



WEB / FONT / DESIGN

You Don't Have To Angry Any More
Just Because You Can Doesn't Mean You Should
With Power Comes Great Responsibility

ABC'S HAVE LONG HISTORY, DESIGN FOLLOWS TOOLS

“Technology”	Type & Design Development
Stylus, Clay, Stone	Engraved letters, clay tablets, monuments
Quills, Pens & Brushes	Calligraphy, papyrus, hides, scrolls, codex
Printing	Wood & metal type, printing, paper
Photography	More finesse in print, imaging and letters
Web	Pixels, digital, less space limits, fluid

FONTS HAVE A VISUAL PERSONALITY

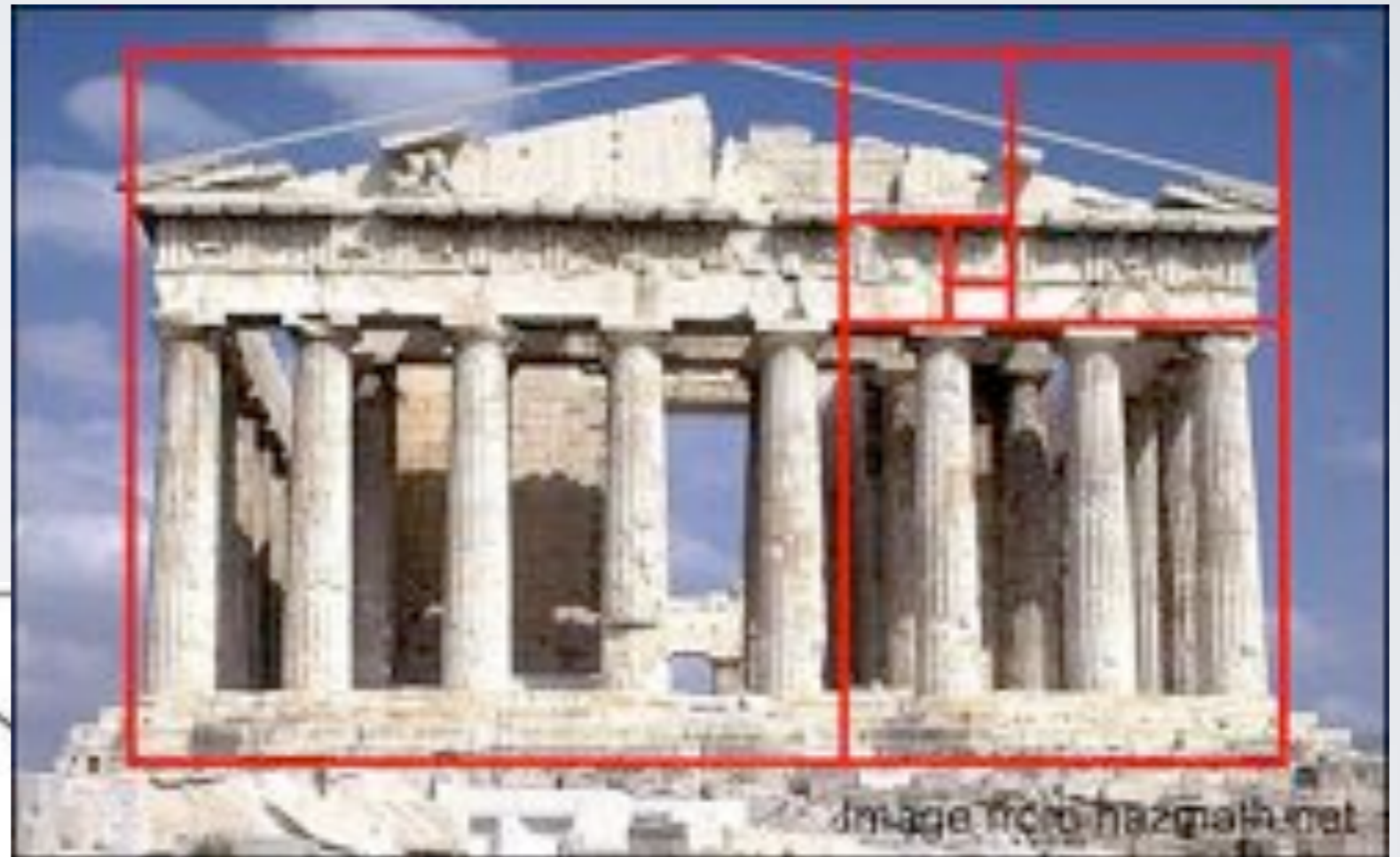
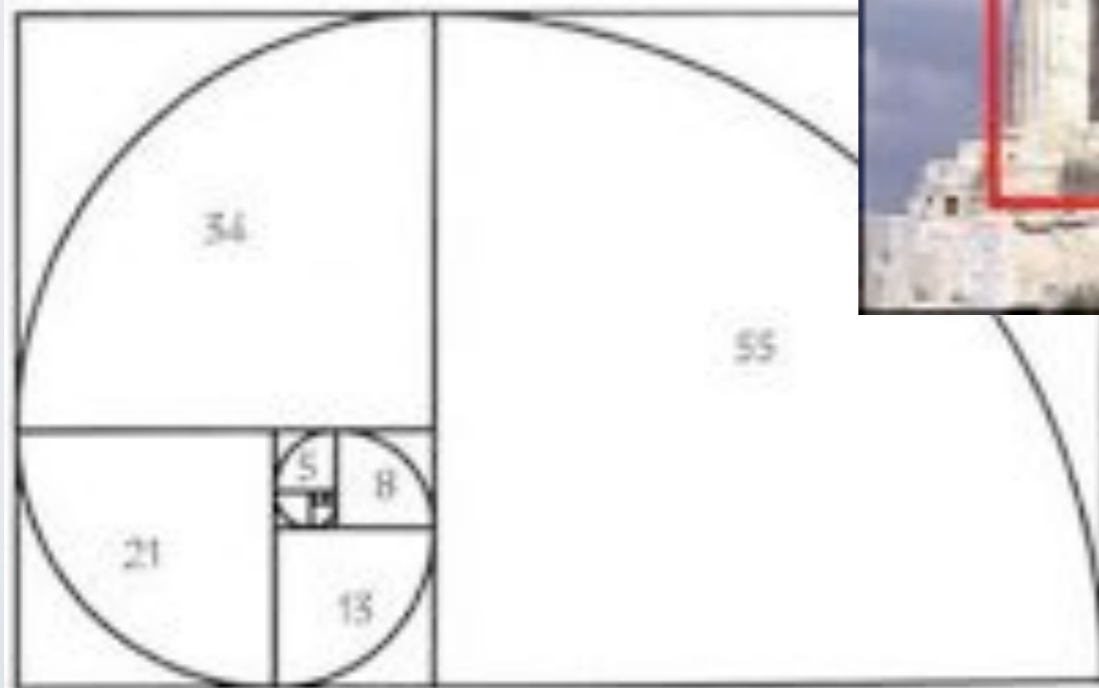
- When letters become fonts. i. e. type styles applied to design, they become more than just content.
- They have personality.
- Pick a personality that works for your design
- <http://www.collegehumor.com/video/3505939/font-conference>

