

Designing with Web Fonts: Type, Responsively

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Co-founder of H+W Design

A Bit About Me

- + Built first website for Mosaic & Netscape 1
- + Do not have a photo handy
- + But these are my reasons to *be*
- + Like to give away what I learn as much as possible



On Paying it Forward

- + It's our web
- + This is our University
- + We're all figuring it out as we go
- + Some are just a few chapters ahead
- + So it's our job to pass it on

What We'll Cover

- + Our dark past: GIFs, sIFR, Cufon
- + Our pleasant present: @font-face
- + Our dirty detractions: yes, I mean IE
- + Our shiny future: WOFF, OpenType, CSS3
- + Loads of examples & resources

On The Importance of Letters

- + Design is about **communication & influencing behavior**
- + Tools of design: image, color, composition, language (prose) – **& the typeface itself**
- + Your design is **90% words**. Don't make the **other 10%** do all the **work**

Type is Important

- + The **typefaces** we choose become the physical **embodiment** of the **information** we convey with the sites we **design**
- + Words have meaning
- + *But **letters** have **emotion***
- + Type forms the basis of your visual design system. **There is no ‘content first’ without type!**

A Concise History of Web Type

- + Prior to about 2009, it was simply the **CIRCLE** of **Hell** that **varied**, not the **inevitability** of your **arrival** there
- + Then it got better. **We'll start with that**
- + @font-face, TypeKit, Fontdeck, Fonts.com, Webtype.com & many more
- + It's still got a ways to go, but it's moving fast

Format Finagling

- + One font, four formats
- + Alphabet Soup: EOT, SVG, TT, WOFF
- + One format to rule them all... almost

WOFF - Web Open Font Format - Recommendation

Compressed TrueType/OpenType font that contains information about the font's source.

Usage stats: Global Support: 77.14%

Show all versions	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Android Browser	BlackBerry Browser	IE Mobile
								2.1		
								2.2		
						3.2		2.3		
						4.0-4.1		3.0		
	8.0					4.2-4.3		4.0		
	9.0	22.0	28.0	5.1		5.0-5.1		4.1	7.0	
Current	10.0	23.0	29.0	6.0	16.0	6.0-6.1	5.0-7.0	4.2	10.0	10.0
Near future	11.0	24.0	30.0	7.0	17.0	7.0				
Farther future		25.0	31.0							

Parent feature: @font-face Web fonts

Notes Known issues (0) Resources (2) Feedback

Reported to be supported in some modified versions of the Android 4.0 browser.

Edit on GitHub

As of 10 September, 2013

Finding Your Groov(y)

- + Services: One account, many choices
- + Open source: Google web fonts
(careful – you may get what you pay for)
- + Web–use licenses: MyFonts.com, FontShop, Emigre, others
- + FontSquirrel: just... **no**.

From There to Here

- + To **Host** or **Not to Host...** 'tis the question
- + Consider:
 - Traffic & mileage, volume & dispersion
(license costs & content distribution)
 - One site or many
(we use single subscription for multiple smaller sites)
 - Platform performance & future forward
(when was the last time you downloaded a font update? right.)

So What's That Look Like?

+ Using a service:

```
<script type="text/javascript" src="http://fast.fonts.com/jsapi/8d16be74-xxxx-xxxx-9073-4898ad8b49b2.js" /></script>
```

+ Self-hosting:

```
<style type="text/css">
@font-face{ font-family:"Fairbank W04 Regular";
src:url("fonts/fontfilename.eot?#iefix");
src:url("fonts/fontfilename.eot?#iefix") format("eot"),url("fonts/
fontfilename.woff") format("woff"),url("fonts/fontfilename.ttf")
format("truetype"),url("fonts/fontfilename.svg#fontfilename")
format("svg"); }
</style>
```

+ Be aware: you want ****, you have to say so

but there's a catch

Windows XP: Killing Good Design Since 2001

- + According to MS, still **40%** of **installed** base
- + Best case: **IE8** w/**ClearType** enabled
- + Common: **IE7** and *Huh?*
- + It's rough, but you can (usually) make it work, and work well
- + Windows in general: needs a Hint

