

Cascading Style Sheets (Part 3):

Images and Text

Mike Hamilton
V.P. Product Evangelism
MadCap Software
mhamilton@madcapsoftware.com



madcap
software

We also have with us...

- Jose Sermeno
 - MadCap Product Evangelist
- He will answer questions during the webinar
- Type questions in the Question and Answer area of the GoToWebinar interface

Presenter Information



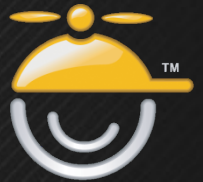
- Mike Hamilton
 - MadCap V.P. of Product Evangelism

Mike Hamilton is the Vice President of Product Evangelism at MadCap Software where he is working on the next generation authoring tool, Flare. Before joining MadCap Software, he was the Product Manager for the RoboHelp product line since the days of Blue Sky Software, eHelp, and Macromedia.

Mike has over 20 years of experience in training, technical communication, multimedia development, and software development.

- Short CSS review
- Images as background properties
- Images as elements
- Controlling text flow around images

Short CSS Review



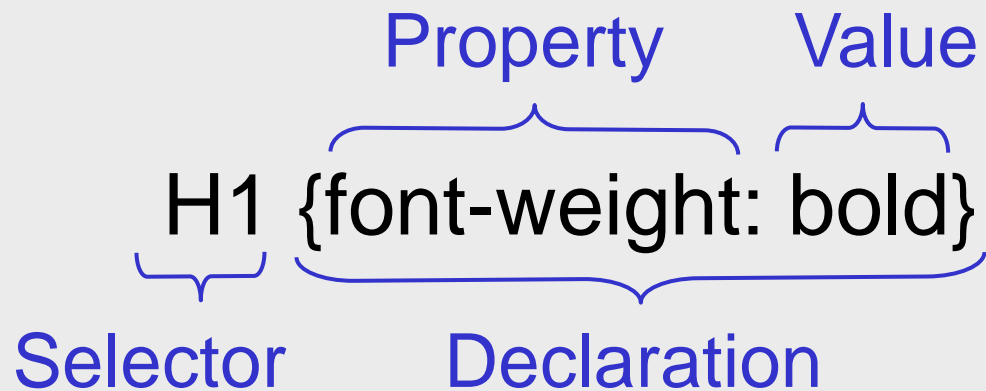
madcap
software

What Are Cascading Style Sheets?

- A Cascading style sheet (CSS) document is a simple text file.
- A CSS file contains a collection of style rules used to control the look and feel of documents.
- A CSS style rule has two parts, a Selector and a Declaration

Cascading Style Sheets (CSS)

- Style Rules


The diagram shows the components of a CSS style rule: 'H1' is the Selector; '{font-weight: bold}' is the Declaration, which is further broken down into 'font-weight' as the Property and 'bold' as the Value.

```
H1 {font-weight: bold; color: black; }
```

- Class Syntax:
 - In a style sheet:
P.myclass { color:blue; margin-left:3px; }
 - In a page:
<P CLASS="myclass">Text</P>

Images Overview



madcap
software

- Unlike word processors or desktop publishing applications, in an XML or XHTML world images can NOT be embedded in documents
- Images are always external to the documents and are included by reference

```

```

Sample Page

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1   {color: #0D10E5;
      font-size: 12pt;}
h2   {color: #040677;
      font-size: 10pt;}
p     {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```

Heading 1 Text

"It is a far, far better thing that I do,
than I have ever done; it is a far, far
better rest that I go to than I have
ever known."