DESIGN PRINCIPLES

Content and Design are separate things.

GOLDEN SECTION/DIVINE PROPORTION

- 1 to 1.618
or a 5:8
rectangle
- Fibonacci
Numbers



Search for 'Phi-nest'

<http://www.goldennumber.net/>

DESIGNING WITH LETTERS

- Good ideas can be buried under sloppy execution
- Good design is the result of correctly applying good design principles
- Design Principles
 - Formats = Cake Pan
 - Elements = Ingredients
 - Structure = Recipe

PPT BEFORE AND AFTER

MOTIVATION

Jot down 3 people in your life who you admire, are positive and that you could discuss your motivation and happiness with:

Sheros

Heros

My oxygen list

Before

MOTIVATION

Jot down 3 people in your life who you admire, are positive and that you could discuss your motivation and happiness with:

- Sheros
- Heroes
- My oxygen list



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After

FORMATS – CAKE PAN

- Creative
- Practical
- Across Media
 - Print design for static surface
 - Web design for changing surface

FORMAT EXAMPLES

Use creative shapes for your content if there is a reason.



- Pink grid for print
- Phi principle over web page



ELEMENTS - INGREDIENTS

- Line - create mood, organize
- Type - create mood, shapes, be timeless or trendy
- Shape - organizes, conceptual
- Texture - supports the concept, tricky to do well on web

ELEMENTS - EXAMPLES



← Texture
Shape ↓



Line ↑
Type →



STRUCTURE - RECIPE

- Balance - symmetry, asymmetric, tension
- Contrast - in typography, it's automatic...manipulate with size, value, color, weight,
- Unity - coordination of elements so each works well with the other
 - With & without grid
 - Placement on page
- Scale & Rhythm - ways to vary unity and give interest
- Value - in every design, the greater the difference, the greater the contrast, use for motion, mood
- Color - can override value, know how to use properties

STRUCTURE - EXAMPLES

Therefore I tell you, do not worry about your life, what you will eat or drink; or about your body, what you will wear. Is not life more important than food, and the body more important than clothes? ... Seek first his kingdom and his righteousness, and all these things will be given to you as well. Therefore I tell you, do not worry about your life, what you will eat or drink; or about your body, what you will wear. Is not life more important than food, and the body more important than clothes? ... Seek first his kingdom and his righteousness, and all these things will be given to you as well.

THEREFORE DO NOT WORRY ABOUT TOMORROW, FOR TOMORROW WILL WORRY ABOUT ITSELF. EACH DAY HAS ENOUGH TROUBLE OF ITS OWN.

MATTHEW 6:34

NOT FOR REPRODUCTION

A new brand name for all things women's golf apparel.

WAS ALL YOU CAN GET WITH THE TRADITIONAL WITH THE HOPE YOU IN GOD.

TimeOut Apparel presents a brand new dedicated label for the LPGA Collection. Seven graphics officially licensed by LPGA embody the tradition and spirit of women's golf. Dress like a pro and support the LPGA!

ParPlace.com™ Exclusive 5 minute Online Fitting Form!

CUT THROUGH ALL THE GOLF MANUFACTURE'S HYPE. FIND THE BEST EQUIPMENT FOR YOU!

- Go to www.ParPlace.com and fill out the Club Fitting Form...TAKES ONLY 5 MINUTES!
- Call 1-888-667-7522 if you are not connected to the internet.
- E-mail, fax or mail it to Parplace.com.
- It is reviewed by professionals.
- Recommendations especially for you and your game are sent back to you.
- Depending on your interests, you could receive for your consideration:
 - A beginner...we'll tell you what's right.
 - Nancy Lopez demo kit: a variety of options tailored to your needs.
 - Square Two Sampler Program: Driver and 7 iron starter kit



NANCY LOPEZ GOLF
Defining the Women's Game™

SQUARE TWO GOLF™

ParPlace.com is a full line e-tailer of Nancy Lopez Golf and Square Two.

All models include:

- 2 lengths with '4' or '1' 1/2" or 1" options
- 4 shaft flexes
- 3 grip options
- lie angle options

NANCY LOPEZ

DELMA SPECIAL WOOD

- Variable face thickness for maximum legal distance
- Grooved sole design w/rails
- Expanded face with superior forgiveness and control
- Available woods: 1, 3, 4, 5, 7, 9, 11, 13, 15

NANCY LOPEZ

ALBANY 250 IRONS

- Right & left hand models
- Polished 431 stainless for extra feel and durability
- New streamlined head design for performance confidence

NANCY LOPEZ

PUTTERS

SQUARE TWO

LIGHT & EASY

- Right and left hand models
- Square 2's most popular club
- Irons feature copper insert lowering the center of gravity
- Woods include expanded sweet spot

SQUARE TWO

RAVE WOODS

- 5 different shaft flexes with ultra lightweight shafts
- Driver has mid & low profile head design
- D, 3w, 5w, 7w, 9w, 11w, 13, 15w woods available
- Value and performance

SQUARE TWO

still have to add wood

RAVE II

- Advanced technology at an affordable price
- Frequency matched shaft in four different flexes
- Fairway woods has low-profile head design for higher trajectory and distance
- Eaton Softie grip has more shock absorption & soft feel

CLEVELAND GOLF

EMERALD WOODS??
•????????????????????