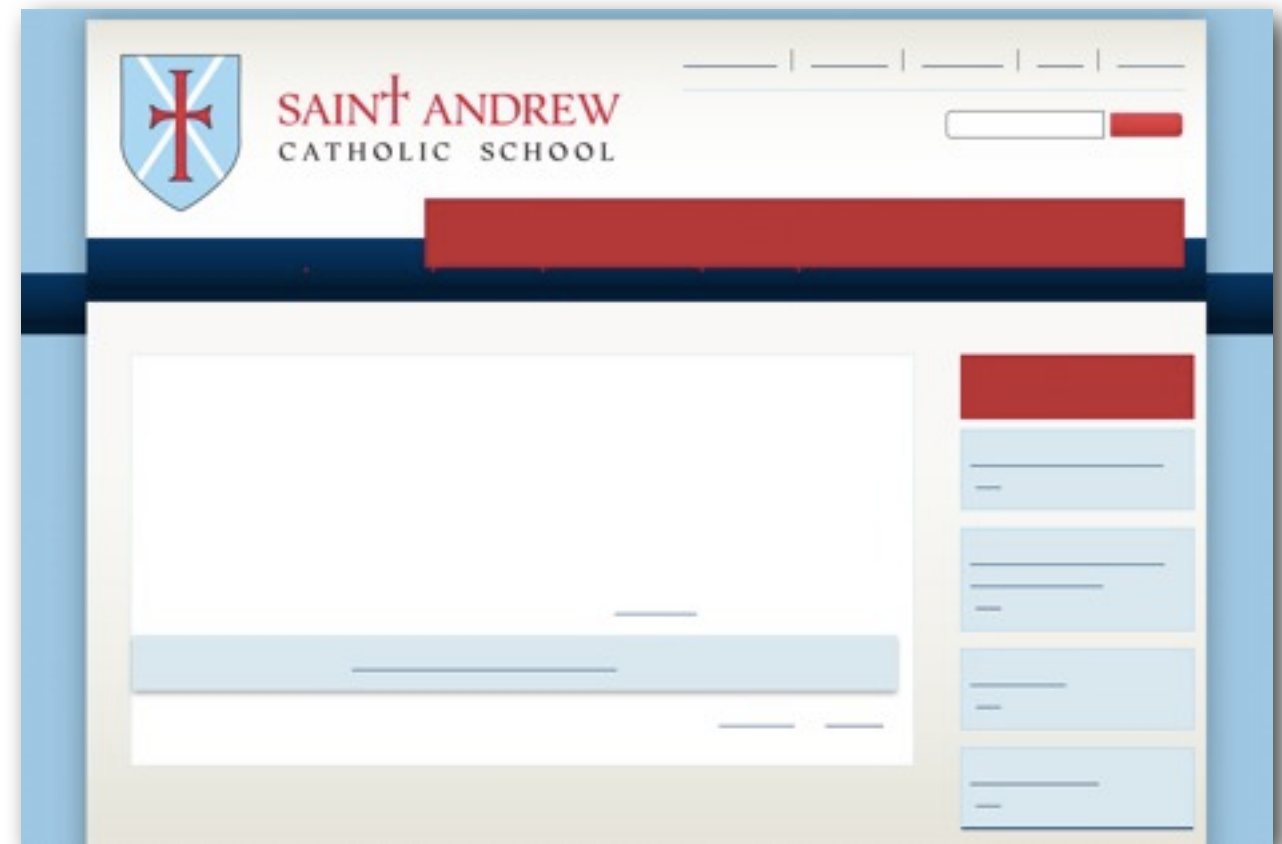
Performance Anxiety

- + @Brad_Frost: Performance is the first aspect of design encountered by users
- + Can't use a page with nothing on it
- + Performance killers:
 - Loading too many weights/variants
 - Hosting/service choices
 - ***Failing to manage the loading process***

Ethan *LOVES* this:

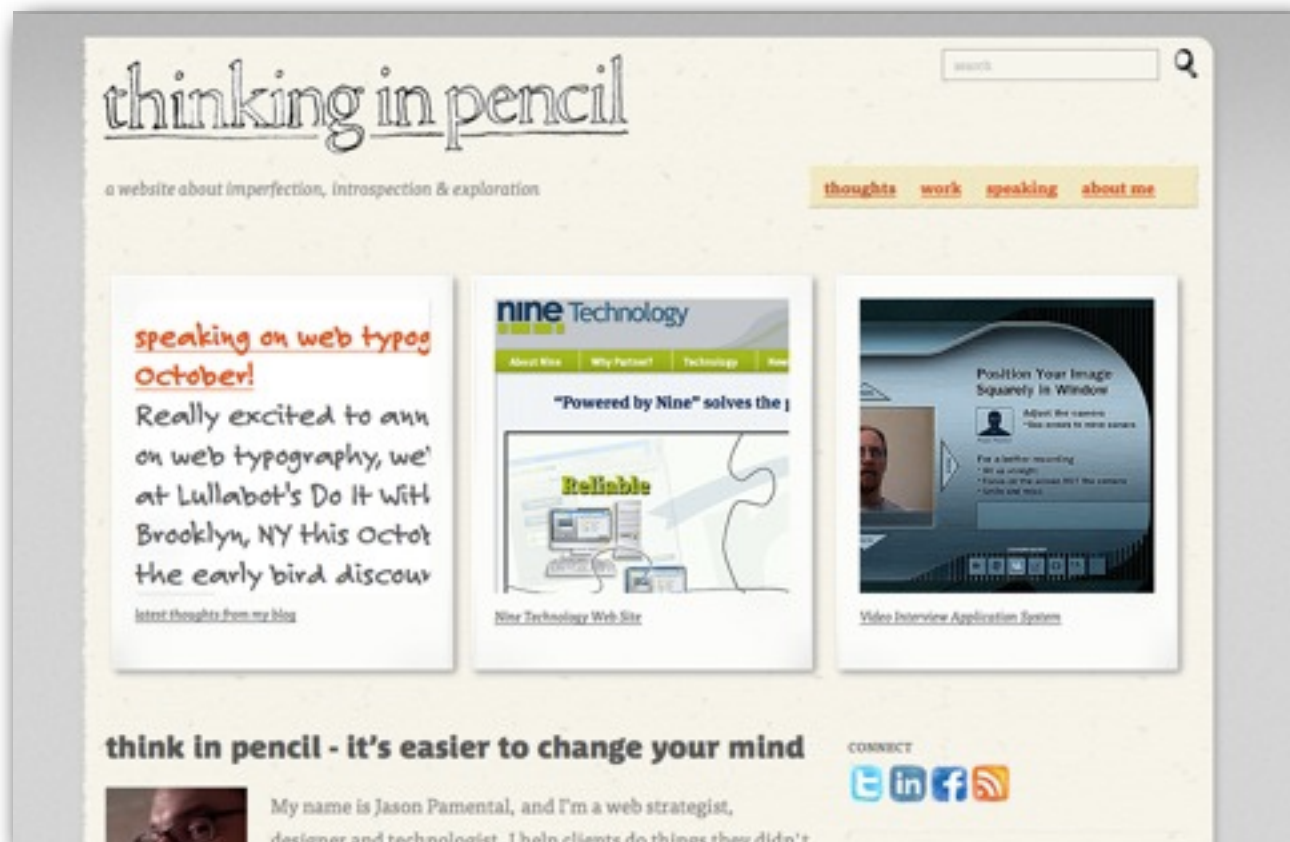


Firefox: displays page w/fallbacks first, then 'pops' into web font



Webkit: draws page without rendering any type until web font loads

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FOUT the Giant Slayer

- + Don't show your design to a client without understanding why they will **freak out**
- + It takes time to load fonts. So only **load** the ones you **need**
- + Don't forget to **manage** the loading **process**: control what you can
- + It's not the change that bothers users — it's the ***perception*** of change

Google & Typekit to the Rescue

- + Web Font Loader

https://developers.google.com/fonts/docs/webfont_loader

- + Can be used w/multiple services

- + Injects classes to help specify CSS **during** the loading process

- + Use this to style your fallback fonts to more closely match eventual design

<http://bit.ly/jpfontfall1>, <http://bit.ly/jpfontfall2>

Now We're Cooking

+ You **can** do better. So **do**.

Web Font Fallback Test Page

Excerpt from Moby Dick

by Herman Melville

"Let the owners stand on Nantucket beach and outyell the Typhoons. What cares Ahab? Own to me, Starbuck, about those miserly owners, as if the owners were my conscience. But look its commander; and hark ye, my conscience is in this ship's keel.—On deck!"

What you want to see: Web fonts loaded

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What your client sees: No web fonts, uncorrected

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Web fonts loaded

Type, Responsively

- + Yes, there really is a connection with Responsive Web Design. **A big one**
- + Relative **proportion** (yes, size) **matters**
- + That means **screen** size & **type** size
(*stop snickering*)
- + **Small** screens mean **less** in view, so **proportions** can be more **subtle**

The Trouble with Atomic Design

About Us News Events Contact

DACS

For Artists For Beneficiaries & Heirs For Art Market Professionals Licensing Works Knowledge Base

Established by artists, for artists.

We protect the rights of artists, and pay them royalties that help sustain their practice and livelihood. [More about us.](#)

Artist's Resale Right

Longer copyright protection for designer-makers

For Artists & Representatives
Are you an artist or representative?

We campaign for your rights, pay you your royalties and provide the support and information you need.
» [Our services](#)

For Beneficiaries & Heirs
Have you inherited an artist's estate?

We support artists' estates and help you receive the royalties you are entitled to.
» [Our services](#)

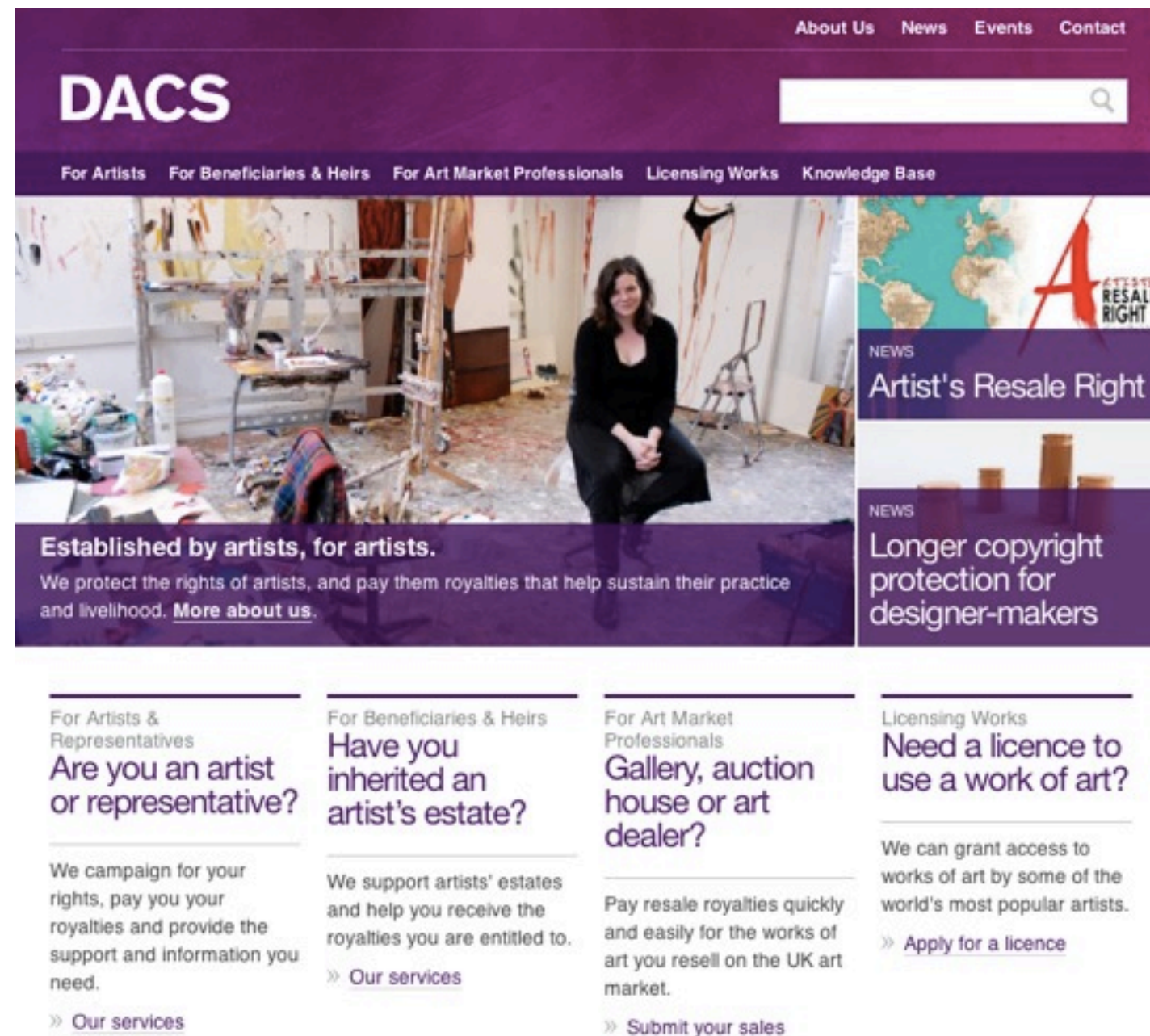
For Art Market Professionals
Gallery, auction house or art dealer?

