

# Type, Responsively

*A More Modern Approach to Typography on the Web*

# A Bit About Me

- + Live in the smallest state in the US
- + Designed my first site before there was a `<table>` tag
- + Love to learn. Love to share even more.
- + Follow @aProperCollie around a lot & post pictures on Instagram



# An acknowledgement

- + I'm a fan of Responsive Web Design
- + RWD is a big deal. Really.
- + It's also part of a larger conversation about design
- + That includes typography

# What's type got to do with it?

- + **Everything:** type is the most prevalent design element on the page
- + Words have meaning –  
but ***letters have emotion***
- + Type is the most efficient design element  
(in terms of file size)
- + ...but it works differently on the web

**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

**So let's move on.**

# Hat-tip to London

- + First spoke about web fonts here in 2011
- + Used the phrase ‘Responsive Typography’
- + Wrote about it for fonts.com, Typecast.com
- + Since then, others have used it too
  - Oliver Reichenstein @ ia.net
  - Nick Sherman @ AEA

# But what does it mean?

# Responsive Typography, Defined

- + It's more than just web fonts
- + Responsive Typography must be:
  - Performant
  - Progressive
  - Proportional
  - Polished
- + So let's explore

# Performance matters

- + You've got 5 seconds before they bail
- + Don't waste users' time
- + Respect the web, respect your users
- + Get the content ***on the screen***
- + Font loader classes FTW

# FOUT is *YOUR* 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; }`
- + Yes, it's that simple

# Performance matters

- + Tune fallback-specific CSS to avoid reflow
- + Test your design with fallback fonts only
- + Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness

## 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!"

Web fonts loaded

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No web fonts, uncorrected

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Web fonts loaded

# Performance matters

- + Design for readability & beauty
- + But load only what you need

Trade Gothic Next LT Pro **Bold**

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*this is a typeface*

*this is a font*

- + Each font has a performance cost
- + Budget wisely

# Progressively enhance

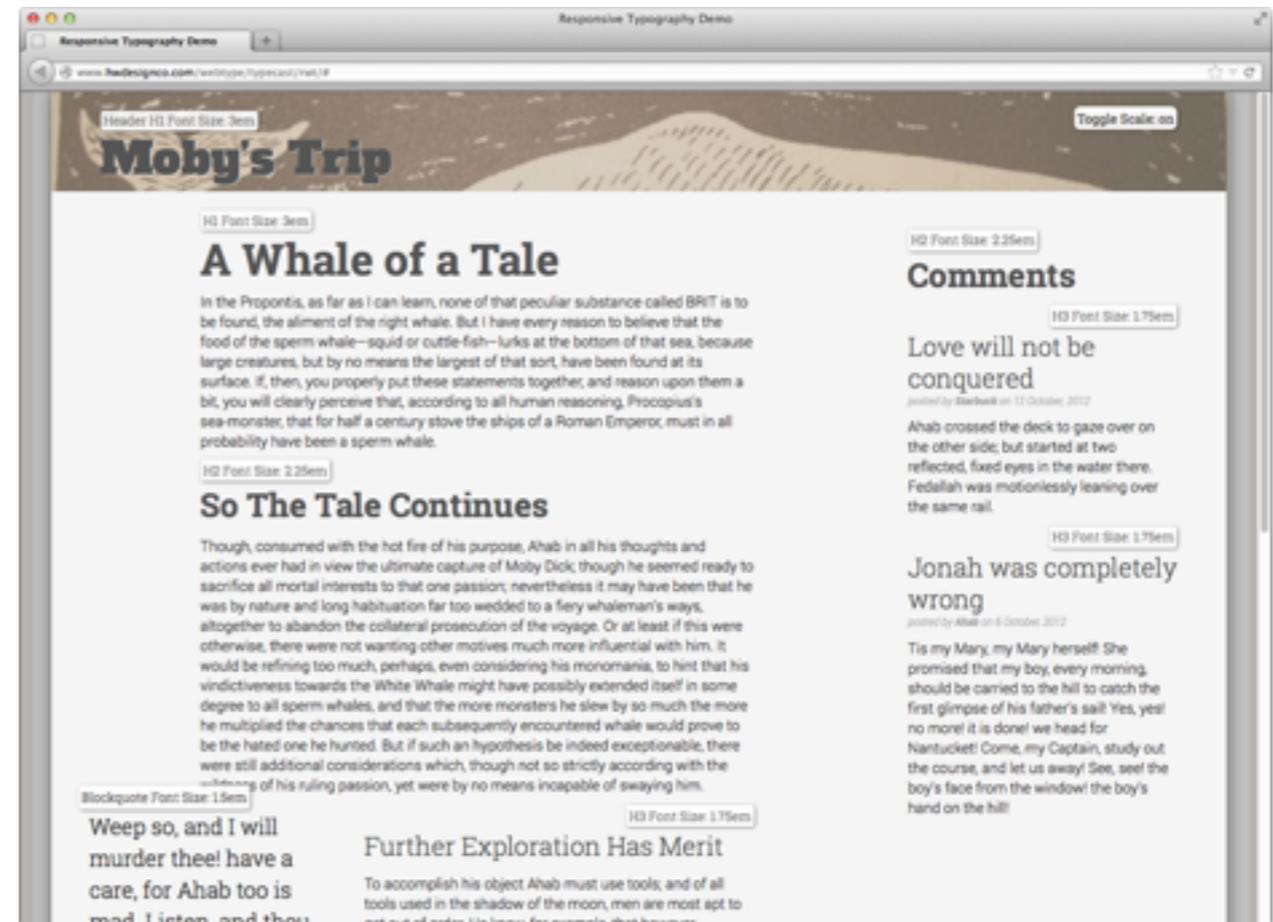
- + Asia, India, Africa are huge markets & growing
- + Most handsets running Opera Mini
- + Which does not support @font-face
- + *cue: sad trombone*
- + 350 Million reasons you should have tuned your fallback styles