LPGA Collection

TimeOut Apparel presents a brand new dedicated label for the LPGA Collection. Seven graphics officially licensed by LPGA embody the tradition and spirit of women's golf. Dress like a pro and support the LPGA!

LPGA Collection

TIMEOUT

LPGA Collection

TIMEOUT COLLECTION

MARCIA

Styles now offered in petite and plus sizes.

FOCUS ON TYPE

Both Print and Web

TYPE TERMINOLOGY & FAMILY CLASSIFICATION

Terminology

- Type
- Type face
- Font
- Type Style
- Type Family
- Type Categories

Note: Title kerning,
Slide 15 & 16;
Font color change

PRINT

- Baskerville
- Bodoni
- Caslon
- Goudy
- Futura
- Helvetica
- Optima
- Times New Roman
- Univers

WEB

- Tahoma
- Verdana
- Georgia
- Trebuchet
- Comic Sans
- Avenir
- Gill Sans
- Lucida
- Memphis
- Myriad
- Univers

ESQ

- Arial (Black)
- Century Schoolbook
- Impact
- LetterGothic
- Nimrod

TT

PS

OPEN

TYPE TERMINOLOGY & FAMILY CLASSIFICATION

TYPE FAMILY CATEGORIES

- Blackletter
- Humanist
- Old Style
- Transitional
- Modern
- Egyptian
- San Serif
 - Grotesque sans serif
 - Geometric sans serif
 - Humanist sans serif
- Script
- Display
- Digital

TYPE FAMILY CATEGORY EXAMPLES

- Blackletter
 - *Lucida Blackletter*
- Humanist
 - *Apple Chancery*
(Jenson)
- Old Style
 - Goudy Old Style
- Transitional
 - Baskerville
- Modern
 - Didot
- Egyptian
 - American Typewriter
- San Serif
 - Grotesque sans serif
 - Helvetica
 - Geometric sans serif
 - Gill Sans
 - Humanist sans serif
 - Optima
- Script
 - *Lucida Handwriting*
- Display
 - **Braggadocio**
- Digital
 - **Charcoal**

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TYPE QUESTIONS TO ASK

- **Legibility:** typeface reads easily for the media?
- What font supports my idea, audience and media?
- **Readability:** page layout easily navigated?
 - lead your client through the page
 - don't entertain yourself with artsy wanderings
- General rule: use **only 2 type looks**, with 3rd if a reason

Titles	Body Copy	Accent
Decorative	Sans-serif	Bold sans serif
Bold	Regular or light	Italic
Strong, bright color	Black or dark color	Tint of title color

TYPE COMBO EXAMPLES

Deco Style

Sans-serif type face will work nicely with a fancier title font. Do your line spacing with the measurement used by your software.

Keynote/InDesign: Line is 0.8 pts, 5 pts before paragraph, 0 pts after.

CSS:

```
<html>
<head>
<style type="text/css">
p.small {line-height:70%;}
p.big {line-height:200%;}
</style>
</head>
```

Bold Style

Regular, small size type face will work nicely with a bolder weight of the same face. Do your line spacing with the measurement used by your software.

Keynote/InDesign: Line is 0.8 pts, 5 pts before paragraph, 0 pts after.

CSS:

```
<html>
<head>
<style type="text/css">
p.small {line-height:70%;}
p.big {line-height:200%;}
</style>
</head>
```

NEW SERVICES

- Type Kit
- WebINK by Extensis
- Browsers

LAYOUT

THOSE TECH THINGS

Attribute	Print	Web
Edge Space	Margins	Padding
Alignment	Right, Left, Justified	Right, Left, Justified
Letter Spacing	Kerning/Tracking	Character Slider
Word Spacing	Tracking	Word Spacing
Line Spacing	Leading	Line Height
Color	Color, Value	Color
Wrap	Text Wrap	Float
List	Bullets, Numbers	List Style

SOME BASICS

How to measure

- Print (points, picas, inches)
- Web (pixels, percentages, points, em)

Terminology Overlaps

- Leading = Line Spacing = Line height

Design

- Thinking in terms of design keeps you out of "tool naming convention confusion"

Thank You Lincoln

Is it spring yet?