Pay resale royalties quickly and easily for the works of art you resell on the UK art market.
» [Submit your sales](#)

Licensing Works
Need a licence to use a work of art?

We can grant access to works of art by some of the world's most popular artists.
» [Apply for a licence](#)

The Trouble with Atomic Design



The screenshot shows the DACS website homepage. The header is purple with white text for navigation: 'About Us', 'News', 'Events', and 'Contact'. Below this is a search bar. A secondary navigation bar lists categories: 'For Artists', 'For Beneficiaries & Heirs', 'For Art Market Professionals', 'Licensing Works', and 'Knowledge Base'. The main content area features a large image of an artist in a studio. To the right, there are two news snippets: 'Artist's Resale Right' and 'Longer copyright protection for designer-makers'. Below the main image, a purple banner reads 'Established by artists, for artists.' followed by a description of their mission and a link to 'More about us.'. At the bottom, there are four columns of text, each addressing a specific audience: Artists & Representatives, Beneficiaries & Heirs, Art Market Professionals, and Licensing Works. Each column includes a question, a brief description of services, and a link to further information.

DACS

About Us News Events Contact

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Established by artists, for artists.
We protect the rights of artists, and pay them royalties that help sustain their practice and livelihood. [More about us.](#)

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Relative Scale, Illustrated

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.

So The Tale Continues

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 wanting other motives much more influential with him. It would be refining too much, perhaps, even considering his monomania, to hint that his vindictiveness towards the White Whale might have possibly extended itself in some degree to all sperm whales, and that the more monsters he slew by so much the more he multiplied the chances that each subsequently encountered whale would prove to be the hated one he hunted. But if such an hypothesis be indeed exceptionable, there were still additional considerations which, though not so strictly according with

