

Responsive Typography

An Introduction

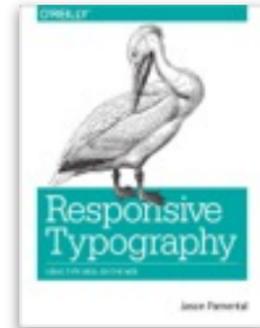
Who Am I?

+ Co-founder of 

+ Tinkerer with



+ Author of this



+ Co-parent of



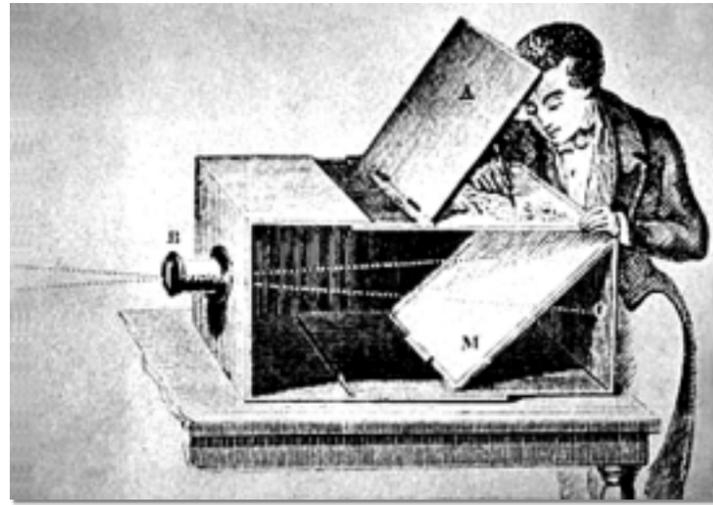
What We'll Cover

- + Lies & deceptions
- + An honest reconciliation
- + What is Responsive Typography
- + Making your typography responsive
- + Then we'll go build stuff

Art & Technology: 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 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.

- + 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

**It's not what we don't know
that'll kill us**

It's what we willfully ignore

A Long Road to a Make-Believe Place

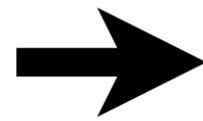
- + We prop up our vision of the world with tricks & misconceptions



960px

A Long Road to a Make-Believe Place

- + We prop up our vision of the world with tricks & misconceptions



A Long Road to a Make-Believe Place

- + We prop up our vision of the world with tricks & misconceptions

“A page is not a valuable concept even for someone who wants to read a book.”