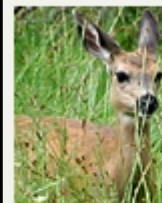
Closing paragraph

Sample Page With Image

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1   {color: #0D10E5;
      font-size: 12pt;}
h2   {color: #040677;
      font-size: 10pt;}
p     {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>
  </body>
</html>
```

Heading 1 Text



"It is a far, far better thing that I do,
than I have ever done; it is a far, far
better rest that I go to than I have
ever known."

Closing paragraph

Images as Background Properties



madcap
software

- Any element can use an image as a background
- For small elements this can focus attention
- For large elements (such as Body) this can act as a watermark

Background-Image Single Element

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```

Heading 1 Text

"It is a far, far better thing that I do,
than I have ever done; it is a far, far
better rest that I go to than I have
ever known."

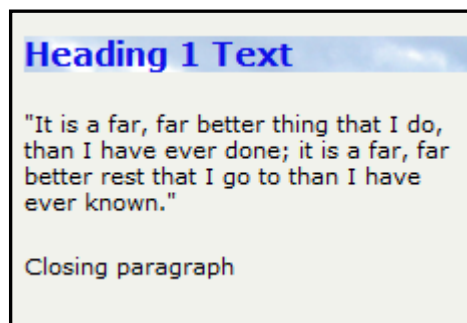
Closing paragraph

Background – Image Single Element

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;
    background-image:
    url(image2.jpg);
    }
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```



Background-Image Full Page

```
body {color: #000000;
      background: #F1F2EC;
      background-image:
      url(image3.jpg);
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}

h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}

p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```

Heading 1 Text

"It is a far, far better thing that I do,
than I have ever done; it is a far, far
better rest that I go to than I have
ever known."

Closing paragraph

Background-Image Control

- The **Background-Image**: attribute allows you to choose the image
- Additional control is available using
 - Background-repeat
 - Background-attachment
 - Background-position

Background - Repeat

- The Background-repeat: attribute controls how the image is applied
- Options:
 - Repeat “Tiles” the image to cover the entire page
 - No-repeat Shows the image once
 - Repeat-x “Tiles” the image horizontally
 - Repeat-y “Tiles” the image vertically

Repeat

```
body {color: #000000;
      background: #F1F2EC;
      background-image:
        url(image3.jpg);
      background-repeat:
        repeat;
      font-size: 8pt;
      font-family: Verdana,
        Arial,Helvetica, Sans Serif;}

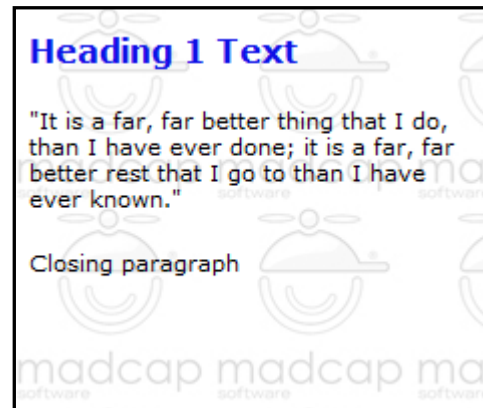
h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}

p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```



No-repeat

```
body {color: #000000;
      background: #F1F2EC;
      background-image:
      url(image3.jpg);
      background-repeat:
      no-repeat;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}

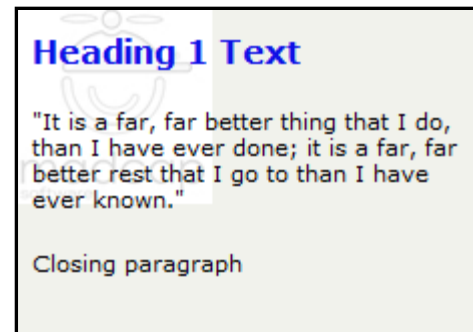
h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}

p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```



Repeat-x

```
body {color: #000000;
      background: #F1F2EC;
      background-image:
        url(image3.jpg);
      background-repeat:
        repeat-x;
      font-size: 8pt;
      font-family: Verdana,
        Arial,Helvetica, Sans Serif;}

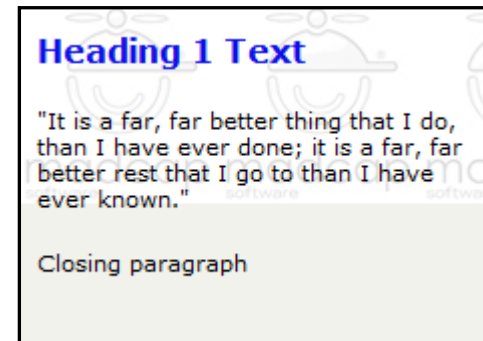
h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}

p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```



Repeat-y

