

Performance & Progressive Enhancement

getting your content on screen—fast

First Rule of Fight Club (& Web Design)

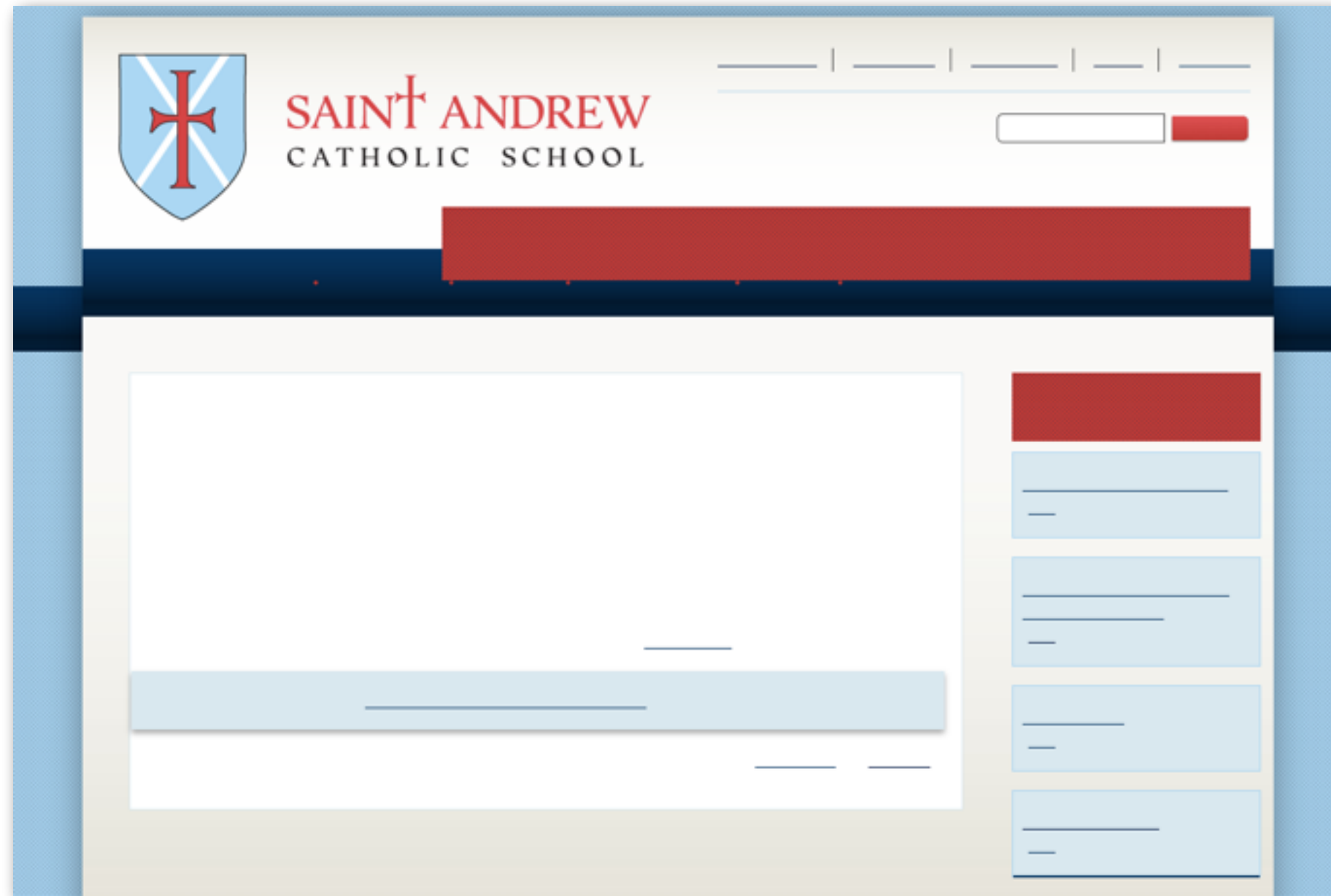
- + Don't
- + Block
- + Page
- + Render

75%

of mobile users will leave in

5s

Don't Do This To Your Users



Don't Do This To Your Users



