1. What are the most crucial differences in type on-screen and type in print?
   - type on-screen - p. 115 - type is rendered at a much lower resolution than is found in print (85 dpi); Web typography is variable - you'll never know exactly how your pages will look on the reader's screen; useable area of screen is smaller than print, limiting the information you can deliver on a Web page without scrolling.
   - type in print - type is rendered at 1200 dpi or greater; basic rules of typography are much the same for both Web pages and conventional print documents.

2. What are the drawbacks of using standard heading tags such as H1, and H 6?
   p. 116 - in most Web browsers, these tags make headlines look absurdly large (H1) or small (H6); these tags were not created with graphic design in mind.

3. How can CSS assist typography issues in web design? Are there precautions you should take when using CSS?
   - CSS provide control over the exact visual style of headers, paragraphs, lists, and other page elements; p. 118 - offer two key advantages in managing complex Web sites: separation of content and design; efficient control over large document sets.; provide greater typographic control with less code; offer more formatting options than plain HTML tags and extensions (text formatting properties are implemented well enough across browsers to be used with consistency).
   - the major Web browsers offer inconsistent and incomplete CSS support, so can only use a handful of properties reliably; use no proprietary tags (specific to IE or Netscape); emphasize visual design over structural purity; use plain HTML to describe document structure and CSS to define visual layout; do not strive for complete control and consistency for your pages, but accept a certain degree of variability between platforms and browsers.

4. How can you increase the legibility of your web pages?
   p. 120 - design visual contrast between one font and another and between text blocks, headlines, and the surrounding white space; "paint" patterns of organization on the page - regular, repeating patterns help the reader to establish the location and organization of your information and increase legibility.

5. What alignments are available on the web?
   p. 121 - left-justified, right-justified, justified
6. Which of these are the easiest to read? Why?
   p. 122 - left-justified, because the left margin is even and predictable and the right margin
   is irregular - requires no adjustment to word spacing; the inequities in spacing fall at the
   end of the lines. The resulting "ragged" right margin adds variety and interest to the
   pages without interfering with legibility.

7. Which of these should be used for headlines? Why?
   p. 122-3 - left-justified; provides balance to page

8. What do the authors espouse regarding line length on web pages?
   p. 123 - Because text on the computer screen is hard to read because of low resolution
   and because layout of most Web pages violates a fundamental rule of print typography by
   having lines of text far too long for easy reading, should use 50 to 70 characters per line
   (Ch. 4 - p. 97 - ten to twelve words per line; use invisible table (border-"0"); use page
   layout tables with text cells no wider than about 365 pixels, about 50 characters long, 9 to
   10 words per line; if use a flexible layout approach, use CSS leading controls to increase
   line spacing to 15 or 16 points (additional line spacing allows a somewhat longer line
   length without sacrificing legibility).

9. Should you use capital or lowercase letters for headlines? What about blocks of text?
   p. 131  - Use downstyle typing (capitalize on the first word and any proper nouns) for
   headlines, subheads, and text

10. What is meant by the term white space?
    p. 125 - the vertical space in a text block that is called leading - the distance from one
    baseline of text to the next.

11. What size leading should you apply if you are using 16-point font?
    p. 125 - generous leading to compensate for longer line lengths and lower resolution
    of screen, so, at least as in print, set leading of text blocks at about 2 points above the size of
    the type - for 16-point font, set leading of 18 to 20 pts.

12. How should you separate blocks of text on a web page?
    p. 125 -
    • use a blank line between paragraphs (makes page easy to scan and provides extra
      white space for visual relief; use paragraph tag - <p> - at end of each paragraph; adjust
      the amount with CSS "margin" property; or use the line break tag <BR> followed by a
      transparent single-pixel GIF graphic to control the space between paragraphs - use empty
      ALT text to hide the image from assistive technologies and text-only browsers.
    • or use indenting, using CSS, or insert several non-breaking space characters - &nbsp;
      - at start of each paragraph, or use a transparent single-pixel GIF graphic as a spacer and
      adjust its horizontal;
    • either blank line spacing or indenting is valid as long as the paragraph style is
      consistent throughout site.
13. What is a font that looks good in print OR online?
   p. 126 - Times New Roman
   • What are some fonts that look good online but NOT in print?
   p. 126 - Times Roman; Georgia, Verdana
   • Which fonts does the author recommend for online text? Online headers?
   p. 126 - 7 - serif faces such as Times New Roman or Georgia for body text, and a sans serif face such as Verdana or Arial as a contrast for headlines

14. What tool will assist you in adhering to consistent type style settings in a web site?
   p. 129 - set all variations in the FONT tag using the "em" unit - this enables the user to set the base font size in their browser: An em in the Web context is the same as the font height, which makes it a relative unit and therefore flexible. The designer should use a flexible page layout that will hold up to large type.

15. Describe the effect that platform issues have on type.
   p. 135 - Macintosh and Windows operating systems display type differently, even when the same typefaces are being used; type displayed on Windows Web browsers will look 2 to 3 points larger than the equivalent typeface of the Macintosh

16. What are the main accessibility issues when considering type?
   p. 136-7 - size and color (use scalable text using em unit, offer text-equivalent pages; structural markup - use style sheets to enable user to customize the page; for emphasis, use bold formatting as well as color (contrast is particularly important for vision-impaired users), design adaptable layouts - flexible layouts that transform gracefully to accommodate larger type sizes; p. 96 (Ch. 4) - design flexible pages that are legible and accessible to all users.

17. What is meant by antialiased type?
   p. 138 - a technique used in computer graphics to optimize the look of graphics and typography on the display screen; antialiasing visually "smoothes" the shape in graphics and type by inserting pixels of intermediate colors along boundary edges between colors. In typography, antialiasing removes the jagged edges of larger type characters - at normal viewing distances antialiasing gives the impression that the type is rendered at a higher resolution.