

# Responsive Typography

*Design for Meaning, Not for Screen Size*

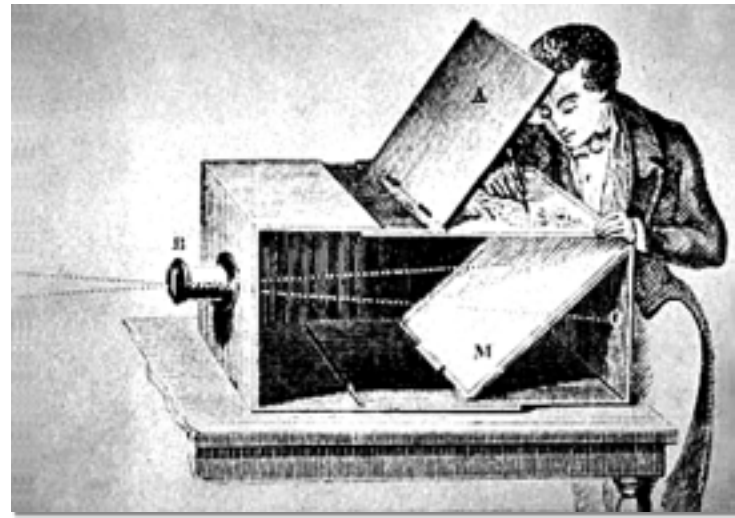
# What We'll Cover

- + Lies & deceptions about art & science
- + Understanding the value of hats
- + What is *Responsive Typography*
- + Practicing the Four P's

# Art & Science: A Historical Romance



DaVinci?  
*That guy would code*



Vermeer:  
*Master or Technician?*



Tim Jenison  
*Artist or Inventor?*

Is Tim an artist or is Tim an inventor? I think the problem is not trying to pick one of these things for Tim to be – *the problem is that we have that distinction*

-Penn Jillette in 'Tim's Vermeer'

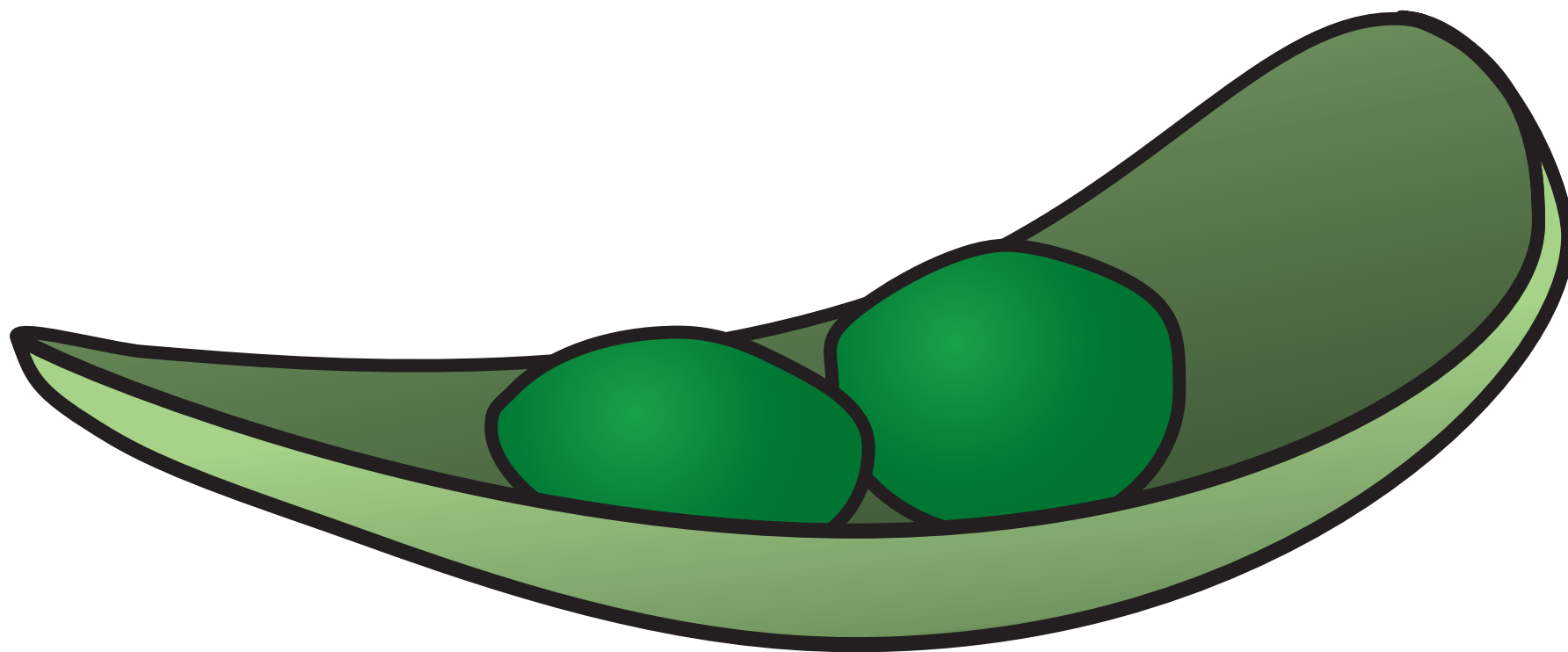


# Art is inherently tied to the technology we use to create it

*No matter how much we try to ignore it*

# Art+Science

# Design+Development



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

@sblakeborough, via twitter

# We can't.

- + *(Insert Ginger Rogers analogy here)*
- + 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



# Type Is the Voice of Your Words

- + Words have meaning, *but letters have emotion*

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I love you

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***I love you***

# Type Is the Voice of Your Words

- + Words must first be read *before they can be understood*

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Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

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- + Legible means you **can** read it
- + Readable means you might actually **want** to

A tale of a curious affliction

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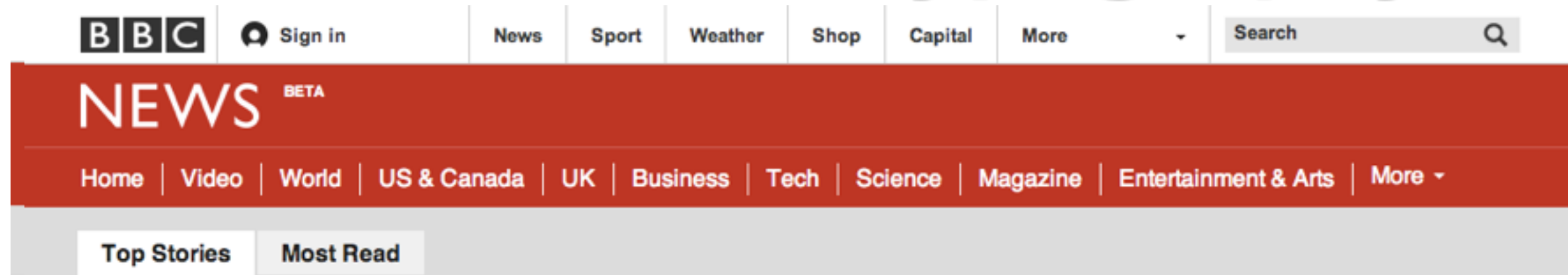
# A Design Dilemma: What We Don't Know

- + Screen size
- + Device capabilities
- + Concurrent activities
- + Depth of focus
- + Purpose of visit

# Focus on What's Left: Typography



# Focus on What's Left: Typography



## Military observer freed in Ukraine



One European military observer has been freed in Sloviansk where pro-Russian separatists are holding the rest of the team, detained on Friday.

🕒 29 minutes ago | Europe



## Vatican declares two popes saints

Pope Francis declares Popes John Paul II and John XXIII saints, praising them as "men of courage" in front of a crowd of hundreds of thousands.

🕒 9 hours ago | Europe



## Britain is now 'post-Christian'

## Features & Analysis



## Searching for my son

A US veteran returns to find the unborn child he left in Vietnam



# Focus on What's Left: Typography





# Focus on What's Left: Typography



SEPTEMBER 16, 2014  
**NEWS DESK**  
A REFERENDUM ON THE  
UNION JACK  
BY VIRGINIA CANNON

SEPTEMBER 16, 2014  
**DAILY COMMENT**  
THE DISAPPEARING "UNDUE  
BURDEN" STANDARD  
FOR ABORTION RIGHTS  
BY JEFFREY TOOBIN

# Responsive Typography: Four Simple Steps

- + **Performance:** **select fonts** with **care**, load what you need & don't block the page draw
- + **Progressive:** **plan for failure**, **tune** up the **loading** process & fallback fonts to minimize **FOUT**
- + **Proportion:** **small screens** demand **subtle scale**
- + **Polish:** Design **/S** the details: **OpenType** & then some

# *Performance*

# Performance Matters

- + Great typography isn't 'I used all of them'
- + Load only what you need

Trade Gothic Next LT Pro **Bold**

---

*this is a typeface*      *this is a font*

- + Each font has a performance cost, so **budget wisely**

# Performance Matters

The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL in the browser is [https://typekit.com/kit\\_editor/kits/yjh7qxn#family-dxzd](https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd). The interface includes a left sidebar with sections: Selectors, Language Support, Weights & Styles, and CSS Stack. The main area displays a welcome message and two font preview cards: "Franklin Gothic URW by URW++" and "Quatro Slab by ps Type". The bottom of the interface shows the kit size as 449K, which is circled in orange, and a "Publish" button. A notification bubble indicates that changes won't be live until published.