```
body {color: #000000;
      background: #F1F2EC;
      background-image:
        url(image3.jpg);
      background-repeat:
        repeat-y;
      font-size: 8pt;
      font-family: Verdana,
        Arial,Helvetica, Sans Serif;}

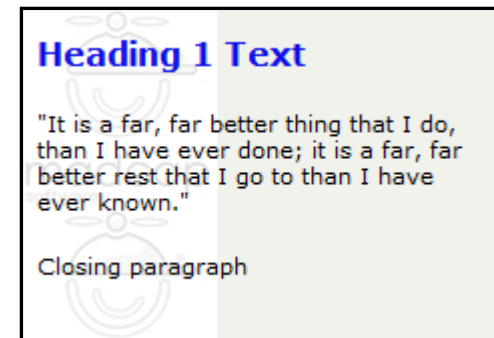
h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}

p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>

  </body>
</html>
```

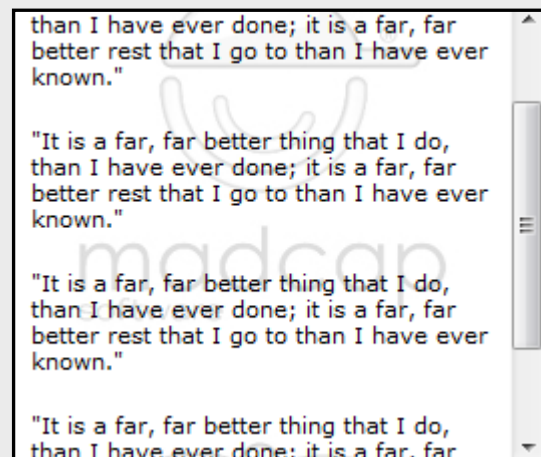
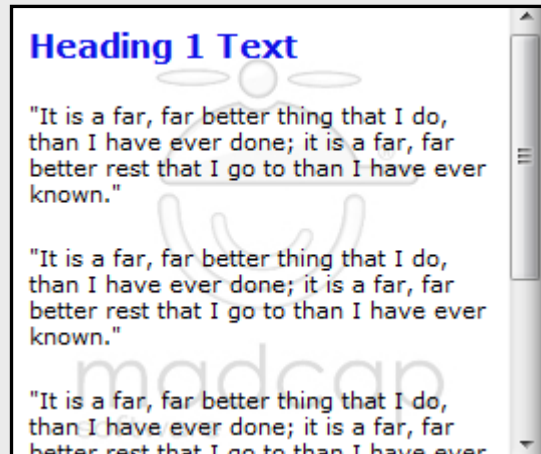


Background - Attachment

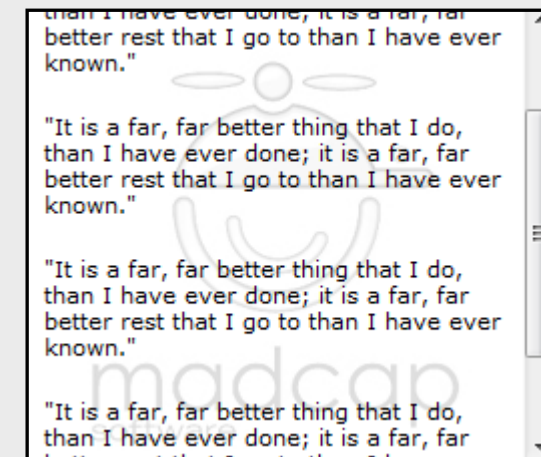
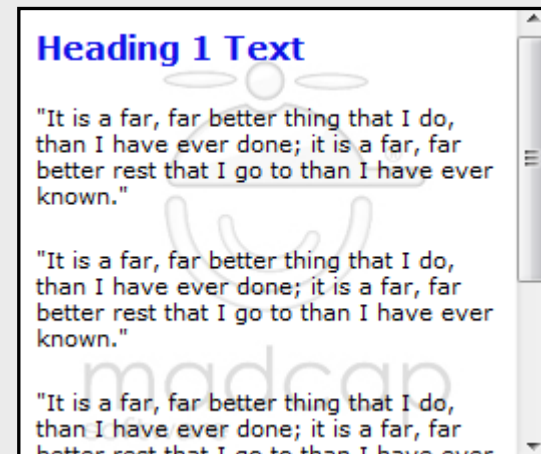
- The Background-attachment: attribute determines how the image reacts to the browser scroll bar
- Options:
 - Scroll The background image scrolls with the page content
 - Fixed The background image is fixed and the page content scrolls over it

Background - Attachment

Background-attachment: scroll



Background-attachment: fixed



Background - Position

- The Background-position: attribute determines where the background image is located on the page
- The format is:
background-position: x y;
- Where
 - X is the distance from the left side of the page to the image anchor
 - Y is the distance from the top of the page to the image anchor

Background - Position

- X and Y values can be percentages, fixed values (inch, cm, etc), or named values (top, center, etc.)
- For this example we will use `background-position: 75% 75%;`

Background-Position

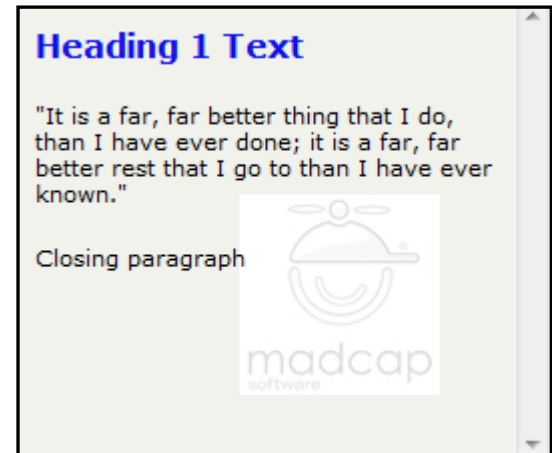
```
body {color: #000000;
      background: #F1F2EC;
      background-image:
        url(image3.jpg);
      background-repeat:
        no-repeat;
      background-position: 75%
        75%;
      font-size: 8pt;
      font-family: Verdana,
        Arial,Helvetica, Sans Serif;}

