Responsive Typography

Design for Meaning, Not for Screen Size



What We'll Cover

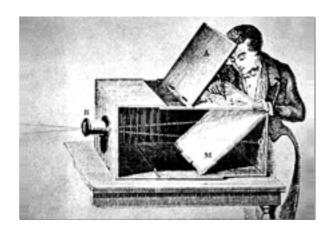
- + Lies & deceptions about art & science
- Understanding the value of hats
- What is Responsive Typography
- + Practicing the Four P's



Art & Science: A Historical Romance



DaVinci? That guy would code



Vermeer: *Master or Technician?*



Tim Jenison *Artist or Inventor?*



Is Tim an artist or is Tim an inventor? I think the problem is not trying to pick one of these things for Tim to be — the problem is that we have that distinction

-Penn Jillette in 'Tim's Vermeer'

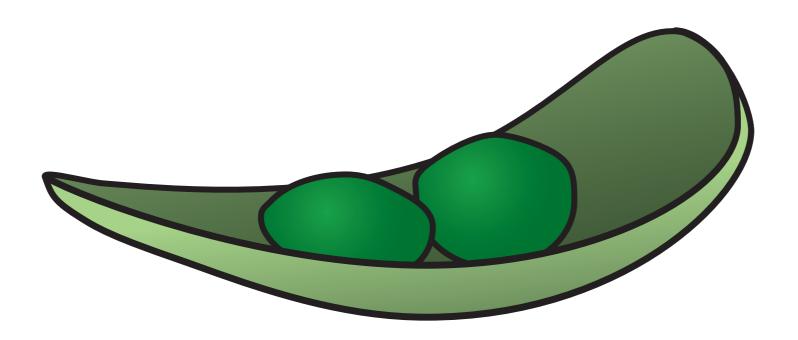


Art+Science



Design+Development







Art is inherently tied to the technology we use to create it

No matter how much we try to ignore it



When is our industry going stop calling it "web" typography?

@sblakeborough, via twitter



We can't.

- + (Insert Ginger Rogers analogy here)
- + 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



+ Words have meaning, but letters have emotion

I love you



+ Words have meaning, but letters have emotion

I love you



+ Words must first be read

before they can be understood

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.



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before they can be understood

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.