Responsive Typography | Typekit

[https://typekit.com/kit\\_editor/kits/yjh7qxn#family-dxzd](https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd)

Adobe Typekit Editor [Embed Code](#) [Kit Settings](#)

**Selectors**

[Add](#)

`.tk-quatro-slab`

[Using fonts in CSS](#)

**Welcome! Here's how to use fonts:**

In the left column, use the *Selectors* section to apply fonts to any [HTML tag](#), [class](#), or [id](#). You can also add the default class to your markup. Then, click Publish to see those changes on your site.

**Language Support**

☐ All Characters 299k

☒ Default 261k

[Which should I choose?](#)

**Franklin Gothic URW by URW++** [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Quatro Slab by ps Type** [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

**Weights & Styles** 10/10

Include these in your kit:

- ☒ Regular 32k
- ☒ Italic 34k
- ☒ Medium 21k
- ☒ Medium Italic 23k
- ☒ Semibold 21k
- ☒ Semibold Italic 22k
- ☒ Bold 31k
- ☒ Bold Italic 34k
- ☒ Ultra Black 21k
- ☒ Ultra Black Italic 22k

[Using weights & styles in your CSS](#)

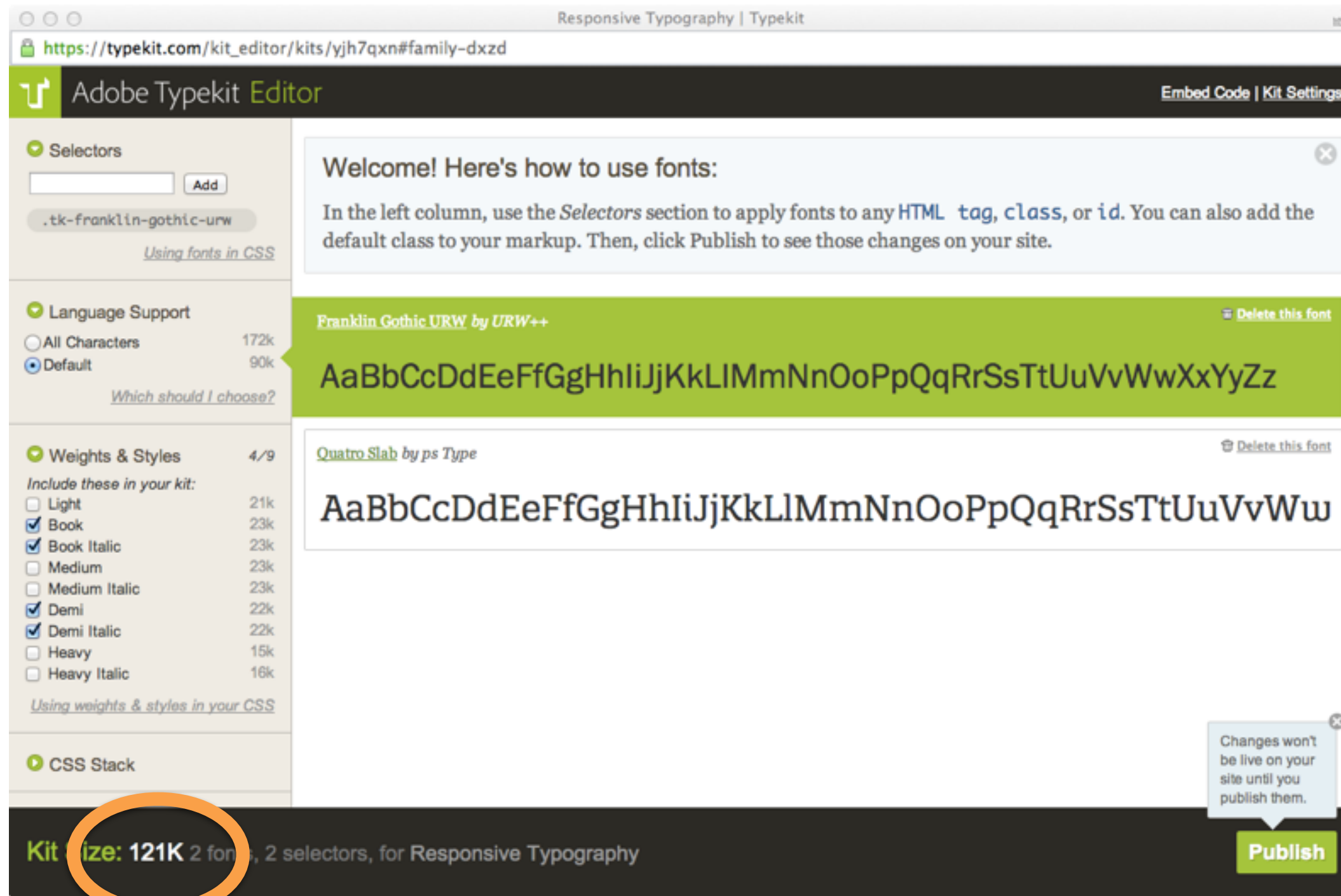
**CSS Stack**

**Kit size: 449K** 2 fonts, 2 selectors, for Responsive Typography

Changes won't be live on your site until you publish them.

[Publish](#)