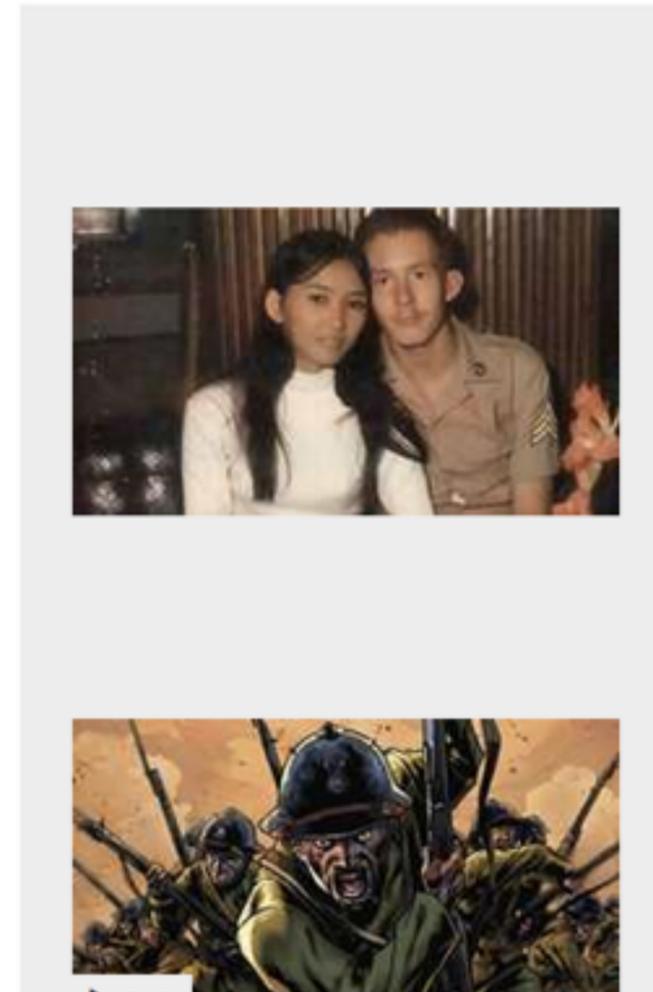
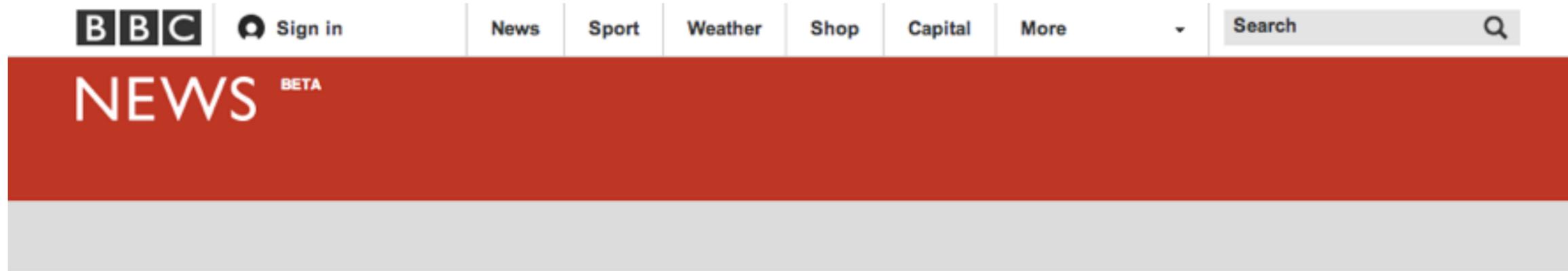
Jeff Eaton (@eaton)



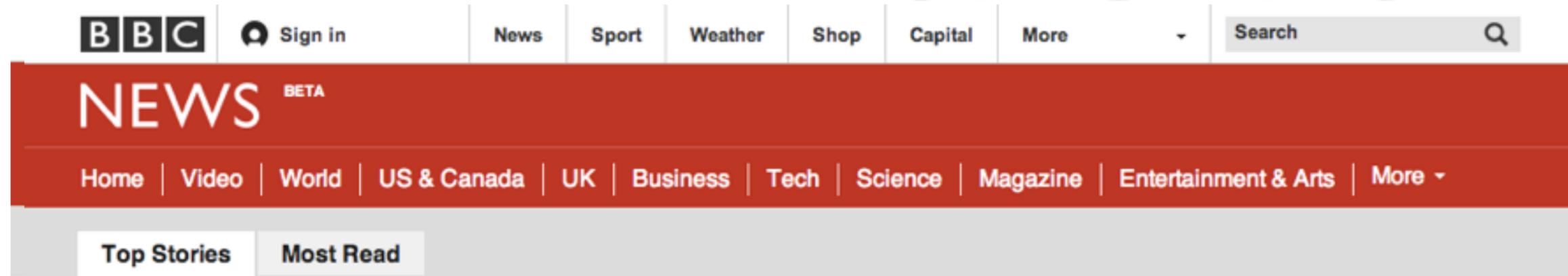
Take Away What We Can't Know

- + Screen size
- + Device capabilities
- + Concurrent activities
- + Depth of focus
- + Purpose of visit

Focus on What's Left: Typography



Focus on What's Left: Typography



Military observer freed in Ukraine



One European military observer has been freed in Sloviansk where pro-Russian separatists are holding the rest of the team, detained on Friday.

🕒 29 minutes ago | [Europe](#)



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.

