

bringing typography to life from the inside out

Jason Pamental / @jpamental / Lead UX Strategist fresh tilled soil

A bit about your guide

- Lead UX Strategist at Fresh Tilled Soil
- Have found peace, even with IE6–8
- Believe the best aspects of design are often never seen
- Author of Responsive Typography from O'Reilly (<u>bit.ly/rwtbook</u>)
- Husband, father, son, brother, tinkerer, teacher & student •
- Walker of @aProperCollie

Tristan, @aProperCollie

A



Type & Typography on the Web not such strange bedfellows after all

"the clothes which words wear"

–Beatrice Ward, circa 1933

Begin at the Beginning

"create layouts from the content out"

–Mark Boulton, March 24th, 2011

"designing from the type outwards"

-Elliot Jay Stocks, October 7th, 2011

So we narrow the focus.

"A journey of a thousand li starts beneath one's feet"

-Tao Te Ching, ascribed to Laozi



so a volume of a thousand lines begins with a single *p*>







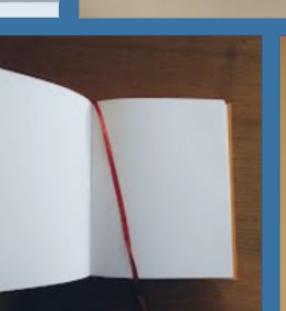
We design in **visual systems**, building **patterns** of **objects** & **code**

*Atomic design, anyone? Image from <u>bradfrost.com</u>



So what's the most basic primitive of content itself?





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TOTHE REV. EZRA STILES, S. T. D. PRESIDENT OF YALE COLLEGE AND PROFESSOR OF ECCLESIASTICAL HISTORY, THIS FIRST PART OFA GRAMMATICAL INSTITUTE OF THE ENGLISHLANGUAGE, Is, with Fermiffion, MOST HUMBLY INSCRIBED As a Testimony of the Author's Veneration, FOR THE ERIOR TALENTS, PIETY AND PATRIOTISM, Thich enabled him to prefide over that

The American Spelling Book by Noah Webster, courtesy of merrycoz.org

RECOMMENDATIONS.

TAVING examined the first part of the new Grammatical Inflitute of the English Language, published by Mr. Noah Webster weare of opinion, that it is far preferable, in the plan and execution, to Dilworth's or any other Spelling Book, which has been introduced into ur schools. In these the entire omission of the rules of pronunciation is a capital defect, which very few of the parents, schoolmasters er mistreffes, employed in teaching children the first rudiments have fufficient knowledge to fupply. The ufual method of throwing together, in the fame tables, and without any mark of diffinction, words in which the fame letters are differently pronounced, and the received rules of dividing fyllables, which are wholly arbitrary, and often unnatural, feen calculated to puzzle the learner, and miflead the infructor into a vicious pronunciation. These defects and millakes are judiciouily supplied in the present work, and the various additions are made with fuch propriety, that we judge this new Spelling Book will be extremely beneficial for the use of schools. Subscribed by the following Gentlemen. The Hon. Oliver Wolcott, Elq.' Rev. Samuel Hopkins,

Lieut. Gov. of Connecticut, Rev. Eara Stiles. S. T. D. Pre-

fident of Yale College, Rev. Elizar Goodrich, D. D. Rev. Patrick Allilon, D. D. Hon. Steph. M. Mitchel, Efq. Col. George Wyllys, Secretary of State,

Col. Thomas Seymour, Mayor of the City of Hartford, Gen. Samuel H. Parfons, Hon. John Treadwell, Efg. Rev. Samuel Hopkins, Col. Samuel Wyllys, Ralp Pomeroy, Efq. John Trumbull, Efq. John Trumbull, Efq. Rev. Timothy Dwight, D. D. Rev. Eliphalet Steele, Rev. Nathan Strong, Rev. Nathan Perkins, Rev. Joseph Buckminster, Mr. Andrew Law, Daniel Lyman, Efq. Channey Goodrich, Efq. Joel Barlow, Efq.

ract of a letter from Dr. Joseph Willard, President of the

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The American Spelling Book by Noah Webster, courtesy of <u>merrycoz.org</u>







–René Descartes, circa 1629

Cogito, ergo sum.

a thought;

Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less.

-Marie Curie

an idea;

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.

