

Type, Responsively

Design for Readability & Meaning on Any Screen

Who Am I?

+ Co-founder of 

+ Co-founder of 

+ Co-host of 

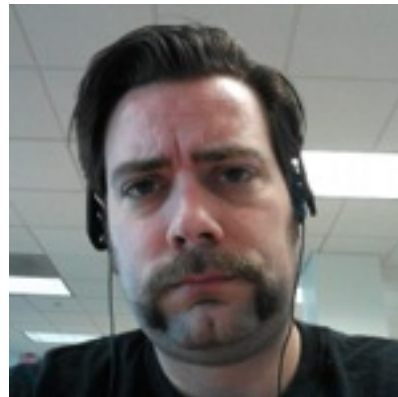
+ Co-parent of



How Did I Get Here?



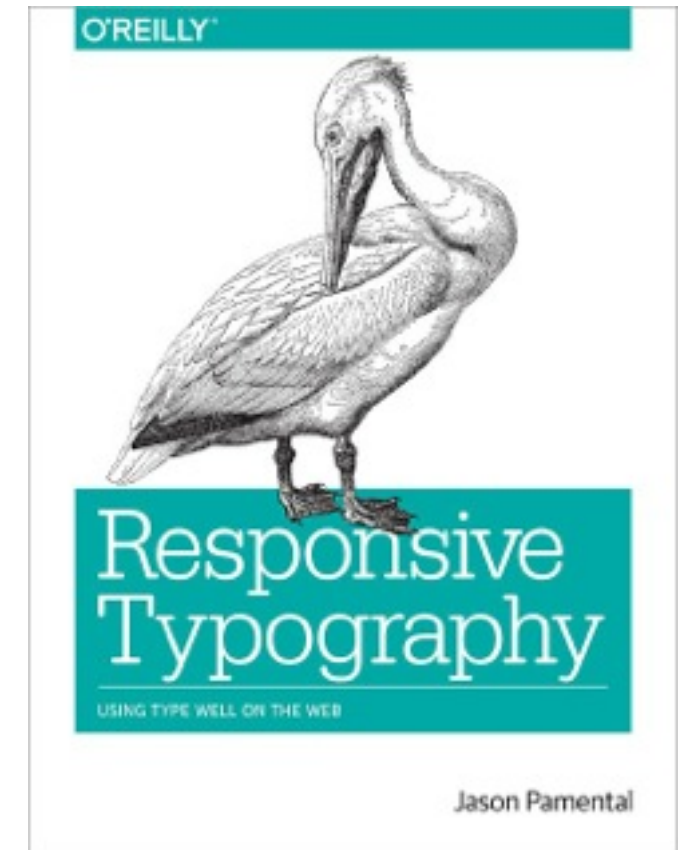
+



+



=



What We'll Cover

- + Lies & deceptions
- + An honest reconciliation
- + What is Responsive Typography
- + Making your typography responsive
- + Prototypes trump promises

**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

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

It's what we willfully ignore

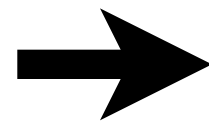
A Long Road to a Make-Believe Place

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



A Long Road to a Make-Believe Place

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



A Long Road to a Make-Believe Place

- + 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.”

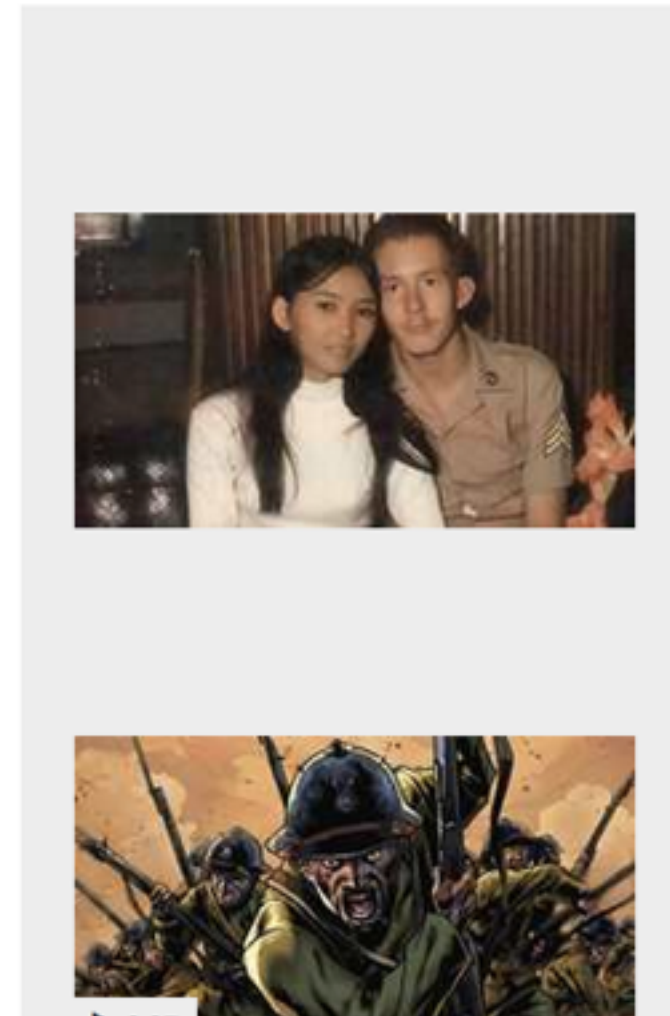
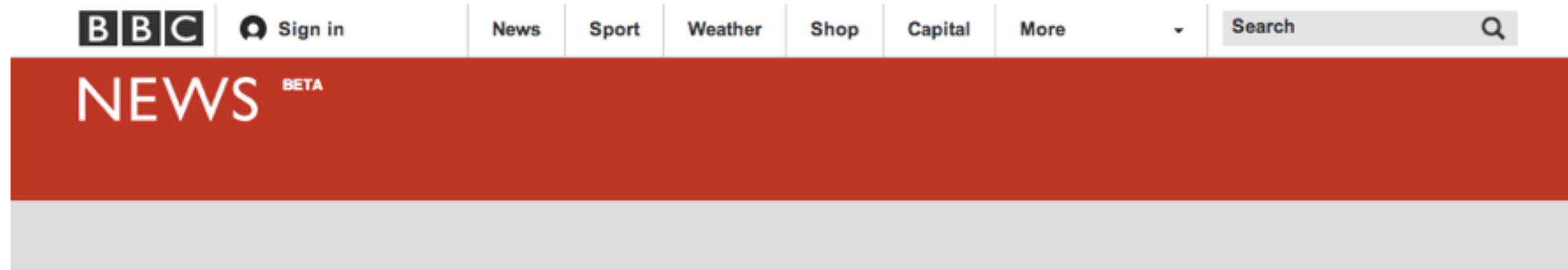
Jeff Eaton (@eaton)