h1 {color: #0D10E5;
    font-size: 12pt;}

h2 {color: #040677;
    font-size: 10pt;}
```

```
p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <p>Closing paragraph</p>
  </body>
</html>
```



Background – Putting it All Together

- If I have the text

CAUTION!: Don't do something.

```
background-image: /caution.png;  
Background-position: 0% 50%;  
Background-repeat: no-repeat;  
Line-height: 40px;  
Padding-left: 60px
```

 CAUTION!: Don't do something.

Background Image Review

- **Background-image:** attribute allows you to choose the image
- **Background-repeat:** attribute controls how the image tiles
- **Background-attachment:** controls the scroll behavior of the image
- **Background-position:** controls where the image is located

Images as Elements



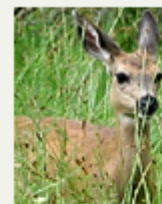
madcap
software

Sample Page With Image

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1   {color: #0D10E5;
      font-size: 12pt;}
h2   {color: #040677;
      font-size: 10pt;}
p     {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <h2>heading 2 Text</h2>
    <p>Closing paragraph</p>
  </body>
</html>
```

Heading 1 Text



"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."

Heading 2 Text

Closing paragraph

Controlling Text Flow Around Images



madcap
software

Text Flow Around Images

Images are block level elements and flow in a document just like paragraphs.

Often this is not the behavior that you want. To allow text or other content to flow around images the **Float** property is used.

The Float attribute has three possible values:

None – Content will be above or below the image

Right – The image moves to the right and the content flows around it

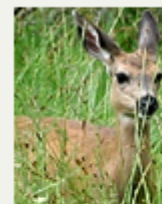
Left – The image moves to the left and content flows around it

Sample Page With Image

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <h2>heading 2 Text</h2>
    <p>Closing paragraph</p>
  </body>
</html>
```

Heading 1 Text



"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."

Heading 2 Text

Closing paragraph

Using Float Right

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}

img.right {float: right;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>

    <h2>head
    <p>Closing paragraph

  </body>
</html>
```

Heading 1 Text

"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."