# Performance Matters





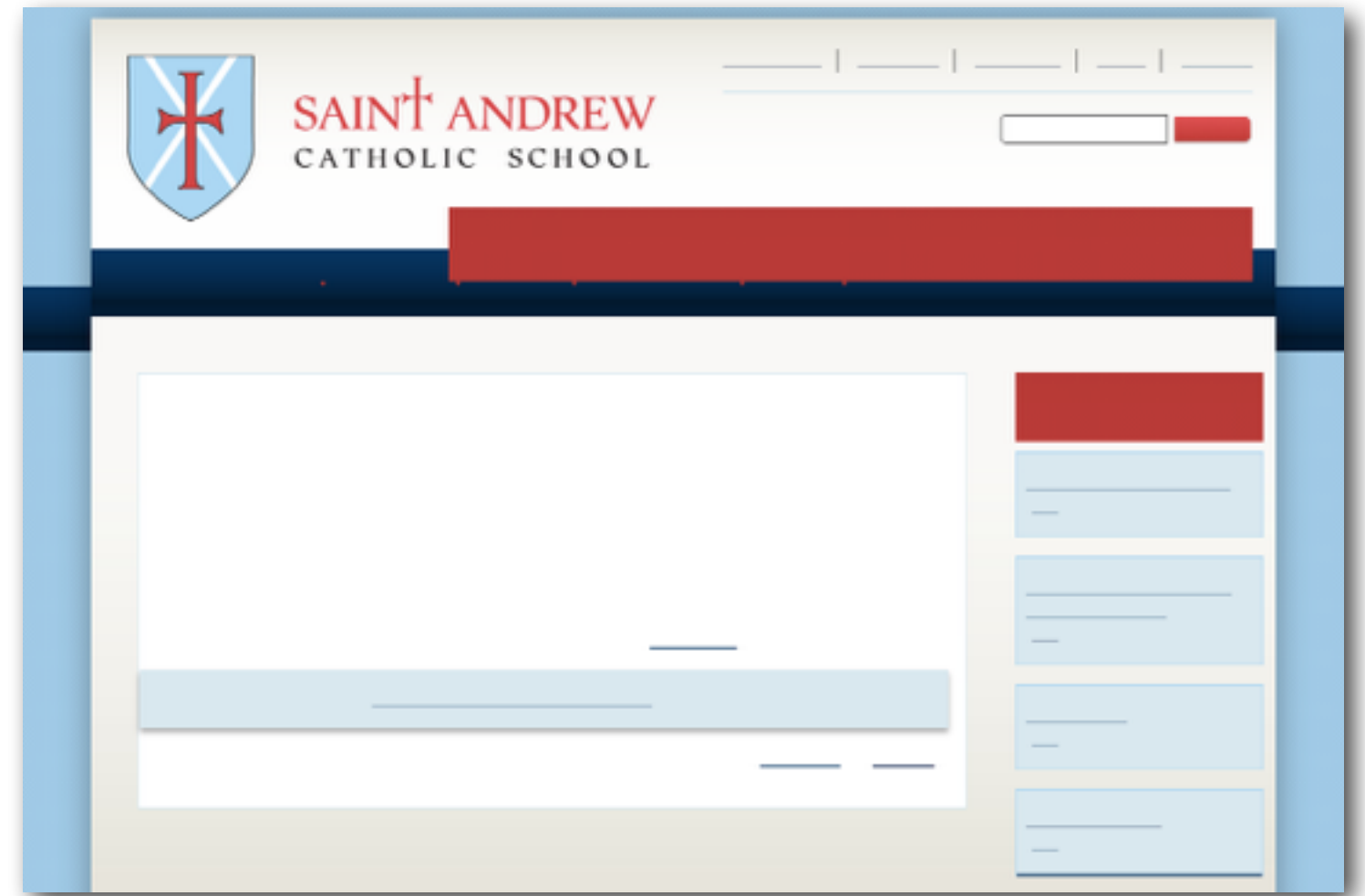
# Progressive Performance

```
<!-- NEEDED -->
<script type="text/javascript">
  WebFontConfig = {
    google: { families: [ 'Roboto Slab:700', 'Roboto:400,400italic,700italic,700' ] }
  };
  (function() {
    var wf = document.createElement('script');
    wf.src = ('https:' == document.location.protocol ? 'https' : 'http') +
      '://ajax.googleapis.com/ajax/libs/webfont/1/webfont.js';
    wf.type = 'text/javascript';
    wf.async = 'true';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(wf, s);
  })();
</script>

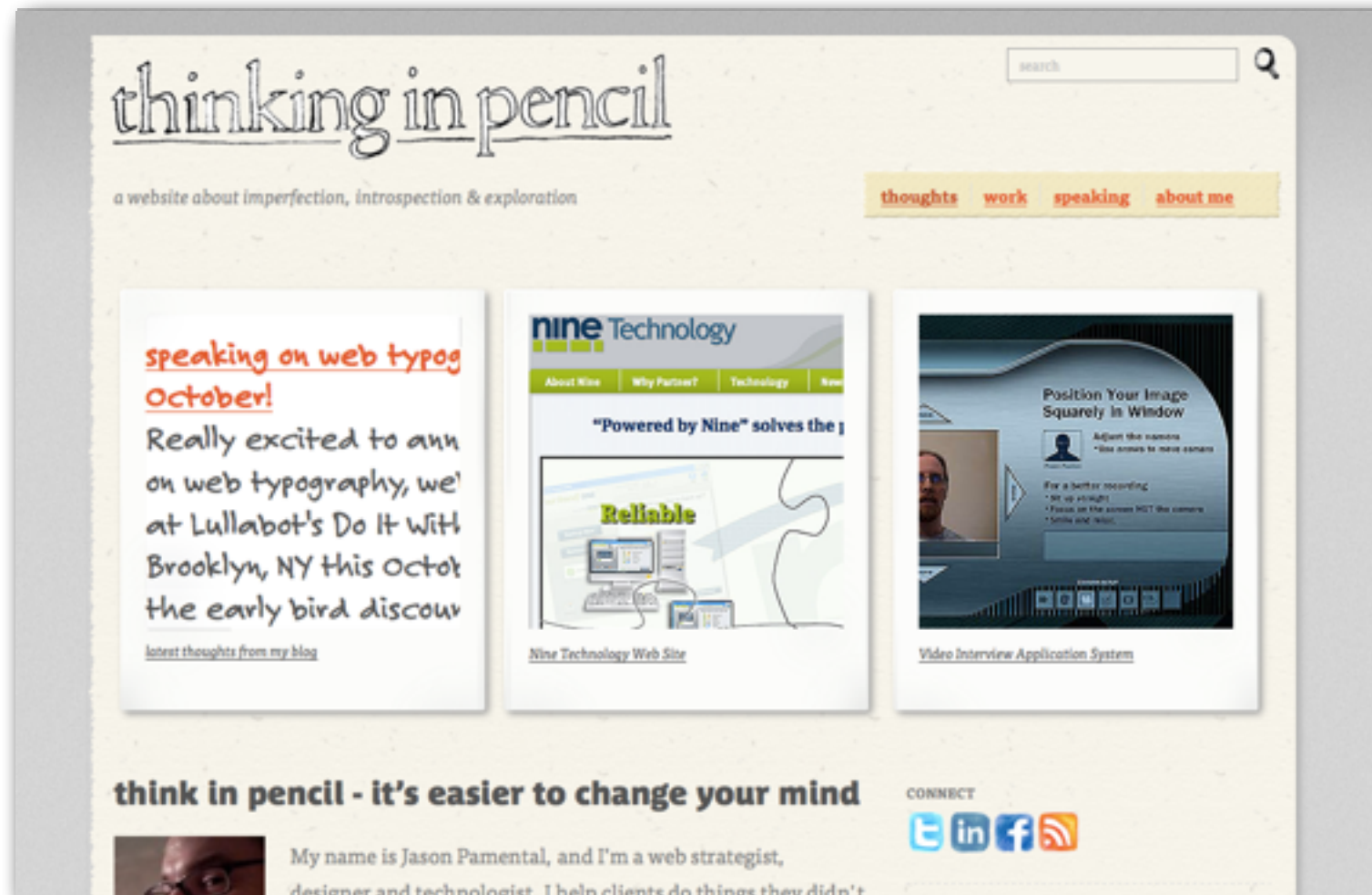
<!-- NEEDED FOR NO JS AVAILABILITY -->
<noscript>
  <!-- Use this in as a fallback to no javascript being available -->
  <link href='http://fonts.googleapis.com/css?family=Roboto+Slab:700|Roboto:400,400italic,700italic,700'
    rel='stylesheet' type='text/css'>
</noscript>
```

# *Progressive Enhancement*

# FOUT is *OUR* fault



# FOUT is *OUR* fault





# FOUT is *OUR* 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; }
```
- + Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness
- + Making it easy since **2010**

# Progressively Enhance



Web fonts loaded

# Progressively Enhance



No web fonts, uncorrected



# Progressively Enhance



No web fonts, corrected



# Progressively Enhance



Web fonts loaded

# Backwards Compatible, Future Friendly

```
<!-- NEEDED -->
<script type="text/javascript">
  WebFontConfig = {
    google: { families: [ 'Roboto Slab:700', 'Roboto:400,400italic,700italic,700' ] }
  };
  (function() {
    var wf = document.createElement('script');
    wf.src = ('https:' == document.location.protocol ? 'https' : 'http') +
      '://ajax.googleapis.com/ajax/libs/webfont/1/webfont.js';
    wf.type = 'text/javascript';
    wf.async = 'true';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(wf, s);
  })();
</script>