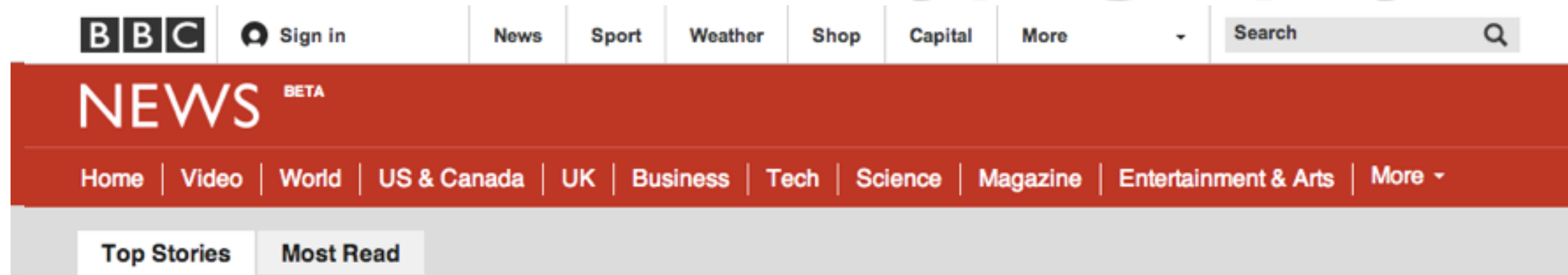
Take Away What We Can't Know

- + Screen size
- + Device capabilities
- + Concurrent activities
- + Depth of focus
- + Purpose of visit

Focus on What's Left: Typography



Focus on What's Left: Typography



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.

🕒 29 minutes ago | [Europe](#)



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.

🕒 9 hours ago | [Europe](#)



Britain is now 'post-Christian'

Features & Analysis



Searching for my son

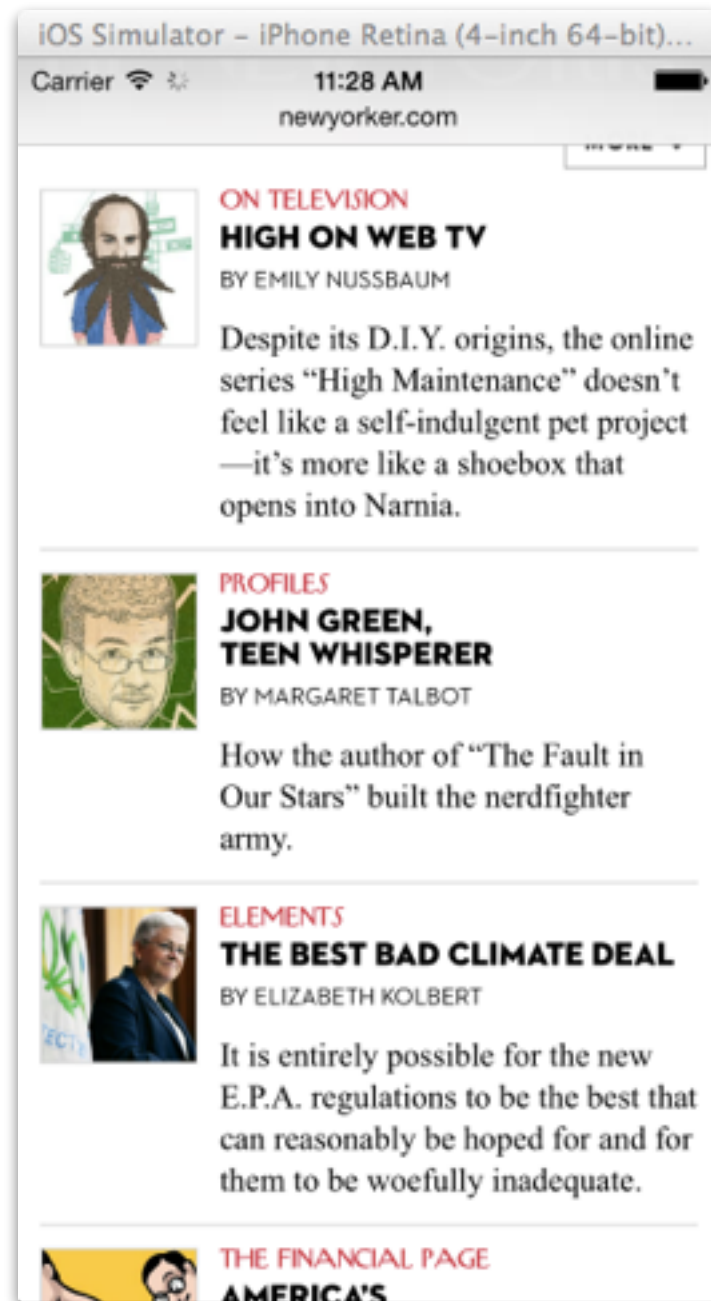
A US veteran returns to find the unborn child he left in Vietnam



