Type, Responsively

Design for Readability & Meaning on Any Screen

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DrupalCon Austin | #DrupalCon
23rd May, 2014

Jason Pamental | @jpamental
http://hwdesignco.com

Who Am I?

+ Co-founder of h+w a design company

+ Co-founder of DrupalPVD

+ Co-host of talking Drupal

+ Co-parent of

h+w a design company
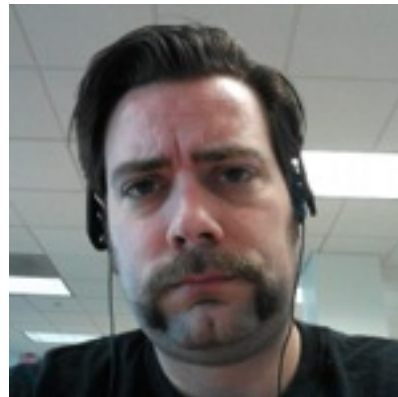
How Did I Get Here?
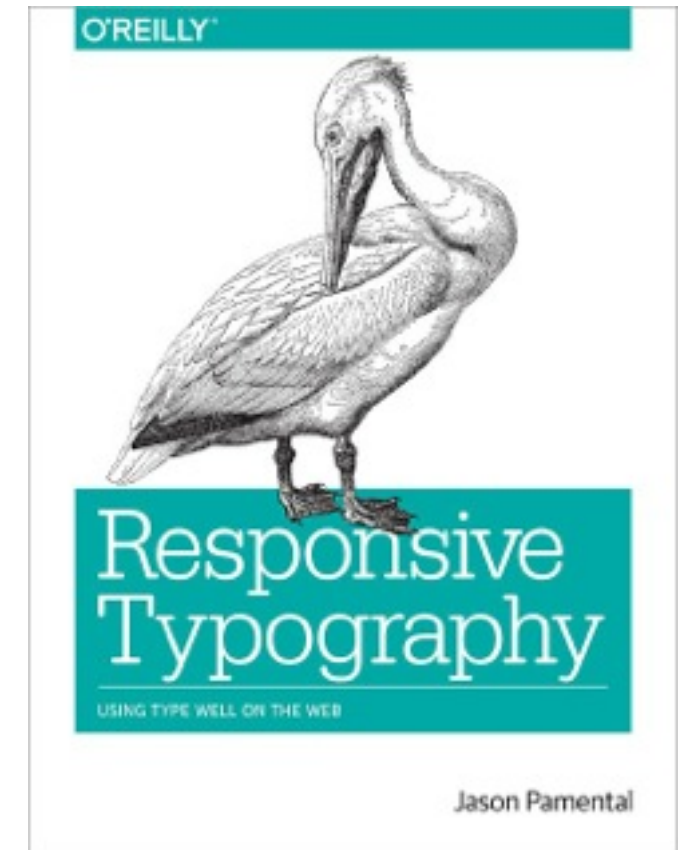
What We'll Cover

+ Lies & deceptions

+ An honest reconciliation

+ What is Responsive Typography

+ Making your typography responsive

+ Prototypes trump promises

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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

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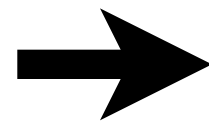It's not what we don't know that'll kill us

It's what we willfully ignore

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A Long Road to a Make-Believe Place

+ We prop up our vision of the world with tricks & misconceptions

960px

A Long Road to a Make-Believe Place

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+ We prop up our vision of the world with tricks & misconceptions

"A page is not a valuable concept even for someone who wants to read a book."

Jeff Eaton (@eaton)

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Take Away What We Can't Know