# Proportion: one size won't do

- + Much has been written about RWD:
  - Responsive Images
  - Emerging UI Patterns
  - Performance Optimization
- + Most ignore the scale of your type
- + I find this... disturbing.

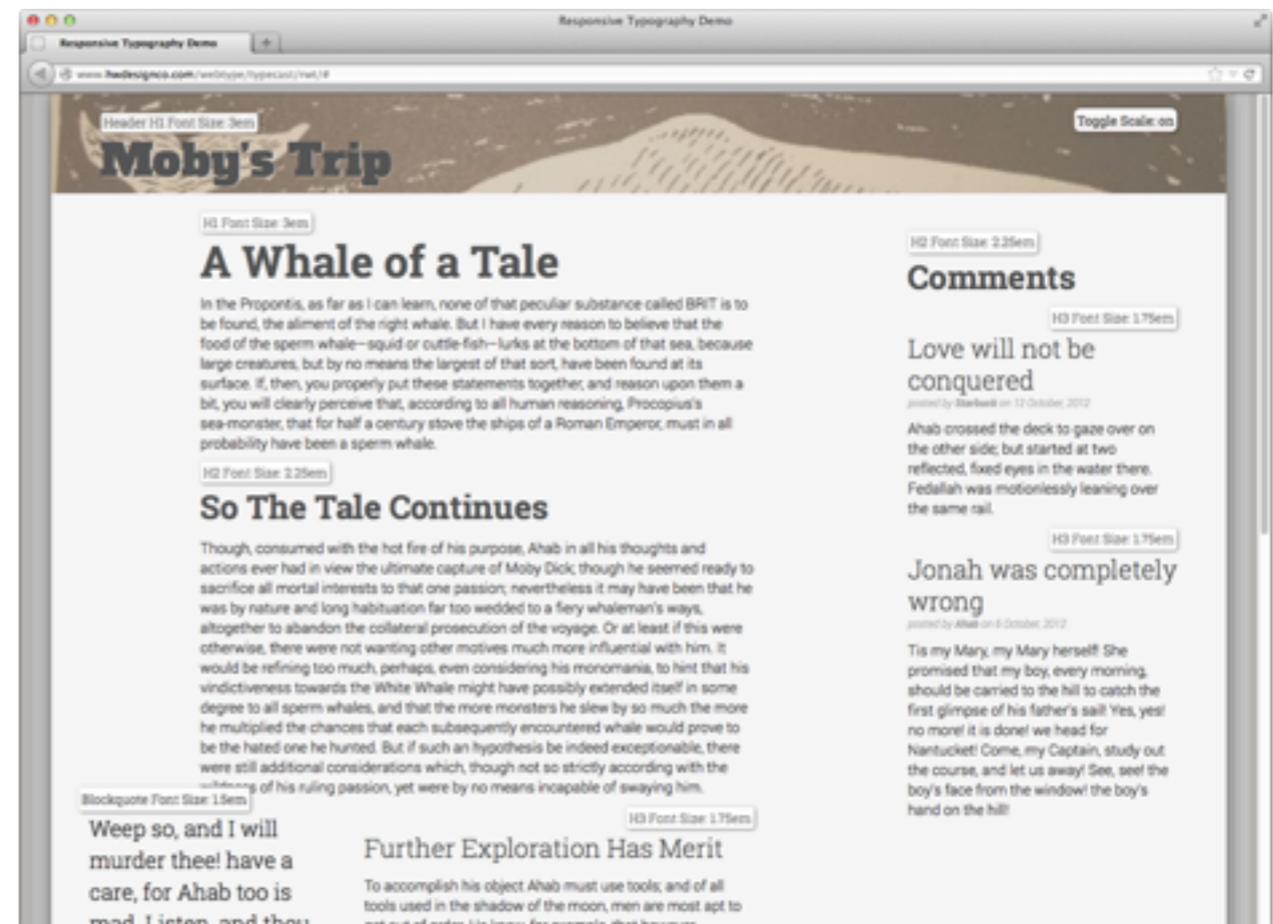
# Desktop geese & handheld gander

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

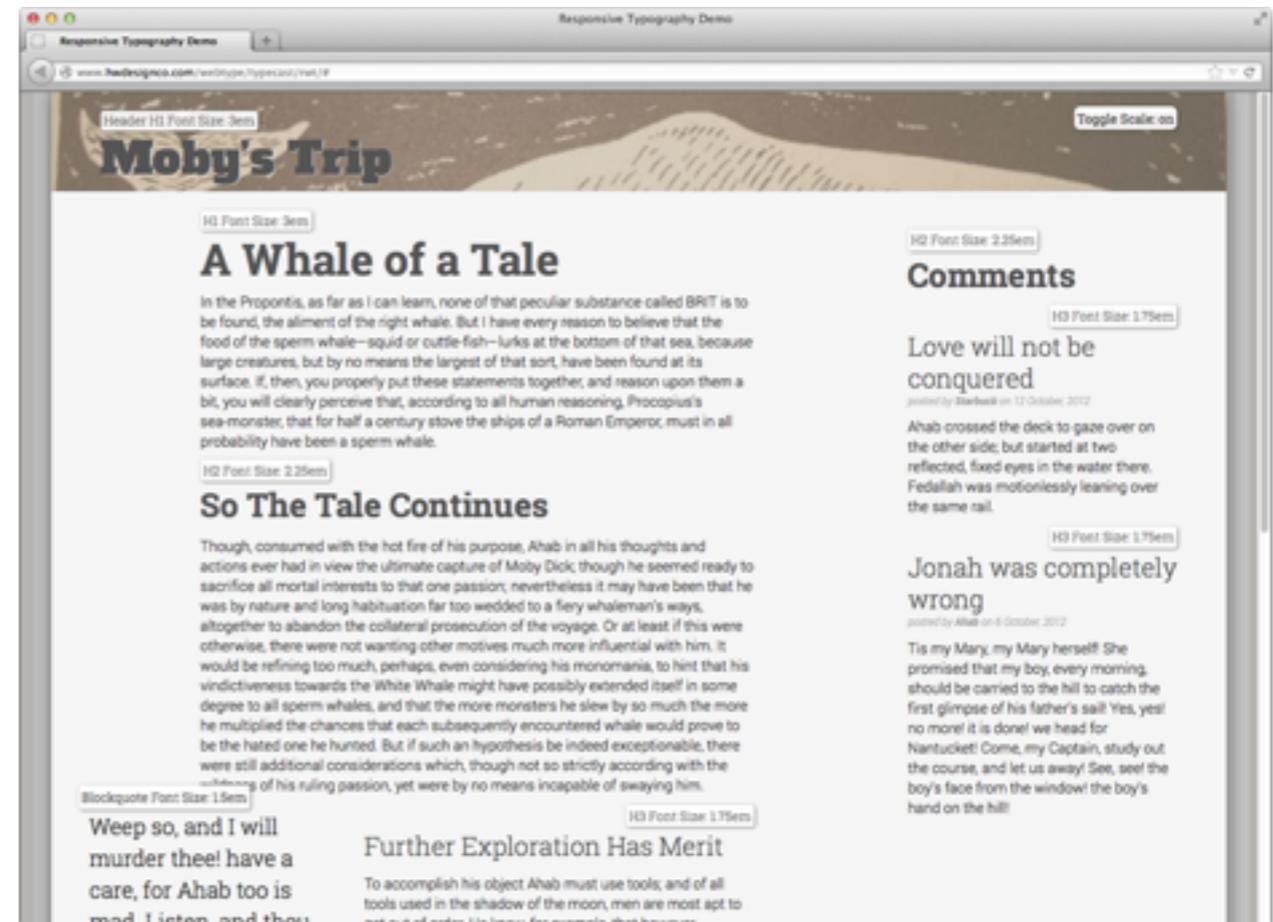