Focus on What's Left: Typography



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

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

The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL is https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd. The interface is divided into several sections:

- Selectors:** A section with an "Add" button and a text input field containing ".tk-quadro-slab". Below it is a link "Using fonts in CSS".
- Language Support:** A section with two radio buttons: "All Characters" (299k) and "Default" (261k). Below it is a link "Which should I choose?".
- Weights & Styles:** A section showing 10/10 weights and styles included in the kit. The list includes: Regular (32k), Italic (34k), Medium (21k), Medium Italic (23k), Semibold (21k), Semibold Italic (22k), Bold (31k), Bold Italic (34k), Ultra Black (21k), and Ultra Black Italic (22k). Below it is a link "Using weights & styles in your CSS".
- CSS Stack:** A section at the bottom left.

The main content area displays two font kits:

- Franklin Gothic URW by URW++:** A white box showing the alphabet "AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz". A "Delete this font" button is in the top right.
- Quadro Slab by ps Type:** A green box showing the alphabet "AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw". A "Delete this font" button is in the top right.

A notification box at the bottom right states: "Changes won't be live on your site until you publish them." Below this is a green "Publish" button.

At the bottom of the interface, a black bar displays the kit size: "Kit size: 449K 2 fonts, 2 selectors, for Responsive Typography". The "449K" is circled in orange.

Performance Matters

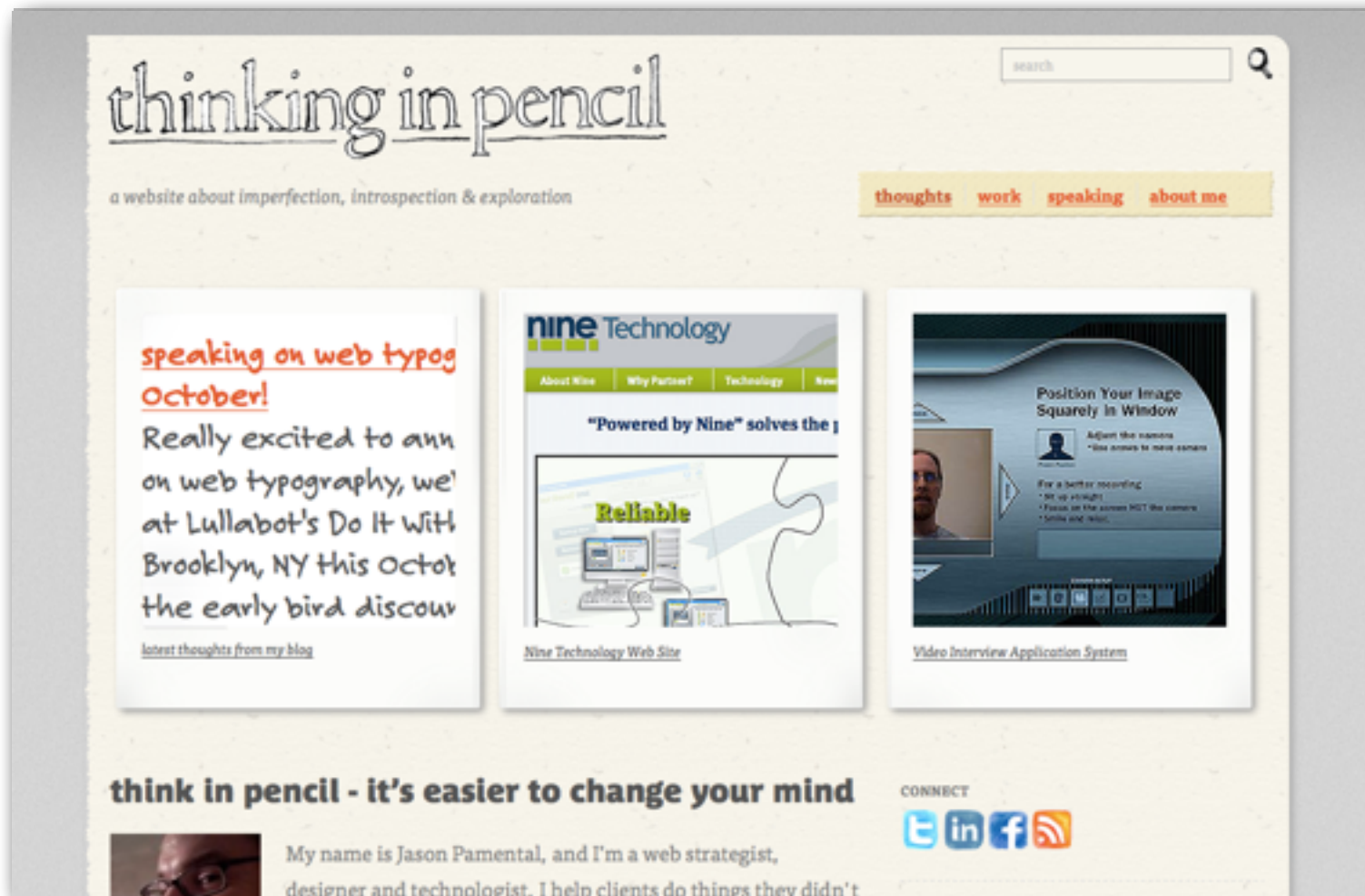
The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL is https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd. The interface includes a left sidebar with sections for Selectors, Language Support, Weights & Styles, and CSS Stack. The main area displays a welcome message and two font families: Franklin Gothic URW and Quatro Slab. The Franklin Gothic URW font is highlighted in green, and its kit size is 121K. The Quatro Slab font is shown below it. A "Publish" button is visible at the bottom right, and a message indicates that changes won't be live until published.