🕒 9 hours ago | [Europe](#)



Britain is now 'post-Christian'

Features & Analysis



Searching for my son

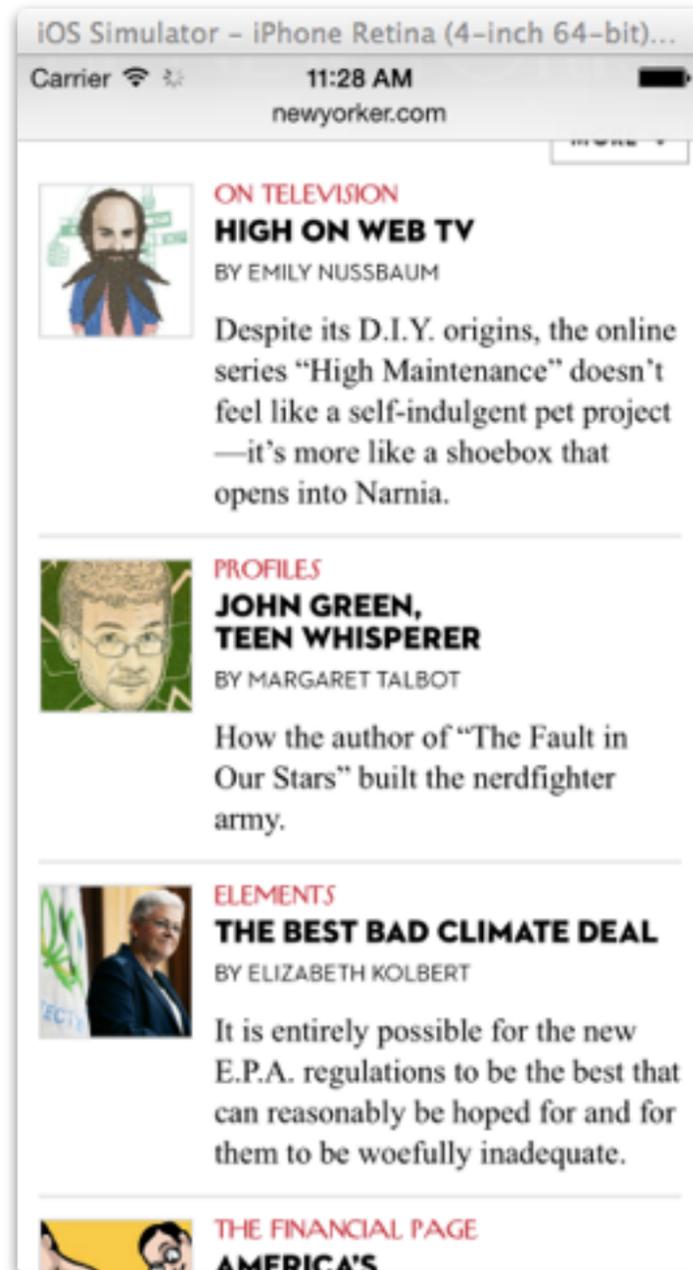
A US veteran returns to find the unborn child he left in Vietnam



Focus on What's Left: Typography



Focus on What's Left: 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 Matters

- + 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**

Performance Matters

The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL is https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd. The interface is divided into several sections:

- Selectors:** A section with an "Add" button and a text input field containing ".tk-quadro-slab". Below it is a link "Using fonts in CSS".
- Language Support:** A section with two radio buttons: "All Characters" (299k) and "Default" (261k). Below it is a link "Which should I choose?".
- Weights & Styles:** A section with a "10/10" indicator and a list of font weights and styles with checkboxes and sizes:

Weight/Style	Size
Regular	32k
Italic	34k
Medium	21k
Medium Italic	23k
Semibold	21k
Semibold Italic	22k
Bold	31k
Bold Italic	34k
Ultra Black	21k
Ultra Black Italic	22k

Below this list is a link "Using weights & styles in your CSS".
- CSS Stack:** A section at the bottom left.