- + Legible means you can read it
- + Readable means you might actually want to

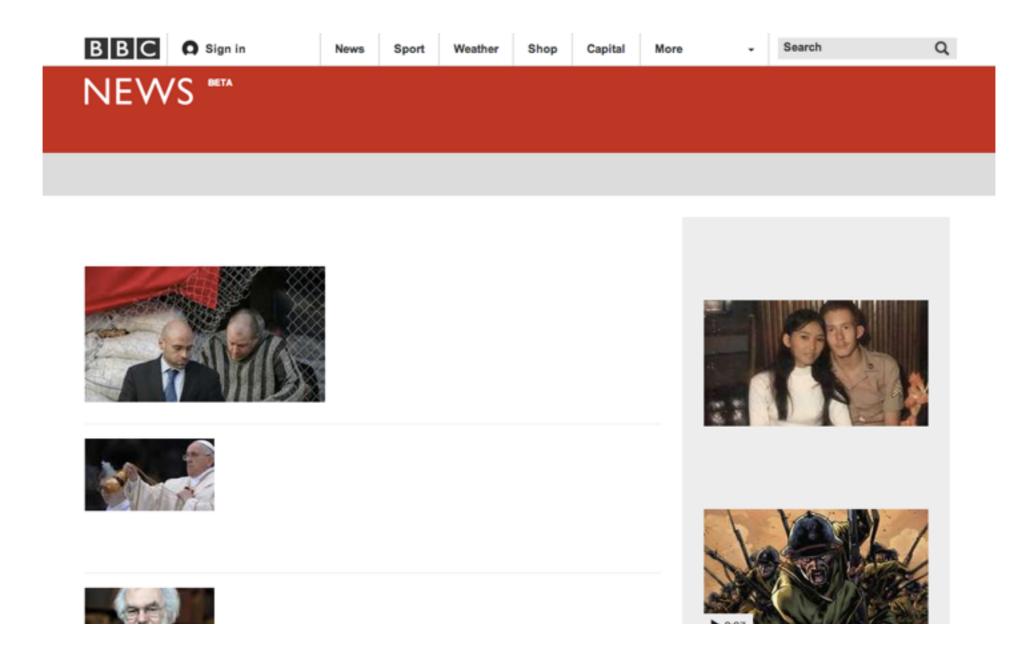
A tale of a curious affliction



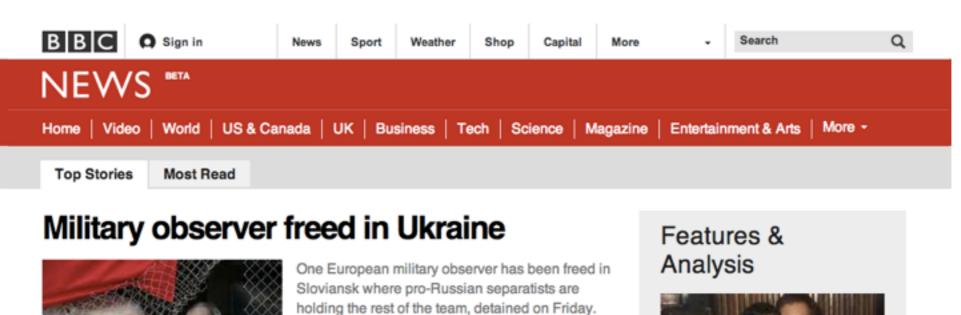
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A tale of a curious affliction











Vatican declares two popes saints

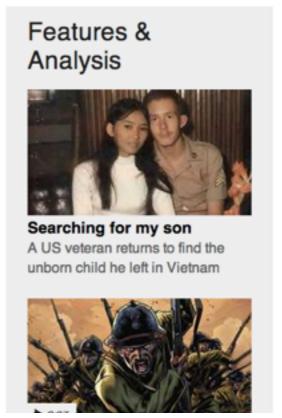
Pope Francis declares Popes John Paul II and John XXIII saints, praising them as "men of courage" in front of a crowd of hundreds of thousands.

© 29 minutes ago | Europe

© 9 hours ago | Europe



Britain is now 'post-Christian'







President Obama: ""We will be expanding our exercises and training with allies to increase the readiness of our forces"

President Barack Obama has announced plans for a \$1bn (£600m) fund to increase US military deployments to Europe, during a visit to Poland.

Mr Obama, who will meet Nato leaders amid concerns over the Ukraine crisis, said the security of America's European allies was "sacrosanct".

In April, 150 US soldiers were sent to Poland for military exercises amid growing tensions with Russia.

44.01 11.1 11.01.1







Responsive 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

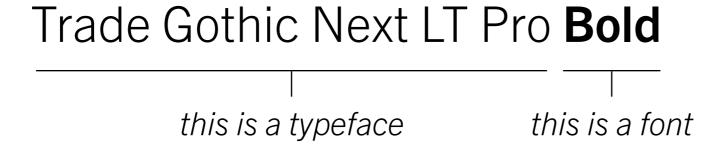


Performance



Performance Matters

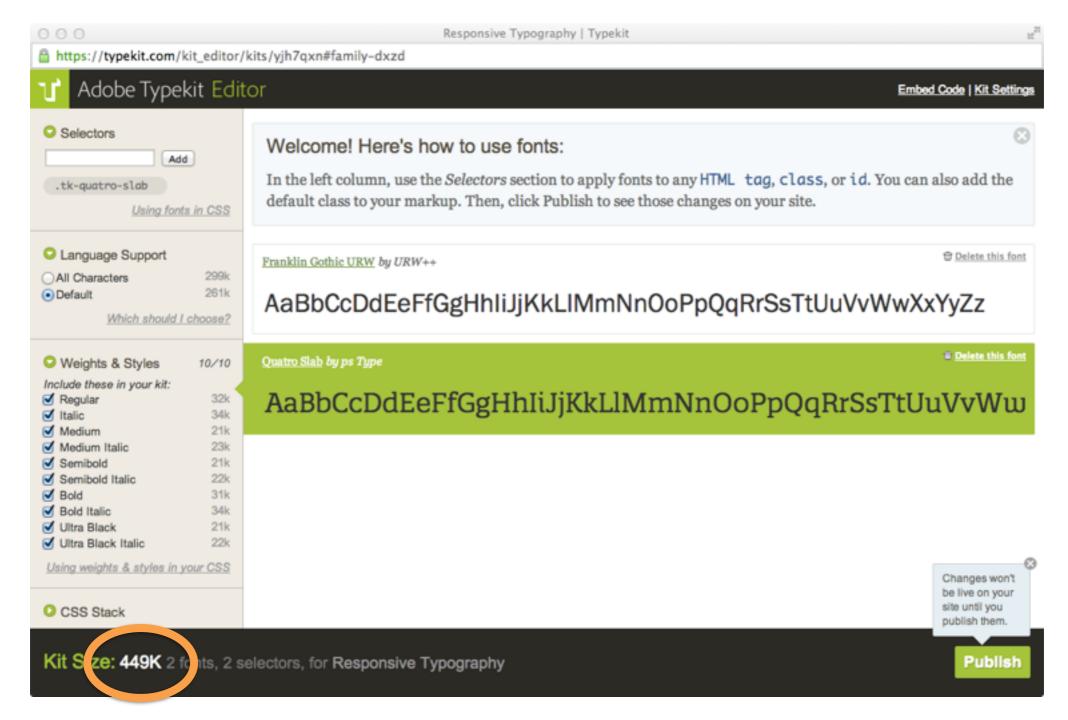
- + Great typography isn't 'I used all of them'
- Load only what you need



