

# Type, Responsively

*A More Modern Approach to Typography on the Web*

# A Bit About Me

- + Live in the smallest state in the US
- + Designed my first site before there was a **<table>** tag
- + Love to learn. Love to share even more.
- + Follow @aProperCollie around a lot & post pictures on Instagram



# An acknowledgement

- + I'm a fan of Responsive Web Design
- + RWD is a big deal. Really.
- + It's also part of a larger conversation about design
- + That includes typography

# What's type got to do with it?

- + **Everything:** type is the most prevalent design element on the page
- + Words have meaning –  
but ***letters have emotion***
- + Type is the most efficient design element  
(in terms of file size)
- + ...but it works differently on the web

**When is our industry going stop  
calling it “web” typography?**

@sblakeborough, via twitter

# Not sure we can.

- + Encompasses all of what you know about type & its use, but
- + Typography on the web requires additional consideration (art & science)
- + Our canvas is fluid; constantly expanding & contracting
- + Reading on screens will only increase

**So let's move on.**

# Hat—tip to London

- + First spoke about web fonts here in 2011
- + Used the phrase ‘Responsive Typography’
- + Wrote about it for fonts.com, Typecast.com
- + Since then, others have used it too
  - Oliver Reichenstein @ ia.net
  - Nick Sherman @ AEA



# But what does it mean?

# Responsive Typography, Defined

- + It's more than just web fonts
- + Responsive Typography must be:
  - Performant
  - Progressive
  - Proportional
  - Polished
- + So let's explore

# Performance matters

- + You've got 5 seconds before they bail
- + Don't waste users' time
- + Respect the web, respect your users
- + Get the content ***on the screen***
- + Font loader classes FTW

# FOUT is *YOUR* fault

- + Use these: `.wf-inactive` / `.wf-active`
- + This CSS results in a blank screen during load:  
`body { font-family: "Trade Gothic", helvetica, arial; }`
- + Add this & give them content, then fonts:  
`.wf-inactive body { font-family: helvetica, arial; }`
- + Yes, it's that simple

# Performance matters

- + Tune fallback-specific CSS to avoid reflow
- + Test your design with fallback fonts only
- + Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness



Web fonts loaded

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No web fonts, uncorrected

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Web fonts loaded



# Performance matters

- + Design for readability & beauty
- + But load only what you need

Trade Gothic Next LT Pro **Bold**

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*this is a typeface*

*this is a font*

- + Each font has a performance cost
- + Budget wisely

# Progressively enhance

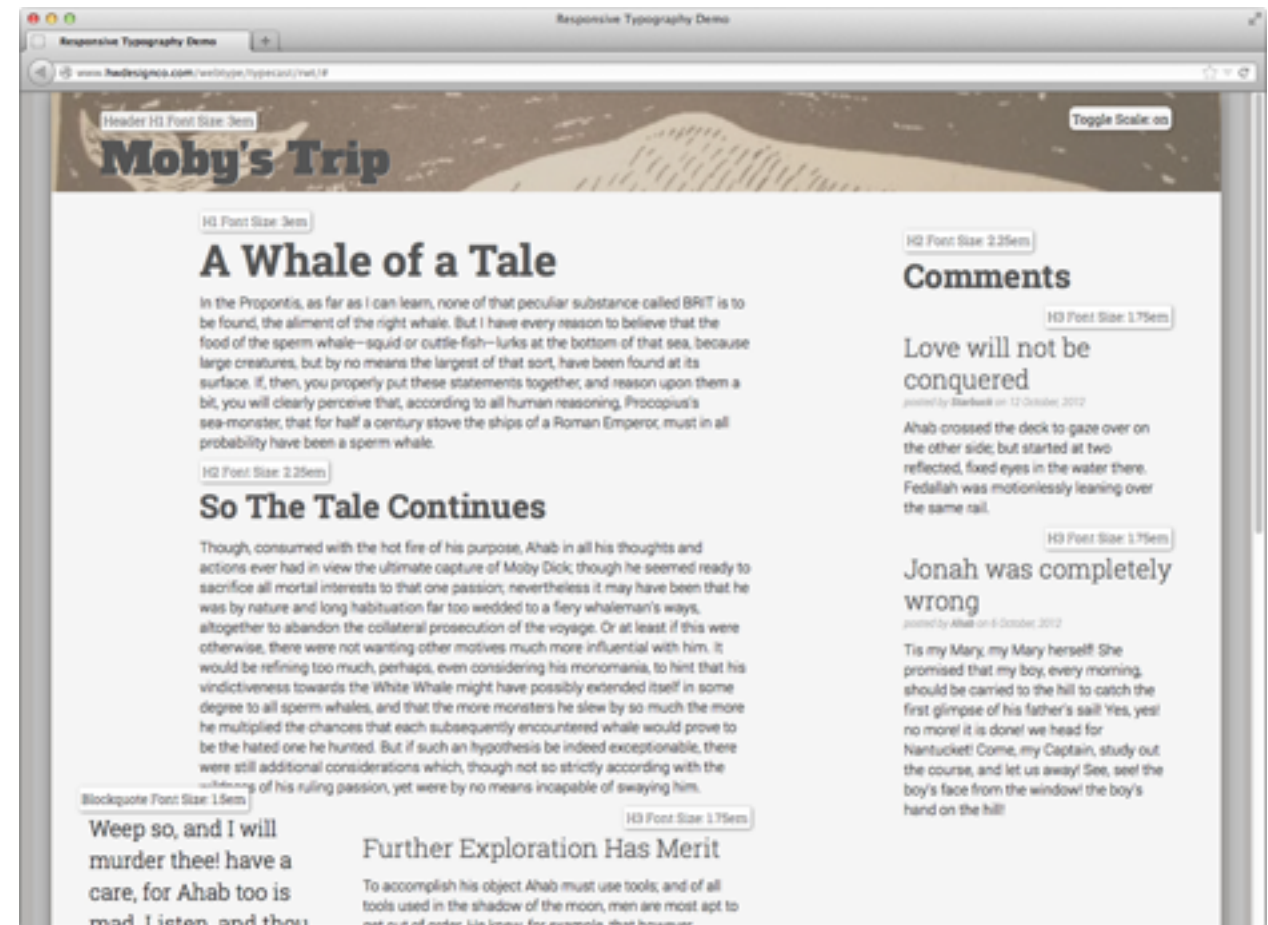
- + Asia, India, Africa are huge markets & growing
- + Most handsets running Opera Mini
- + Which does not support @font-face
- + *cue: sad trombone*
- + 350 Million reasons you should have tuned your fallback styles

# Proportion: one size won't do

- + Much has been written about RWD:
  - Responsive Images
  - Emerging UI Patterns
  - Performance Optimization
- + Most ignore the scale of your type
- + I find this... disturbing.