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A Responsive Scale

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

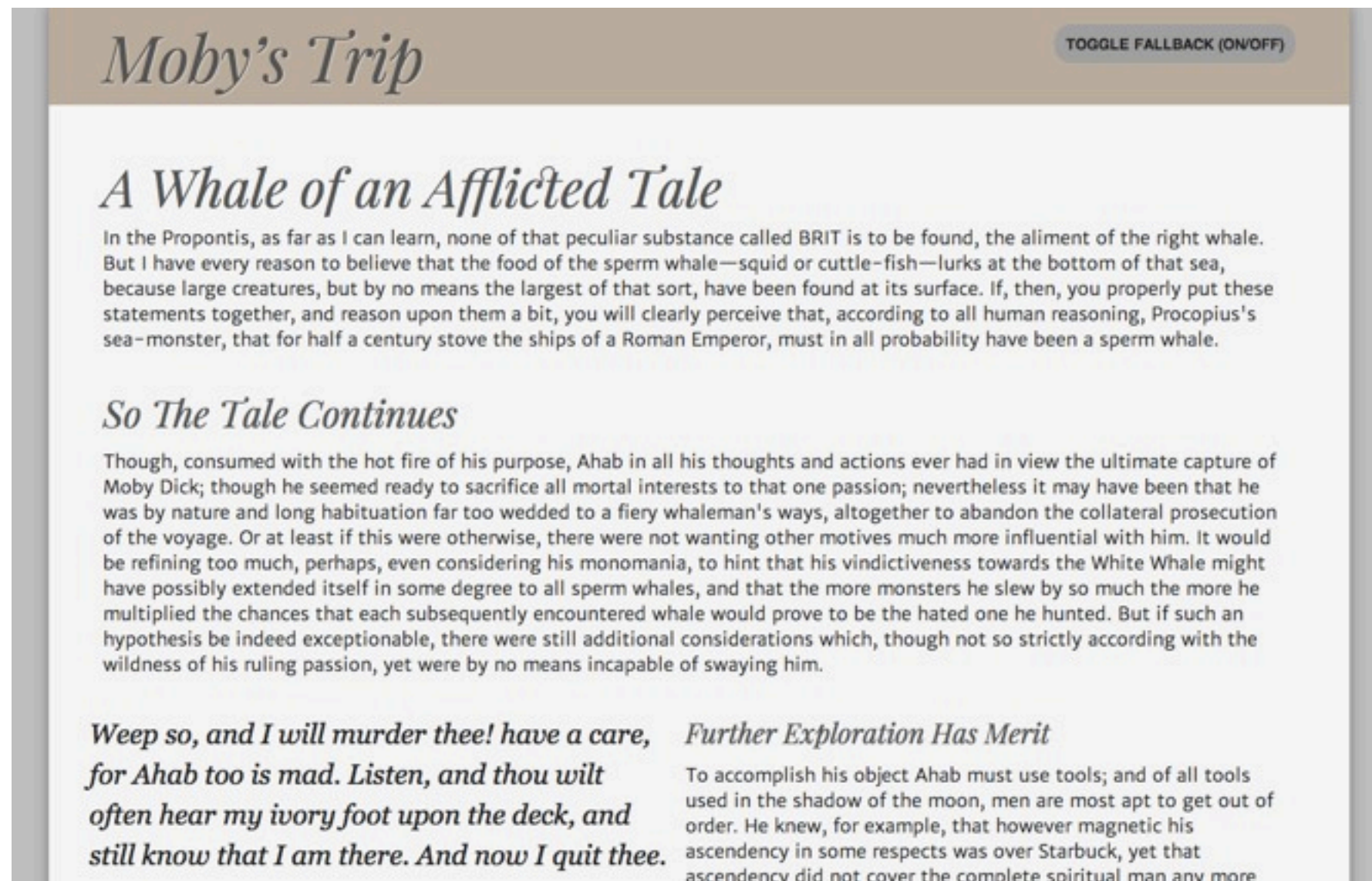
When an Em is Not All Relative

- + Sizing type in Ems can be tricky — they are relative to their current context
- + REMs helps that, & you can almost count on it working
 - Learn more here: <http://bit.ly/jpfontrems>
 - Polyfill here: <http://bit.ly/jprempoly>
- + OR— just don't set font size on containers

The Future is the Viewport

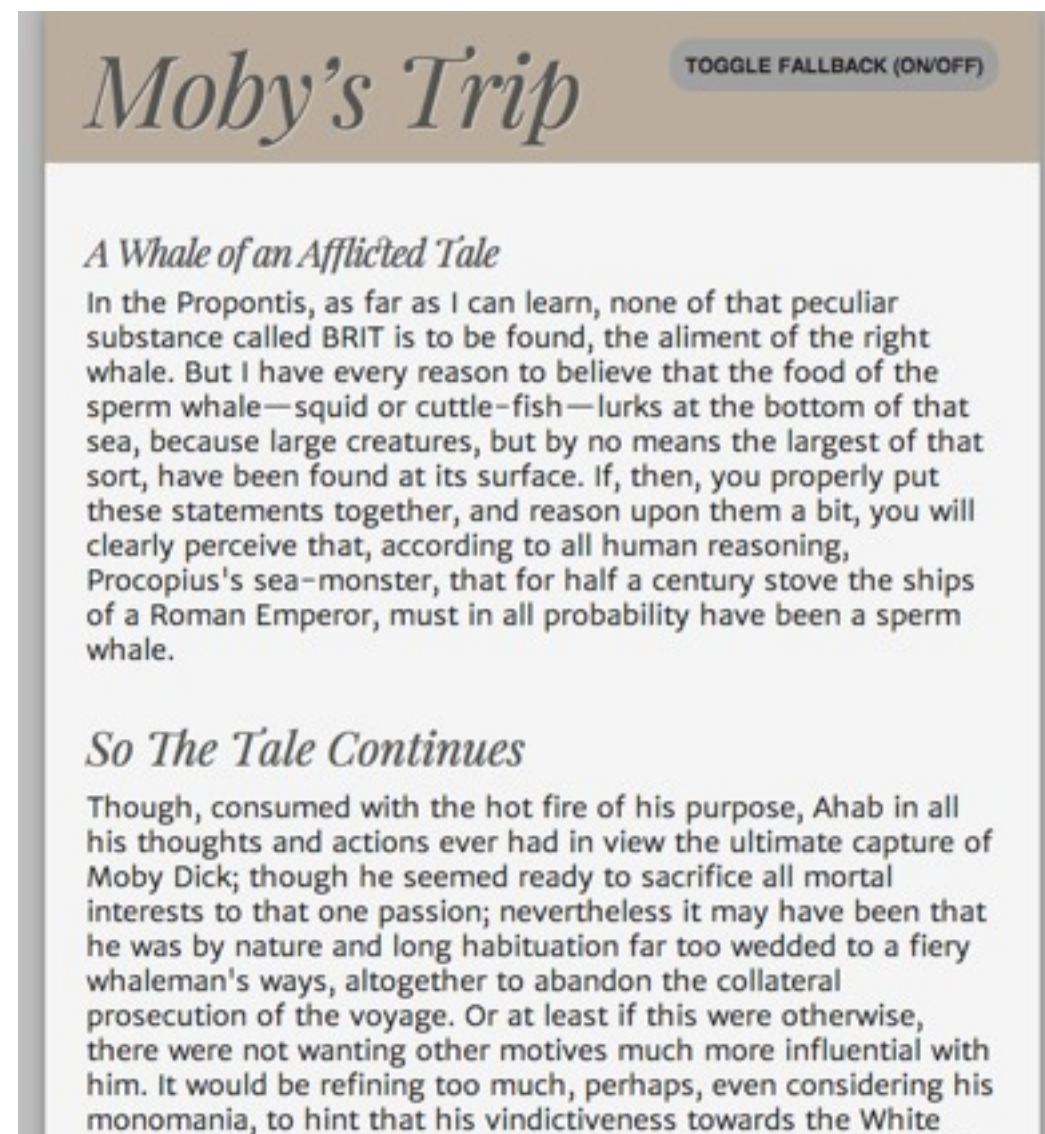
- + Only unit of measure tied to **physical scale**
- + Viewport Width as unit: <http://bit.ly/jpfontvw>
- + **Layout** should scale tied to **viewport**
- + **Type** should **scale** relative to the device
and to itself
- + EMs & Viewport Units should work together