+ Each font has a performance cost, so **budget wisely**

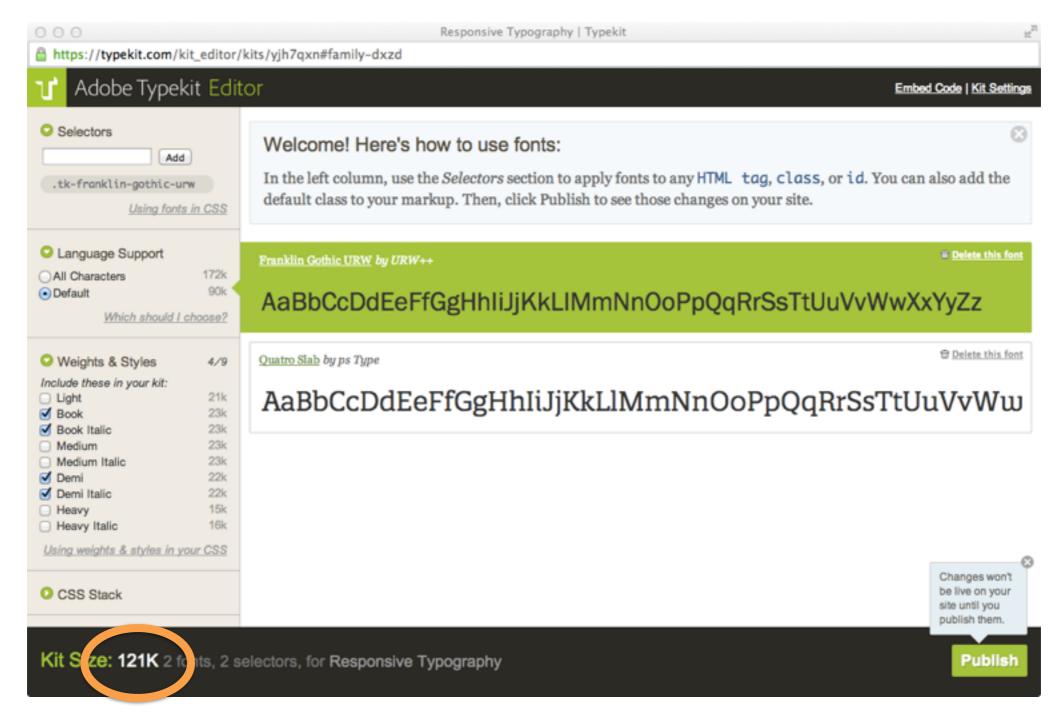


Performance Matters





Performance Matters





Progressive Performance

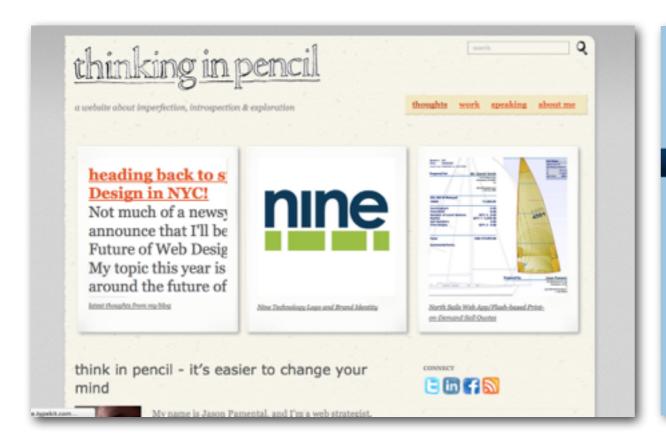
```
<!-- NEEDED -->
<script type="text/javascript">
 WebFontConfig = {
    google: { families: [ 'Roboto Slab:700', 'Roboto:400,400italic,700italic,700' ] }
  (function() {
    var wf = document.createElement('script');
   wf.src = ('https:' == document.location.protocol ? 'https' : 'http') +
      '://ajax.googleapis.com/ajax/libs/webfont/1/webfont.js';
    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'</pre>
    rel='stylesheet' type='text/css'>
</noscript>
```