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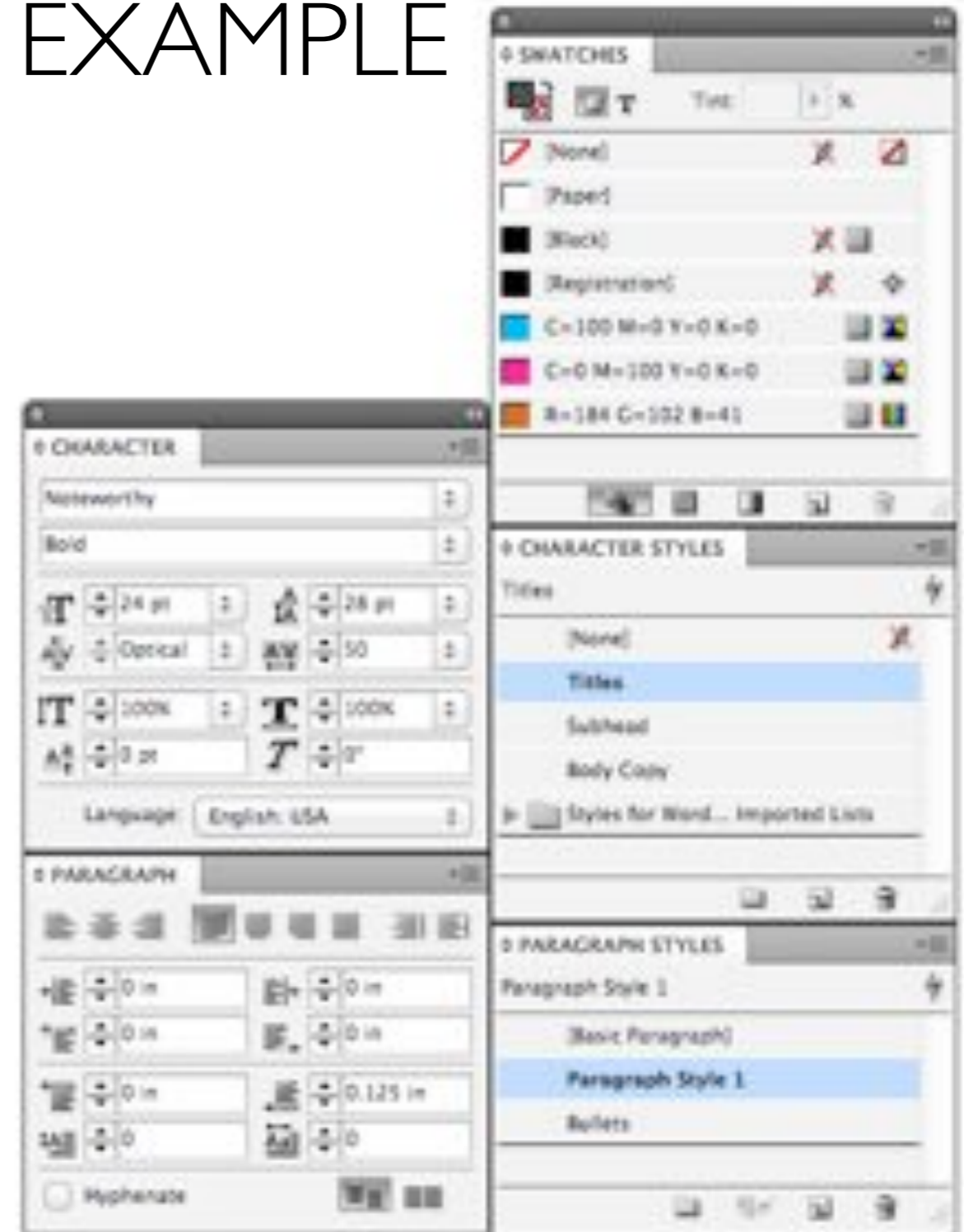
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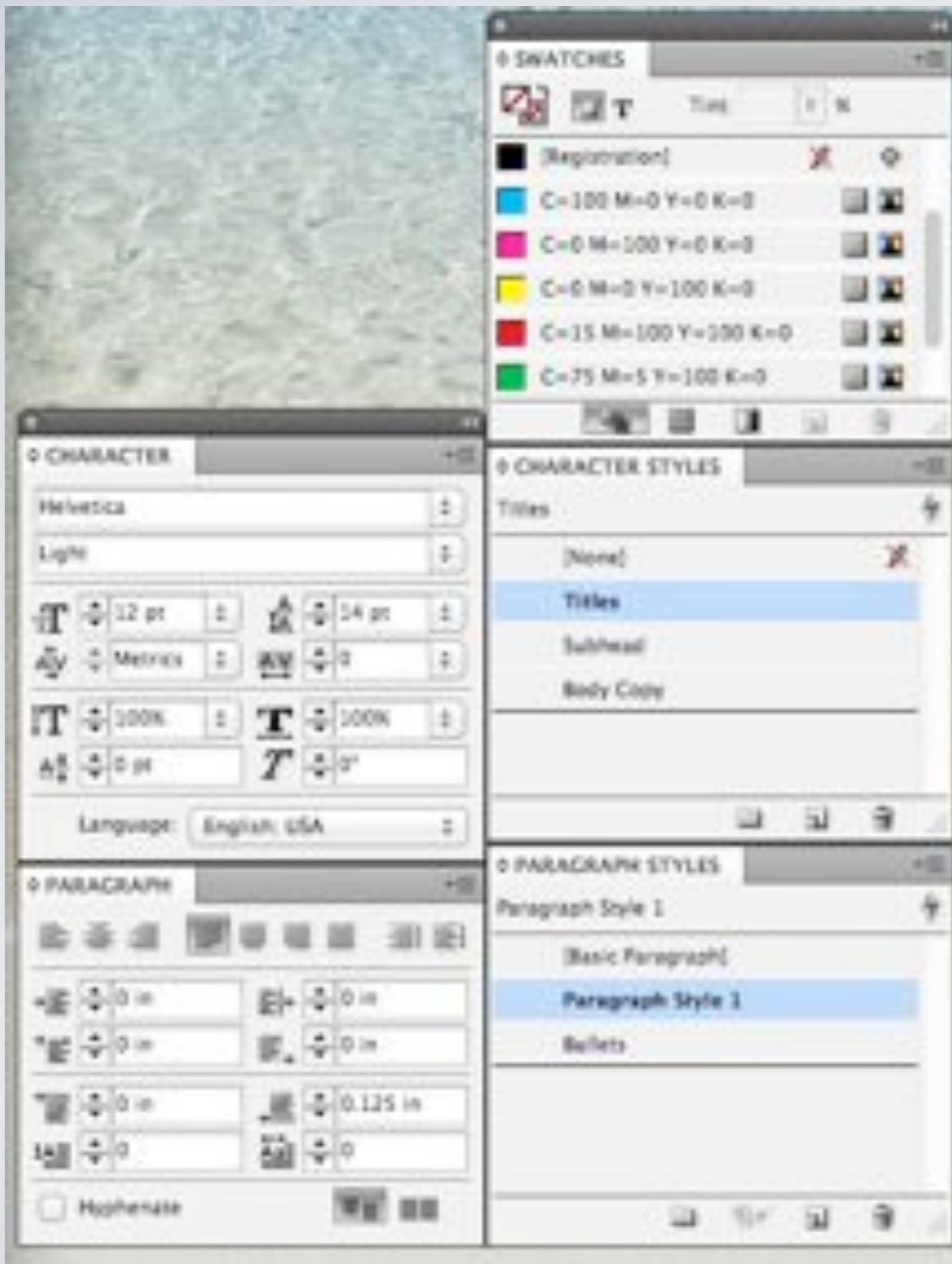
PRINT EXAMPLE