<!-- NEEDED FOR NO JS AVAILABILITY -->
<noscript>
  <!-- Use this in as a fallback to no javascript being available -->
  <link href='http://fonts.googleapis.com/css?family=Roboto+Slab:700|Roboto:400,400italic,700italic,700'
    rel='stylesheet' type='text/css'>
</noscript>
```

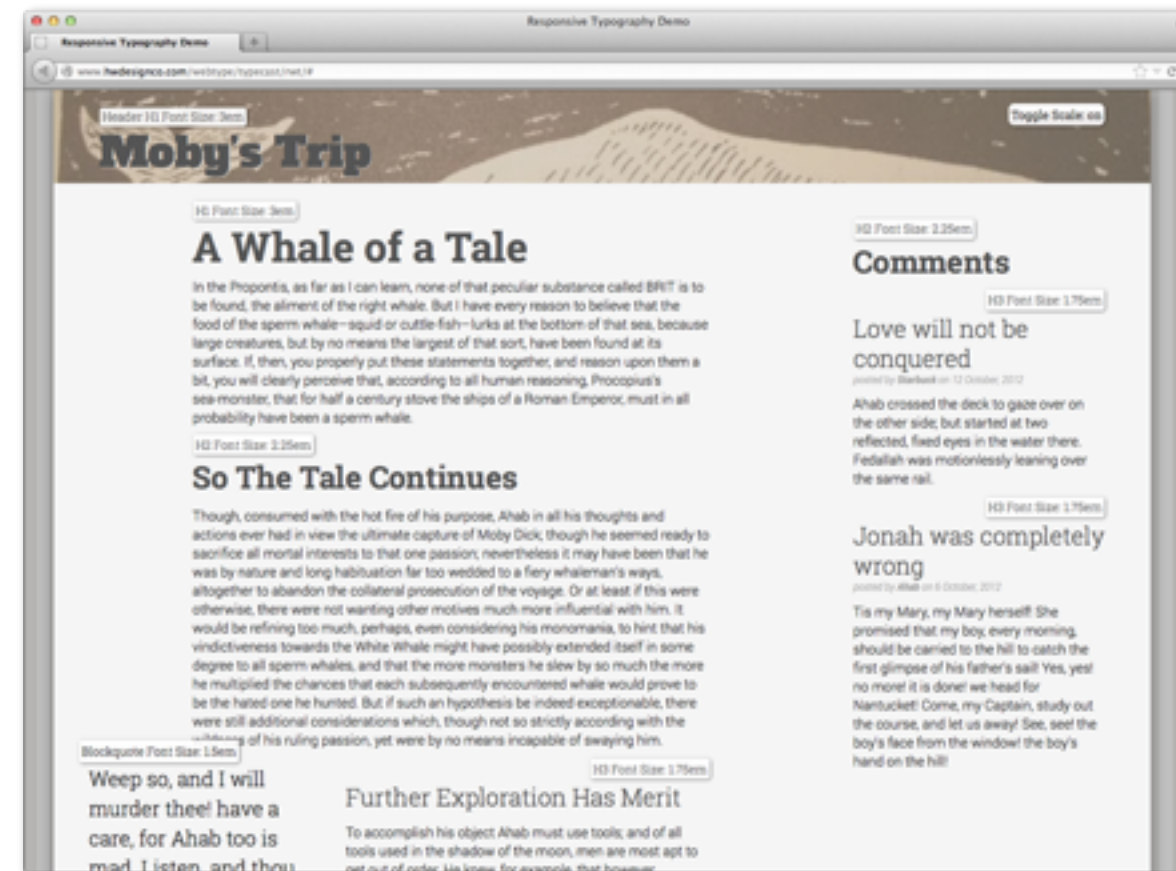
# *Proportion*

# Proportion: one size won't do

	1	1.25		
DESKTOP	$H_1$	$H_2$	$H_3$	$H_4$
	3	1.05	2.25	1.25
MOBILE	$H_1$	$H_2$	$H_3$	$H_4$
	2	1.25	1.625	1.15384615

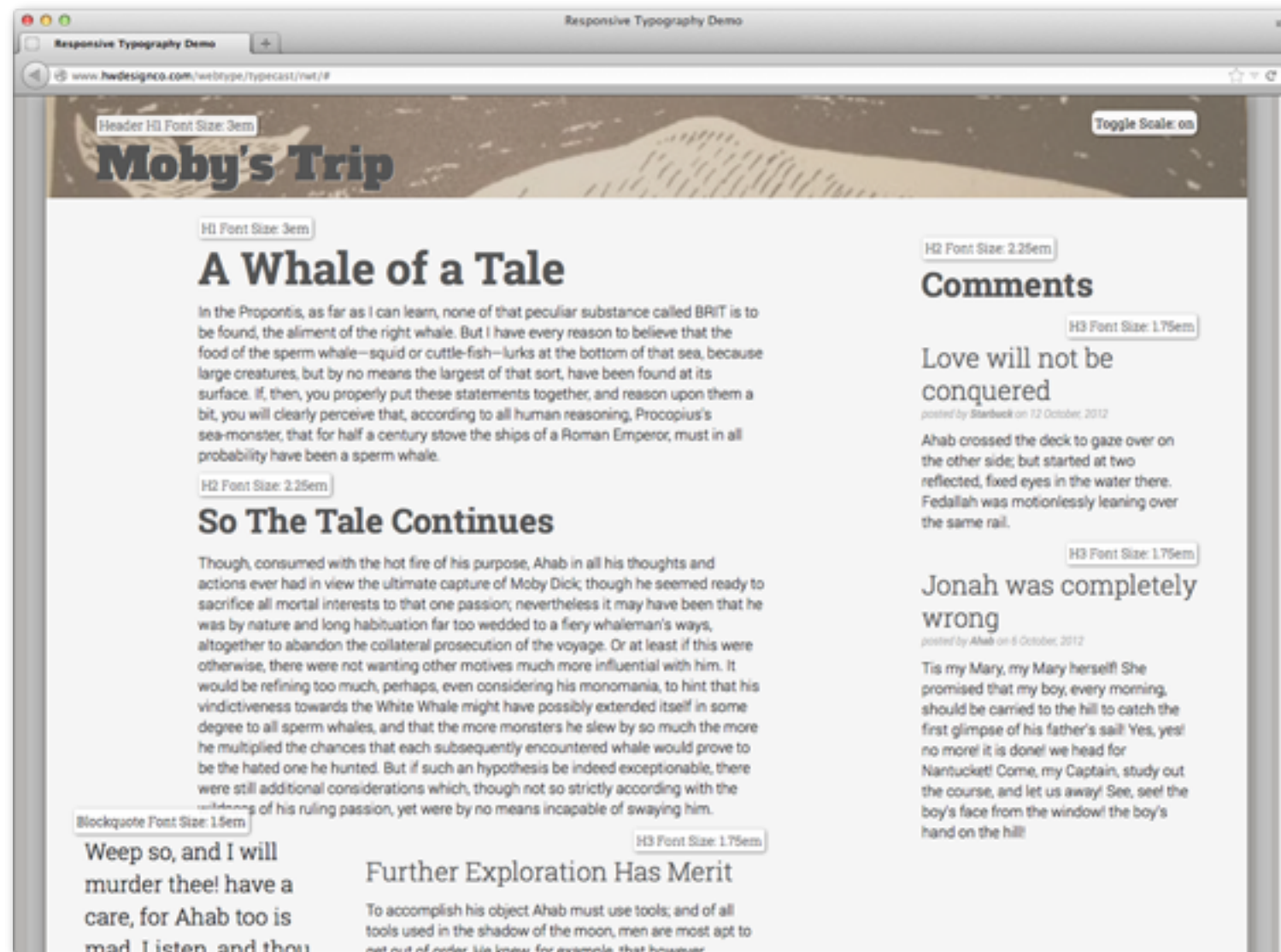
# Desktop geese & handheld gander

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





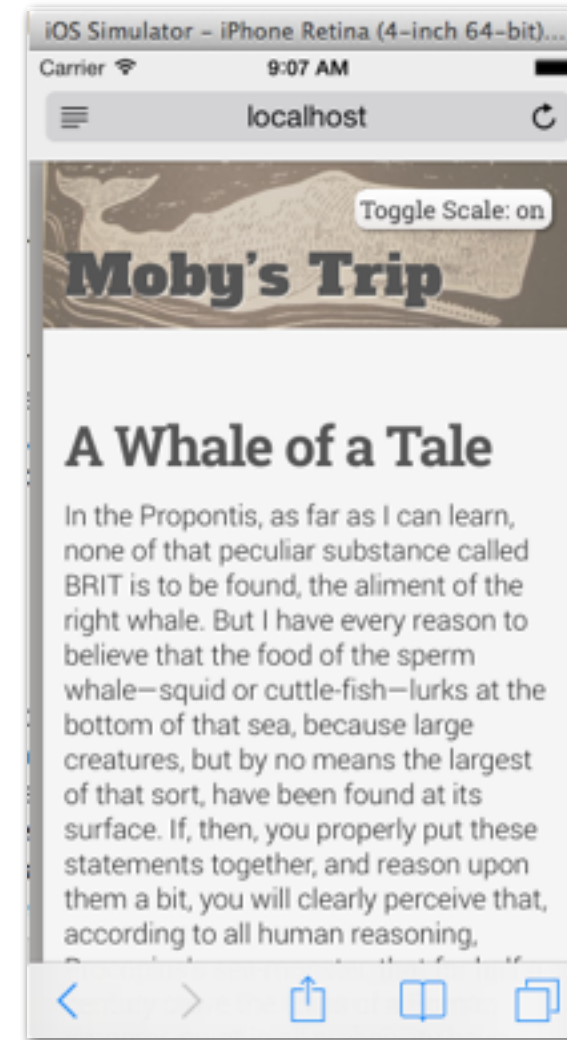
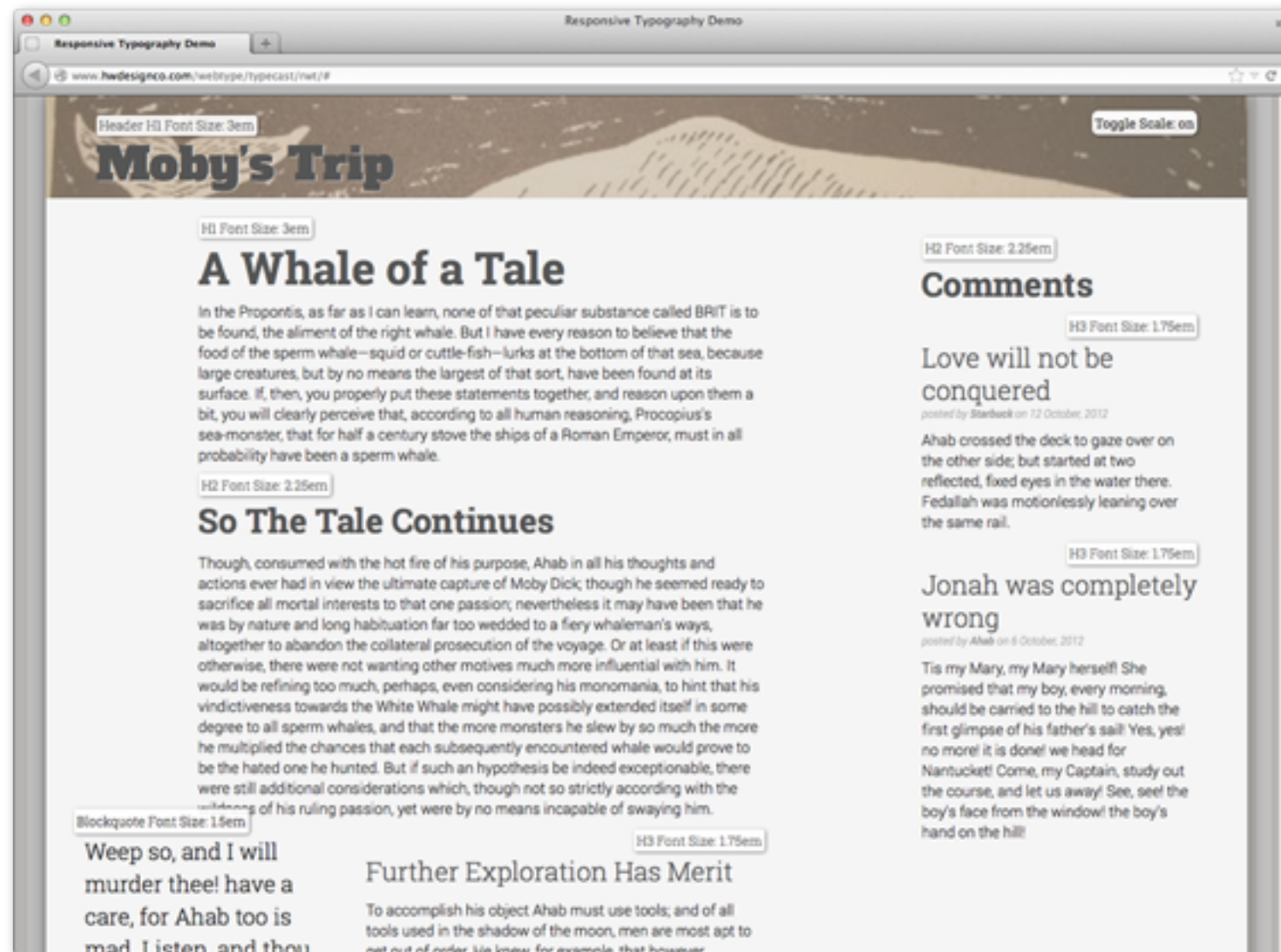
# For example...



<http://bit.ly/jprwt>

hwdesignco.com | @jpamental | Responsive Typography

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# A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
<b>Body</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> <li>• Line length:</li> </ul>	<ul style="list-style-type: none"> <li>• 12pt</li> <li>• 1.25</li> <li>• 60-75</li> </ul>	<ul style="list-style-type: none"> <li>• 16px (1em)</li> <li>• 1.375</li> <li>• 60-75</li> </ul>	<ul style="list-style-type: none"> <li>• 16px (1em)</li> <li>• 1.375</li> <li>• 60-75</li> </ul>	<ul style="list-style-type: none"> <li>• 16px (1em)</li> <li>• 1.375</li> <li>• 60-75</li> </ul>	<ul style="list-style-type: none"> <li>• 16px (1em)</li> <li>• 1.25</li> <li>• 60-75</li> </ul>	<ul style="list-style-type: none"> <li>• 16px (1em)</li> <li>• 1.25</li> <li>• 35-40</li> </ul>
<b>H1</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> </ul>	<ul style="list-style-type: none"> <li>• 36pt (3em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 48px (3em)</li> <li>• 1.05</li> </ul>	<ul style="list-style-type: none"> <li>• 48px (3em)</li> <li>• 1.05</li> </ul>	<ul style="list-style-type: none"> <li>• 40px (2.5em)</li> <li>• 1.125</li> </ul>	<ul style="list-style-type: none"> <li>• 32px (2em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 32px (2em)</li> <li>• 1.25</li> </ul>
<b>H2</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> </ul>	<ul style="list-style-type: none"> <li>• 24pt (2em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 36px (2.25em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 36px (2.25em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 32px (2em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 26px (1.625em)</li> <li>• 1.15384615</li> </ul>	<ul style="list-style-type: none"> <li>• 26px (1.625em)</li> <li>• 1.15384615</li> </ul>
<b>H3</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> </ul>	<ul style="list-style-type: none"> <li>• 18pt (1.5em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 28px (1.75em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 28px (1.75em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 24px (1.5em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 22px (1.375em)</li> <li>• 1.13636364</li> </ul>	<ul style="list-style-type: none"> <li>• 22px (1.375em)</li> <li>• 1.13636364</li> </ul>