+ Screen size

+ Device capabilities

+ Concurrent activities

+ Depth of focus

+ Purpose of visit

Focus on What's Left: Typography
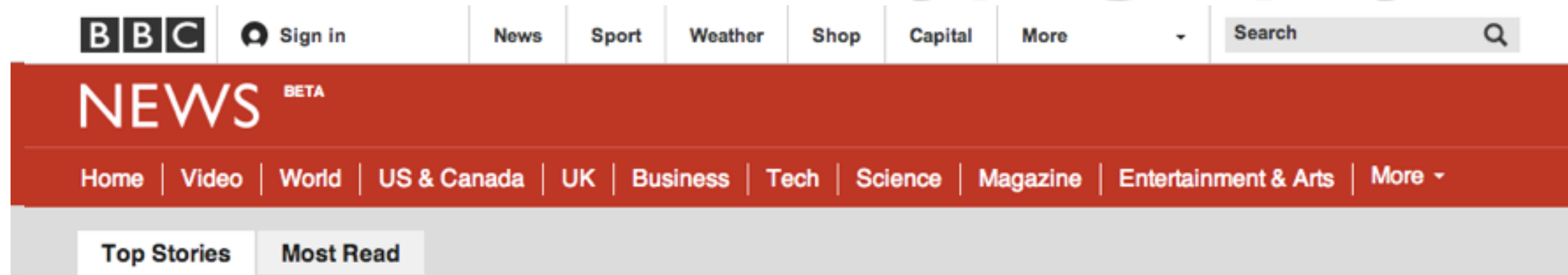
Focus on What's Left: Typography

Focus on What's Left: Typography

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Focus on What's Left: 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

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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**

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Performance Matters

Performance Matters

FOUT is *OUR* fault

FOUT is *OUR* fault

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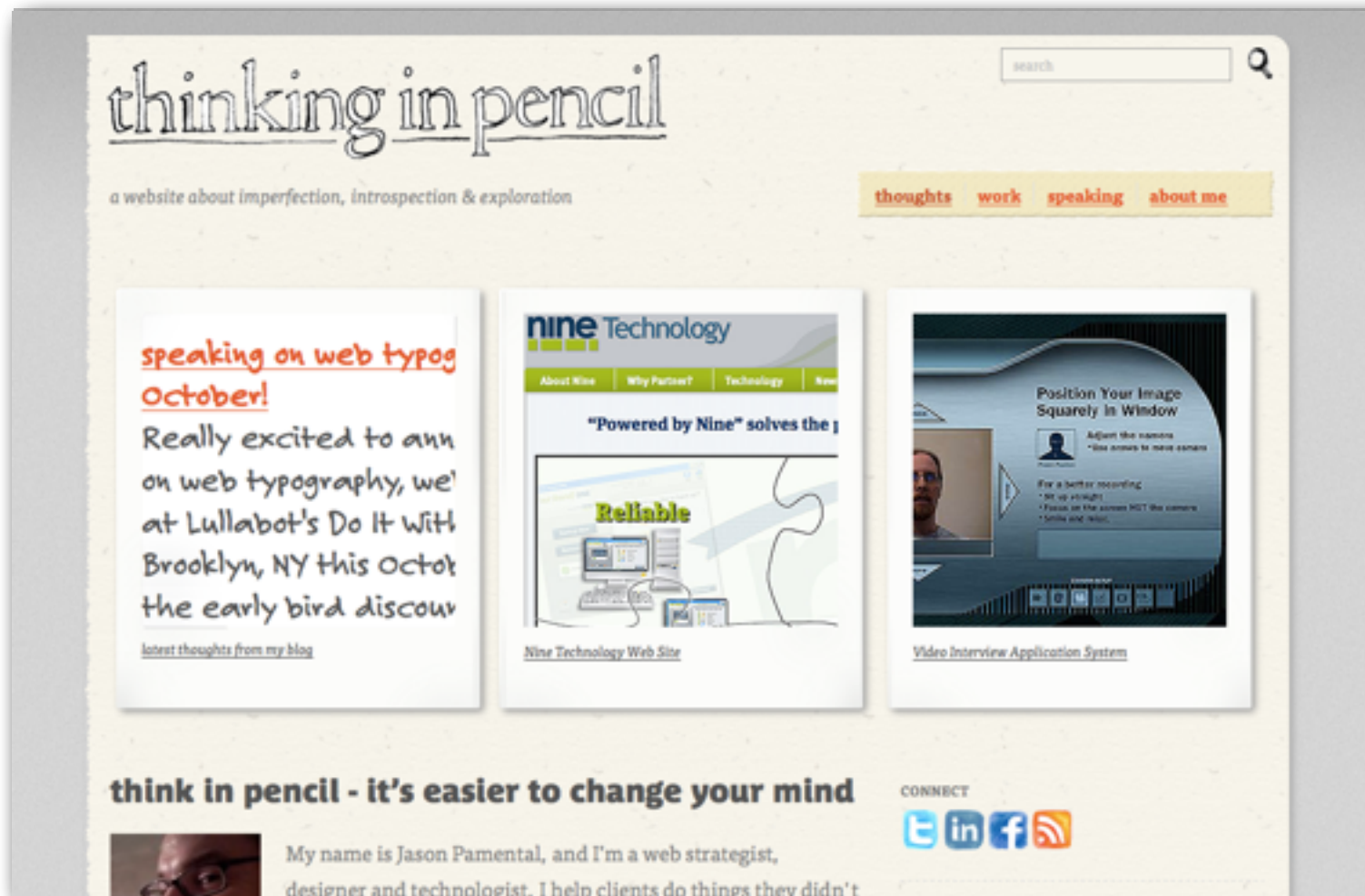
FOUT is *OUR* fault