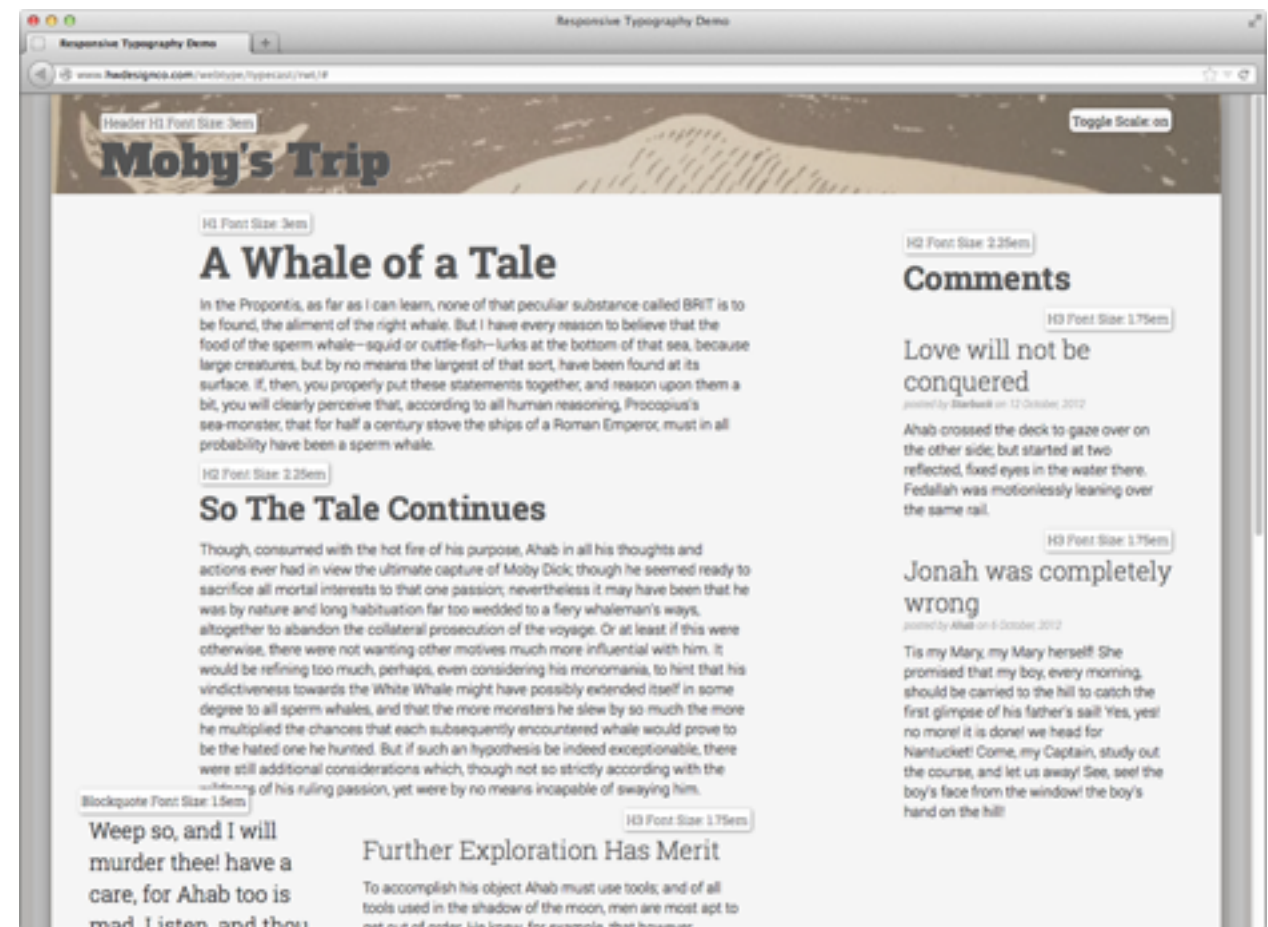
# Desktop geese & handheld gander

- + Small canvas requires subtle proportions
- + What works in print... works in print
- + Bringhurst matters, but scale must adapt