# Elements of Typographic Style

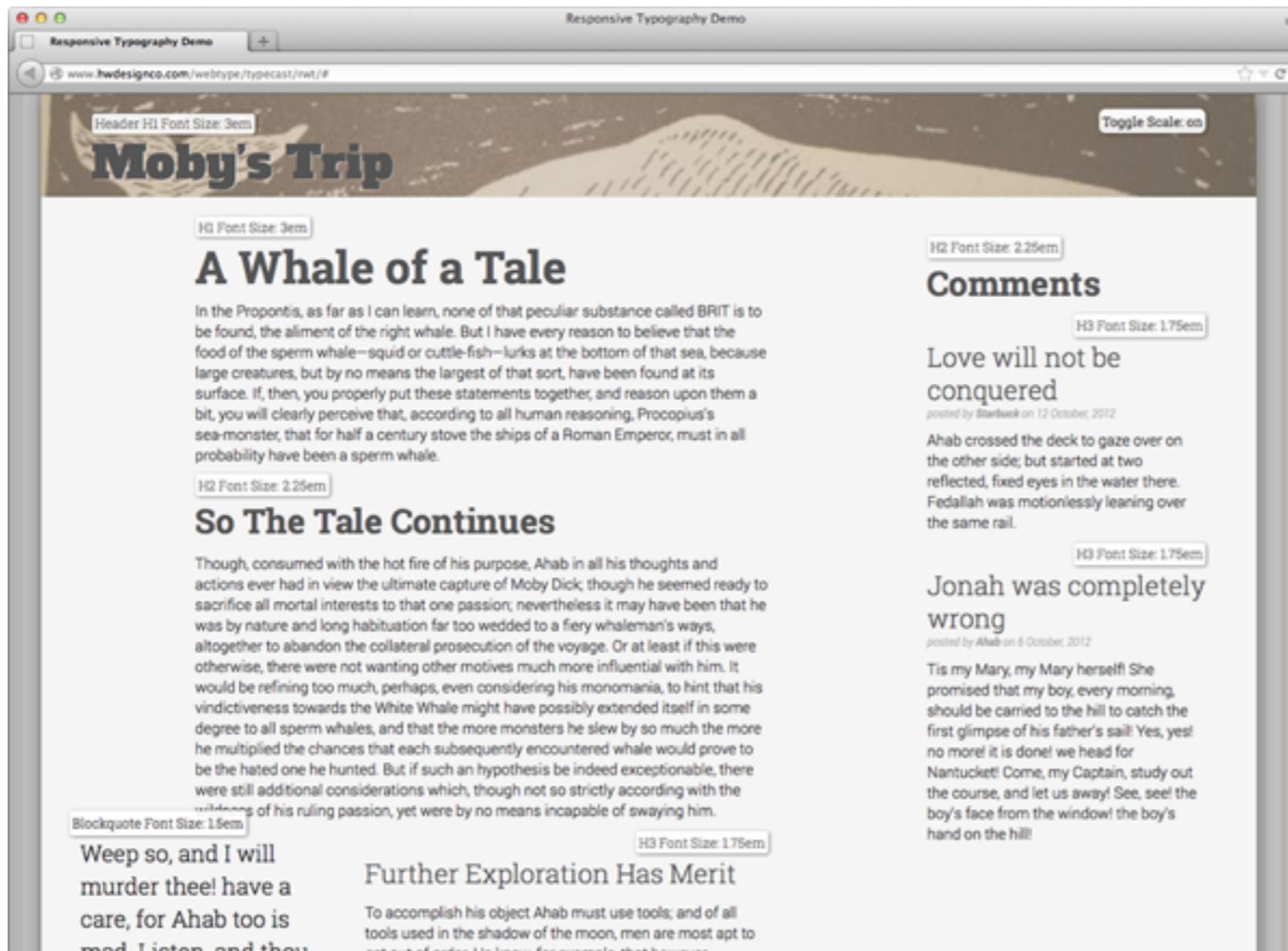
- + Bringhurst's scale works well on desktop
- + Looks ungainly on small screens
- + Here's a scale that helps translate:  
<http://bit.ly/jprwt>