+ 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**

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Progressively Enhance

Web fonts loaded

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Progressively Enhance

No web fonts, uncorrected

Progressively Enhance

No web fonts, corrected

Progressively Enhance

Web fonts loaded

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
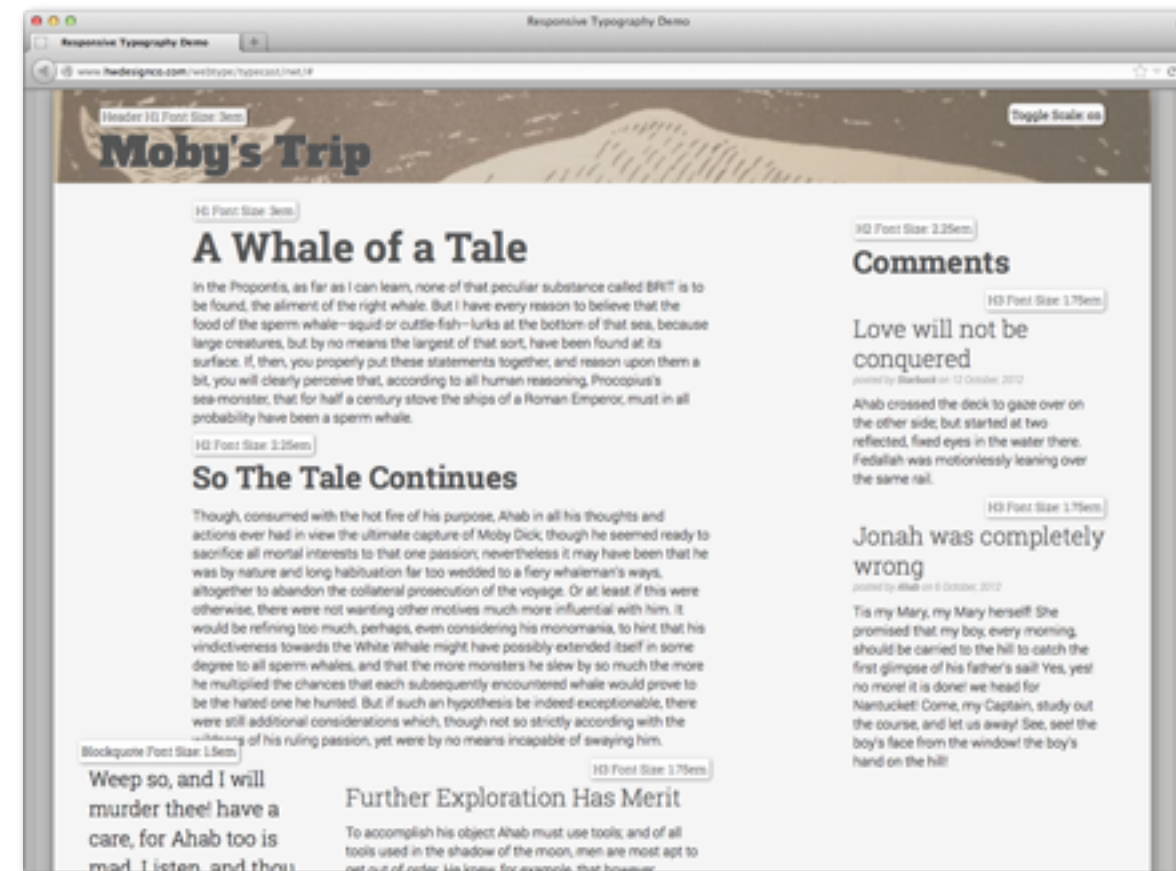
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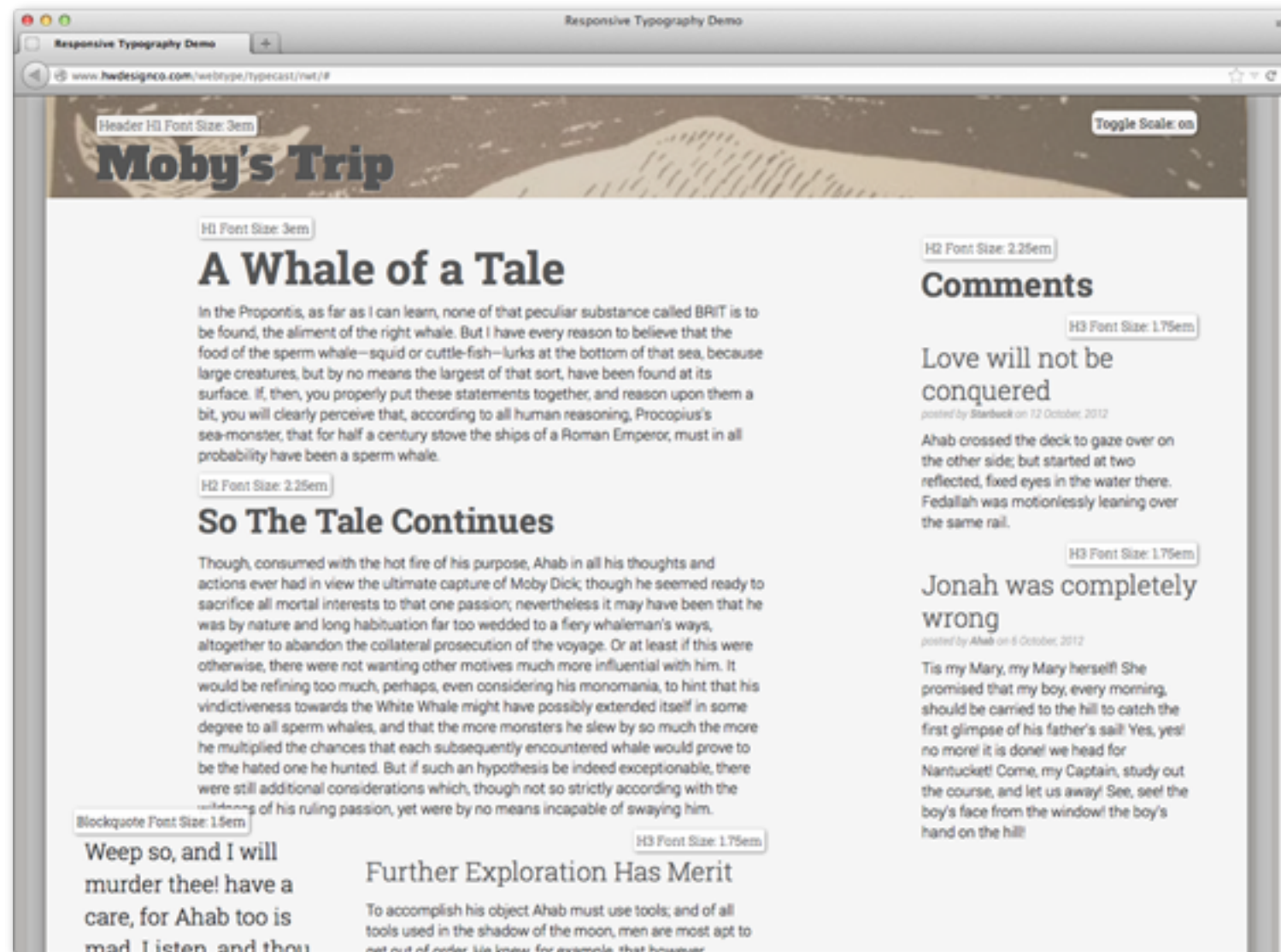
For example…