The screenshot displays four panels from Adobe InDesign:

- SWATCHES:** Shows a list of color swatches including 'None', 'Paper', 'Black', 'Registration', and several CMYK color profiles.
- CHARACTER:** Shows font settings for the selected text, including 'Noteworthy' font, 'Bold' weight, 24 pt size, and 'Optical' settings.
- PARAGRAPH:** Shows paragraph formatting options such as alignment, indentation, and hyphenation.
- CHARACTER STYLES:** Shows a list of character styles, with 'Titles' selected.

DIALOGUE BOXES



- All on one page
- Individual text, color
- Style sheets

PRINT EXAMPLE

- Margins 0.5, Color match alpaca
- Title: Noteworthy Bold, Helvetica, 20/24 pts, tracking 50
- Subhead: Helvetica Bold, 12/14, tracking 0, kern 0
- Paragraph: after paragraph 0.125
- Alignment: justified
- Wrap: 0.125 on left of image
- Character Style Sheets: Title, Subhead Body Copy
- Paragraph Style Sheets: Paragraph Style 1, Bullets

WEB EXAMPLE

- HTML class
- DreamWeaver
- Split Screen
- Code/Design together
- easy for coders and designers equally - my best way to learn

Thank You Lincoln Brewster

First, the Alpaca



Lincoln Brewster is a Huacaya Alpaca who lives in Garnettville, Ohio. So how did I meet him?

My Grandmother taught me knitting when I was a teen, but that was a long time ago. Then, there was only wool or cotton and a few patterns from the local sewing store.

Fast forward a few decades, and I began watching my aging mother with Alheimers. At first, we knit together, though her memory was slipping and then gone. To keep my mind from spinning with worry and boredom, I found knitting was the last thing we could share with any success. So I kept knitting.

It wasn't Grandma's knitting anymore. The internet brought news of yarns from all over the world. I social networked with knitters from town, Finland and Peru. I discovered camel and silk and blends and on and on. Those all used to be cost prohibitive. Then Alpacas showed up along with llamas in the states.

I wanted to meet an alpaca. There it was, a roadside sign pointed the way to an alpaca farm open house. So much for the errands. Off I went to visit some exciting, personable people and their alpacas. And the yarn? It was softer than clouds and Lincoln's was the softest of all. I left with a couple skeins of Lincoln and a smile on my face.

Next the Fiber



The rest is history. I began knitting a warm cowl to keep out the winter winds. Then came some fingerless mittens. Then sharing them at my local "sit and knit". Soon, more people wanted Lincoln and a fan club spontaneously materialized. We went on a field trip to meet Lincoln and his friends. He entranced the rest of the knitters, too. Huacayas are very charming. Spring shearing is just around the corner and I'm helping this year. It's only right, since

Why bother?



Once you go natural, you'll never go back to fake yarn. Natural fibers have texture, crimp (which makes it elastic), repel water, insulate and more. Acrylics and such are good for crafts or children but they become saggy and split when knitted and have, well, just no touch.

So my gratitude to the sheep, goats, alpacas, llamas, rabbits, camels and more who provide such a gift to us humans.



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sans-serif;
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CODE