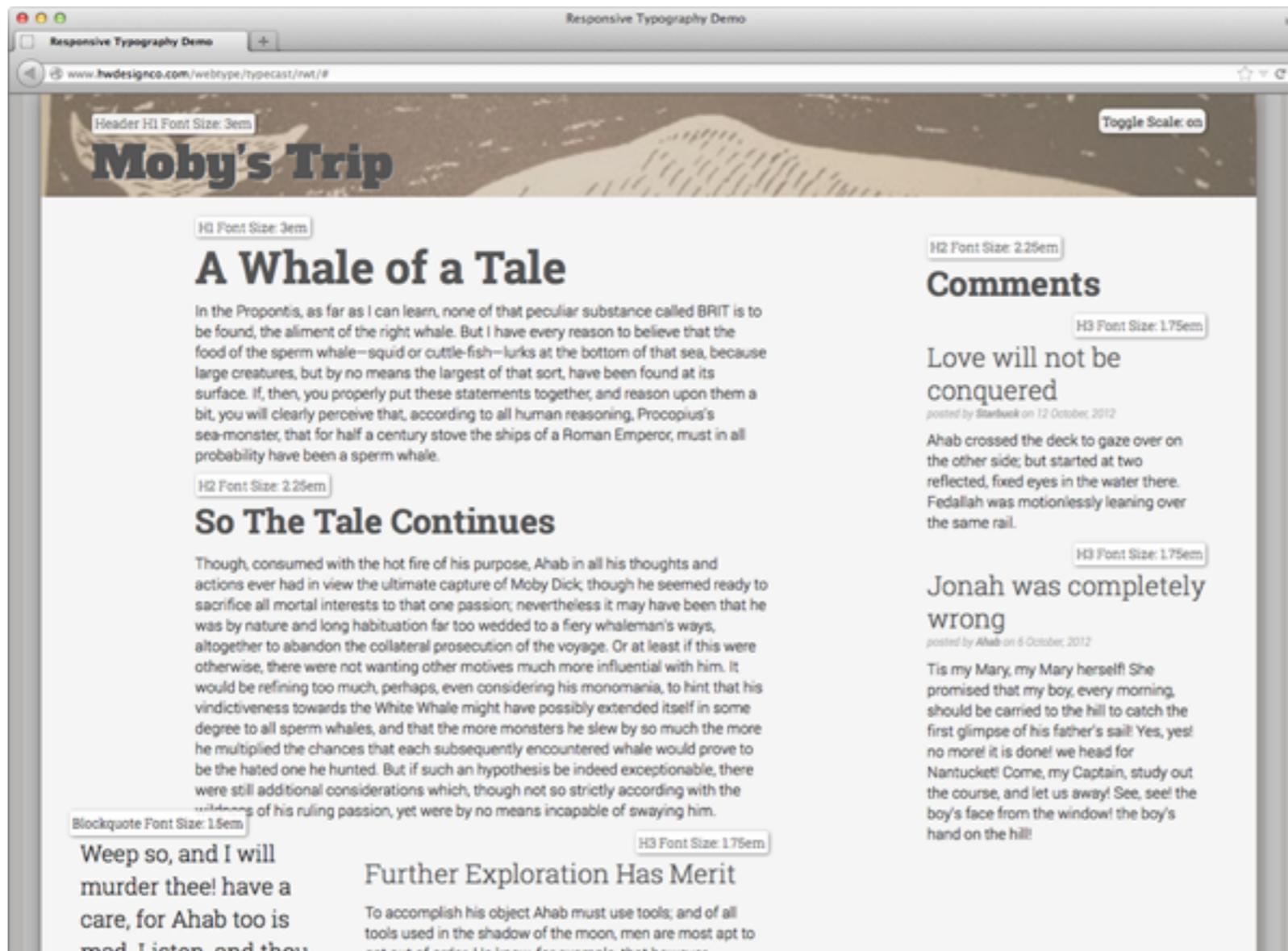
# For example...



# For example...



# For example...



# Responsive Typographic Style

- + Line length is important, but use device norms for size
- + Think relative proportion, not specific screen size
- + Test! Font quality is improving, but no excuse for not knowing how it looks on \_\_\_\_\_

# Polish: design *is* details

- + Type is your voice. Speak eloquently.
- + Real quotation marks are brilliant
- + Browsers are lazy letter-spacers
- + OpenType is Awesome. See what the kerfuffle is all about

# "This" is not "that"

- + CMS are dumb
- + Use libraries like Typogrify & SmartyPants
- + Automatically replace quotes, &'s, more
- + Never leave an orphan

# Cozy is as cozy does

- + Loose letters look sloppy
- + Browsers aren't so great at it
- + Try **letter-spacing: -1px;** in your headers  
*A Whale of an Afflicted Tale*

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***A Whale of an Afflicted Tale***
- + OpenType Features bring real kerning!

# OpenType Feature Fest

- + Real kerning tables
- + Ligatures, Fractions & Swashes oh my!  
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***A Whale of an Afflicted Tale***
- + Every design element must have a purpose
- + Even if that purpose is simply greater beauty

**So let's review.**

# 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

# Don't Panic.

- + There are lots of resources
- + Load only what you need  
*(specify each weight/variant)*
- + Manage the loading process  
*<http://bit.ly/jpfontfall2>*
- + Use a modular scale  
*<http://bit.ly/jprwt>*
- + Add panache! *(.net magazine May, 2014)*

# Oh, and one more thing...

**My book is in beta!**

<http://typeresponsively.com>

*(sign up to be notified when it's available)*

# Thank you!

<http://bit.ly/jpfowd-rwt>

# Resources & Links

- + Oliver Reichenstein's post  
<http://ia.net/blog/responsive-typography-the-basics/>
- + A More Modern Scale  
<http://typecast.com/blog/a-more-modern-scale-for-web-typography/>