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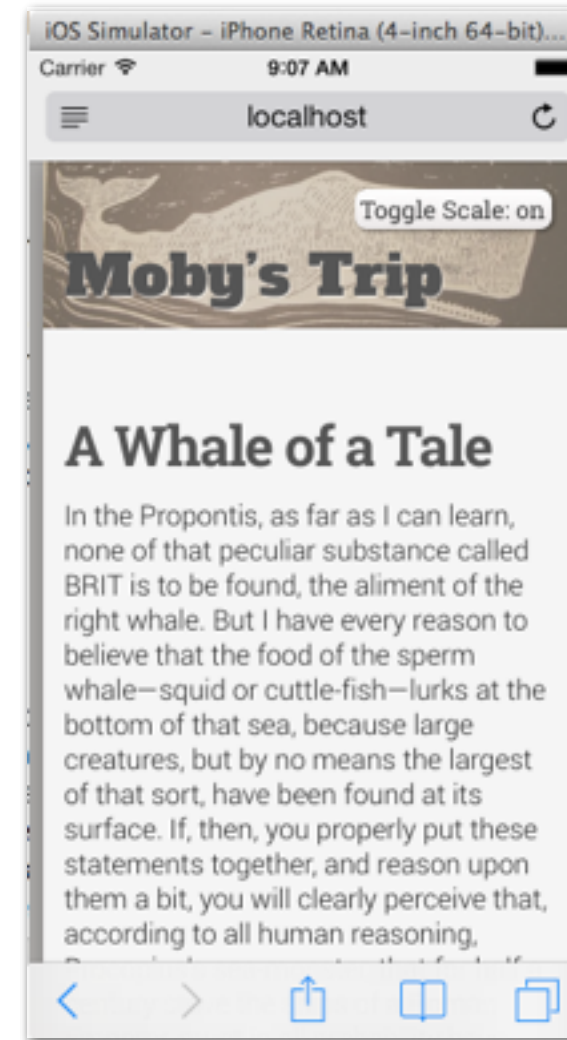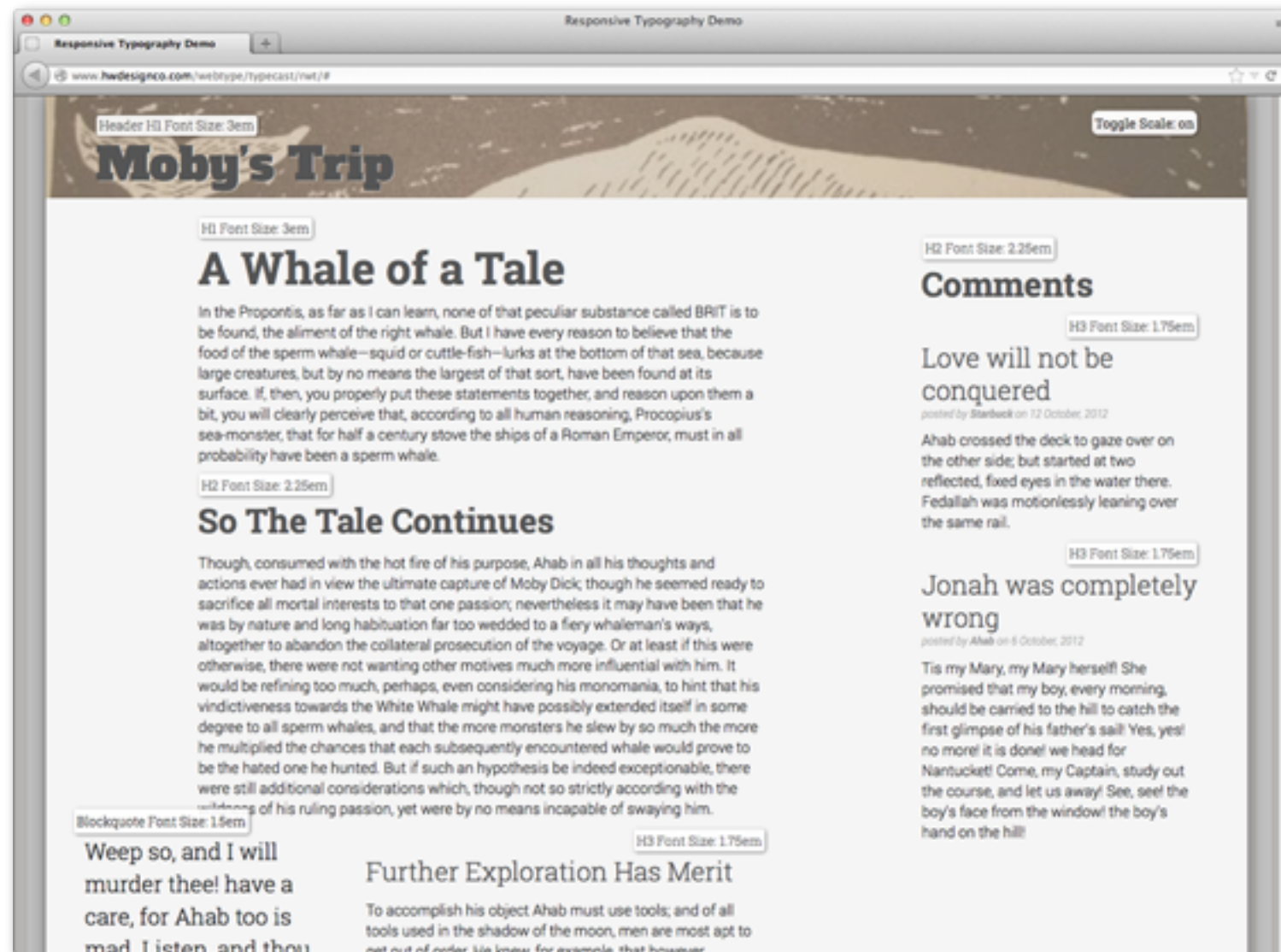
A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body						
• Font size:	• 12pt	• 16px (1em)	• 16px (1em)	• 16px (1em)	• 16px (1em)	• 16px (1em)
• Line height:	• 1.25	• 1.375	• 1.375	• 1.375	• 1.25	• 1.25
• Line length:	• 60-75	• 60-75	• 60-75	• 60-75	• 60-75	• 35-40
H1						
• Font size:	• 36pt (3em)	• 48px (3em)	• 48px (3em)	• 40px (2.5em)	• 32px (2em)	• 32px (2em)
• Line height:	• 1.25	• 1.05	• 1.05	• 1.125	• 1.25	• 1.25
H2						
• Font size:	• 24pt (2em)	• 36px (2.25em)	• 36px (2.25em)	• 32px (2em)	• 26px (1.625em)	• 26px (1.625em)
• Line height:	• 1.25	• 1.25	• 1.25	• 1.25	• 1.15384615	• 1.15384615
H3						
• Font size:	• 18pt (1.5em)	• 28px (1.75em)	• 28px (1.75em)	• 24px (1.5em)	• 22px (1.375em)	• 22px (1.375em)
• Line height:	• 1.25	• 1.25	• 1.25	• 1.25	• 1.13636364	• 1.13636364
H4						
• Font size:	• 14pt (1.16666667em)	• 18px (1.125em)	• 18px (1.125em)	• 18px (1.125em)	• 18px (1.125em)	• 18px (1.125em)
• Line height:	• 1.25	• 1.22222222	• 1.22222222	• 1.22222222	• 1.11111111	• 1.11111111
Blockquote						
• Font size:	• 24pt (2em)	• 24px (1.5em)	• 24px (1.5em)	• 24px (1.5em)	• 20px (1.25em)	• 20px (1.25em)
• Line height:	• 1.45833333	• 1.45833333	• 1.45833333	• 1.45833333	• 1.25	• 1.25

