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*

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*

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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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
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A tale of a curious affliction
Focus on What’s Left: Typography
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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'
Focus on What’s Left: Typography

President Obama: "We will be expanding our exercises and training with allies to increase the readiness of our forces."

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

September 16, 2014

John Cassidy

The Income Chart That Explains American Politics
By John Cassidy

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 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

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.

Franklin Gothic URW by URW++
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Quatro Slab by ps Type
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Kit Size: 449K 2 fonts, 2 selectors, for Responsive Typography

h+w
a design company

hwdesignco.com | @jpamental | Responsive Typography
Performance Matters

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Quatro Slab by ps Type

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
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 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. 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, 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 all mortal interests to that one passion; nevertheless it may have been 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

Web fonts loaded
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No web fonts, corrected
Progressively Enhance

Web fonts loaded
Progressively Enhance

body {
  font-family: "Roboto", Helvetica, "Lucida Sans", sans-serif;
  font-size: 1em;
  letter-spacing: normal;
  line-height: 1.4em;
}

.wf-inactive body {
  font-family: Helvetica, "Lucida Sans", sans-serif;
  font-size: 1em;
  letter-spacing: 0.0035em;
  line-height: 1.4em;
}
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.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
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...

For example...

For example...

```css
h1 {
    font-size: 2em;
    line-height: 1.25;
    margin-top: 0.9375em;
    margin-bottom: 0.3125em;
}
@media (min-width: 43.75em) {
    h1 {
        font-size: 2.5em;
        letter-spacing: normal;
        line-height: 1.125;
        margin-top: 0.73333334em;
        margin-bottom: 0.24444445em;
    }
}
@media (min-width: 56.25em) {
    h1 {
        font-size: 3em;
        letter-spacing: normal;
        line-height: 1.05;
        margin-top: 0.6875em;
        margin-bottom: 0.22916667em;
    }
}
```

Polish
Polish: Don’t Forget Fit & Finish

Moby’s Trip

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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Polish: Don’t Forget Fit & Finish

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 for all the sea, and which makes the fish and whales grow so large. In short, the sea is a vast and 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

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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Polish: Don’t Forget Fit & Finish

#main-content p:first-of-type:first-letter,
.lt-ie9 #main-content h1 + p:first-letter {
  font-size: 3em;
  font-family: "Playfair Display", Georgia, "Times New Roman";
  font-weight: bold;
  line-height: 0.9;
  display: block;
  float: left;
  padding-right: 0.15em;
  padding-top: 0;
}

C ivilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires reared in the Mediterranean on sea power long before the dawn of history. We know, for instance, that an Egyptian king some 3,000 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

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Polish: Don’t Leave Orphans Behind

+ Typogrify FTW:

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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+ Typogrify FTW:

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+ 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
  
  ```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 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 combined w/font-smoothing adjustments
  (http://typerendering.com courtesy of @NiceWebType & @bramstein)
True Life Story

Life at Yale

Life At Yale

McDougal Graduate
True Life Story

Life at Yale

Life At Yale McDougal Graduate

-webkit-font-smoothing: antialiased;
-moz-osx-font-smoothing: grayscale;
A Perfect Page
A Perfect Page

or at least a far better start
Inspiration

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

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

Out to Lunch with

LIVIA FIRTH

Married to Everyone's Idea of Mr. Darcy, the Eco-Fashion Visionary Talks About Her Home.

by John Heilbrun

The first thing we know about Livia Firth—bought by me—was the last thing we knew about her. She's married to everyone's idea of Mr. Darcy, the eco-fashion visionary. But when we met, she was a little different from what we expected. She looked quite different from Mr. Darcy, and her clothes were quite different from what we expected. She had a different kind of style, and her clothes were quite different from what we expected.

We wanted to know how she and her husband, Fashion designer Patrick Grant, met. She explained her style and how she got into the fashion world. She talked about her childhood and how she became interested in fashion. She also talked about how she met her husband and how they fell in love.

All clothes tell a story.

All clothes tell a story.
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)