Kit size: 121K 2 fonts, 2 selectors, for Responsive Typography

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



The screenshot shows a web page with a header banner for "Moby's Trip" featuring a whale illustration and a small image of a whale. A navigation menu includes "home", "comp", "core 1", "core 2", "core 3", "images", "type", and "nav". In the top right corner, there are two status boxes: "Web Fonts: on" and "Correction: on". The main content area has a portrait of Herman Melville on the left, followed by the article title "A Whale of a Tale". The article text discusses the Protopontis and the food of the sperm whale, mentioning "squid or cuttle-fish". A second paragraph begins with "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". To the right of the text is a woodcut-style illustration of a whaleboat crew.

Web Fonts: on
Correction: on

home comp core 1 core 2 core 3 images type nav



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

Progressively Enhance



The screenshot shows a web page for 'Moby's Trip'. At the top right, there are two status indicators: 'Web Fonts: off' and 'Correction: off'. Below the header is a navigation menu with links: 'home', 'comp', 'core 1', 'core 2', 'core 3', 'images', 'type', and 'nav'. The main content area features a portrait of Herman Melville on the left, followed by the title 'A Whale of a Tale'. The text of the article begins with 'In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found...'. To the right of the text is a small illustration of a boat on the water. The page is presented in a way that demonstrates the lack of web fonts and uncorrected text.

Web Fonts: off
Correction: off

home comp core 1 core 2 core 3 images type nav



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.

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No web fonts, uncorrected

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Web Fonts: off
Correction: on

home comp core 1 core 2 core 3 Images type nav



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.

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No web fonts, corrected

Progressively Enhance



Web Fonts: on
Correction: on

Moby's Trip

home comp core 1 core 2 core 3 images type nav



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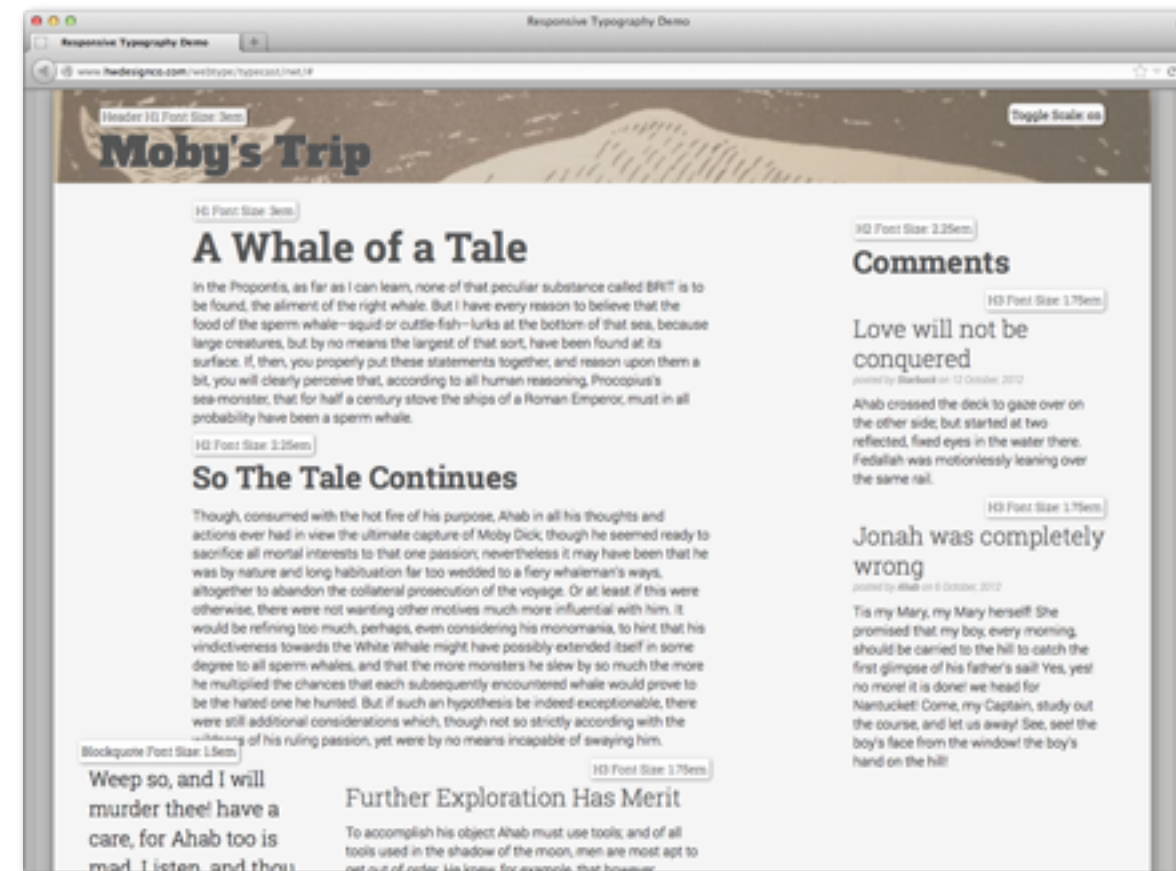
Web fonts loaded