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Measure & Scale

Measure & Scale

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Measure & Scale

+ Use max-width on elements to keep text readable

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

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

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

+ Don't forget: use real content!
Because Lorem Ipsum is a poser

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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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OpenType Demo

Swashes

Swashes mean flair – plain and simple (or rather, just the opposite). Wonderful details and flourishes embellish your typography with this feature enabled on a font that supports it. Enabled: Fairbank with Swashes & Contextual Swashes

⊗ Feature: Off

"The ungracious and ungrateful dog!" cried Starbuck; "he mocks and dares me with the very poor-box I filled for him not five minutes ago!"—then in his old intense whisper —"Give way, greyhounds! Dog to it!"

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OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

⊗ Feature: Off

Swedish Hardtack

1 cup water
1 1/2 oz vegetable oil
1 1/2 oz honey
1 1/2 cups rye & 1 1/2 cups whole wheat flour
1 1/2 tbsp. brewer's yeast (optional)
1/4 tsp. salt

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OpenType Demo

Fractions

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Feature: On

Swedish Hardtack

1 cup water
1 ½ oz vegetable oil
1 ½ oz honey
1 ½ cups rye & 1 ½ cups whole wheat flour
1 ½ tbsp. brewer's yeast (optional)
¼ tsp. salt

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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."
— Herodotus[2]

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Polish: Don't Leave Orphans Behind

Typogrify Module FTW: http://drupal.org/project/typogrify

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Responsive Web Typography

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+ **Yes, it's a thing**

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- It's about **adapting** to screen **size**, network **speed** & device **capabilities**

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+ It's about **designing** for what's **next**

  - Last Winter Olympics: *there was no iPad*

  - The one before? *No iPhone either*

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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**

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How Do I Do It in Drupal?

