Responsive Typography

*Design for Meaning, Not for Screen Size*
Who Am I?

+ Co-founder of h+w
+ Tinkerer with
+ Built a lot of these
+ Co-parent of
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**
Type Is the Voice of Your Words

Words have meaning, but letters have emotion

I love you
Type Is the Voice of Your Words

+ Words have meaning, but letters have emotion

I love you
Type Is the Voice of Your Words

+ Words must first be read *before they can be understood*
Type Is the Voice of Your Words

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

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.
Type Is the Voice of Your Words

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Type Is the Voice of Your Words

+ Legible means you *can* read it
+ Readable means you might actually *want* to
Type Is the Voice of Your Words

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+ Readable means you might actually *want* to

A tale of a curious affliction
Type Is the Voice of Your Words

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

A tale of a curious affliction
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.

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.

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

President Barack Obama has announced plans for a $1bn (£600m) fund to increase US military deployments to Europe, during a visit to Poland.

Mr Obama, who will meet Nato leaders amid concerns over the Ukraine crisis, said the security of America’s European allies was “sacrosanct”.

In April, 150 US soldiers were sent to Poland for military exercises amid growing tensions with Russia.
Focus on What’s Left: Typography
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 IS 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
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.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:

```css
body { font-family: “Trade Gothic”, helvetica, arial; }
```

+ Add this & give them content, then fonts:

```css
.wf-inactive body { font-family: helvetica, arial; }
```

+ Adjust `font-size`, `line-height`, `letter-spacing` to avoid jumpiness

+ Making it easy since 2010
Progressively Enhance

Moby’s Trip

A Whale of a Tale

In the Proserpine, as far as I can learn, none of that peculiar substance called BRT 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. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius’s sea-monster, that for half a century stove the ships of a Roman Emperor, must in all probability have been a sperm whale.

Though, consummated 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 all mortal interests to that one passion; nevertheless it may be said that he was by nature and long habituation far too wedded to a fiery whaleman’s ways, altogether to abandon the collateral prosecution of the voyage. Or at least if this were otherwise, there were not

Herman Melville
August 1, 1819 - September 28, 1891
Progressively Enhance

Moby’s Trip

A Whale of a Tale

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Herman Melville
August 1, 1819 - September 28, 1891

No web fonts, uncorrected
Progressively Enhance

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Backwards Compatible, Future Friendly

```html
<!-- NEEEDED -->
<script type="text/javascript">
    WebFontConfig = {
        google: { families: [ 'Roboto Slab:700', 'Roboto:400,400italic,700italic,700' ] } 
    }; 
    (function() {
        var wf = document.createElement('script');
        wf.type = 'text/javascript';
        wf.async = 'true';
        var s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(wf, s);
    }());
</script>

<!-- NEEEDED 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

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…

For example…

# A More Modern Scale

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Desktop (large)</th>
<th>Desktop</th>
<th>Tablet (large)</th>
<th>Tablet (small)</th>
<th>Phone</th>
</tr>
</thead>
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<tr>
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</tr>
</tbody>
</table>

Polish
Polish: Don’t Forget Fit & Finish

Moby’s Trip

A Whale of an Afflicted Tale

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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...
Polish: Don’t Forget Fit & Finish

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Polish: Don’t Forget Fit & Finish

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.1

“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.” — Herodotus²

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“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
Polish: Don’t Leave Orphans Behind

+ Typogrify FTW:

+ Also try Widowtamer for JS drop-in solution:

+ Seems small, but has oversized impact to user & editor
A Little in Abundance is a Lot

+ Use max-width on elements to keep text readable

```css
@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 poser*
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

Academics

ACADEMICS

Programs and Departments

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

The 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 New York in a pair of beige pants that would make a Michael Kors model swoon. Since her marriage, 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

Out to Lunch with

LIVIA FIRTH

MARKETING TO EVERYONE  A Dynamic, Eco-Fashion Activist in Selective Shopping

As: Jane Shepherd

The first thing we were talking about was food—how we create the life that we want to live, and how that relates to what we eat. We talked about the importance of supporting local farmers and producers, and about the role that food plays in shaping our lives.

It was a natural segue into our conversation about sustainability and eco-fashion. Livia spoke about her journey from being a fashion designer to becoming an advocate for environmental and social justice. She shared stories about the challenges she faced along the way, including the struggles of finding materials that were both sustainable and high-quality.

The conversation then turned to the role that fashion plays in shaping our society. Livia talked about the importance of creating clothes that are not only beautiful but also ethically made. She shared stories about the artisans and workers who create her garments, and about the ways in which she works to ensure that they are treated fairly and paid justly.

Throughout the conversation, Livia emphasized the importance of telling a story through clothing. She spoke about how the clothes we wear can reflect our values and beliefs, and about the ways in which fashion can be a powerful tool for social change.

The conversation ended with a discussion of the future of fashion. Livia spoke about the importance of innovation and creativity, and about the ways in which fashion can be used to address the challenges of sustainability and social justice.

H+W
a design company

hwdesignco.com | @jpamental | Responsive Typography
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!

Thank You

Jason Pamental (@jpamental)