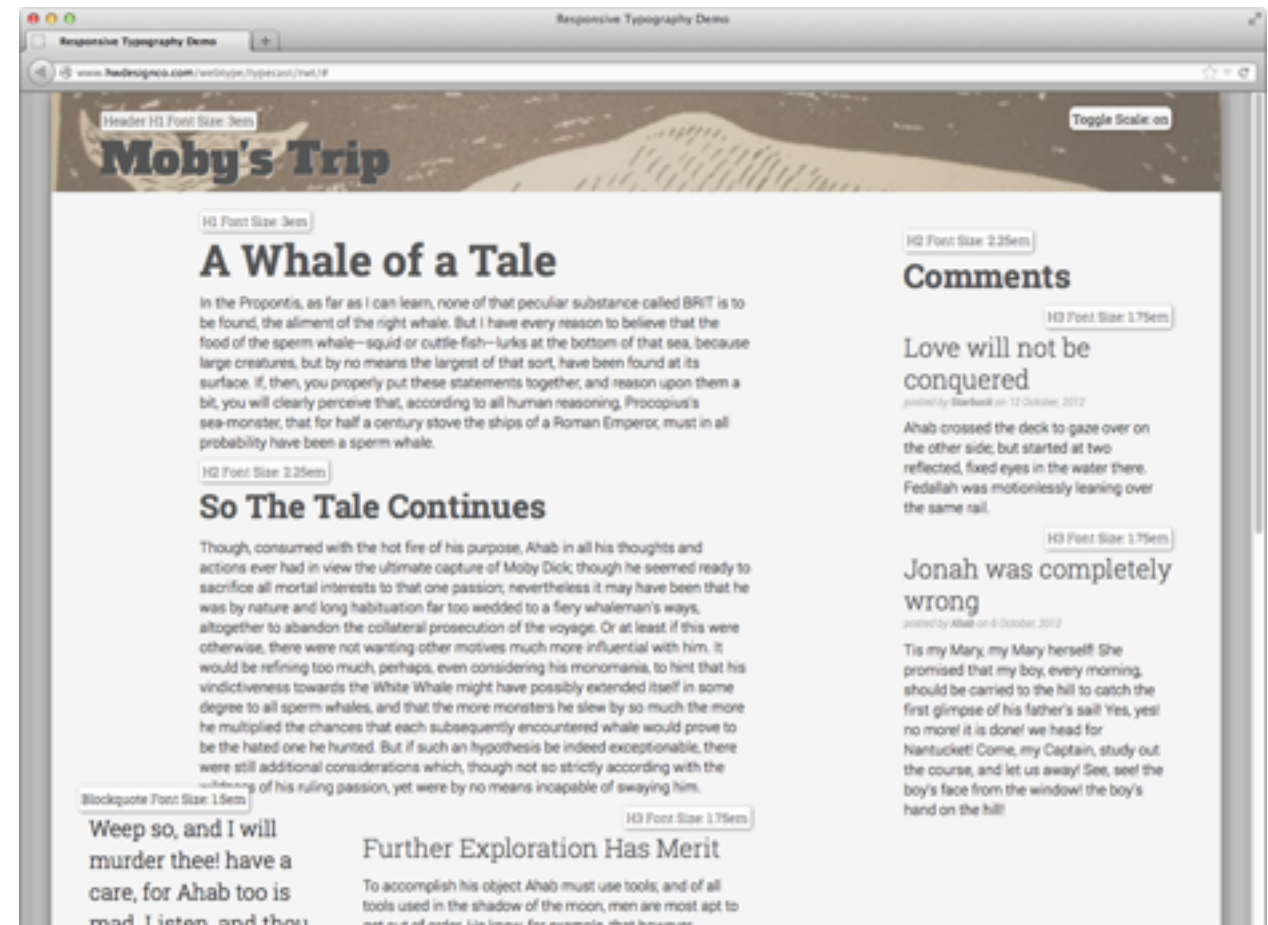


# Elements of Typographic Style

- + Brighurst' scale works well on desktop
- + Looks ungainly on small screens
- + Here's a scale that helps translate:  
<http://bit.ly/jprwt>