<b>H4</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> </ul>	<ul style="list-style-type: none"> <li>• 14pt (1.16666667em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 18px (1.125em)</li> <li>• 1.22222222</li> </ul>	<ul style="list-style-type: none"> <li>• 18px (1.125em)</li> <li>• 1.22222222</li> </ul>	<ul style="list-style-type: none"> <li>• 18px (1.125em)</li> <li>• 1.22222222</li> </ul>	<ul style="list-style-type: none"> <li>• 18px (1.125em)</li> <li>• 1.11111111</li> </ul>	<ul style="list-style-type: none"> <li>• 18px (1.125em)</li> <li>• 1.11111111</li> </ul>
<b>Blockquote</b> <ul style="list-style-type: none"> <li>• Font size:</li> <li>• Line height:</li> </ul>	<ul style="list-style-type: none"> <li>• 24pt (2em)</li> <li>• 1.45833333</li> </ul>	<ul style="list-style-type: none"> <li>• 24px (1.5em)</li> <li>• 1.45833333</li> </ul>	<ul style="list-style-type: none"> <li>• 24px (1.5em)</li> <li>• 1.45833333</li> </ul>	<ul style="list-style-type: none"> <li>• 24px (1.5em)</li> <li>• 1.45833333</li> </ul>	<ul style="list-style-type: none"> <li>• 20px (1.25em)</li> <li>• 1.25</li> </ul>	<ul style="list-style-type: none"> <li>• 20px (1.25em)</li> <li>• 1.25</li> </ul>

<http://bit.ly/jprwt>



*Polish*

# Polish: Don't Forget Fit & Finish

## *Moby's Trip*

TOGGLE OT FEATURES: OFF

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

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment of the right whale. But I have every reason to believe that the food of the sperm whale—squid or cuttle-fish—lurks at the bottom of that sea, because large creatures, but by no means the largest of that sort, have been found at its surface.

### **1/2 Way to 19 Thousand Leagues**

Though, consumed with the hot fire of his purpose, Ahab in all his thoughts and actions ever had in view the ultimate capture of Moby Dick: though he seemed ready to sacrifice

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Civilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires had been reared in the Mediterranean on sea power long before the dawn of history.

We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of

Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.<sup>1</sup>

*"Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away."*  
— Herodotus<sup>2</sup>

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# Polish: Don't Leave Orphans Behind

- + Typogrify FTW:  
<http://bit.ly/rt-tpgrfy>  
<http://bit.ly/drupaltypogrify>  
<http://bit.ly/rt-tpgrfy-ee>  
<http://bit.ly/rt-tpgrfy-wp>