Proportion: one size won't do

	1	1.25							
DESKTOP	H₁		H₂		H₃		H₄		
	3	1.05	2.25	1.25	1.75	1.25	1.75	1.25	1.75
MOBILE	H₁		H₂		H₃		H₄		
	2	1.25	1.625	1.15384615	1.375	1.13636364	1.125		

Desktop geese & handheld gander

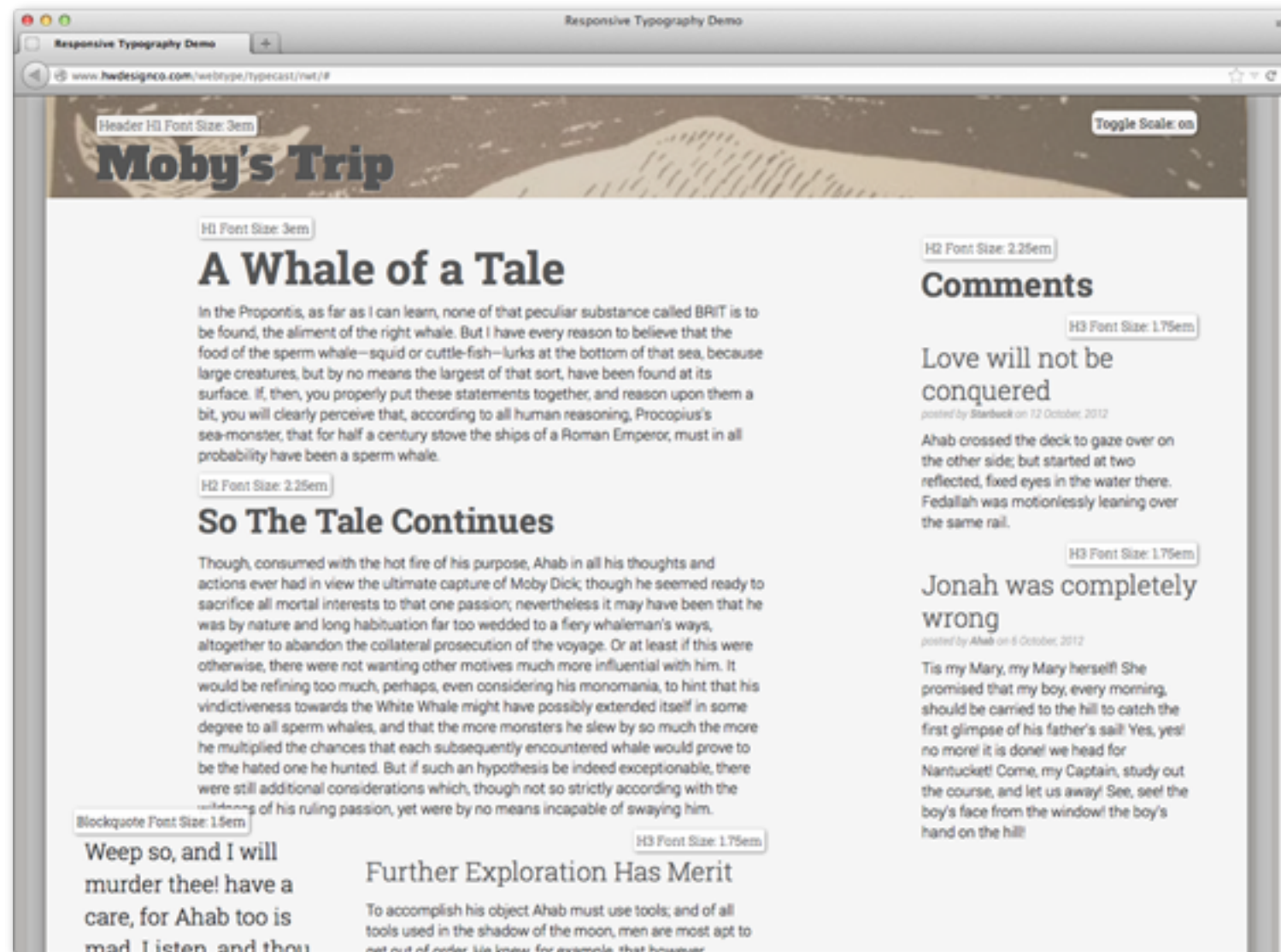
- + Small canvas requires subtle proportions
- + What works in print... works in print
- + Robert Bringhurst matters, but scale must adapt