Paradise by the Viewport Lights *(or how to lose a user in 30ms)*



Paradise by the Viewport Lights

(or how to lose a user in 30ms)



Even More Awesome: Icon Fonts

- + Declare your **independence** from **resolution dependence**
- + Many out there, easy to **make your own**
- + Can be **styled** like any other font, **layered** w/CSS to make all sorts of **awesome**
- + (Bonus: **use SVG** to replace other multi-color vector graphics like logos)

Even *MORE* Awesome: OpenType Features

- + The future is here, it's just unevenly distributed
(thank you Mr. Gibson)
- + Ligatures, swashes, old–style figures, alternate characters
- + CSS still evolving, some services support more *(see Fonts.com: <http://bit.ly/fontcomdemo>)*
- + Use Sass? Try this: <http://bit.ly/jpsassotf>

OpenType: Ligatures

- + Your type, only more beautiful:

Standard Ligatures

ffl → ffll

Discretionary Ligatures

st → st

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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1 cup water

1 ½ oz vegetable oil

1 ½ oz honey

1 ½ cups rye & 1 ½ cups whole wheat flour

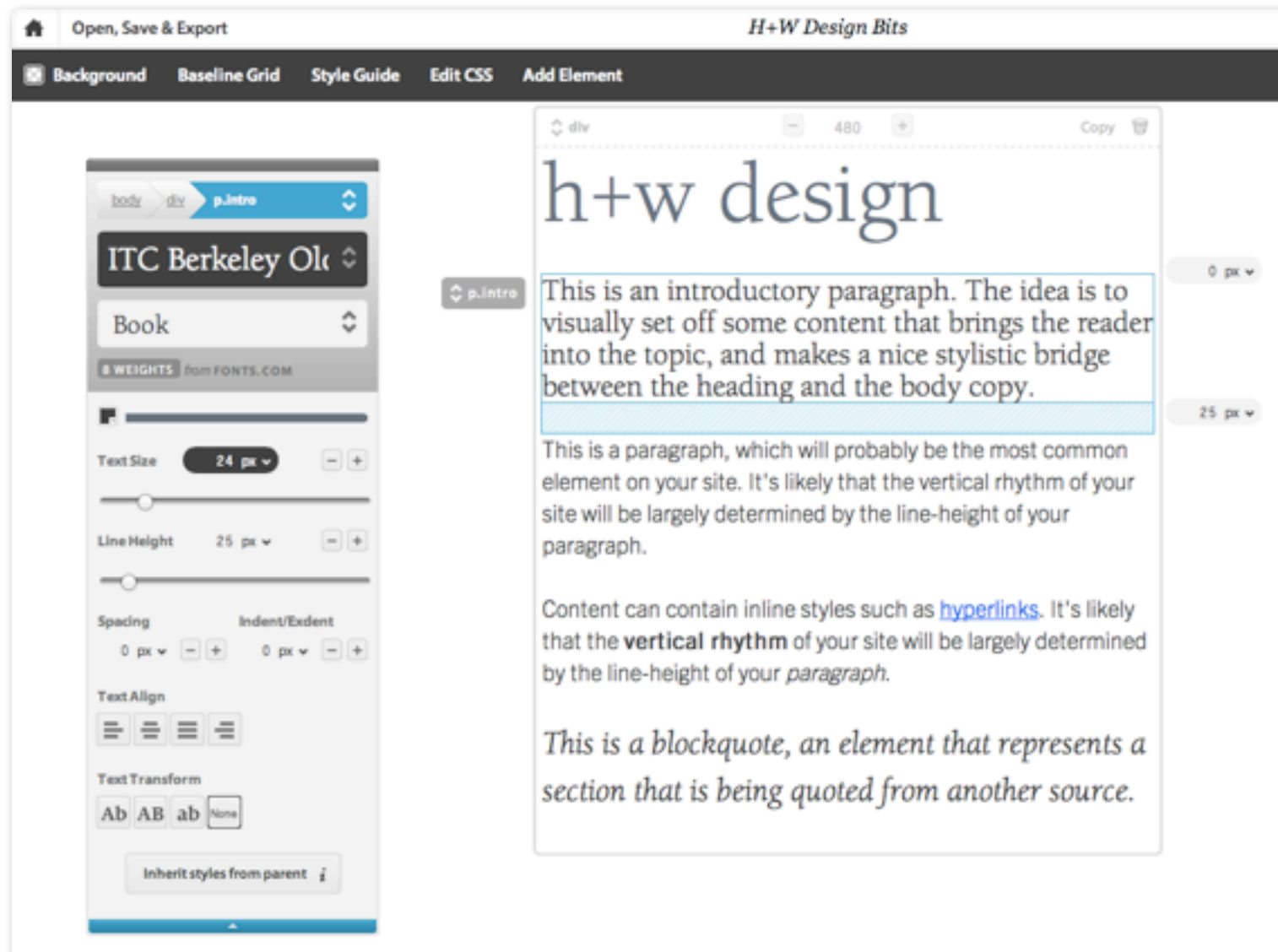
1 ½ tbsp. brewer's yeast (optional)