If so, how is the system to be changed? “How do you eat an elephant?” she replied. “Well! I’m patient. Rome wasn’t built in a day.” (She was born in Rome.) But there is at least a new awareness of what’s at stake. She singled out the pioneering example of François-Henri Pinault, C.E.O. of the luxury conglomerate Kering (Gucci, Bottega Veneta, Stella McCartney), who has invested many millions in creating eco-friendly brands.

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- + Also try Widowtamer for JS drop-in solution:  
<http://bit.ly/rt-widotamer>

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<http://bit.ly/rt-tpgrfy-wp>
- + Also try Widowtamer for JS drop-in solution:  
<http://bit.ly/rt-widotamer>
- + Seems small, but has oversized impact to user & editor

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# A Little in Abundance is a Lot

- + Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```

- + CSS3 brings character counts, but not universal  
(vw & vh, ch & cx)

- + **EMs** or **REMs**, but no PX

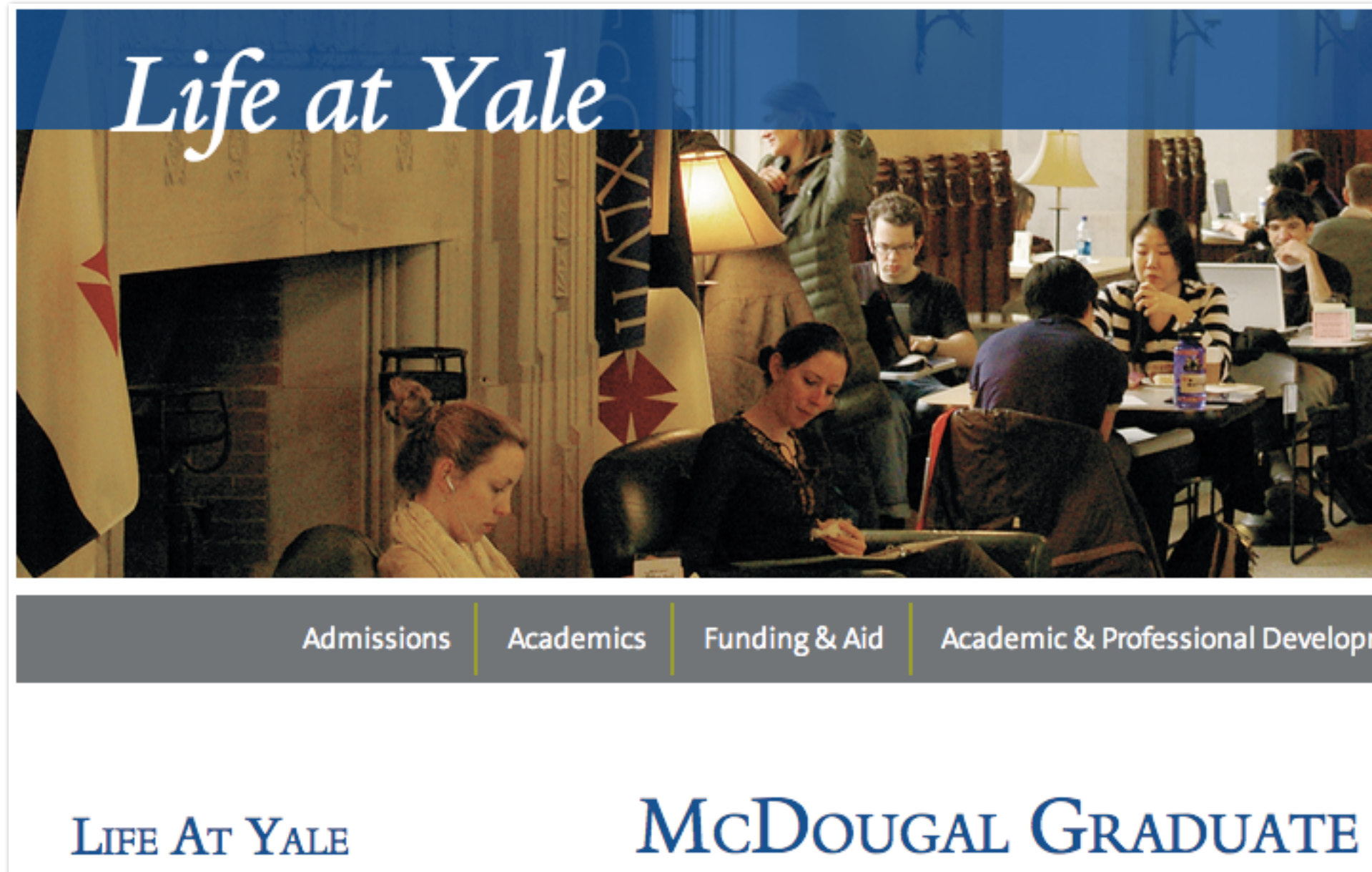
- + Don't forget: use real content!  
*Because Lorem Ipsum is a poseur*



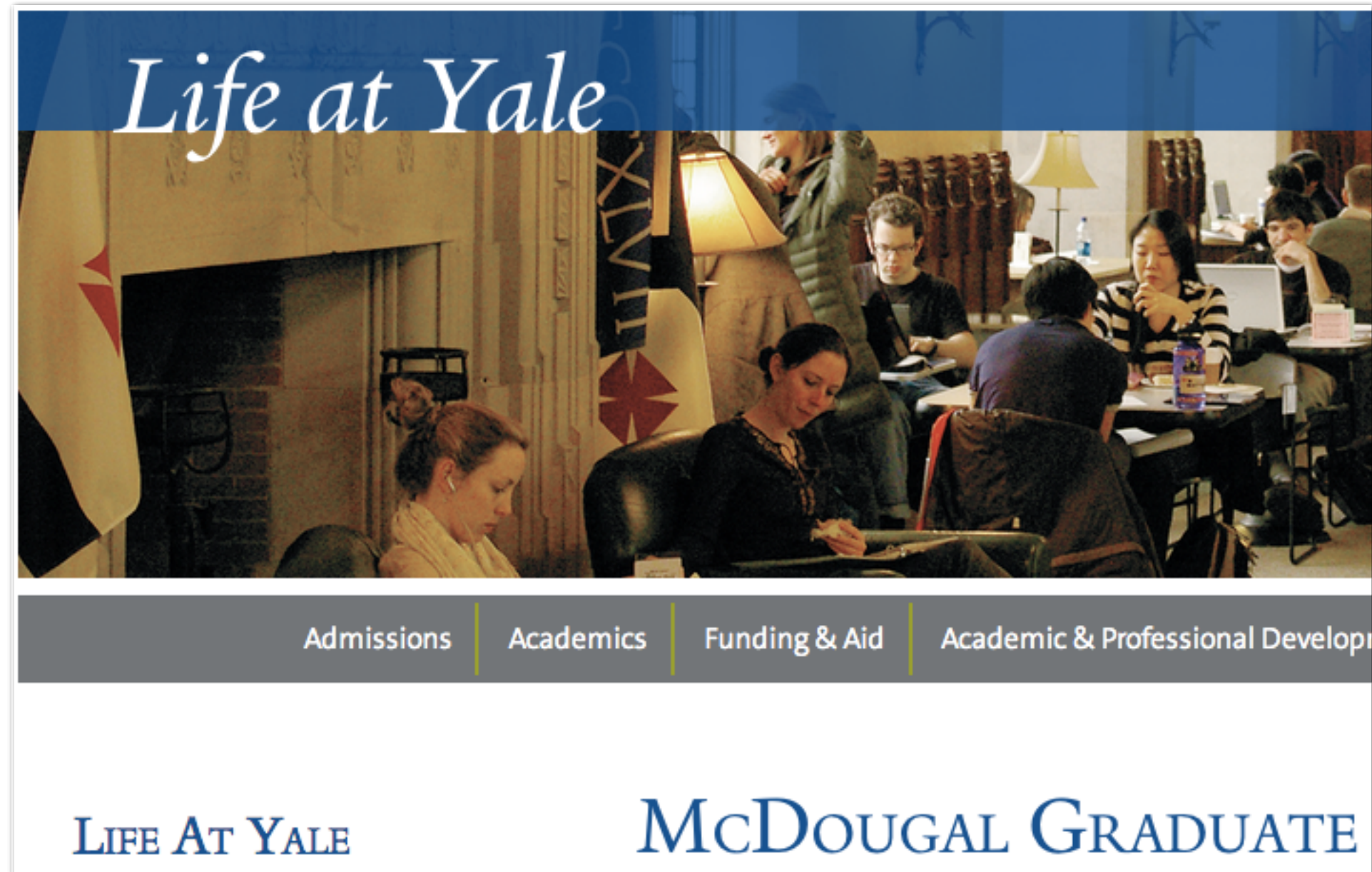
# New Tricks

- + Emerging attributes: `font-size-adjust` & `font-smoothing`
- + The future is here; it's just not evenly distributed
- + Try text-rendering engine detection w/`font-smoothing`  
(<http://typerendering.com/> - courtesy of @NiceWebType & @bramstein)

# True Life Story



# True Life Story



-webkit-font-smoothing: antialiased;  
-moz-osx-font-smoothing: grayscale;

# *A Perfect Page*

# *A Perfect Page*

*or at least a far better start*



# Inspiration



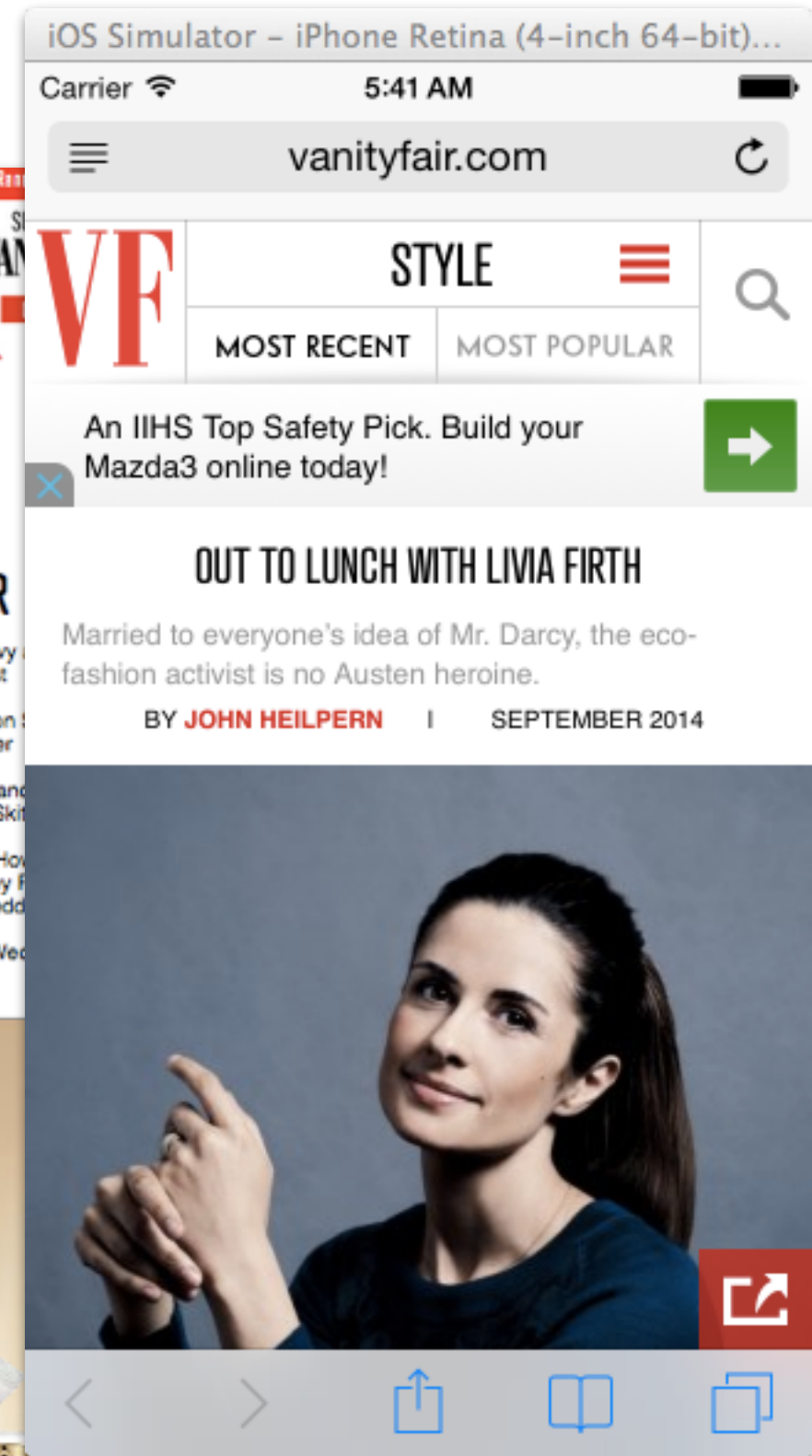
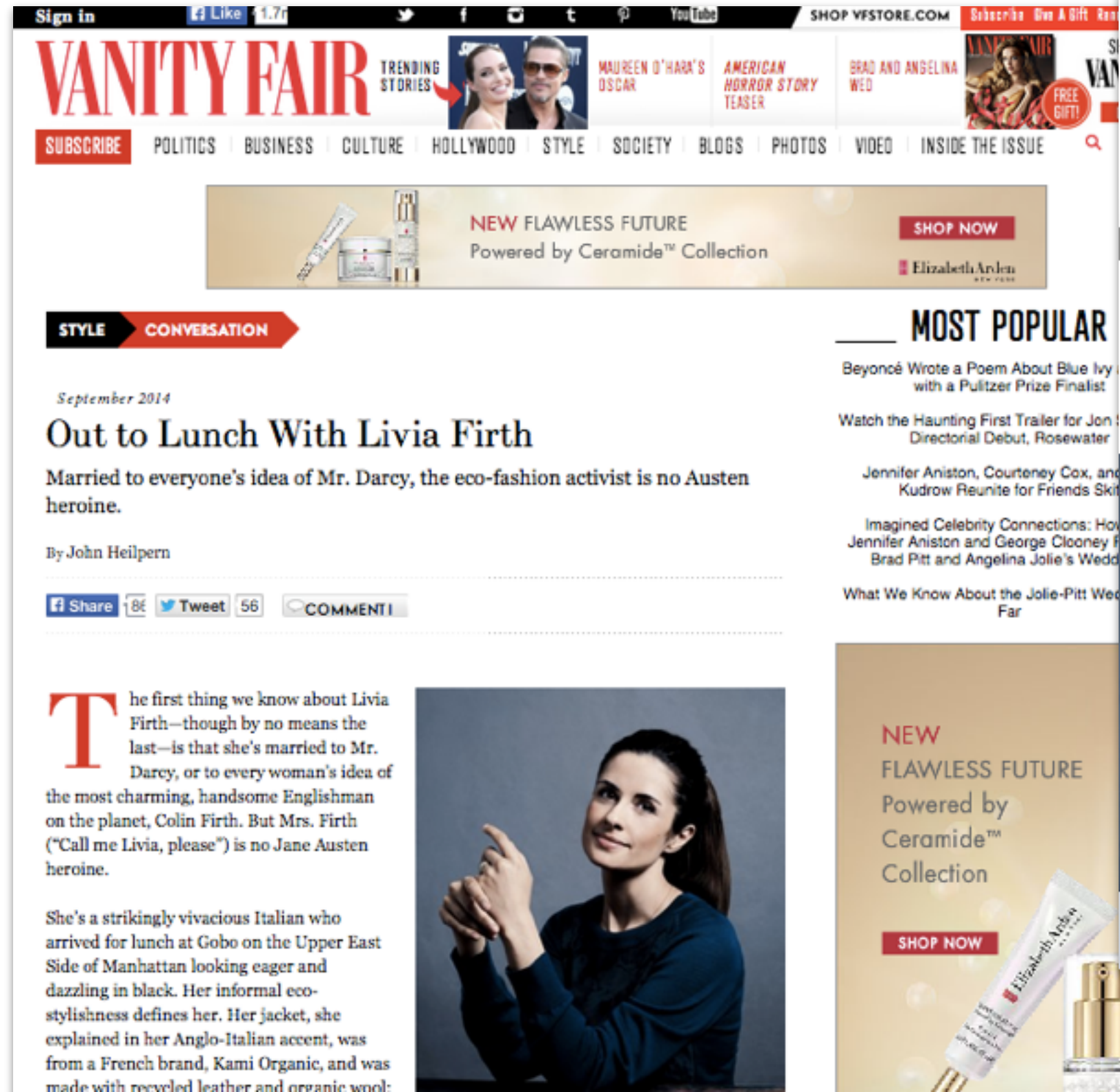
# Inspiration

- + Oversize 2-level header
- + Stylized subhead
- + Byline
- + Large initial cap
- + Inset photo
- + Pull-quote





# Frustration





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*Out to Lunch With*

---

# LIVIA FIRTH

MARRIED TO EVERYONE'S IDEA OF MR. DARCY, THE ECO-FASHION ACTIVIST IS NO AUSTEN HEROINE.

By JOHN HEILPERN

**T**he first thing we know about Livia Firth—though by no means the last—is that she's married to Mr. Darcy, or to every woman's idea of the most charming, handsome Englishman on the planet, Colin Firth. But Mrs. Firth ("Call me Livia, please") is no Jane Austen heroine.

She's a strikingly vivacious Italian who arrived for lunch at Gobo on the Upper East Side of

her trousers, from the London shop Joseph, weren't "eco" or "ethical," however, but several

# Realization

- + Oversize 2-level header
- + Stylized subhead
- + Byline
- + Large initial cap
- + Inset photo
- + Pull-quote
- + Virtually no markup needed
- + Fully responsive





# Realization

September 2014

Out to Lunch With

## LIVIA FIRTH

MARRIED TO EVERYONE'S IDEA OF MR. DARCY, THE ECO-FASHION ACTIVIST IS NO AUSTEN HEROINE.