Progressive Enhancement



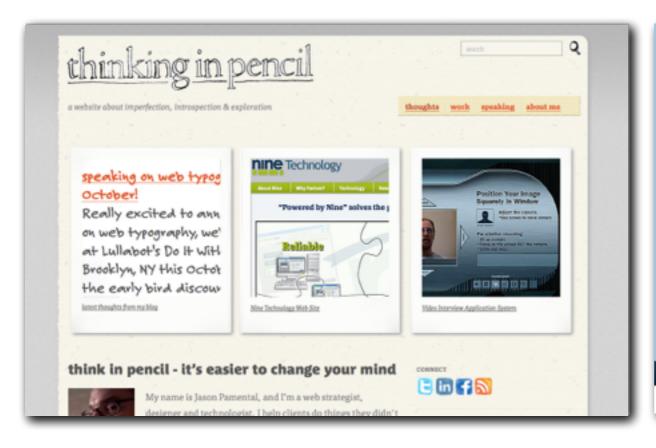
FOUT is OUR fault







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





Web fonts loaded





No web fonts, uncorrected





No web fonts, corrected





Web fonts loaded



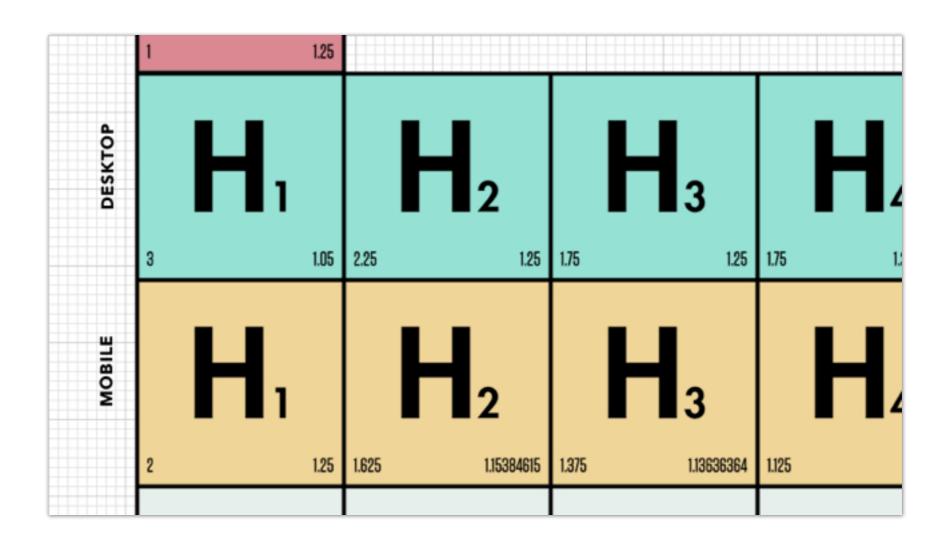
```
body {
  font-family: "Roboto", Helvetica, "Lucida Sans", sans-serif;
  font-size: 1em;
  letter-spacing: normal;
  line-height: 1.4em;
.wf-inactive body {
  font-family: Helvetica, "Lucida Sans", sans-serif;
  font-size: 1em;
  letter-spacing: 0.0035em;
  line-height: 1.4em;
```



