



# Fundamentals of XHTML and CSS



*Cre8 Conference at GOA*

## **American Graphics Institute**

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Text on the web is an overlooked aspect of web design. Good use of HTML and CSS on your website can improve your site's search engine rankings, make the site easier to maintain and update, and most importantly, make your pages readable to all users on all platforms. Topics of discussion include how to properly structure and style the navigation, paragraphs and headings on your pages, how to apply advanced styling such as letterspacing, line-height and gradient effects. You will also learn how to incorporate text as images without sacrificing search engine indexing.

- Xhtml and CSS basics
- Choosing semantic options whenever possible
- Making the most of limited text options for the web
- Image replacement techniques
- A look at the developing world of web font embedding and how it might just change the game.