By JOHN HEILPERN

**T**he first thing we know about Livia Firth—though by no means the last—is that she's married to Mr. Darcy, or to every woman's idea of the most charming, handsome Englishman on the planet, Colin Firth. But Mrs. Firth ("Call me Livia, please") is no Jane Austen heroine.

She's a strikingly vivacious Italian who arrived for lunch at Gobo on the Upper East Side of Manhattan looking eager and dazzling in black. Her informal eco-stylishness defines her. Her jacket, she explained in her Anglo-Italian accent, was from a French brand, Kami Organic, and was made with recycled leather and organic wool; her T-shirt was from the U.S. brand Stewart & Brown, specialists in organic cotton;

her trousers, from the London shop Joseph, weren't "eco" or "ethical," however, but several years old and therefore "sustainable"; her shoes were of handmade leather from a local family-run factory in Umbria—where her own family lives and she and her husband keep a house. Her watch was made of discarded wood, but let's not go into that now.

Why would a liberated woman like Livia Firth, I wondered, take her husband's surname? "My maiden name is Giuggioli," she said, "but it's impossible for any English person to say or write! Nobody can spell it. So you know what I decided? It's just Firth. Five letters. Very easy. But in Italy we are telling an Italian how to say Firth! Fearth! You have to say Fearth!"

The Firths live in London, and they have two children. She's nine years younger than he, and they met in Cartagena, Colombia, where he was filming the TV mini-series *Nostromo* and she was its production coordinator. "I was engaged at the time, and we met on the set, which was in a church. We shook hands, and here we are today, 19 years later."

"What happened to your poor old fiancé?"

"The poor old fiancé is now married, with two girls. We're still friends. His wife's Australian. But, you know, it's funny. When I met Colin he wasn't yet Mr. Darcy, and we started the courtship. And then *Pride and Prejudice* came out, and the response from my family and all the Italians was 'Do you really consider this guy sexy?'"

She laughs easily (and it's catching). "Italians can't deal with English restraint. They think the reserve of an Englishman is constipated."

"He won everyone over, though?"



PHOTOGRAPH BY JULIAN BROAD.

"All clothes tell a story."

CONVERSATION

Out to Lunch with

## LIVIA FIRTH

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"He won everyone over, though?"

"He did, because Colin isn't like Mr. Darcy at all."

Gobo is a vegetarian restaurant, but Livia Firth isn't a vegetarian. She likes the place for its unbuttoned asceticism with