-President Abraham Lincoln, 1863

a basic unit of discourse*;

* thanks Wikipedia

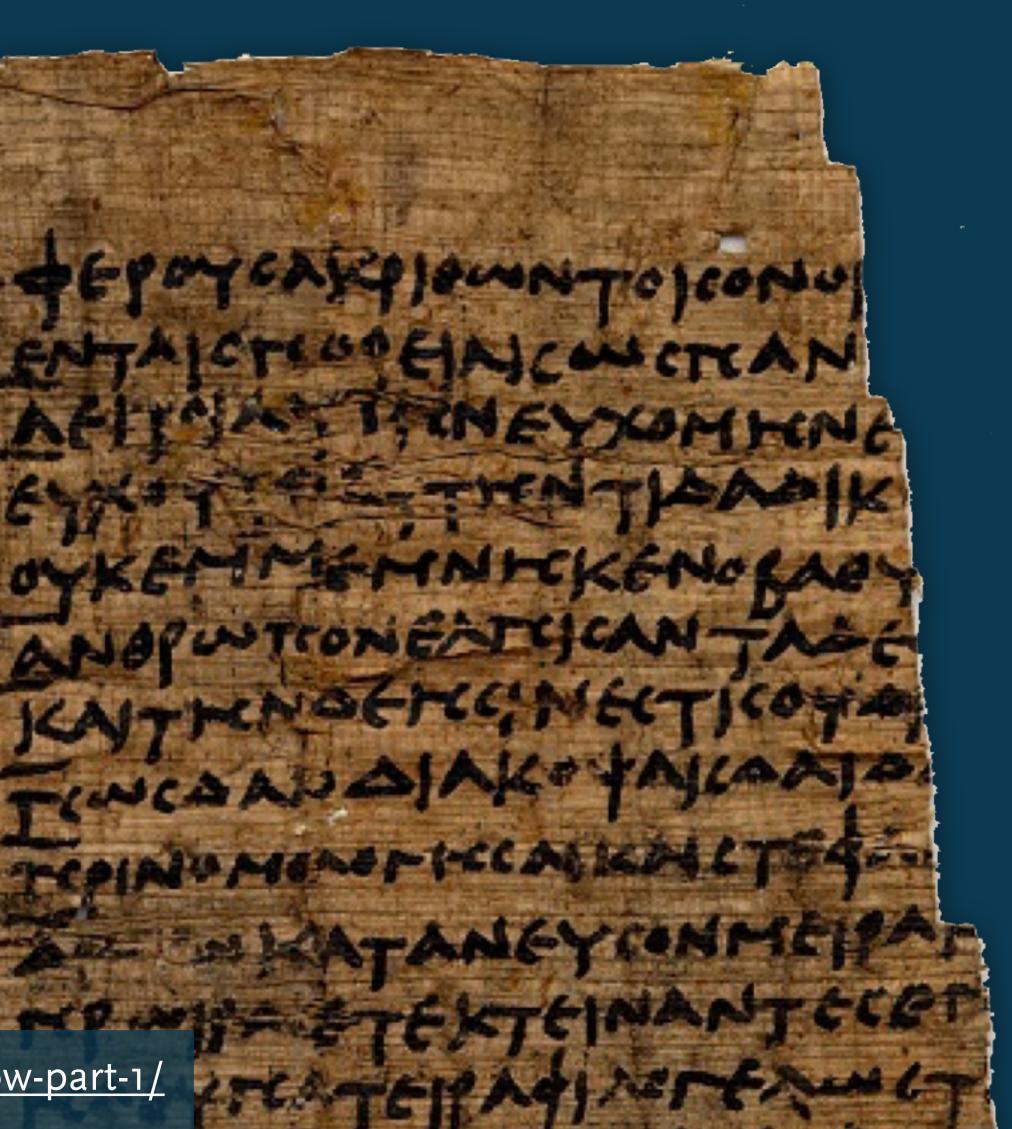
the idea of the idea

- dates back to Ancient Greek paragraphos
- visual representation has evolved through many stylistic evolutions
- each style has implications on readability, scanability and flow
- often overlooked when designing for the web
- but it doesn't have to be



παράγραφος (paragraphos)

http://www.shadycharacters.co.uk/2011/02/the-pilcrow-part-1/



παράγραφος (paragraphos)

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Middle Ages: The Pilcrow Years