<http://bit.ly/jprwt>

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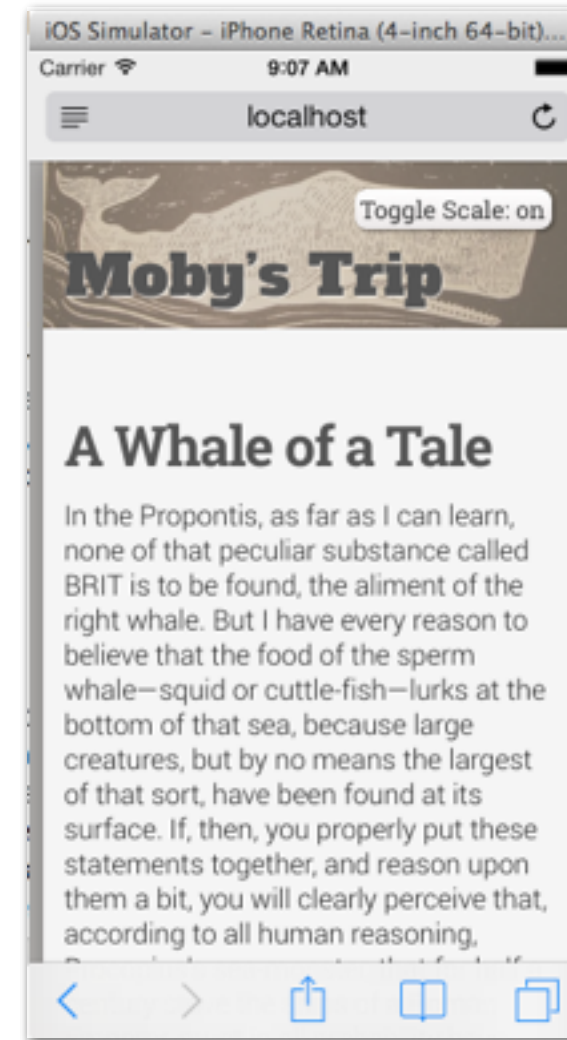
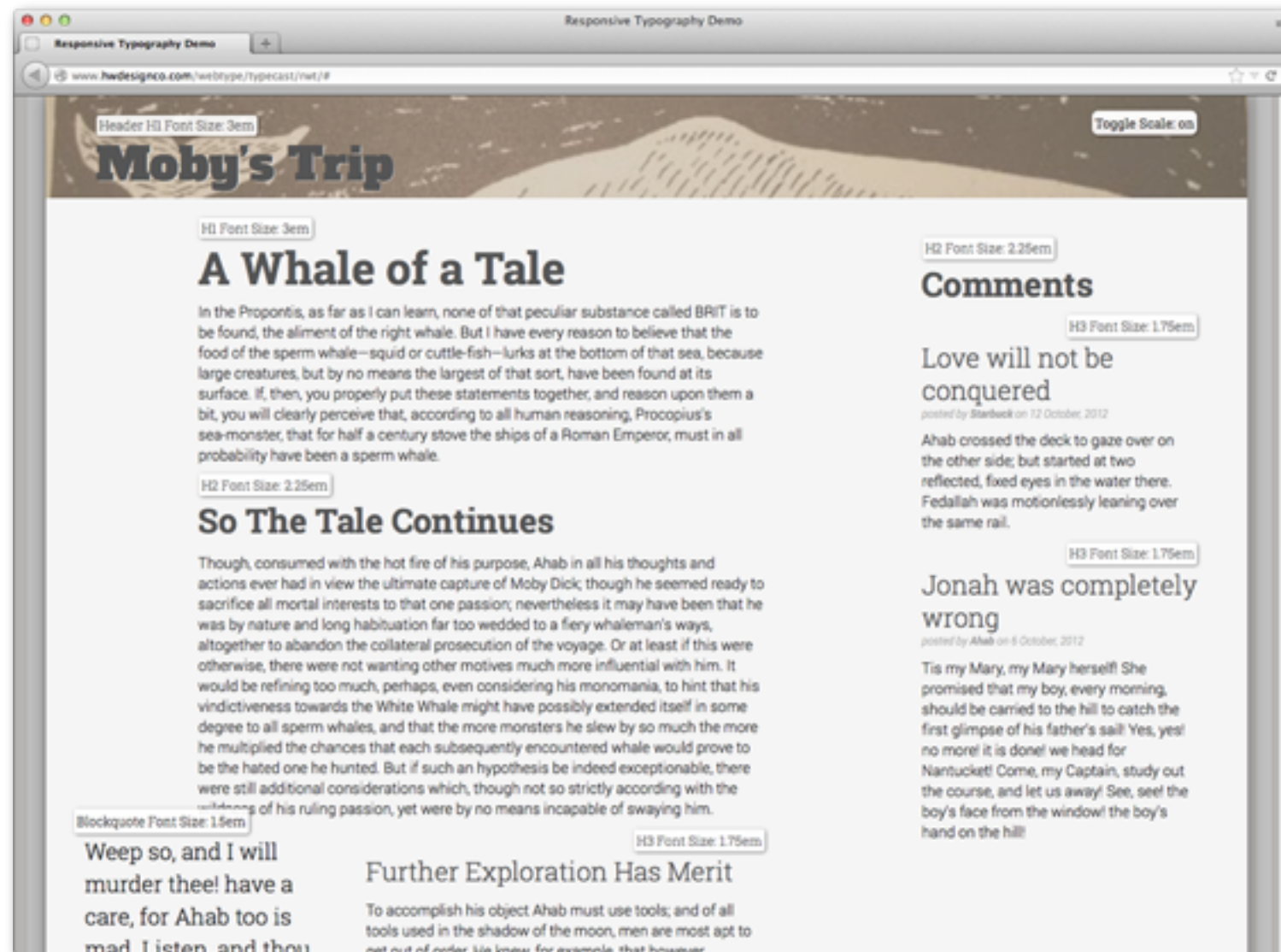
For example...