Heading 2 Text

Closing paragraph

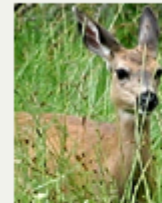
Using Float Left

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}

img.right {float: left;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <h2>head
    <p>Closing paragraph
  </body>
</html>
```

Heading 1 Text



"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."

Heading 2 Text

Closing paragraph

The **Clear** property can be used to override an element with a **Float** applied (like the H2 in our previous example)

Clear values determine the sides on which floated elements are prohibited:

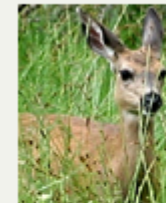
- Left
- Right
- Both
- None

Using Clear

```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    font-size: 10pt;}
p {margin-bottom: 16px;}

img.right {float: left;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <h2>head <b>Heading 1 Text</b>
    <p>Closin
    </body>
  </html>
```



"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."

Heading 2 Text

Closing paragraph

Using Clear

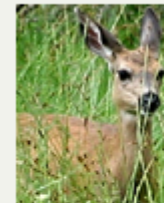
```
body {color: #000000;
      background: #F1F2EC;
      font-size: 8pt;
      font-family: Verdana,
      Arial,Helvetica, Sans Serif;}
h1 {color: #0D10E5;
    font-size: 12pt;}
h2 {color: #040677;
    clear: both;
    font-size: 10pt;}
p {margin-bottom: 16px;}

img.right {float: left;}
```

```
<html >
  <head>
    <link href="test.css" rel="stylesheet" />
  </head>
  <body>
    <h1>heading 1 Text</h1>
    
    <p>"It is a far, far better thing that I do,
      than I have ever done; it is a far, far
      better rest that I go to than I have
      ever known."</p>
    <h2>head
    <p>Closin

  </body>
</html>
```

Heading 1 Text



"It is a far, far better thing that I do, than I have ever done; it is a far, far better rest that I go to than I have ever known."

Heading 2 Text

Closing paragraph

Image Text Flow Review

- Images added by reference
- The Float property allows content to flow around an image
 - Float: right – image goes right and content flows around its left side
 - Float: left – image goes left and content flows around its right side
- The Clear property is used to override the Float when necessary

Summary

- Images as background properties
 - Special effects
 - Watermarks
 - Positioning and attributes
- Images as content elements
 - Controlling text flow using Float
 - Overriding Float using Clear

THANK YOU FOR ATTENDING TODAY'S WEBINAR!

As a webinar attendee, receive **\$100 OFF** our next advanced training course. Just \$499 per student!

MadCap Flare Single Sourcing Training

January 12-13, 2015 (web-based)

MadCap Flare CSS Training

January 19-20, 2015 (web-based)

**Offer valid through December 31, 2014.*

Note: Courses subject to change. Availability based on student registration. Contact us for the latest schedule and course availability.

TO RECEIVE YOUR DISCOUNT, CONTACT:

sales@madcapsoftware.com | +1 858.320.0387 opt.1

MADWORLD

SAN DIEGO | APRIL 12-14, 2015

The Premier Technical Communication
and Content Strategy Conference for
Technical Writers, Documentation Managers
and Content Strategists

REGISTER BY DECEMBER 31 TO SAVE \$100

Suggested Reading List



HTML, XHTML, and CSS, Sixth Edition (Visual Quickstart Guide)

by **Elizabeth Castro**

ISBN-13: 978-0-321-43084-7



CSS To The Point

by **Scott DeLoach**

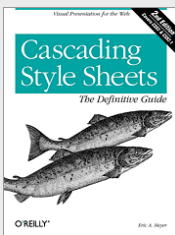
ISBN-13: 978-0-615-21213-5



Cascading Style Sheets: Designing for the Web (3rd Edition) (Paperback)

by **Hakon Wium Lie** and **Bert Bos**

ISBN-13: 978-0-321-19312-4



CSS: The Definitive Guide, Third Edition

by **Eric Meyer**

ISBN-13: 978-0-596-52733-4

Questions?

Mike Hamilton
V.P. Product Evangelism
MadCap Software
mhamilton@madcapsoftware.com

Thank You!

Mike Hamilton
V.P. Product Evangelism
MadCap Software
mhamilton@madcapsoftware.com