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30     font-family: Verdana, Geneva,
31     sans-serif;
32     font-size: 18pt;
33     line-height: normal;
34     font-weight: bold;
35 }
36 </style></head>
37
38 <body class="twoColFixedHdr">
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40 <div id="container">
41     <div id="header">
42         <h1>Thank You Lincoln Breester</h1>
43     </div and #header --></div>
44     <div id="sidebar1">
45         <h2>Why bother?</h2>
46         <p>Once
49 you go natural, you'll never go back to
50 fake yarn. Natural fibers have texture,
51 crisp (which makes it elastic), repel
52 water, insulate and more. Acrylics and
53 such are good for crafts or children but
54 they become soggy and split when
55 knitted and have, well, just no touch.</p>
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57     <p>So my gratitude to the sheep,
58 goats, alpacas, llamas, rabbits, camels
59 and more who provide such a gift to us
60 humans. </p>
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62     </div and #sidebar1 -->
63     </p>
66 </div>
67 <div id="mainContent">
68     <h2>First, the Ripace</h2>
69     <p>Lincoln
73 Breester is a Hucayo Ripace who lives
74 in Garrettsville, Ohio. So how did I meet
75 him? <br />
76     <br />
77     My Grandmother taught me knitting
78 when I was a teen, but that was a long
79 time ago. Then, there was only wool or
80 cotton and a few patterns from the
81 local sewing store.</p>
82
83     <p>Fast forward a few decades, and I
84 began watching my aging mother with
```

- Header 1: Noteworthy 24 pts
- Header 2: Verdana 14/16 pts
- Paragraph: Verdana 14/16 pts
- Float Left
- Word Wrap: 0.125 pt
- Images from Files or Asset Tab
- Adjusted in Properties or CSS Tab
- See References and Resources for attributes listed out.

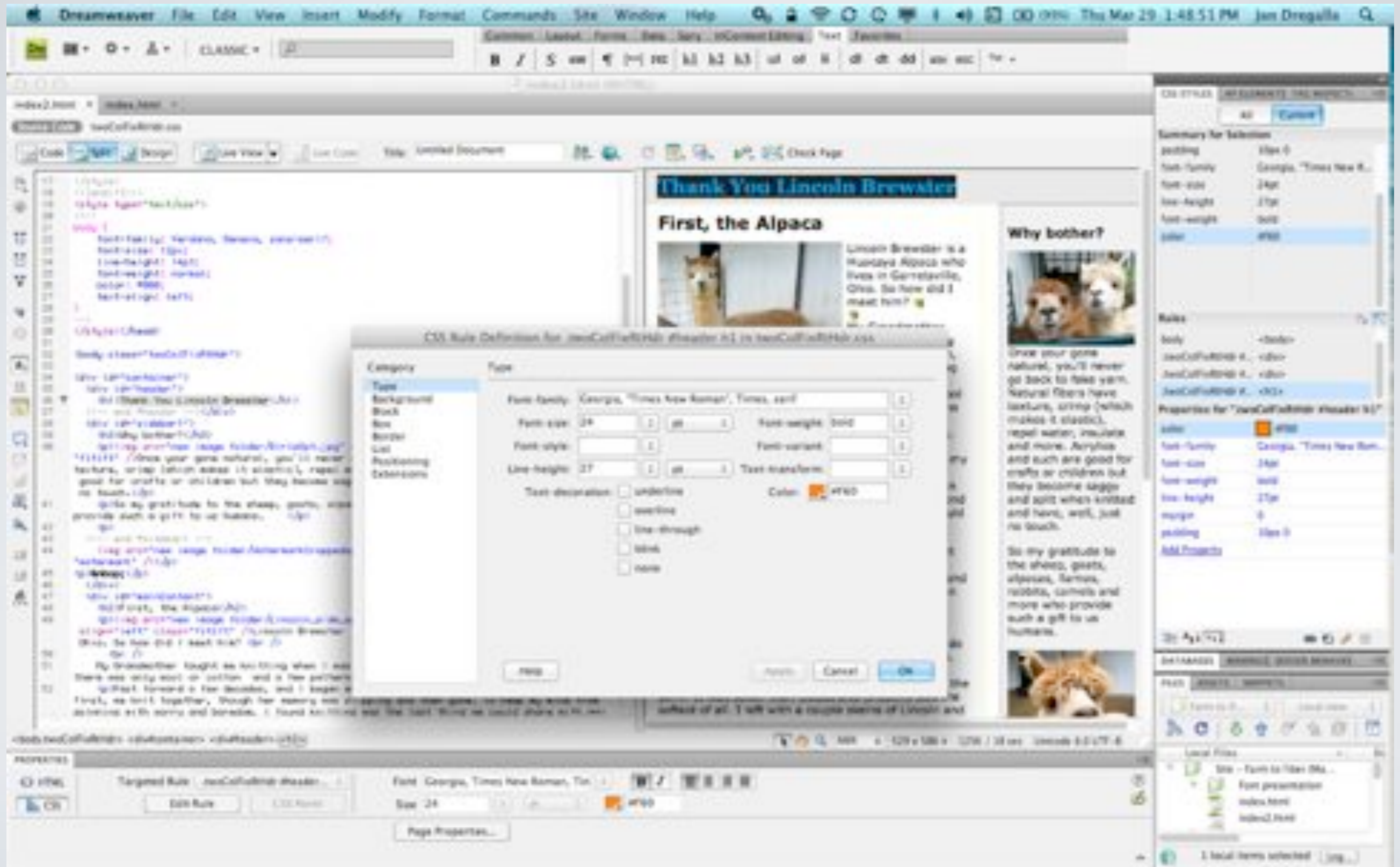
DREAMWEAVER CLASSIC

The screenshot displays the Adobe Dreamweaver Classic interface. The main workspace shows a web page in design view with the following content:

- Title:** Thank You Lincoln Brewster
- Section Header:** First, the Alpaca
- Image:** A photograph of a light brown alpaca standing in a room.
- Text:** Lincoln Brewster is a Hundaya Alpaca who lives in Garrettsville, Ohio. So how did I meet him? My Grandmother taught me knitting when I was a teen, but that was a long time ago. Then, there was only wool or cotton and a few patterns from the local sewing store.
- Text:** Fast forward a few decades, and I began watching my aging mother with Alzheimers. At first, we knitted together, though her memory was slipping and then gone. To keep my mind from spinning with worry and boredom, I found knitting was the last thing we could share with any success. So I kept knitting.
- Text:** It wasn't Grandma's knitting anymore. The internet brought news of yarns from all over the world. I social networked with knitters from Iowa, Finland and Peru. I discovered camel and silk and blends and on and on. Those all used to be cool prohibitive. Then Alpacas showed up along with lammas in the states.
- Text:** I wanted to meet an alpaca. There it was, a roadside sign pointed the way to an alpaca farm open house. So much for the errands. OR I went to visit some exciting, personable people and their alpacas. And the yarn? It was softer than clouds and Lincoln's was the softest of all. I left with a couple steams of Lincoln and

The interface also shows a code view on the left with HTML and CSS code, a local files panel on the right, and a properties panel at the bottom.

EDIT RULES = FAMILIAR!



DREAMWEAVER SETUP

- Put all the work for your project in a folder: images, text, multimedia, links
- In Dream Weaver: Define a new site
- Follow Basic (wizardlike) or Advanced (categorylike), mostly same info
- Save and name it index.html, your home page
- Show split screen, type in “this is a header”
- Go to Properties HTML: Choose Header 1 to set structure
- Go to CSS to redesign defaults, color, size etc.
- REFER TO ADOBE TV: DREAMWEAVER FOR DETAILS

QUICK SET UP DREAMWEAVER

- Use Prebuilt Starter Pages.
- File>New>HTML
- Choose prebuilt layout from drop down menu: 2 column, side bar right
- Showing split code/design, adjust attributes of headers, paragraphs, layout and images in Properties or CSS