The main content area displays a welcome message: "Welcome! Here's how to use fonts: In the left column, use the *Selectors* section to apply fonts to any HTML tag, class, or id. You can also add the default class to your markup. Then, click Publish to see those changes on your site."

Two font families are shown:

- Franklin Gothic URW by URW++:** A light blue box containing the text "AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz". A "Delete this font" button is in the top right.
- Quadro Slab by ps Type:** A green box containing the text "AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw". A "Delete this font" button is in the top right.

A notification bubble in the bottom right says: "Changes won't be live on your site until you publish them." Below it is a green "Publish" button.

At the bottom of the interface, a black bar displays the kit size: "Kit size: 449K 2 fonts, 2 selectors, for Responsive Typography". The "449K" is circled in orange.

Performance Matters

The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL is https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd. The interface includes a left sidebar with sections for Selectors, Language Support, Weights & Styles, and CSS Stack. The main area displays a welcome message and two font families: Franklin Gothic URW and Quatro Slab. The Franklin Gothic URW font is highlighted in green, and its size is 121K. The Quatro Slab font is shown below it. A "Publish" button is visible at the bottom right, and a tooltip indicates that changes won't be live until published. The kit size is 121K, which is circled in orange.

Responsive Typography | Typekit

https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd

Adobe Typekit Editor [Embed Code](#) | [Kit Settings](#)

Selectors

[Add](#)

.tk-franklin-gothic-urw

[Using fonts in CSS](#)

Welcome! Here's how to use fonts:

In the left column, use the *Selectors* section to apply fonts to any HTML tag, class, or id. You can also add the default class to your markup. Then, click Publish to see those changes on your site.

Franklin Gothic URW by URW++ [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Quatro Slab by ps Type [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Language Support

All Characters 172k

Default 90k

[Which should I choose?](#)

Weights & Styles 4/9

Include these in your kit:

<input type="checkbox"/> Light	21k
<input checked="" type="checkbox"/> Book	23k
<input checked="" type="checkbox"/> Book Italic	23k
<input type="checkbox"/> Medium	23k
<input type="checkbox"/> Medium Italic	23k
<input checked="" type="checkbox"/> Demi	22k
<input checked="" type="checkbox"/> Demi Italic	22k
<input type="checkbox"/> Heavy	15k
<input type="checkbox"/> Heavy Italic	16k

[Using weights & styles in your CSS](#)