Proportion



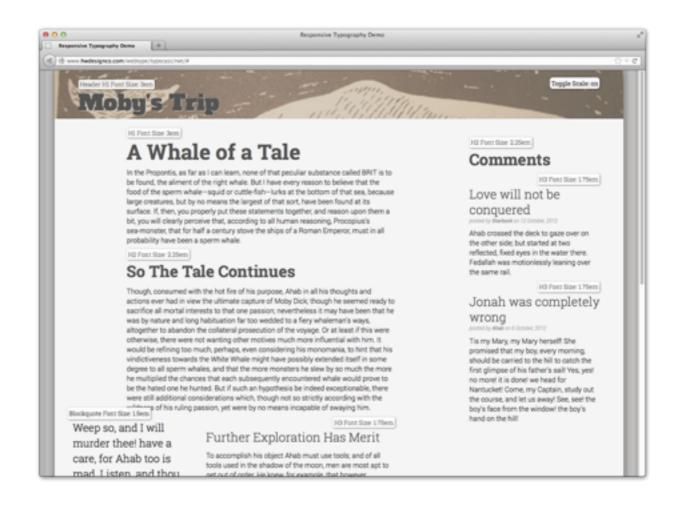
Proportion: one size won't do





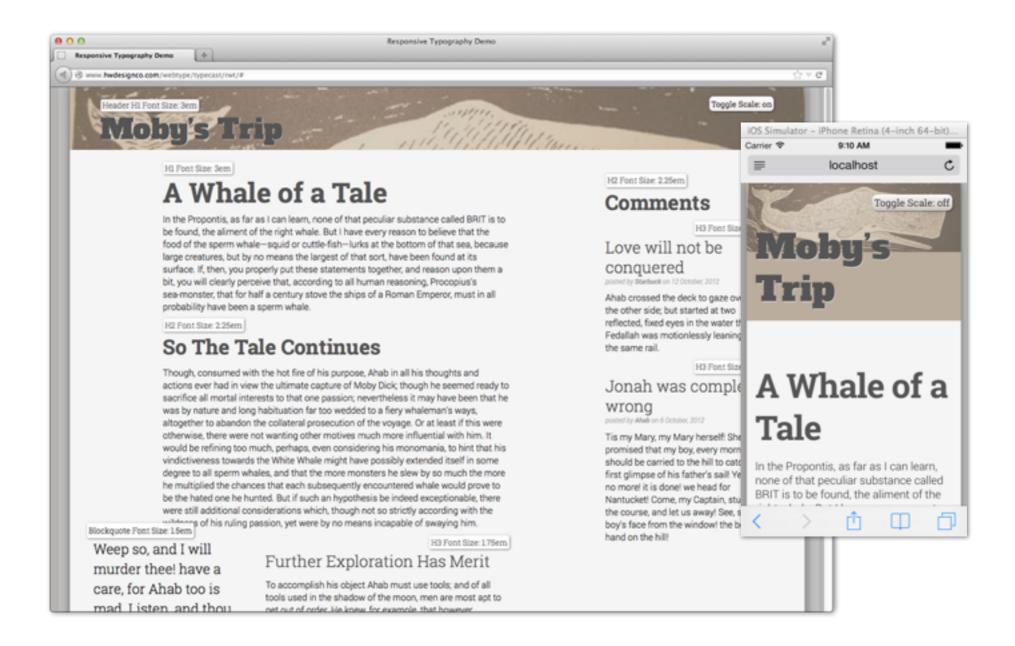
Desktop geese & handheld gander

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



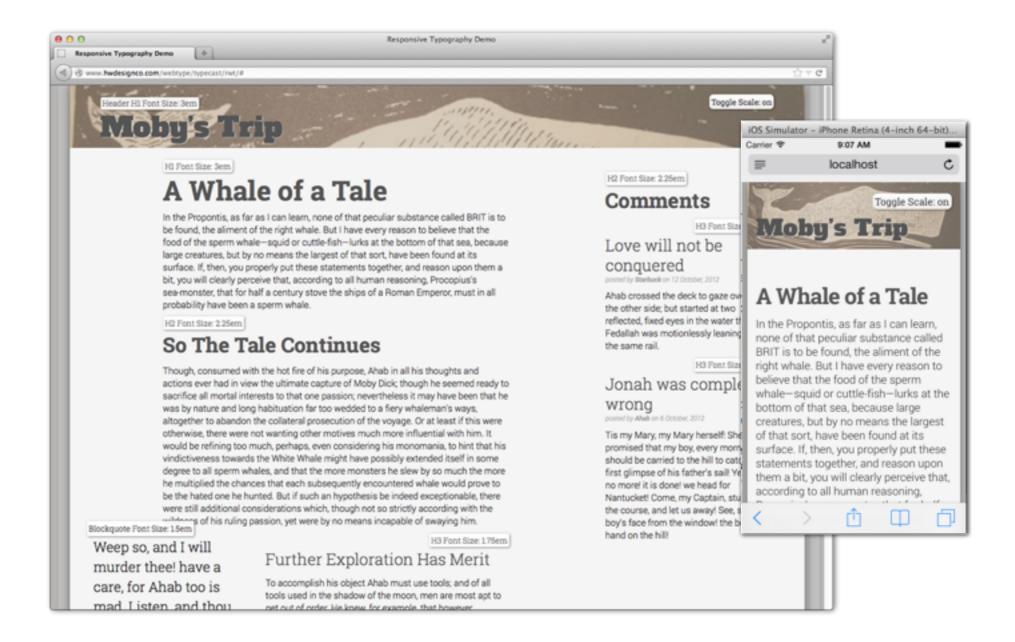


For example...





