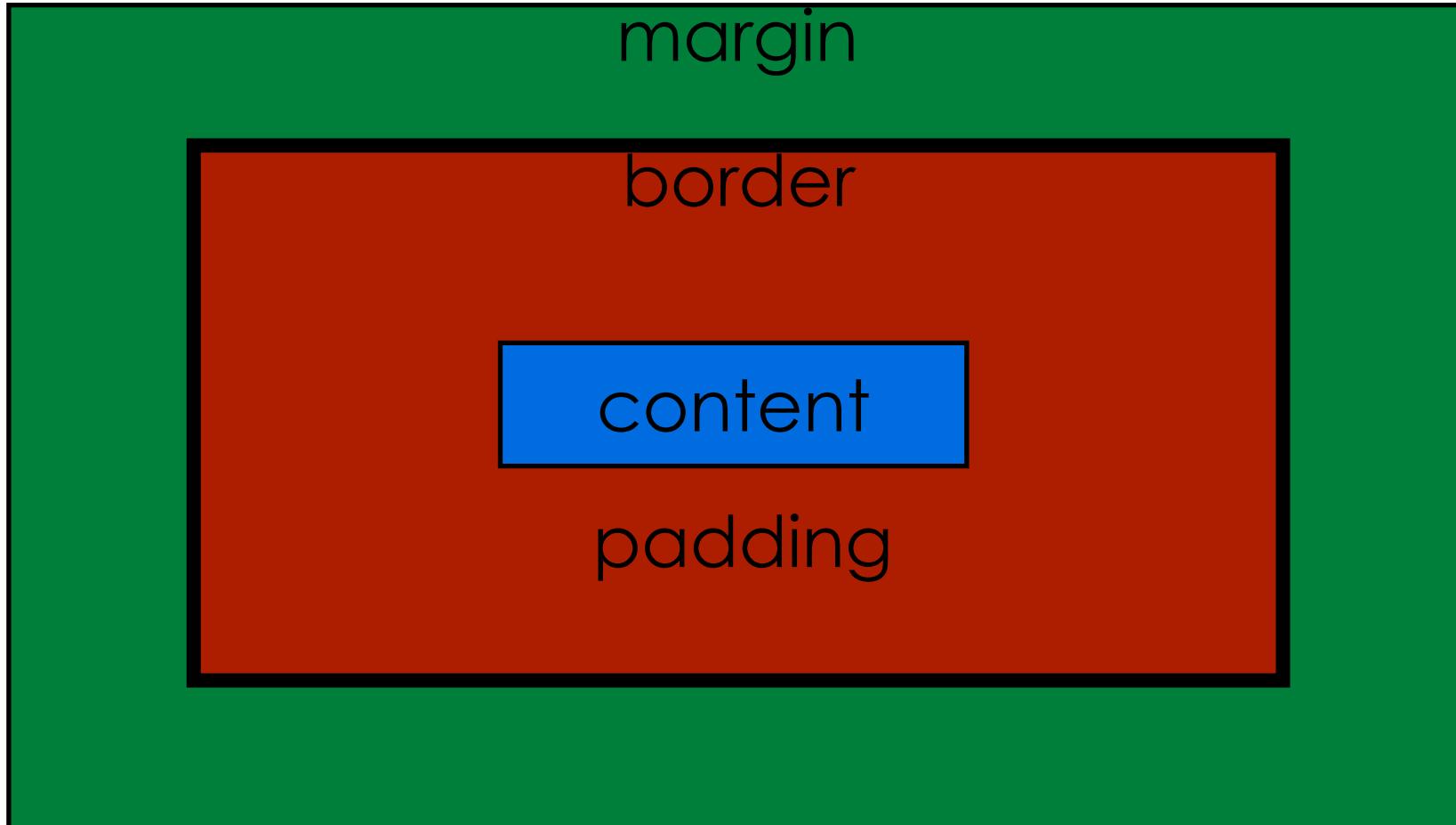
[Orchid Beauty](#)  
von Kevin Addison

[Oceanscape](#)  
von Justin Gray



# 2 Software

CSS



# 2 Software

## CSS: Dynamik

### Dynamik und Relativität

**Dies ist ein Beispieltext zur Verdeutlichung.** Absatz, Trennung, Spaltenbreite und ähnliche Aspekte sind in digitalen Medien wesentlich dynamischer als in klassischen Printmedien. Die Darstellung variiert von Endgerät zu Endgerät. Der Redakteur oder Designer muss sich darauf einstellen und die Inhalte entsprechend aufbereiten sowie sein Layout und seinen Code entsprechend durchdenken.



# 2 Software

## CSS: Dynamik

### A Morning in Vermillion

2.4.16.55.021\*

It began with my father not wanting to see the Last Rabbit and ended up with my being eaten by a carnivorous plant. It wasn't really what I'd planned for myself—I'd hoped to marry into the Oxbloods and join their dynastic string empire. But that was four days ago, before I met Jane, retrieved the Caravaggio and explored High Saffron. So instead of enjoying aspirations of Chromatic advancement, I was wholly immersed within the digestive soup of a yateveo tree. It was all frightfully inconvenient.

But it wasn't all bad, for the following reasons: First, I was lucky to have landed upside down. I would drown in under a minute, which was far, far preferable to being dissolved alive over the space of a few weeks.