¼ tsp. salt

Super Fancy Tricks & Tips

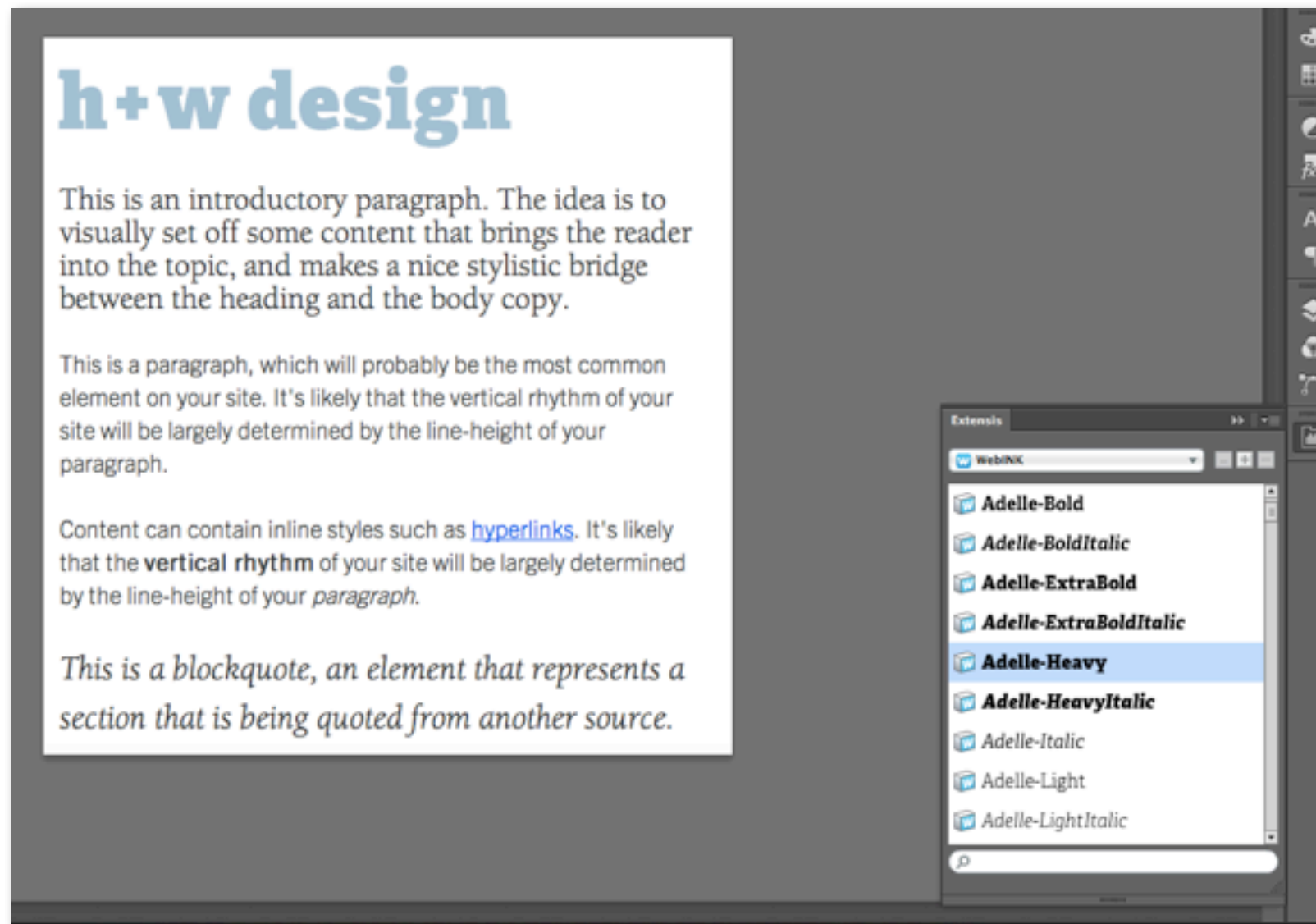
- + Rotate. Just a little bit. (A few techniques to smooooth across different browsers - thx @NikWilliamson!)
<https://gist.github.com/dalededeveloper/1846552>
- + Some help for IE 7&8:
<http://www.koodoz.com.au/klog/font-face-smoothing-in-internet-explorer/>
- + Text-shadow tricks:
<https://gist.github.com/dalededeveloper/1846552>
- + Your code editor – nothing beats real type in a real browser (sorry Photoshop)