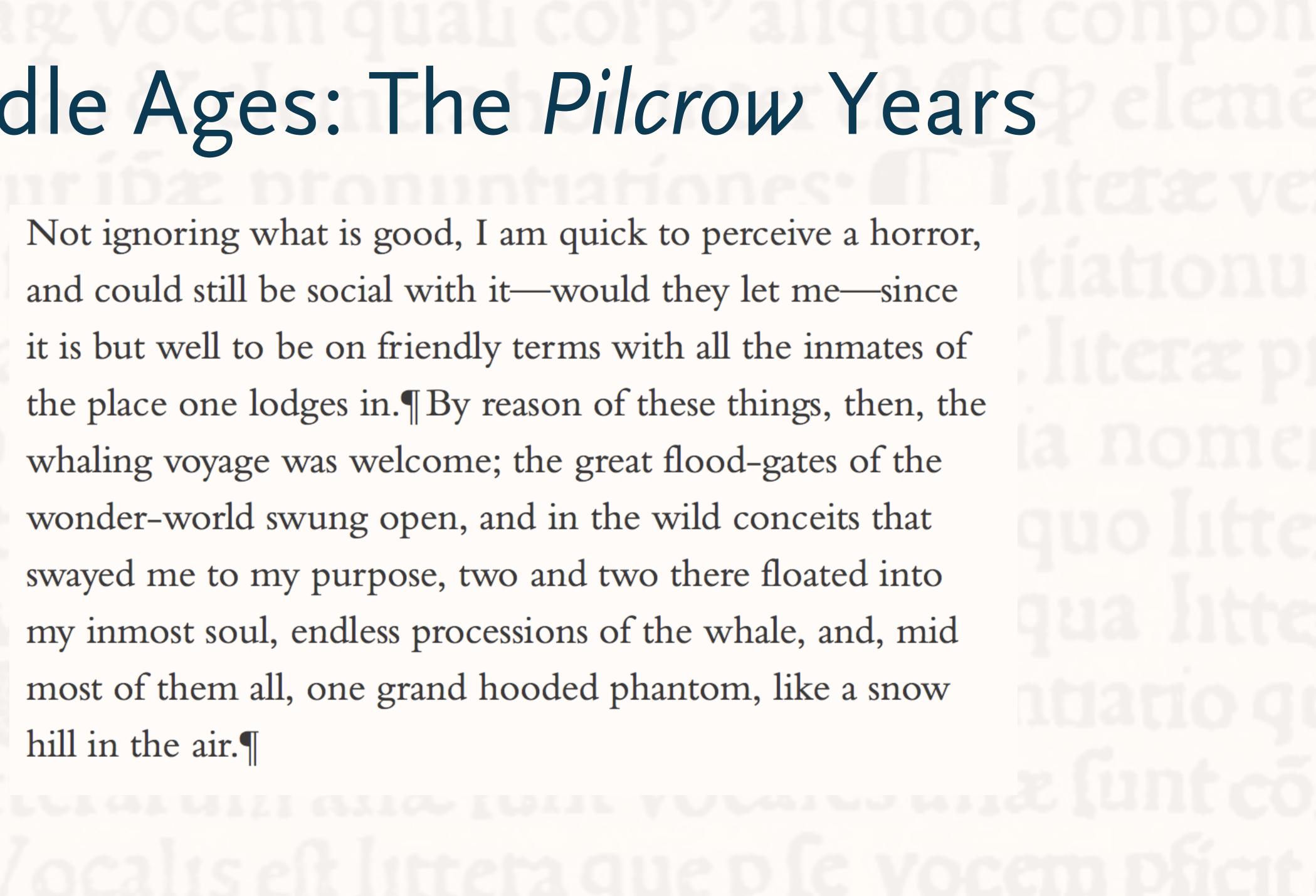
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http://www.smithsonianmag.com/arts-culture/the-origin-of-the-pilcrow-aka-the-strange-paragraph-symbol-8610683/



Middle Ages: The Pilcrow Years

Not ignoring what is good, I am quick to perceive a horror, and could still be social with it-would they let me-since it is but well to be on friendly terms with all the inmates of the place one lodges in. By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill in the air.¶



Middle Ages: The Pilcrow Years

Not ignoring what is good, I am quick to perceive a horror, and could still be social with it-would they let me-since it is but well^p to be on friendly terms with all the inmates of display: inline; the place one lodges in. By reason of these things, then, the pafterlene; the great flood-gates of the wonder-world scontent and 008641d conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid

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late 15th century & onward

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- things remote. I love to sail forbidden seas, and land on barbarous coasts. Not ignoring what is good, I am quick to perceive a horror, and could still be social with itwould they let me—since it is but well to be on friendly
- By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all,

late 15th century & onward

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when I indent, I prefer 1em



late 15th century & onward

inmates of the place one lodges in. By reason of margin-bottom: 0; text-indent: 1em; welcome; the great lood-gates of the wonder-world swung

block party

In cinema, the typewriter signals danger, even if this is the boring, routine mechanism of police work.

But first danger: the most chilling scene of <u>The</u> <u>Shining</u>, of course, is the moment when Shelley Duvall sees what her husband has been working on all this time. "All Work and No Play Makes Jack a Dull Boy," typed out in endless variation and repetition, is a message of solitude, authority gone awry, the machine danger of autonomy. This shot is literally about the confrontation with the machinery of writing; the madness lies not in what insane words Jack Torrance invented (he's no horror writer), but in the desperate limits he confronted in order to produce all this work--all this typing.