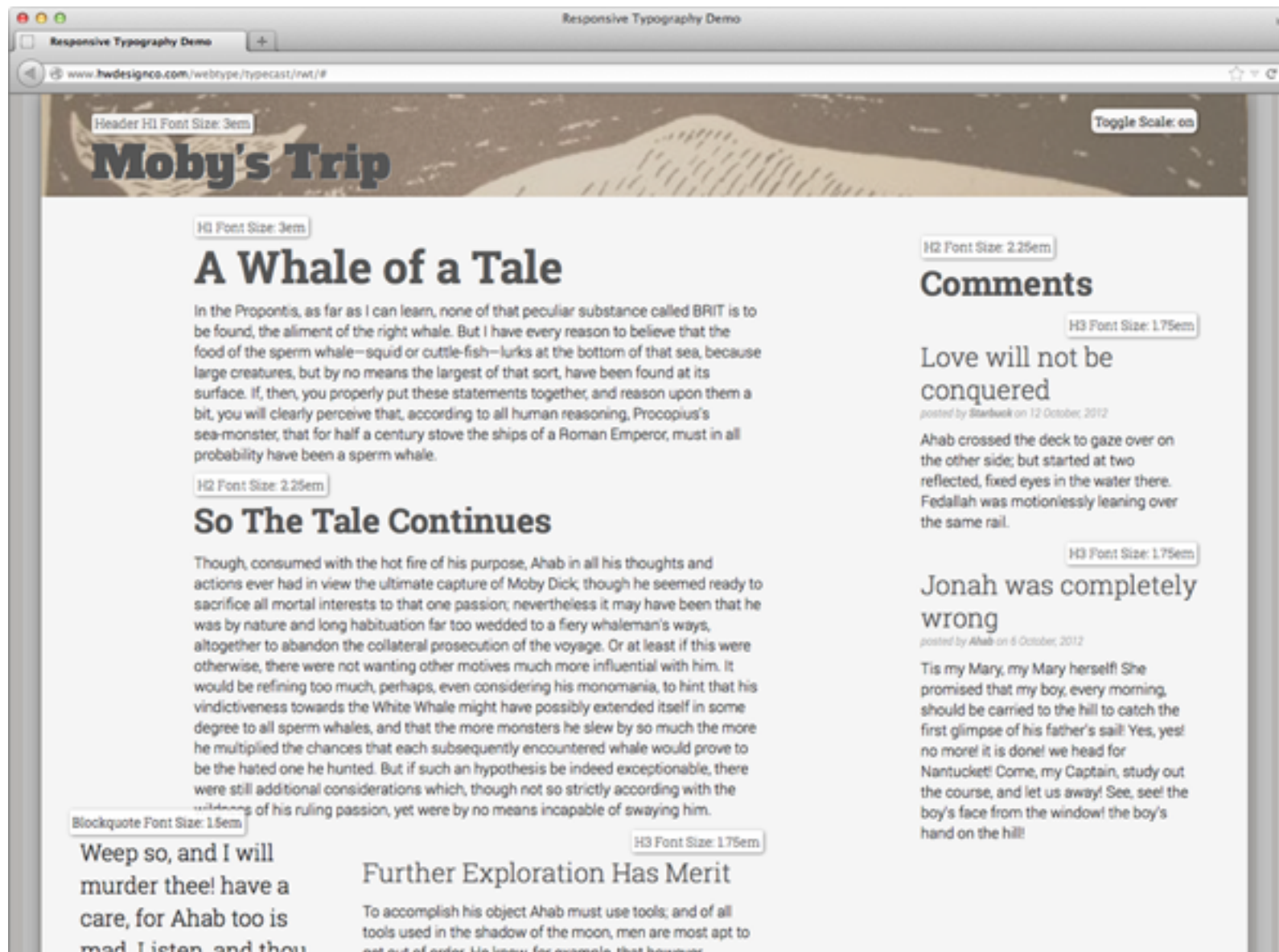


# For example...

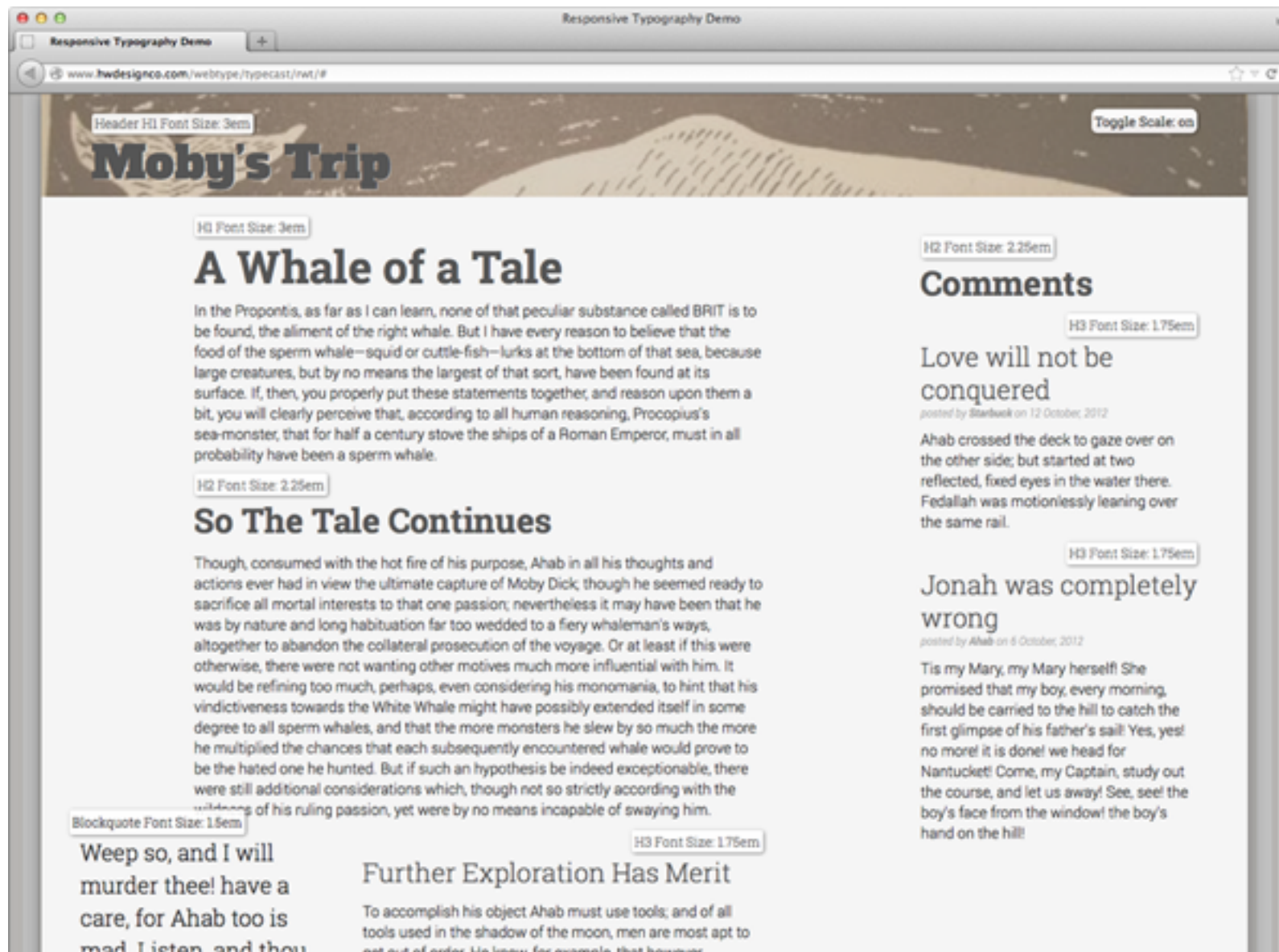




# For example...



# For example...





# Responsive Typographic Style

- + Line length is important, but use device norms for size
- + Think relative proportion, not specific screen size
- + Test! Font quality is improving, but no excuse for not knowing how it looks on \_\_\_\_\_

# Polish: design *is* details

- + Type is your voice. Speak eloquently.
- + Real quotation marks are brilliant
- + Browsers are lazy letter-spacers
- + OpenType is Awesome. See what the kerfuffle is all about

# "This" is not "that"

- + CMS are dumb
- + Use libraries like Typogrify & Smartypants
- + Automatically replace quotes, &'s, more
- + Never leave an orphan

# Cozy is as cozy does

- + Loose letters look sloppy
- + Browsers aren't so great at it
- + Try **letter-spacing: -1px;** in your headers

***A Whale of an Afflicted Tale***

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***A Whale of an Afflicted Tale***
- + OpenType Features bring real kerning!

# OpenType Feature Fest

- + Real kerning tables
- + Ligatures, Fractions & Swashes oh my!

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***A Whale of an Afflicted Tale***
- + Every design element must have a purpose