wasabi lime sauce, which she ordered with hand-wrapped steamed vegetable dumplings. She made a neat link between food and her committed role as an eco-fashion activist. "We're trying nowadays to eat healthy, avoid pesticides, eat fresh and green," she said. "Why not care about the clothes we wear in the same way—where they were made, and what they really cost in human and environmental terms?"

Buzzwords such as "ethical fashion," "eco," and "green" are weighed down by the costly baggage of sanctimony. (And fashion, after all, is meant to be fun.) But the impious Firth isn't a stereotypical eco-warrior. Sometimes described as "the Queen of the Green Carpet," she's the force behind green fashion on the red carpet. Meryl Streep is but one of the A-listers (and Tom Ford one of the designers) who have supported eco-friendly high fashion on the hallowed carpet during awards season—thereby helping turn "Who are you wearing?" into "What are you wearing?"

At the Paris premiere of *The King's Speech*, starring her husband as the King of England, Livia appeared on his arm wearing a discarded moth-eaten suit

serious way to convert powerful couturiers to the cause, she explained, and ease the profile of sustainable fashion.

But she's deadly earnest about the crusading cause and hot topic in fashion that was provoked by the 2013 catastrophe in Bangladesh when the eight-story Rana Plaza garment factory collapsed and killed more than 1,100 people—predominantly women. (Thousands more were injured.)

Four years before the tragedy, Firth, an Oxford global ambassador, had visited the garment workers in Bangladesh and saw for herself the perilous working conditions. She reminds us that there are at least four million garment workers in Bangladesh alone, and affordable clothes and knockoffs we buy in Main Street mega-stores.

"The system is no longer acceptable since Rana Plaza," she said. "The Third World factories are basically using slave labor."

If so, how is the system to be changed? "How do you eat an elephant?" she replied. "Well, I'm patient. Rome wasn't built in a day." (She was born in Rome.) But there is at least a new awareness of what's at stake. She singled out the pioneering example of François Pinault, C.E.O. of the luxury conglomerate Kering (Gucci, Bottega Veneta, Stella McCartney), who has invested many millions in creating eco-friendly brands.

And the elephant in the room—the fast-fashion empires? "All clothes tell a story," said the dauntless, lovely Livia Firth.

"ALL CLOTHES TELL A STORY."

PHOTOGRAPH BY JULIAN BROAD

SEPTEMBER 2014

# 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

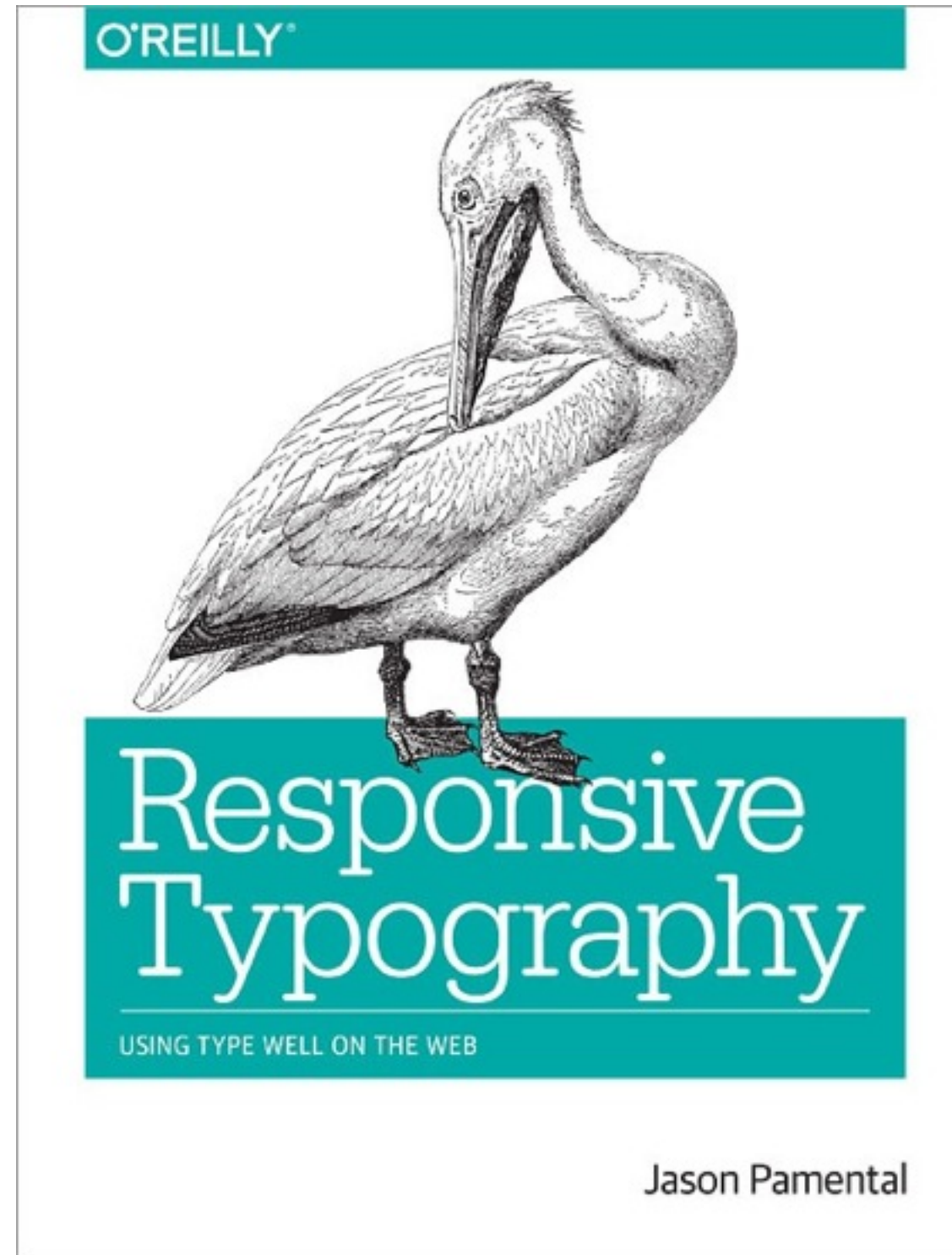
- Great typography is greater than the sum of its parts

**“Designers Should Code As Much As  
Artists Should Mix Paint”**

*~ Mustafa Kurtuldu (@Mustafa\_x)  
FOWD London*



# Just out!



<http://bit.ly/rwtbook>



# Thank You

*Jason Pamental (@jpamental)*

Slides: <http://bit.ly/jpuxfest14>

Code: <http://bit.ly/rtwcode>