[is this apocrypha?: Kubrick had a secretary named Margaret Warrington who was asked to type out variations on the sentence 500 times on 500 sheets of paper. Then she did it again with equivalent idioms in four European languages.]

http://typecast.qwriting.qc.cuny.edu/2012/11/28/a-typewriter-links-ideas-to-their-owners/

block party

Not ignoring what is good, I am quick to perceive a horror, and could still be social with it—would they let me—since it is but well to be on friendly terms with all the inmates of the place one lodges in.

By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill in the air.

block party

the inmates of the place one lodges in. margin-bottom: 1em;

By reason of these things, then, the whaling voyage

S we were walking down the end of the wharf towards the ship, Queequeg carrying his harpoon, Captain Peleg in his gruff voice loudly hailed us from his wigwam, saying he had not suspected my friend was a cannibal, and furthermore announcing that he let no cannibals on board that craft, unless they previously produced their papers.

"What do you mean by that, Captain Peleg?" said I, now jumping on the bulwarks, and leaving my comrade standing on the wharf.

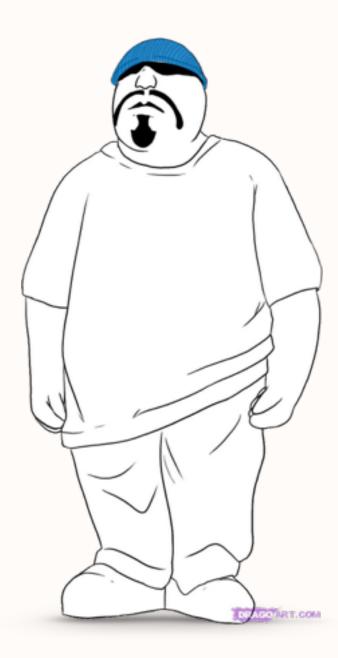
"I mean," he replied, "he must show his papers." "Yea," said Captain Bildad in his hollow voice, sticking his head from behind Peleg's, out of the wigwam. "He must show

in the air.

http://www.dragoart.com/tuts/641/1/1/how-to-draw-homies-character-bobby-loco.htm



y reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill



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first-line of defense

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last line without any orphans

By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill in the air.

last line without any orphans

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question: just what *is* the perfect ?

ansuer: the right one for your project

The Seattle Times

A months-long undercover police operation came to a close Monday with the arrests of two unlikely suspects: the managers of the Orion Motel, who are accused of facilitating prostitution and drug activity and providing cover to the pimps and drug dealers who rent rooms there.



 By Sara Jean Green Seattle Times staff reporter

By the time Seattle police converged on the Orion Motel, undercover officers and detectives had spent months posing as pimps, prostitutes and drug buyers to gather evidence of the criminal goings-on they say have long plagued the 28-room property.

Though the department's Vice & High Risk Victims Unit routinely busts pimps and johns along the same stretch of Aurora Avenue North, this was the first time the unit had focused on a specific business. The high volume of suspected criminal activity led detectives to a pair of unusual targets: the Orion's managers, a married couple who had lived on site for the past eight years.

The months-long police operation culminated Monday with the arrests of Kevin Lundquist Jr. and his wife for prostitution-related crimes.

Lundquist, 51, was charged Thursday with attempted promoting commercial

Buzzfeed

Coincidentally, Calvin split from his girlfriend of seven months, Aarika Wolf, at around this time. But at first, we were all, "Nah, they're not dating. They're just planning to work together in a "professional capacity." Because imagine how amazing the results of Taylor and Calvin in the studio together would be.

But then Taylor was spotted at a Calvin Harris concert in Las Vegas and the rumours continued.

However, last night the pair were spotted ACTUALLY TOGETHER outside of the studio, and, what's more, they were wearing MATCHING CLOTHES.

They were photographed talking to a fan outside Whole Foods, naturally, as that's Taylor's favourite place to shop.

The Shape of Design

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CHAPTER ONE HOW AND WHY

"Always the beautiful answer who asks a more beautiful question." E.E. CUMMINGS

If in the spring of 2003 a nightwalker found himself passing by North Spaulding Road, and – despite the hour – had the presence of mind to look up, he would find a light ablaze on the second floor. He would see me in profile, seated at my drafting table, kneading my face like a thick pile of dough. As I looked out the window, we would nod knowingly at one another, as if to say, "Yes, four in the morning is both too early and too late. Anyone awake must be up to no good, so let's not ask any questions." The nightwalker would continue down the street, weaving between the rows of parked cars and the sweetgum trees that bordered the sidewalk. I'd go back to kneading my face.

I remember one specific night where I found myself on the tail end of a long, fruitless stretch. I took to gazing out the window to search for

the only wrong answer no answer at all

thank you

Jason Pamental @jpamental

slides: slideshare.net/jpamental code: github.com/jpamental

typefaces: Salomé & Scala Sans photoography: unless otherwise noted, photos by @jpamental