For example...





For example...

```
h1 {
  font-size: 2em;
  line-height: 1.25;
  margin-top: 0.9375em;
  margin-bottom: 0.3125em; }
@media (min-width: 43.75em) {
  h1 {
    font-size: 2.5em;
    letter-spacing: normal;
    line-height: 1.125;
                                                  A Whale of a Tale
    margin-top: 0.7333334em;
    margin-bottom: 0.2444445em; }
@media (min-width: 56.25em) {
  h1 {
    font-size: 3em;
    letter-spacing: normal;
    line-height: 1.05;
    margin-top: 0.6875em;
    margin-bottom: 0.22916667em; }
```

Polish



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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http://bit.ly/jpsassotf

Moby's Trip

TOGGLE OT FEATURES: ON

A Whale of an Afflicted Tale

```
h1 {
    font-family:"Playfair Display", Georgia, serif;
    font-feature-settings:"clig" 1,"dlig" 1,"frac" 1,"liga" 1;
}
```

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



ivilization 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



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"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?



```
#main-content p:first-of-type:first-letter,
.lt-ie9 #main-content h1 + p:first-letter {
   font-size: 3em;
   font-family: "Playfair Display", Georgia, "Times New Roman";
   font-weight: bold;
   line-height: 0.9;
   display: block;
   float: left;
   padding-right: 0.15em;
   padding-top: 0;
}
```



Polish: Don't Leave Orphans Behind

+ Typogrify FTW:

http://bit.ly/rt-tpgrfy

http://bit.ly/rt-tpgrfy-ee

http://bit.ly/rt-tpgrfy-wp

If so, how is the system to be changed? "How do you eat an elephant?" she replied. "Well! I'm patient. Rome wasn't built in a day." (She was born in Rome.) But there is at least a new awareness of what's at stake. She singled out the pioneering example of François-Henri Pinault, C.E.O. of the luxury conglomerate Kering (Gucci, Bottega Veneta, Stella McCartney), who has invested many millions in creating eco-friendly brands.



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- + Seems small, but has oversized impact to user & editor

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A Little in Abundance is a Lot

+ Use max-width on elements to keep text readable

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

- + CSS3 brings character counts, but not universal (vw & vh, ch & cx)
- + EMs or REMs, but no PX
- + Don't forget: use real content!

 Because Lorem Ipsum is a poseur



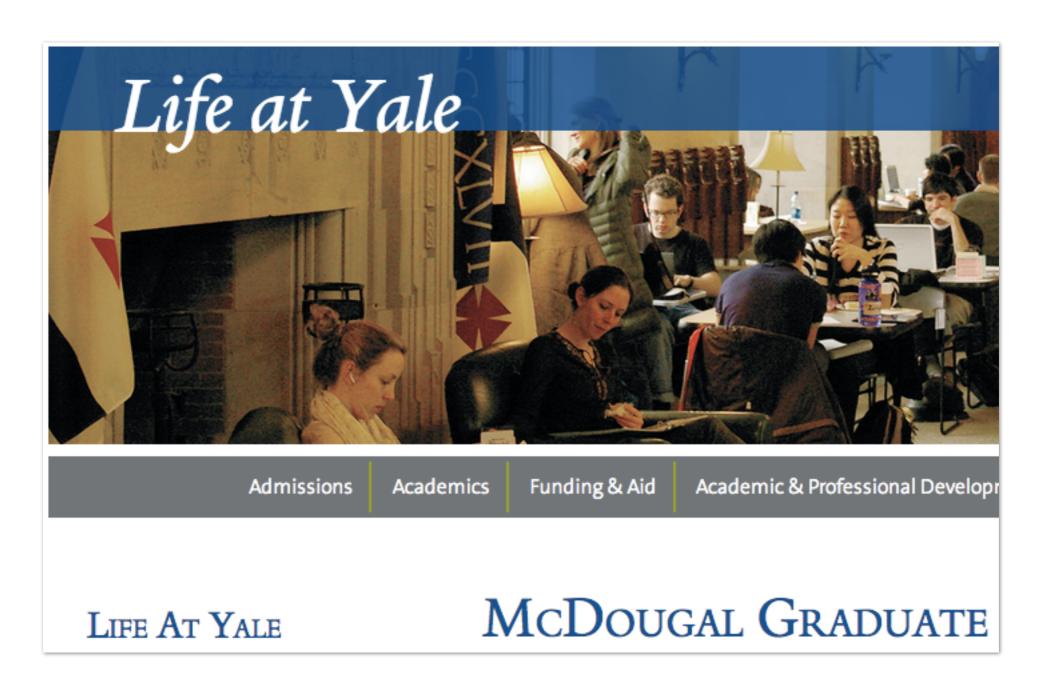
New Tricks

- + Emerging attributes: font-size-adjust & font-smoothing
- + The future is here; it's just not evenly distributed
- + Try text-rendering engine detection combined w/font-smoothing adjustments

