

# Proportion: One Size Won't Rule Them All

# Proportion: A Measure of Improvement

- + Stuck a nerve in the web community
- + Showed a gap in RWD thinking & approach
- + Changed the whole focus of my book

	1	1.25					
DESKTOP	H <sub>1</sub>	H <sub>2</sub>	H <sub>3</sub>	H <sub>4</sub>			
	3	1.05	2.25	1.25	1.75	1.25	1.75
MOBILE	H <sub>1</sub>	H <sub>2</sub>	H <sub>3</sub>	H <sub>4</sub>			
	2	1.25	1.625	1.15384615	1.375	1.13636364	1.125

# Proportion, Illustrated



<http://bit.ly/jprwt>

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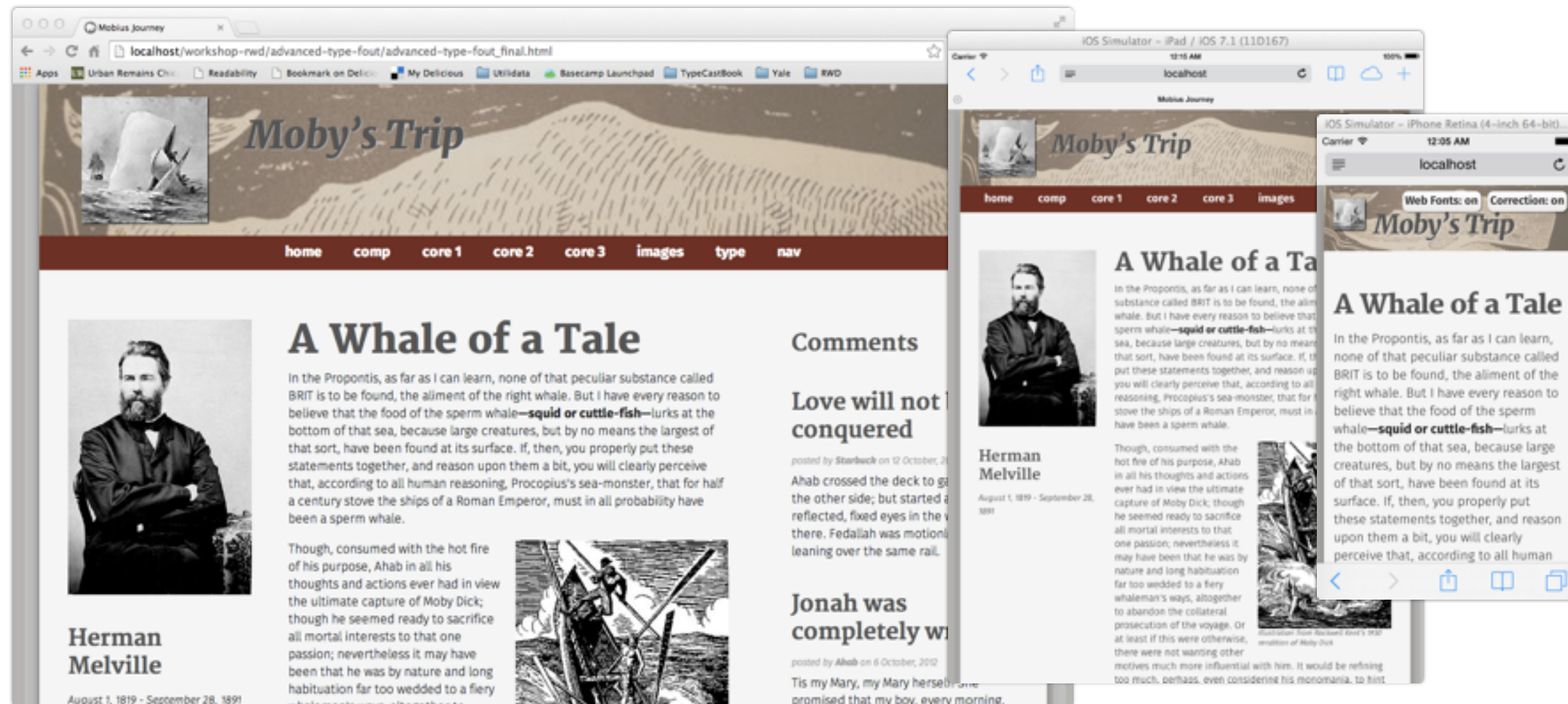


# A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
<b>Body</b> - 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) - 1.375 - 60-75
<b>H1</b> - 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
<b>H2</b> - 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
<b>H3</b> - 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
<b>H4</b> - Font size: - Line height:	- 14pt (1.667em) - 1.25	- 18px (1.125em) - 1.25	- 18px (1.125em) - 1.25	- 18px (1.125em) - 1.222222	- 18px (1.125em) - 1.111111	- 18px (1.125em) - 1.111111
<b>Blockquote</b> - Font size: - Line height:	- 24pt (2em) - 1.458333	- 24px (1.5em) - 1.458333	- 24px (1.5em) - 1.458333	- 24px (1.5em) - 1.458333	- 20px (1.25em) - 1.25	- 20px (1.25em) - 1.25

<http://bit.ly/jprwt>

# Measure & Scale



# Preserve Meaning, Not Pixel Size

- + Design is about **communicating ideas & influencing behavior**
- + Use scale as a starting point & tweak for specific typefaces & usage scenarios
- + Much like the grid: this is not religion, it's just a start

**Now let's go code!**