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For example...



<http://bit.ly/jprwt>

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A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body <ul style="list-style-type: none"> • Font size: • Line height: • Line length: 	<ul style="list-style-type: none"> • 12pt • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 35-40
H1 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 36pt (3em) • 1.25 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 40px (2.5em) • 1.125 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25
H2 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615
H3 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 18pt (1.5em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.25 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364
H4 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 14pt (1.16666667em) • 1.25 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111
Blockquote <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25

<http://bit.ly/jprwt>

Measure & Scale

Mobius Journey

localhost/workshop-rwd/advanced-type-fout/advanced-type-fout_final.html

Web Fonts: on
Correction: on

home comp core 1 core 2 core 3 images type nav

Moby's Trip



A Whale of a Tale

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Herman Melville
August 1, 1819 - September 28, 1891



Comments

Love will not be conquered

posted by *Starbuck* on 12 October, 2012

Ahab crossed the deck to gaze over on the other side; but started at two reflected, fixed eyes in the water there. Fedallah was motionlessly leaning over the same rail.

Jonah was completely wrong

posted by *Ahab* on 6 October, 2012

Tis my Mary, my Mary herself! She promised that my boy, every morning,

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Measure & Scale



Measure & Scale

localhost/workshop-rwd/advanced-type-fout/advanced-type-fout_final.html

Moby's Trip

home comp core 1 core 2 core 3 images type nav

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Herman Melville
August 1, 1819 - September 28, 1891

Comments

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Illustration from Rockwell Kent's 1930 rendition of Moby Dick

<http://bit.ly/jprwt>

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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

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

OpenType Demo

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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

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

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

Polish: Don't Leave Orphans Behind

a little look back & an exciting view ahead

posted by Jason Pamental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients – old and new – and for that, we thank you. Your faith in us and enthusiastic support mean the world.

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This is our craft. This is our

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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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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

How Do I Do It in Drupal?

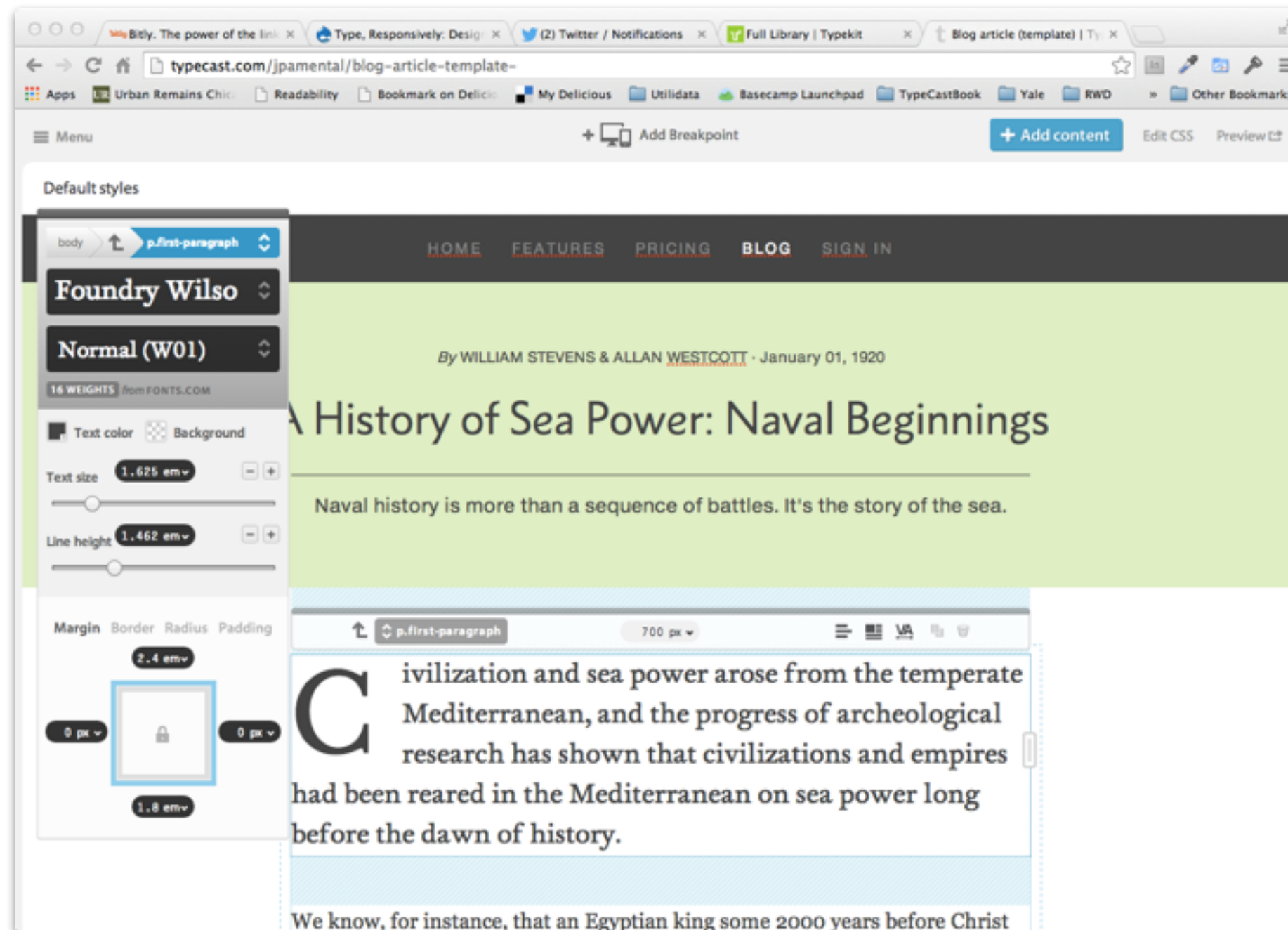
- + **Type** is tied to **design**
- + Belongs in the **Theme**
- + Needs **layered** approach
- + **@font-your-face** may or may not do enough