Performance Is Design

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

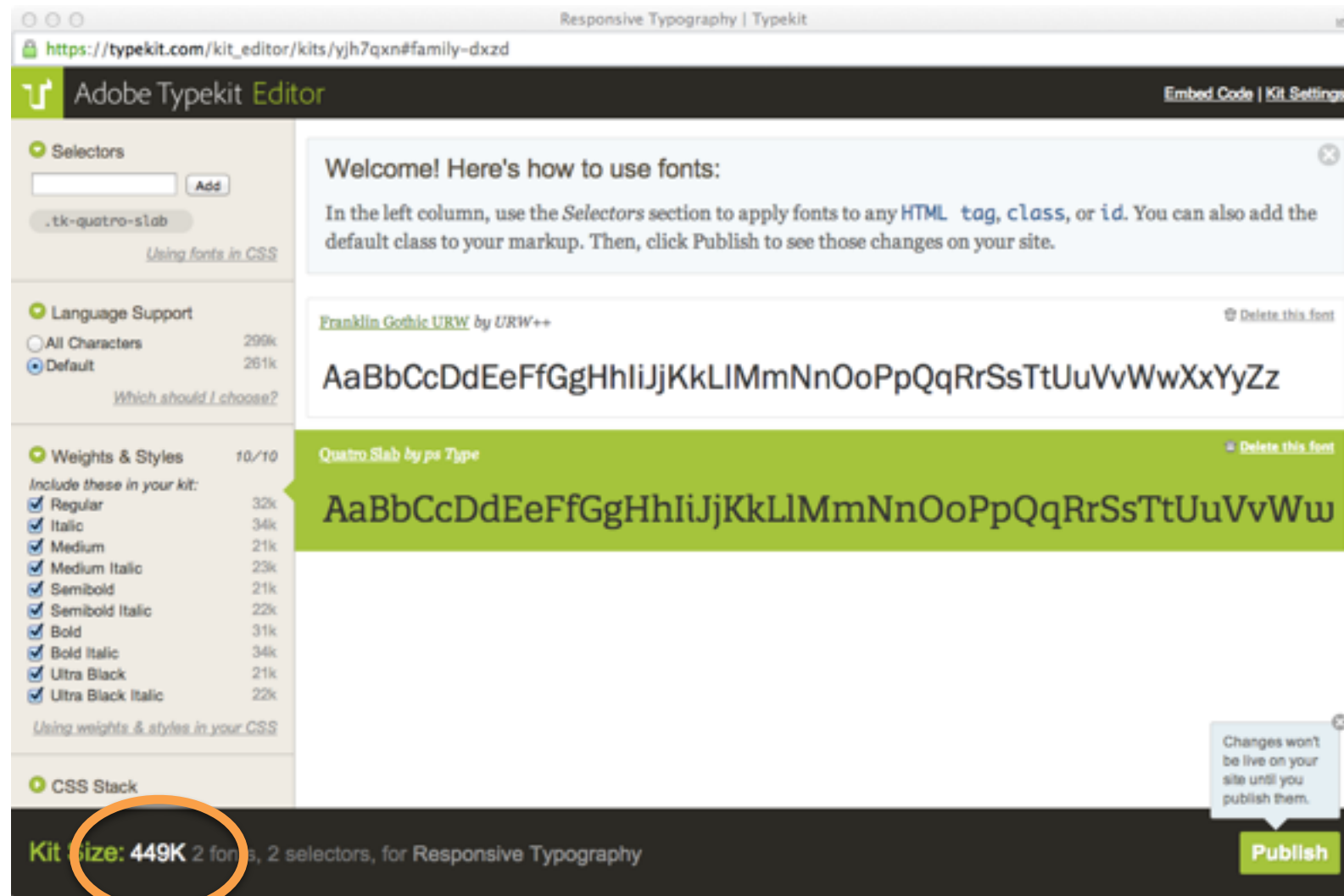
Trade Gothic Next LT Pro **Bold**

_____ |
this is a typeface

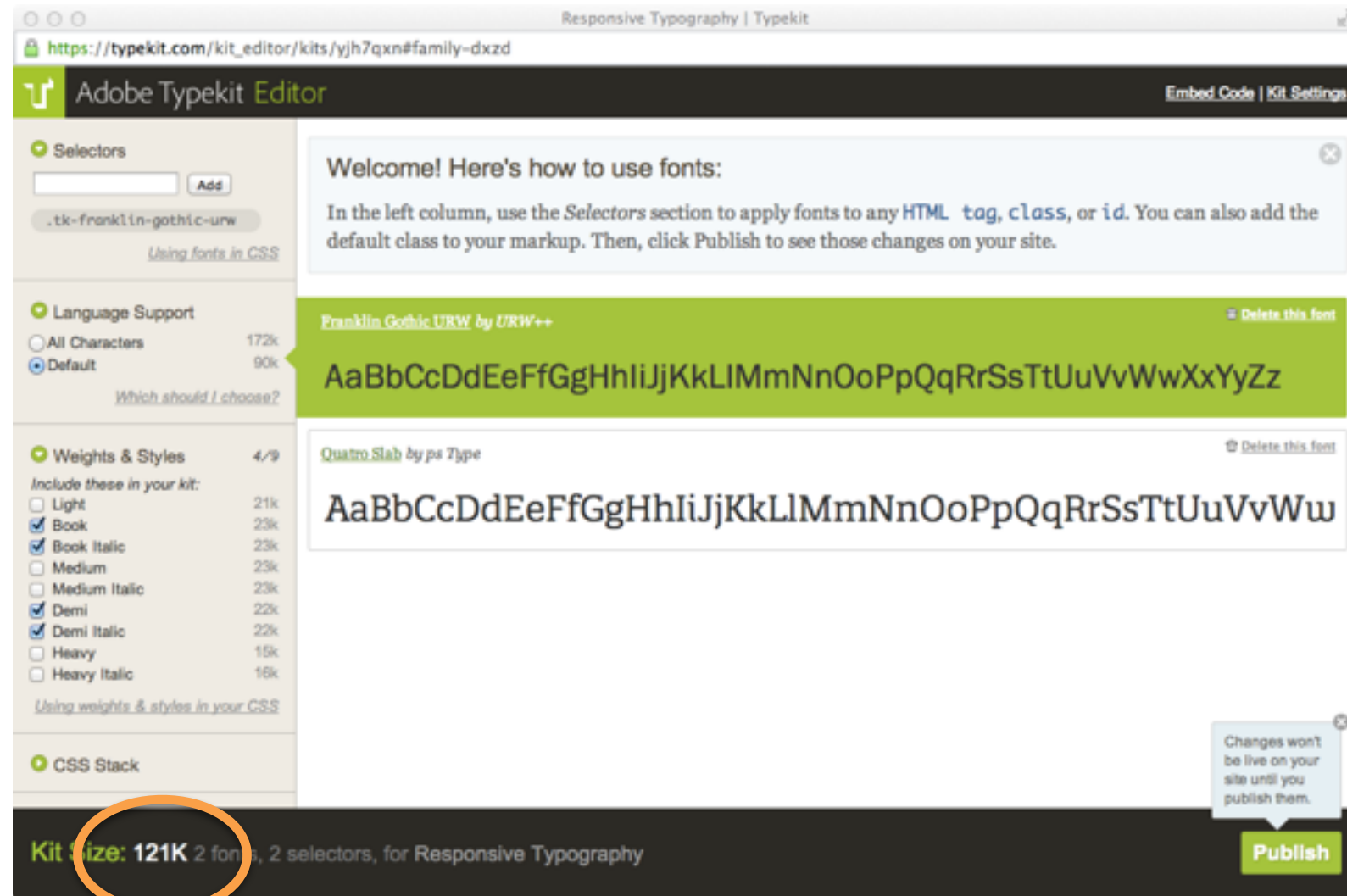
_____ |
this is a font

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

Design Is Making a Choice



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Design Is Making a Choice

The image shows a side-by-side comparison of two font management interfaces. On the left is the Adobe Typekit Editor, and on the right is the Google Fonts website.