 (http://typerendering.com courtesy of @NiceWebType & @bramstein)

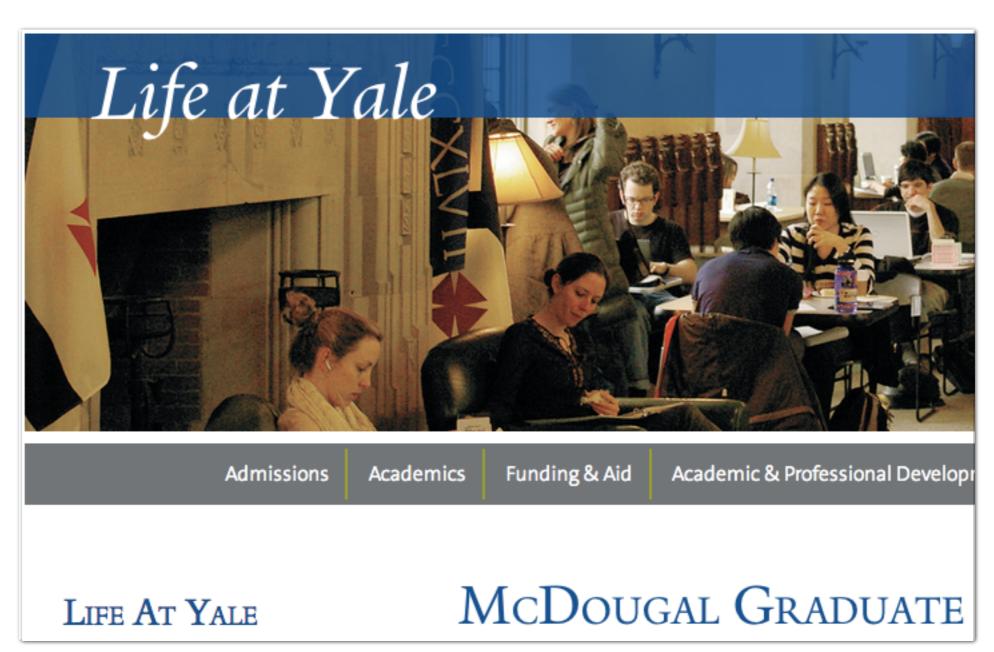


True Life Story





True Life Story



-webkit-font-smoothing: antialiased;

-moz-osx-font-smoothing: grayscale;