- + Even if that purpose is simply greater beauty

**So let's review.**

# Responsive Web Typography

- + Yes, it's a thing
- + It's about **adapting** to screen **size**, network **speed** & device **capabilities**
- + It's about **designing** for what's **next**
  - Last Winter Olympics: *there was no iPad*
  - The one before? *No iPhone either*

# Responsive Web Typography

- + Performance
  - Stats, Platforms & Screen Tests
- + Progression (It's the web. Stuff breaks)
  - If the font fails, does your design hold up?
- + Proportion
  - It's about composition (think: small paintings)
- + Polish

# Don't Panic.

- + There are lots of resources
- + Load only what you need  
*(specify each weight/variant)*
- + Manage the loading process  
*<http://bit.ly/jpfontfall2>*
- + Use a modular scale  
*<http://bit.ly/jprwt>*
- + Add panache! *(.net magazine May, 2014)*

# Oh, and one more thing...

**My book is in beta!**

<http://typeresponsively.com>

*(sign up to be notified when it's available)*

# Thank you!

<http://bit.ly/jpfowd-rwt>

# Resources & Links

- + Oliver Reichenstein's post  
<http://ia.net/blog/responsive-typography-the-basics/>
- + A More Modern Scale  
<http://typecast.com/blog/a-more-modern-scale-for-web-typography/>