+ **Type** is tied to **design**

+ Belongs in the **Theme**

+ Needs **layered** approach

+ **@font-your-face** may or may not do enough

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Do It In Drupal: A Layered Approach

```html
<!-- 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>
```
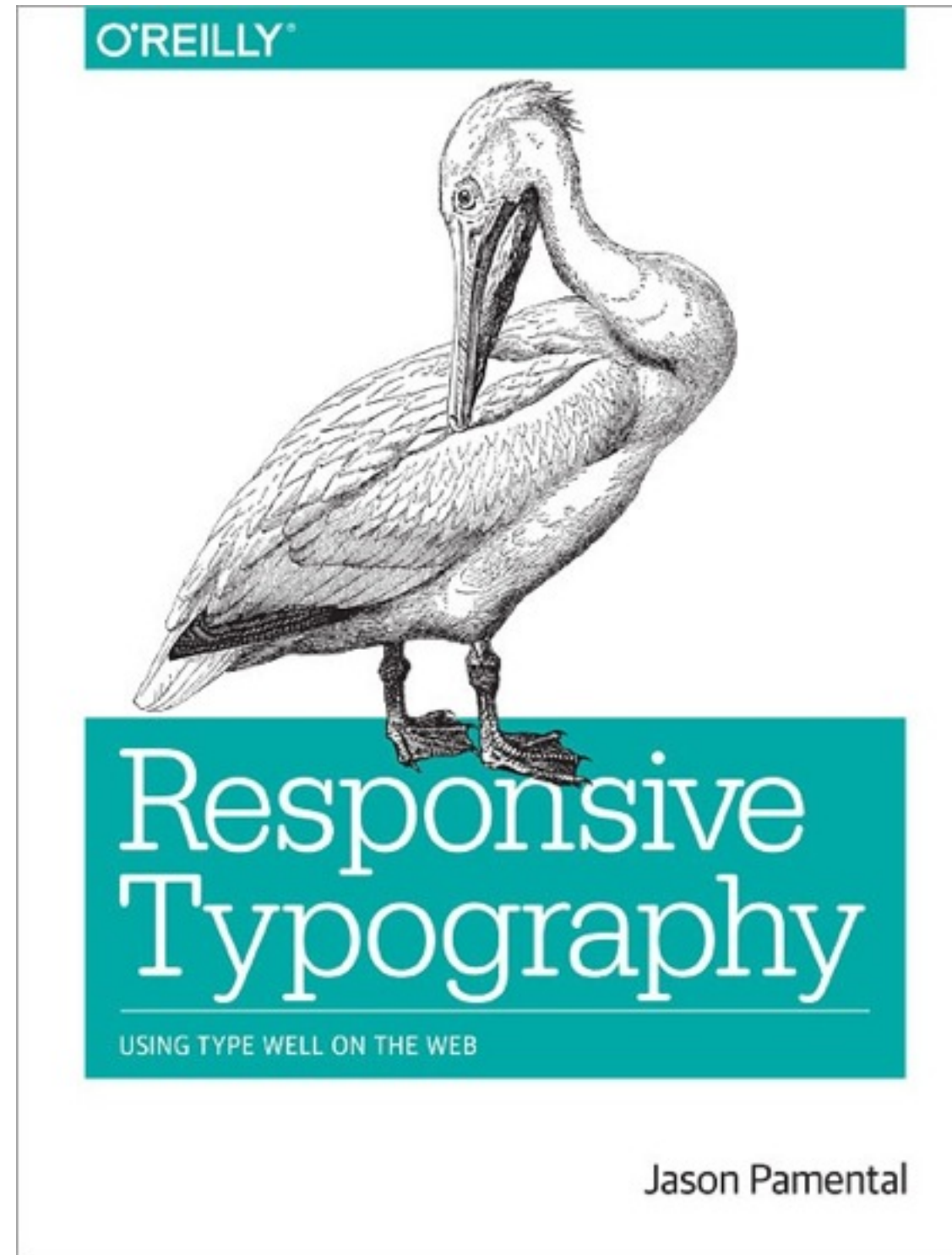
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Prototype, Don't Promise