Adobe Typekit Editor (Left):

- URL: https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd
- Section: Selectors
- Language Support: Default (90k)
- Weights & Styles: 4/9 (includes Book, Book Italic, Demi, Demi Italic, Heavy, Heavy Italic)
- Kit Size: **121K** (circled in orange)
- Kit Contents: 2 fonts, 2 selectors, for Responsive Typography

Google Fonts (Right):

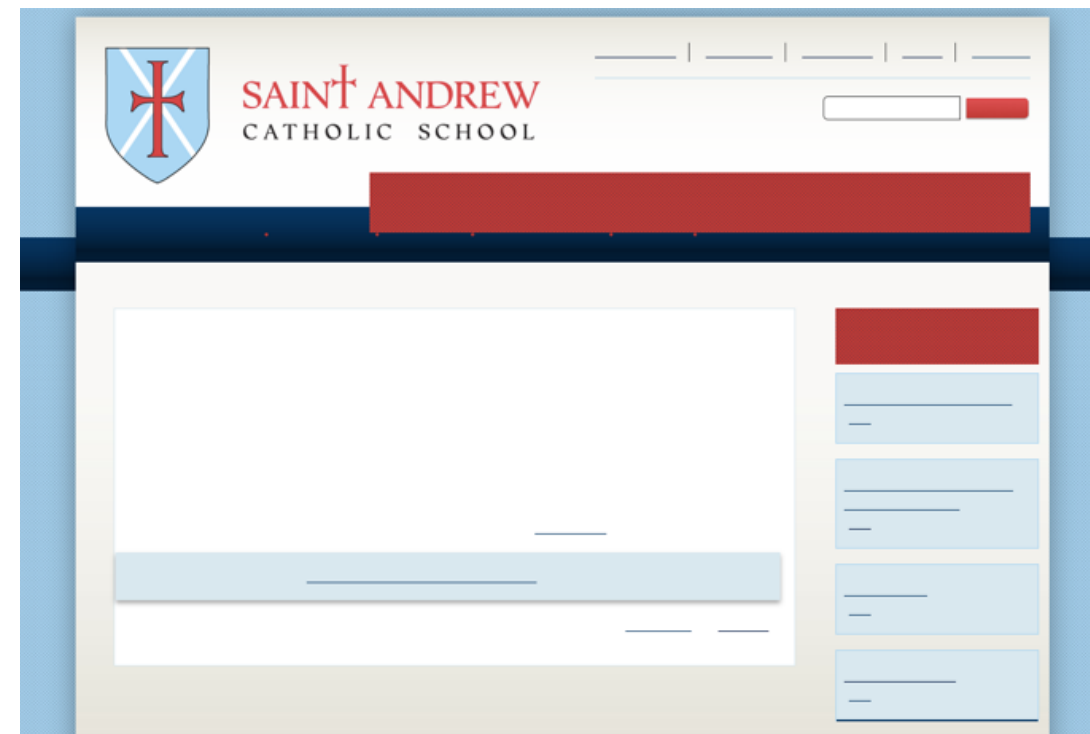
- Section: 1. Choose the styles you want:
- Font Families: Playfair Display, Merriweather
- Styles: Normal 400, Normal 400 Italic, Bold 700, Bold 700 Italic, Ultra-Bold 900, Ultra-Bold 900 Italic
- Preview Text: Grumpy wizards make toxic brew for the evil Queen and Jack. (shown in various styles)
- Page Load Gauge: 244
- Tip: Using many font styles can slow down your webpage, so only select the font styles that you actually need on your webpage.
- Buttons: Choose, Review, Use