Header

Main Content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent aliquam, justo convallis luctus rutrum, erat nulla fermentum diam, at nonummy quam ante ac quam. Maecenas urna purus, fermentum id, molestie in, commodo porttitor, felis. Nam blandit quam ut lacus. Quisque ornare risus quis ligula. Phasellus tristique purus a augue condimentum adipiscing. Aenean sagittis. Etiam leo pede, rhoncus venenatis, tristique in, vulputate at, odio. Donec et ipsum et sapien vehicula nonummy. Suspendisse potenti. Fusce varius urna id quam. Sed neque mi, varius eget, tincidunt nec, suscipit id, libero. In eget purus. Vestibulum ut nisl. Donec eu mi sed turpis feugiat feugiat. Integer turpis arcu, pellentesque eget, cursus et, fermentum ut, sapien. Fusce metus mi, eleifend sollicitudin, molestie id, varius et, nibh. Donec nec libero.

H2 level heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent aliquam, justo convallis luctus rutrum, erat nulla fermentum diam, at nonummy quam ante ac quam. Maecenas urna purus, fermentum id, molestie in, commodo porttitor, felis. Nam blandit quam ut lacus. Quisque ornare risus quis ligula. Phasellus tristique purus a augue condimentum adipiscing. Aenean sagittis. Etiam leo pede, rhoncus

Sidebar1 Content

The background color on this div will only show for the length of the content. If you like a dividing line instead, place a border on the right side of the #mainContent div will always contain more content.

Donec eu mi sed turpis feugiat feugiat. Integer turpis arcu pellentesque eget, cursus et, fermentum ut, sapien. Fusce metus mi, eleifend sollicitudin, molestie id, varius et, nibh. Donec nec libero.

QUICK SET UP PREBUILT PAGE DREAM-WEAVER

- File>New>HTML
- Pick Layout
- Doc type: HTML Transitional
- Layout: CSS - Creat new file

<body.twoColFixRtHdr> <div.container> <div.sidebar1> <h3>

100% 752 x 710 7K / 1 sec Unicode 6.0 UTF-8

FONT GAME

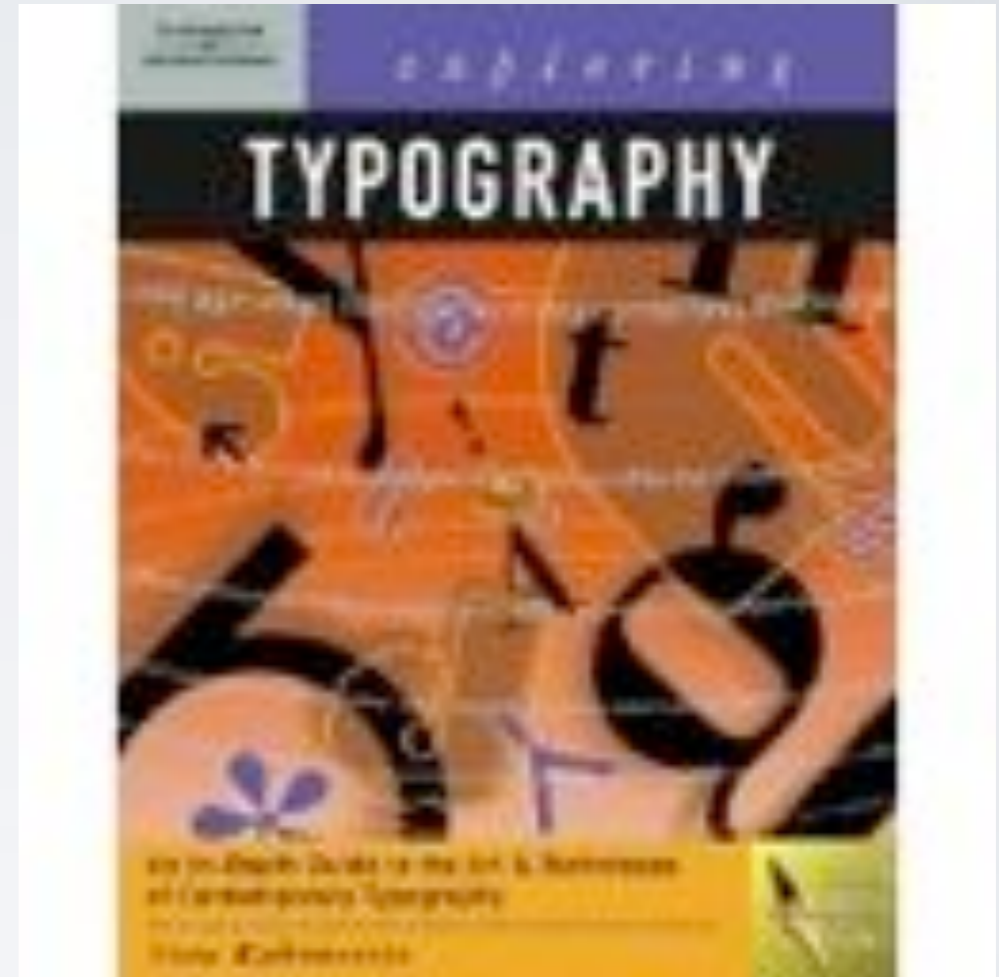
- <http://fontgame.ilovetypography.com/>



Resources & References

TYPOGRAPHY TEXT

- Exploring Typography by Tova Robinowitz
- Cengage Learning, Chapter 4, Legibility and Readability
[http://
www.wadsworthmedia.com/
marketing/sample_chapters/
1401815057_ch04.pdf](http://www.wadsworthmedia.com/marketing/sample_chapters/1401815057_ch04.pdf)



CSS PROPERTIES

- <http://www.w3schools.com/cssref/>
- Adobe TV

RESOURCE LIST - BLOGS/LINKS

- [Adobe](#)
- [Bitstream](#)
- [Carter & Cone](#)
- [CreativePro](#)
- [Designing With Type](#)
- [Emigre](#)
- [The Font Bureau, Inc.](#)
- [Fonthead Design Inc.](#)
- [Fonts.com](#)
- [Font Shop](#)
- [Hoefler & Frere-Jones](#)
- [House Industries](#)
- [Identifont](#)
- [I Love Typography](#)
- [International Typeface Corporation](#)
- [Linotype](#)

BASICS -TYPE MEASUREMENT

- Inch
1 in = 6 picas = 72 points = 96 pixels
- Pica
1 P0 = 12 pts = 1/6 in = 16 pixels
- Points
0P1 = 1/12 pica = 1/72 in = 1.3333333 pixels
- Pixels (Picture Element)
- 1 letter was 8 bpp in the beginning
- Em - actually the height and width of a letter sort (metal type piece), Visually is close the the capitla M so commonly refered to
- En - 1/2 of an em. Both of these are relative measurements, i.e. they are relative to the font being used.

RESOURCE LIST - BLOGS/LINKS

ELLIOT JAYSOCKS TALK

- [With Great Power Comes Great Responsibility](#) that talks about Typography.
- [The author at:](http://elliotjaystocks.com/blog/with-great-power-comes-great-responsibility/) <http://elliotjaystocks.com/blog/with-great-power-comes-great-responsibility/>
- [The best are these notes at:](http://www.lukew.com/ff/entry.asp?1465) <http://www.lukew.com/ff/entry.asp?1465>

SITES SHOWCASED IN THE SLIDES

- [Nike Better World](#)
[WebKit Clock](#)
[3D Text](#)
[Nizo for iPhone](#)
[Ben The Bodyguard](#)
[Typography: Scale & Rhythm](#)
[Typecast](#)

INFLUENTIAL PEOPLE

- [Elan Coyle](#) — possibly the most talented designer / developer hybrid I know working in the industry right now.

CSS BIBLE

www.w3schools.com

CSS MARGINS

- http://www.w3schools.com/cssref/pr_margin.asp
- The margin shorthand property sets all the margin properties in one declaration. This property can have from one to four values.
- Examples:

```
margin: 10px 5px 15px 20px;  
top margin is 10px  
right margin is 5px  
bottom margin is 15px  
left margin is 20px
```

CSS PADDING

- http://www.w3schools.com/cssref/pr_padding.asp
- The padding shorthand property sets all the padding properties in one declaration. This property can have from one to four values.

- Examples:

padding: 10px 5px 15px 20px

top padding is 10px

right padding is 5px

bottom padding is 15px

left padding is 20px

CSS WEB SAFE FONTS

Proper naming in CSS

- Example of font-family property:

```
p{font-family:"Times New Roman",Times, serif}
```
- http://www.w3schools.com/cssref/css_websafe_fonts.asp

Some commonly used font combinations organized by generic family, serif, sans-serif and monospace fonts

- Serif Fonts
 - Georgia, serif
 - "Palatino Linotype", "Book Antiqua", Palatino, serif
- Sans-serif Fonts
 - Arial, Helvetica, sans-serif
 - Tahoma, Geneva, sans-serif
- Monospaced
 - "Courier New", Courier, monospace

CSS FONTS

- http://www.w3schools.com/cssref/pr_font_font.asp
- The font shorthand property sets all the font properties in one declaration.
 - The properties that can be set, are (in order): "font-style font-variant font-weight font-size/line-height font-family"
 - The font-size and font-family values are required. If one of the other values are missing, the default values will be inserted, if any.
 - Note: The line-height property sets the space between lines.

```
<html>
<head>
<style type="text/css">
p.ex1
{
font: 15px arial,sans-serif;
}

p.ex2
{
font:italic bold 12px/30px Georgia,serif;
}
</style>
</head>

<body>
• <p class="ex1">This is a paragraph.This is a paragraph.This is a
  paragraph.This is a paragraph.This is a paragraph.This is a
  paragraph.This is a paragraph.This is a paragraph.</p>
• <p class="ex2">This is a paragraph.This is a paragraph.This is a
  paragraph.This is a paragraph.This is a paragraph.This is a
  paragraph.This is a paragraph.This is a paragraph.</p>
• </body>
• </html>
```

CSS TEXT ALIGNMENT

- http://www.w3schools.com/cssref/tryit.asp?filename=trycss_text-align
- For absolutely positioned elements, the left property sets the left edge of an element to a unit to the left/right of the left edge of its containing element.

```
<html>
<head>
<style type="text/css">
h1 {text-align:center}
h2 {text-align:left}
h3 {text-align:right}
</style>
</head>

<body>
<h1>This is heading 1</h1>
<h2>This is heading 2</h2>
<h3>This is heading 3</h3>
</body>
</html>
```

CSS ALIGNMENT

- Indent
- text-indent
http://www.w3schools.com/cssref/pr_text_text-indent.asp
- Justify
- text-justify
http://www.w3schools.com/cssref/css3_pr_text-justify.asp

CSS LETTER SPACING

- http://www.w3schools.com/cssref/pr_text_letter-spacing.asp
- The letter-spacing property increases or decreases the space between characters in a text.

CSS WORD SPACING

- http://www.w3schools.com/cssref/pr_text_word-spacing.asp
- The word-spacing property increases or decreases the white space between words.

CSS HEIGHT

- http://www.w3schools.com/cssref/pr_dim_height.asp
- The height property sets the height of an element, i.e. paragraph

CSS LINE HEIGHT/LINE SPACING

- http://www.w3schools.com/cssref/pr_dim_line-height.asp
- The line-height property specifies the line height or as known in the print world, line spacing.

CSS COLOR

- http://www.w3schools.com/cssref/pr_text_color.asp

CSS WORD WRAP

- Word Wrap
http://www.w3schools.com/cssref/css3_pr_word-wrap.asp

CSS LIST STYLE

- http://www.w3schools.com/cssref/pr_list-style.asp
- The list-style shorthand property sets all the list properties in one declaration.
- The properties that can be set, are (in order): list-style-type, list-style-position, list-style-image.