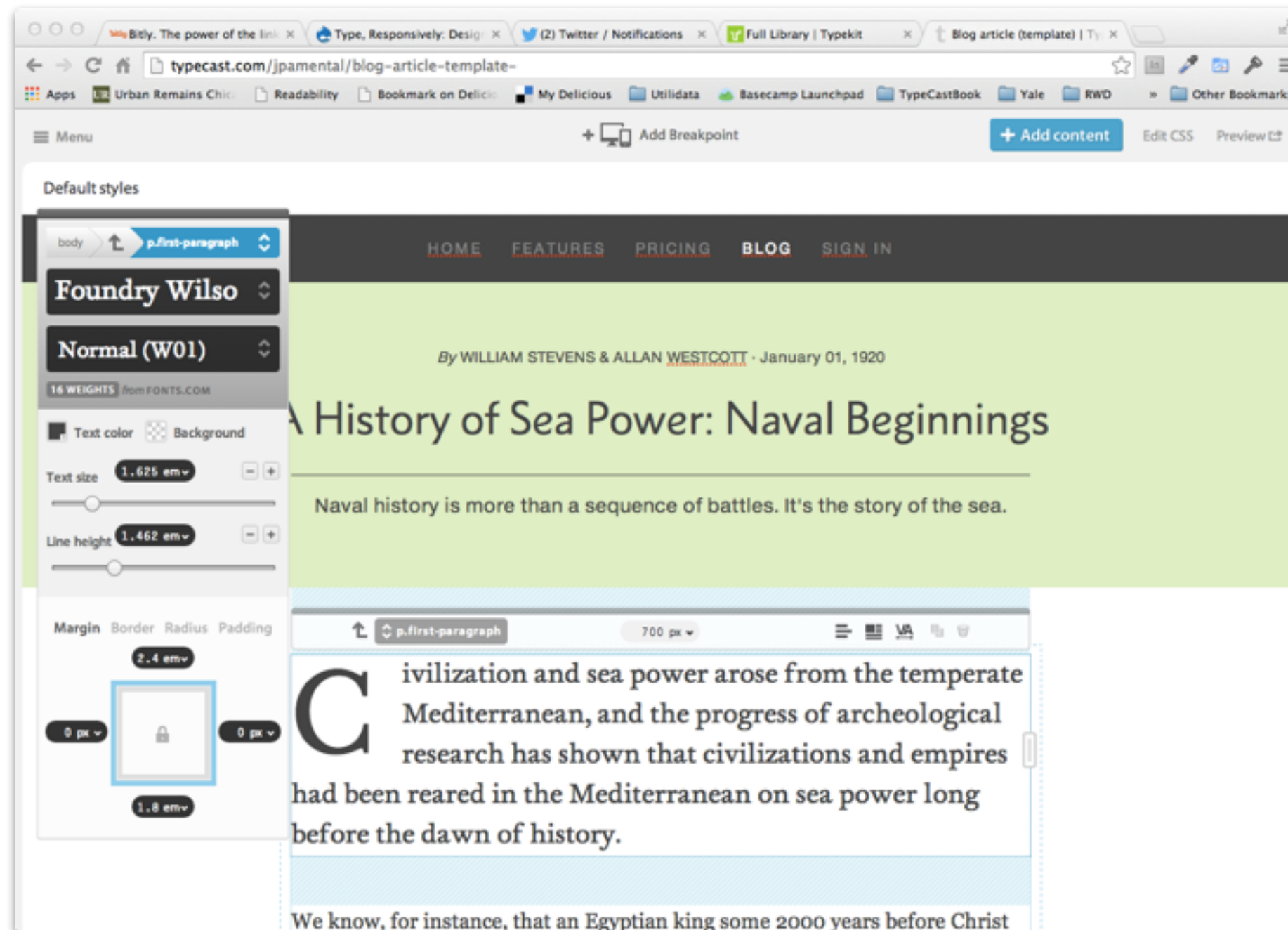
"Designers Should Code As Much As Artists Should Mix Paint"

~ Mustafa Kurtuldu (@Mustafa_x)
FOWD London

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Just out!

http://bit.ly/rwtbook

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Thank You

Jason Pamental (@jpamental)

Slides here: http://bit.ly/jpdcrwtslides

Please review the session! http://bit.ly/jpdcrwt