Design Tools



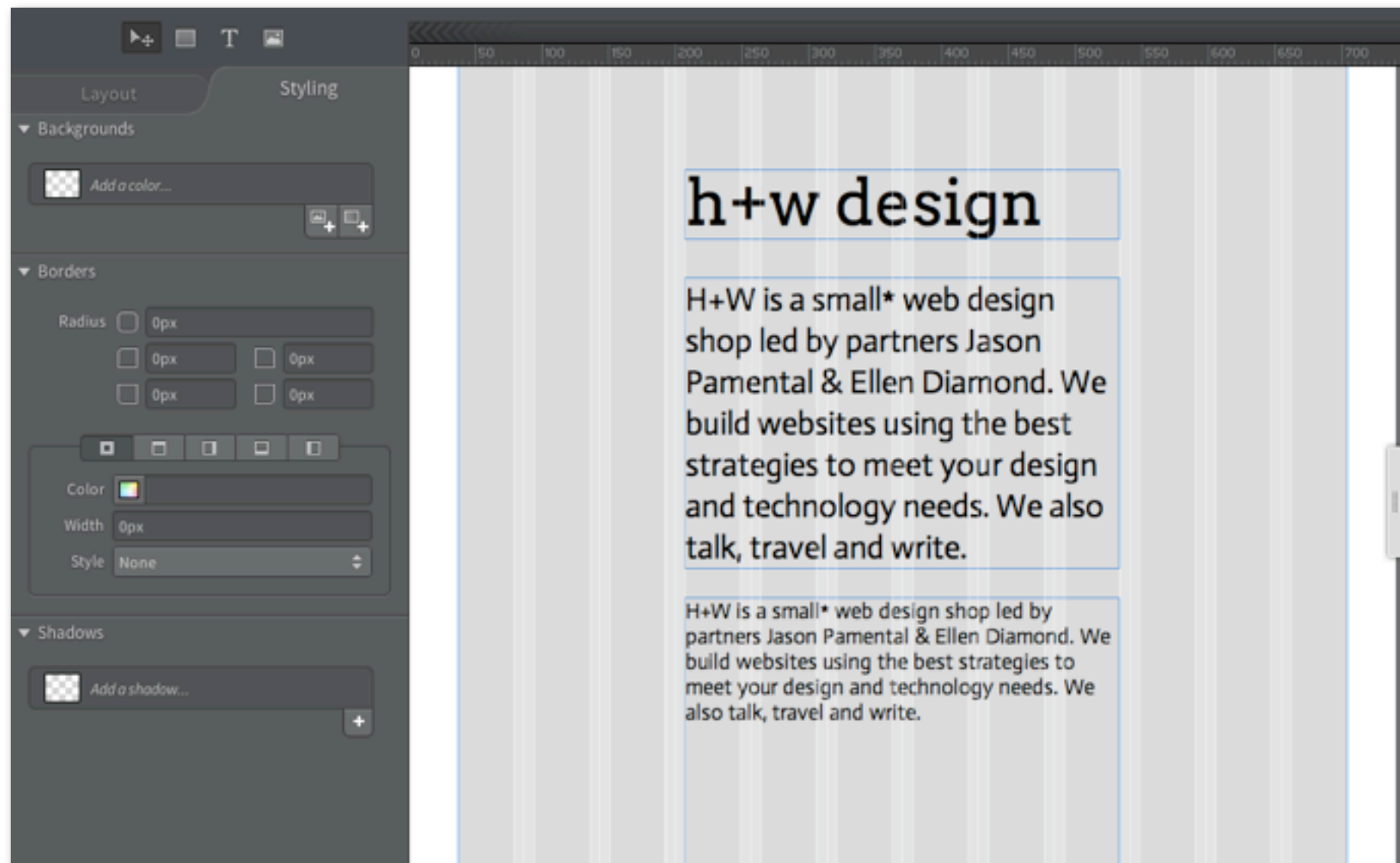
TypecastApp.com (@typecastapp)

Design Tools



WebInk.com (@webink)

Design Tools



Adobe Edge Reflow (@reflow)

More Design Tools

- + Skyfonts (@skyfonts)

Sync Google & Fonts.com fonts short-term on the desktop

- + Adobe CC & Font Sync (@typekit)

Amazingly quick & simple

- + Froont (@froontapp)

Web design tool building in real web fonts

- + Prototype, not promise: HTML5 & CSS3

Try something and develop your own approach that fits your unique team & projects

Thank you!

Jason Pamental (@jpamental)
jason@hwdesignco.com

Slides/Demo here: <http://bit.ly/jpartifactpvd>

Resources: Type Services

Resources: Type Services

- + Typekit (Adobe): <http://typekit.com>
- + Fonts.com (Monotype): <http://fonts.com>
- + Fontdeck: <http://fontdeck.com>
- + Webtype (Font Bureau): <http://www.webtype.com>
- + WebInk (Extensis): <http://webink.com>
- + Google Web Fonts: <http://google.com/fonts>

Icon Font examples, sources

Icon Font examples, sources

- + Font Awesome (featured in Bootstrap)

<http://fontawesome.github.io/Font-Awesome/>

- + Symbolset

<http://symbolset.com>

- + Modern Pictograms

<http://modernpictograms.com>

- + The Noun Project (buy what you need)

<http://thenounproject.com>

- + Icomoon.io – build your own!

<http://icomoon.io>

Cool Tools & Resources

Cool Tools & Resources

- + Font Swapper (preview site w/your web fonts):
<http://www.webtype.com/tools/swapper/>
- + Typedia (it's like Wikipedia... for type. Get it?):
<http://typedia.com>
- + FontsInUse <http://fontsinuse.com>
- + BrowserShots <http://browsershots.org>

Blogs & Beauty

Blogs & Beauty

- + Typekit Blog/“Sites We Like” <http://blog.typekit.com>
- + Fonts.com Blog <http://blog.fonts.com>
- + Fontdeck Blog <http://blog.fontdeck.com>
- + FontShop Blog <http://blog.fontshop.com>
- + Typecast Blog <http://typecast.com/blog>
- + Jason Santa Maria <http://jasonsantamaria.com>
- + Tim Brown <http://nicewebtype.com>