\*Males are to wear dress code #6 during inter-Collective travel. Hats are encouraged but not mandatory.

Jasper Fforde: *Shades of Grey*



# 2 Software

## CSS: Dynamik

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# 2 Software

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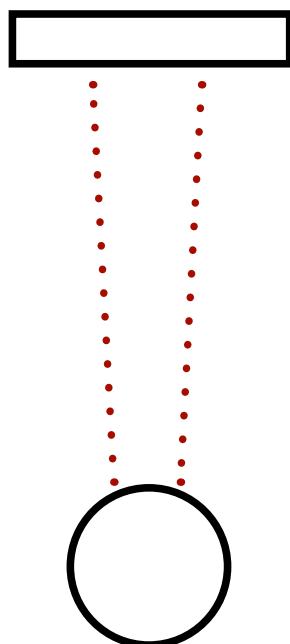
```
h1{font-size: 18px; }  
body{font-size: 12px; }
```

```
p{font-size:1em;  
line-height:1.5em; }
```



# 3 Ausblick

## CSS 3 Spalten



Blickwinkel ~8cm

Optimale Spaltenbreite ~60 Zeichen

Lore faccumm diametuerit auguerci et augiat, secte duismol rerostis nosto od ea feugait, voloreet, sum zzriuscip et velissequisl er sit atumsandrer suscinisl ex ex endion veliscinlit wis eratue dio del ullamet nostis non verci bla accummy nosto dolorti cipit ute deliquam nulputat. Dui eugait atuero dolor iustrud tat, veniam iriliss quipsusci essi.

Lor summy nullandrem alissim il utat. Ut lor sequip exer ip ecte commolorem ipis. Min veli quisLorer summodit praesectem dolorper alismolorer in ut loreetu modolendit wis. Ebussultod denat L. Vere, telium silis, nihi, essenim ussili popublicae ad denihilice quiderorte, ut cula venium satis.

Parbit, sederium omandum non si iae nos, num terte ta patuu conosuam pecte nimis, quam auces inerem det; C. Otis hum di, Catid nondiuro untem halarios pubis, factus?

Inat vistribus ineres anum et? Tia nost? Ad consulium caudam in rem nonsulia tes! Rommo peribulto et cons consi perfecondi, es ocut adhus am, se ciam ignosse nesilicae in demqueri perarita des invocatus intem conc remnes et L. Ununum acric ilicupica noximus se non hus consulto vide te at videmovit; halicae pre nostrun iquemne ditravervide anuntel udervit anterum tat auturis, eri, condem us mihilint. Ahae pes, et inum firimprae aut vercesero noteri stum. Gra clem Pala acio vivis conc re adet vilicaver habus aperdi.



# 3 Ausblick

Webfonts

Bisher: Schrift als Grafik

Unflexibel, nicht barrierefrei

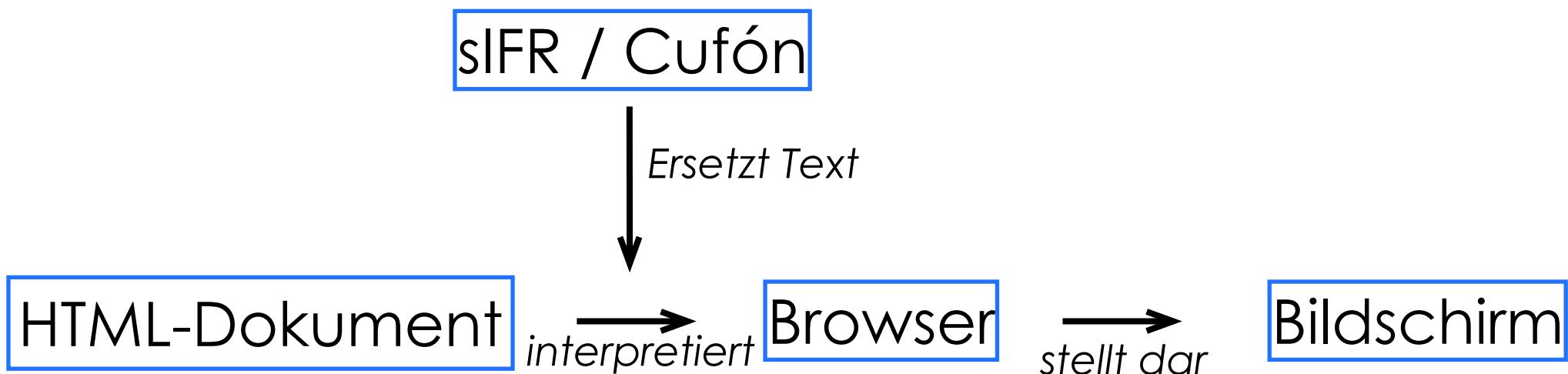


# 3 Ausblick

## Webfonts

Neu: sIFR: Ersetzen durch Flash-Elemente

Neu: Cufón: Ersetzen durch Vektorgrafik



# 3 Ausblick

## CSS 3 Webfonts

Direkte Einbindung (ttf und otf)

Browserabhängig

```
@font-face {  
    font-family: Delicious;  
    src: url('Delicious-Roman.woff');  
}
```