Do It In Drupal: A Layered Approach

```
<!-- 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>
```

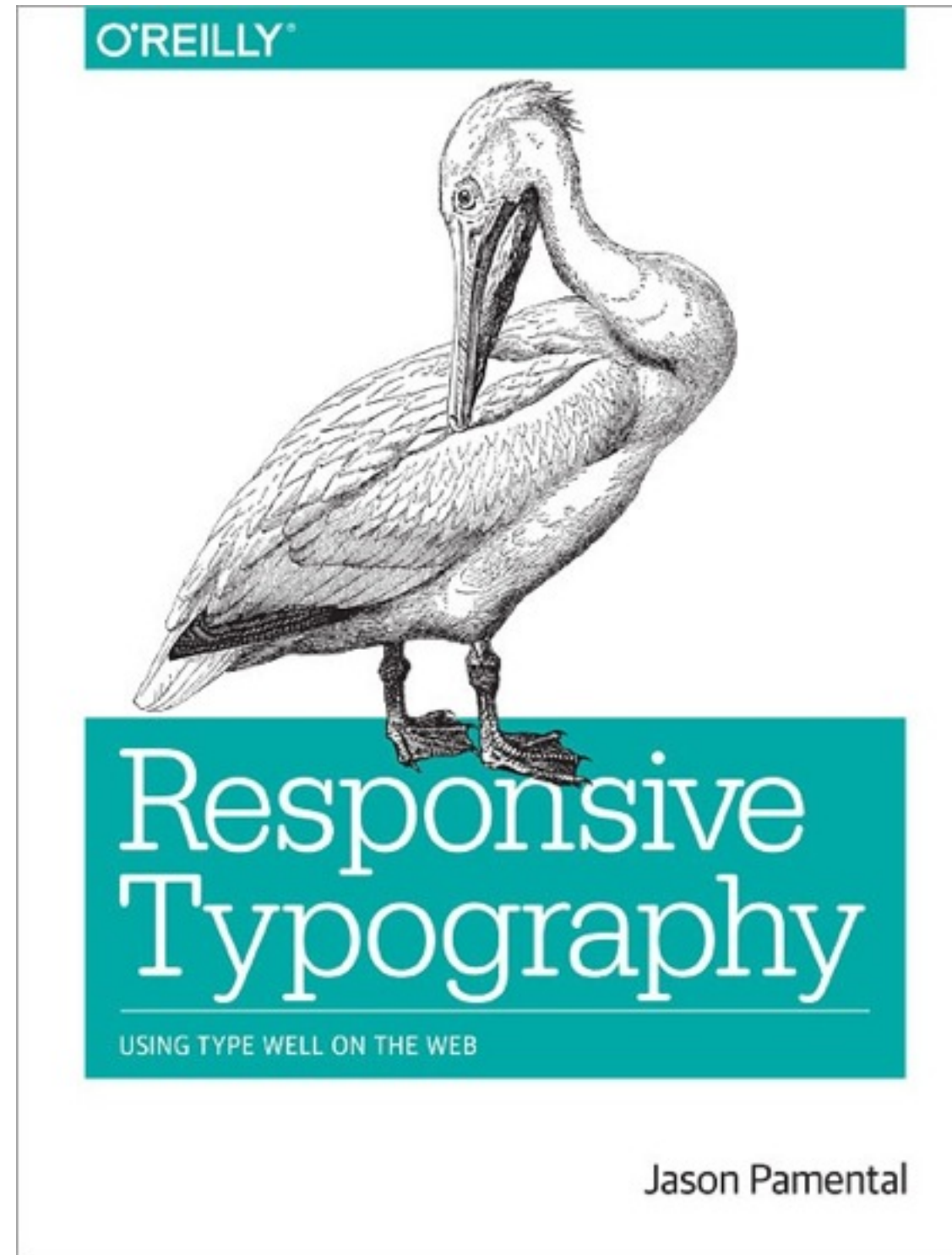

Prototype, Don't Promise



“Designers Should Code As Much As Artists Should Mix Paint”

*~ Mustafa Kurtuldu (@Mustafa_x)
FOWD London*

Just out!



<http://bit.ly/rwtbook>

Thank You

Jason Pamental (@jpamental)

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

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