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+Science
Design+Development
Art is inherently tied to the technology we use to create it

No matter how much we try to ignore it
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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+ 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 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
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

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
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:

```
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
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;
}
Proportion
# Proportion: one size won’t do

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>H₁</td>
</tr>
<tr>
<td>H₂</td>
<td>H₂</td>
</tr>
<tr>
<td>H₃</td>
<td>H₃</td>
</tr>
</tbody>
</table>

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...

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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In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment
of the mighty sea serpent. Being now resolved to
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

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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* Herodotus (484–425 BCE), the father of history, was a Greek historian who lived in classical Athens.
† One of the earliest known references to the Cretan civilization comes from the work of the Egyptian writer Manetho, who lived in the 3rd century BCE. Manetho suggests that the Cretans were skilled in seafaring and that they traded with other cultures through the Mediterranean Sea.
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.
Polish: Don’t Leave Orphans Behind

+ Typogrify FTW:

+ Also try Widowtamer for JS drop-in solution:
Polish: Don’t Leave Orphans Behind

+ 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

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 THE UNWITTING MUSE OF THE MOVIE "THE King'S SPEECH," LIVIA FIRTH IS A FASHION DESIGNER WHO HAS BEEN MAKING waves in the fashion world with her unique approach to sustainability. She is the founder of the clothing line "The Woolmark Prize," which she created to promote ethical and sustainable fashion. Her designs are not only beautiful but also environmentally friendly, using natural and recycled materials. Livia believes that fashion should not come at the cost of the planet and that every garment should have a story. She is a true icon of modern fashion, using her platform to make a positive impact on the world. Her signature style is elegant and chic, with a touch of vintage-inspired elegance. She is a true pioneer of sustainable fashion, and her contribution to the industry is invaluable. Her dedication to creating clothes that are not only fashionable but also eco-friendly is a testament to her commitment to sustainability. She is a true inspiration for anyone who cares about the environment and wants to make a positive impact on the world.
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
Just out!

Thank You

Jason Pamental (@jpamental)