Choose Wisely

```
<script type="text/javascript">
  WebFontConfig = {
    google: { families: [ 'Playfair+Display:400,700,900,400italic,700italic,900italic:+
      latin', 'Merriweather:400,900italic,700italic,400italic,300italic,900,700,300:latin' ] }
  };
  (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>
```

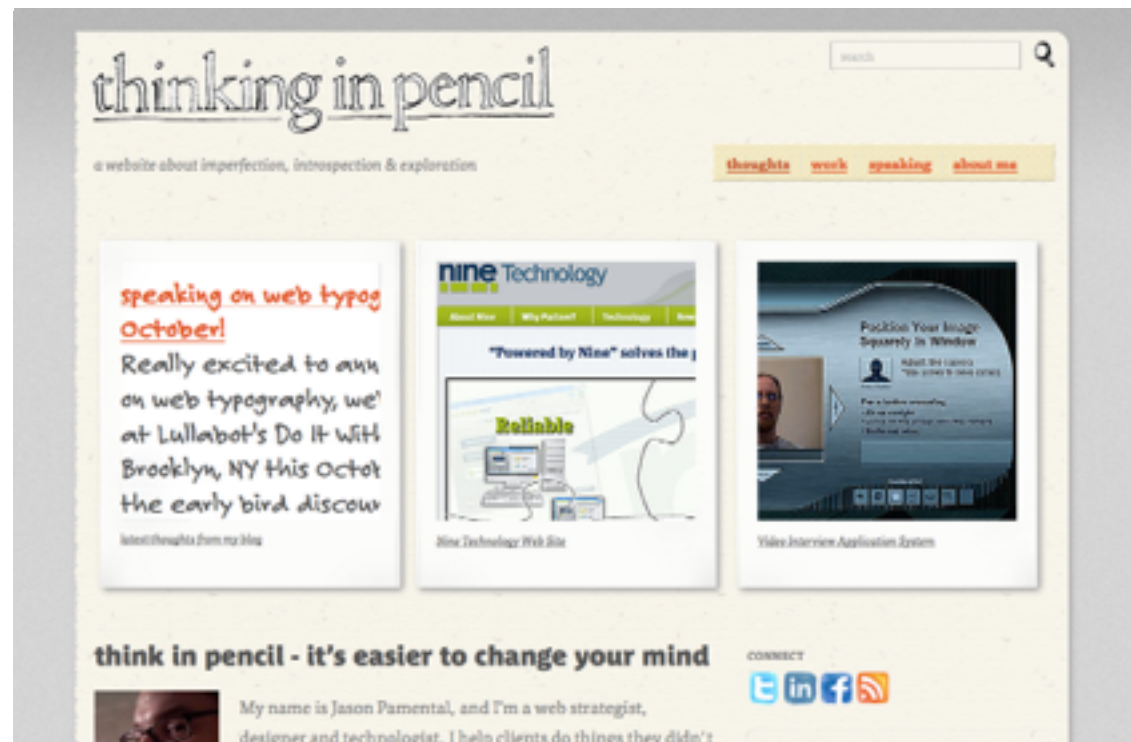
Choose Wisely: FOUT is *OUR* fault

- + Use asynchronous loading to load content faster
- + Leverage Web Font Loader to fix the 'unstyled' part



Choose Wisely: FOUT is *OUR* fault

- + Use asynchronous loading to load content faster
- + Leverage Web Font Loader to fix the 'unstyled' part



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

- + Support for `@font-face` is more likely than JS
- + Better stance: tune for loading process
- + This helps address devices with no `@font-face` support too!
- + Still include `<noscript>` as fallback

Progressively Enhance



Web fonts loaded

Progressively Enhance



No web fonts, uncorrected

Progressively Enhance



No web fonts, corrected

Progressively Enhance



Web fonts loaded

Better: Let's look at the code!