A Perfect Page

or at least a far better start



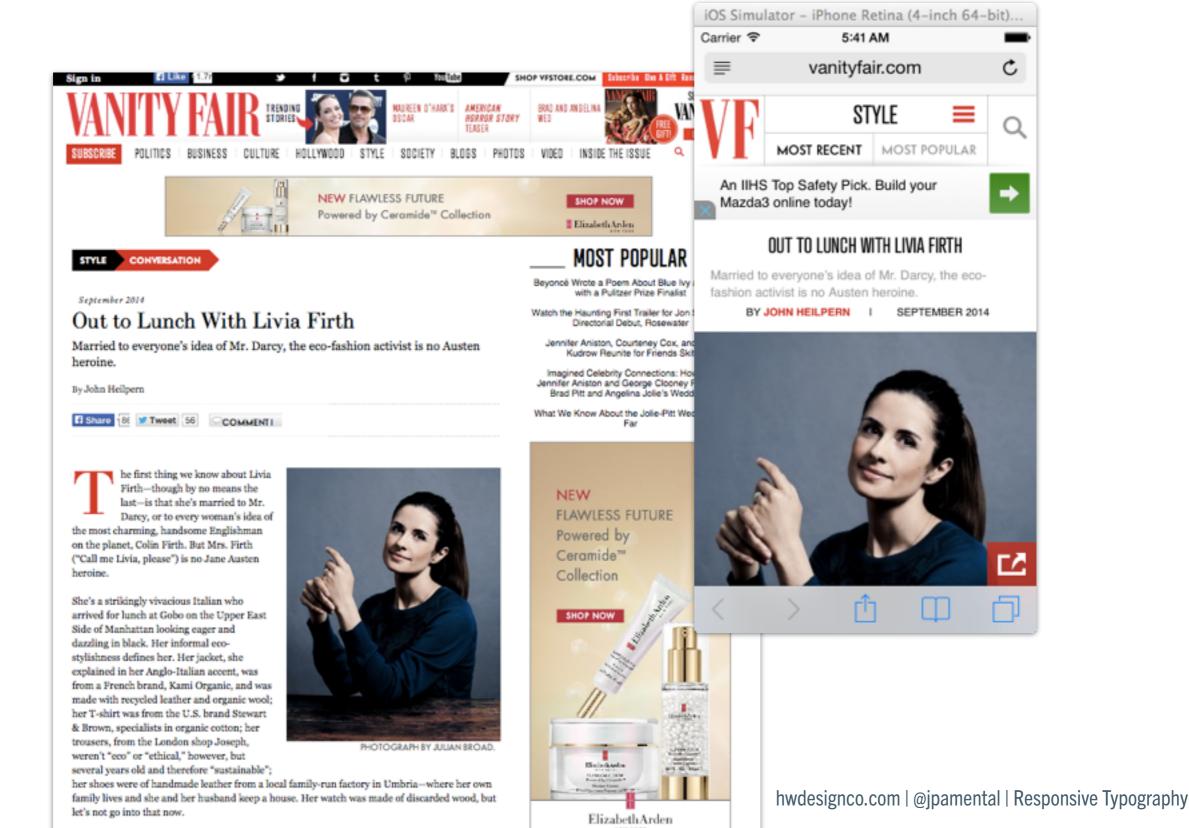
Inspiration

- + Oversize 2-level header
- Stylized subhead
- + Byline
- Large initial cap
- + Inset photo
- + Pull-quote





Frustration





Realization

- + Oversize 2-level header
- + Stylized subhead
- + Byline
- Large initial cap
- Inset photo
- + Pull-quote
- + Virtually no extra markup necessary
- + Fully responsive





Realization





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

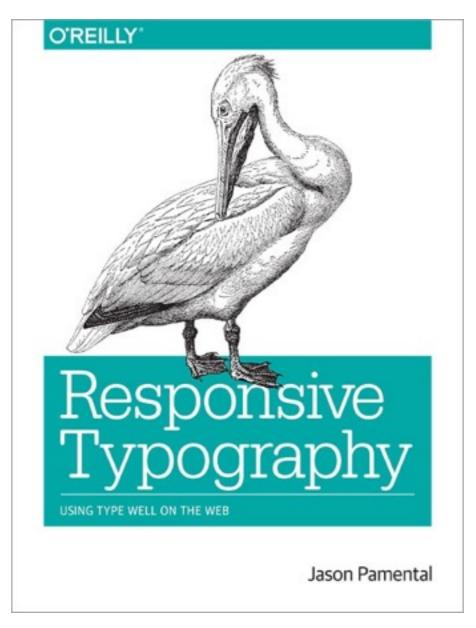
It's about composition (think: small paintings)

+ Polish

Great typography is greater than the sum of its parts



Just out!



http://bit.ly/rwtbook



Coming Up:

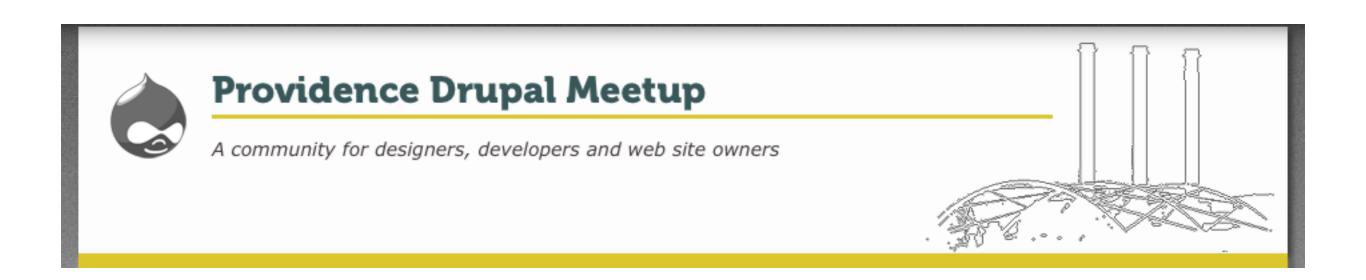




http://webcoffee.co

DrupalPVD

- + 2nd Wednesday every month
- + Brief presentations, mentoring and mixing
- + Sign up: http://meetup.com/DrupalPVD





Thank You

Jason Pamental (@jpamental)

Slides: http://bit.ly/jpnewdc

Code: http://bit.ly/rtwcode