CSS Stack

Kit size: **121K** 2 fonts, 2 selectors, for Responsive Typography

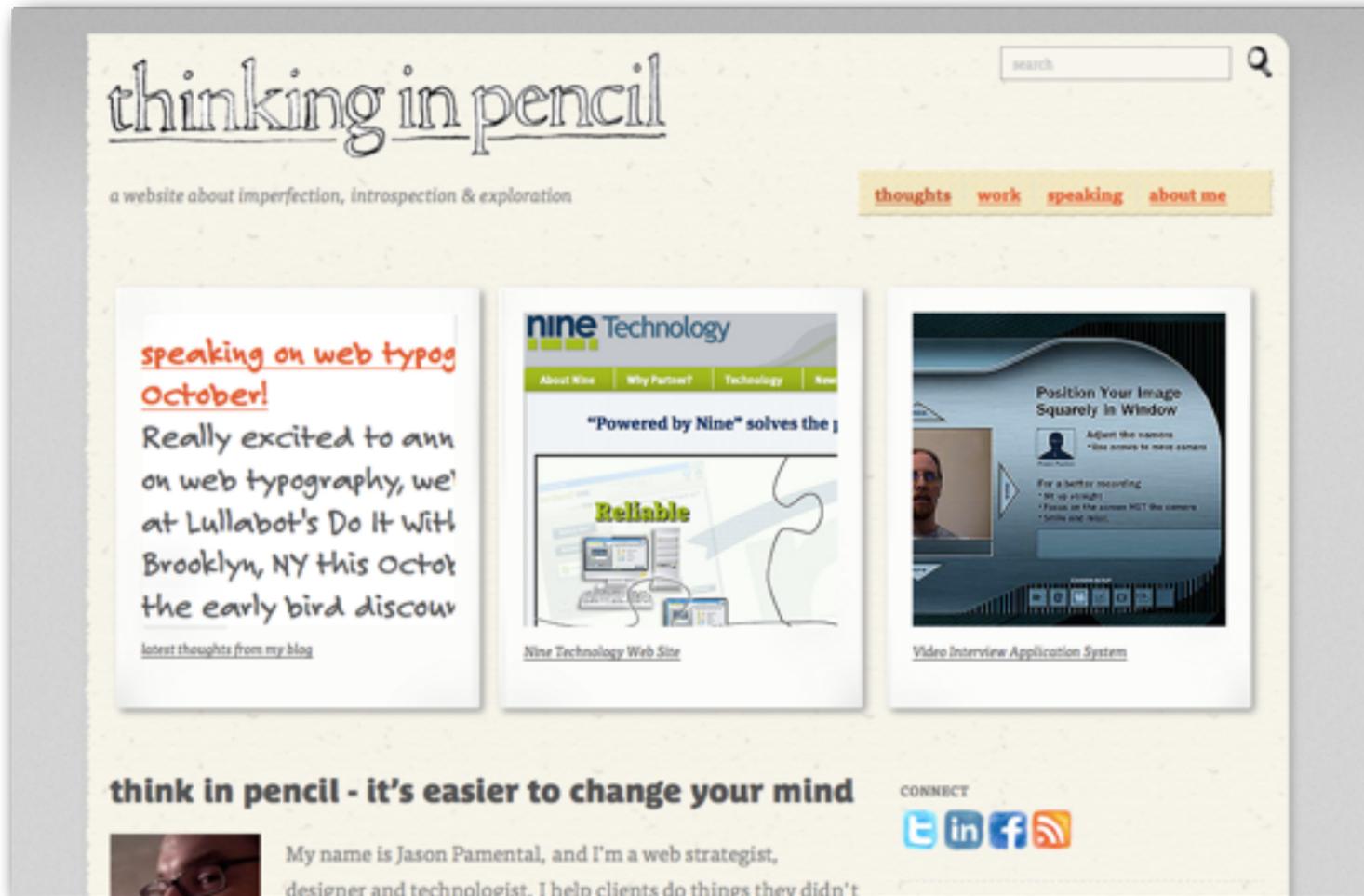
Changes won't be live on your site until you publish them.

[Publish](#)

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**

Progressively Enhance



Web Fonts: on
Correction: on

home comp core 1 core 2 core 3 images type nav



Herman Melville
August 1, 1819 - September 28, 1891

A Whale of a 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. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius's sea-monster, that for half a century stove the ships of a Roman Emperor, must in all probability have been a sperm whale.

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 all mortal interests to that one passion; nevertheless it may have been that he was by nature and long habituation far too wedded to a fiery whaleman's ways, altogether to abandon the collateral prosecution of the voyage. Or at least if this were otherwise, there were not



Web fonts loaded

Progressively Enhance



No web fonts, uncorrected

Progressively Enhance



The screenshot shows a web browser window displaying a page titled "Moby's Trip". The page has a dark brown header with a navigation menu containing links for "home", "comp", "core 1", "core 2", "core 3", "Images", "type", and "nav". In the top right corner, there are two status indicators: "Web Fonts: off" and "Correction: on". The main content area features a black and white portrait of Herman Melville on the left, with his name and dates (August 1, 1819 - September 28, 1891) below it. To the right of the portrait is the article title "A Whale of a Tale" and a paragraph of text. Below the text is a small illustration of a whaleboat crew. The text of the article is as follows:

Moby's Trip

home comp core 1 core 2 core 3 Images type nav

Web Fonts: off
Correction: on

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August 1, 1819 - September 28, 1891

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No web fonts, corrected

Progressively Enhance



Web Fonts: on
Correction: on

home comp core 1 core 2 core 3 images type nav



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Web fonts loaded

Progressively Enhance

```
<!-- 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>

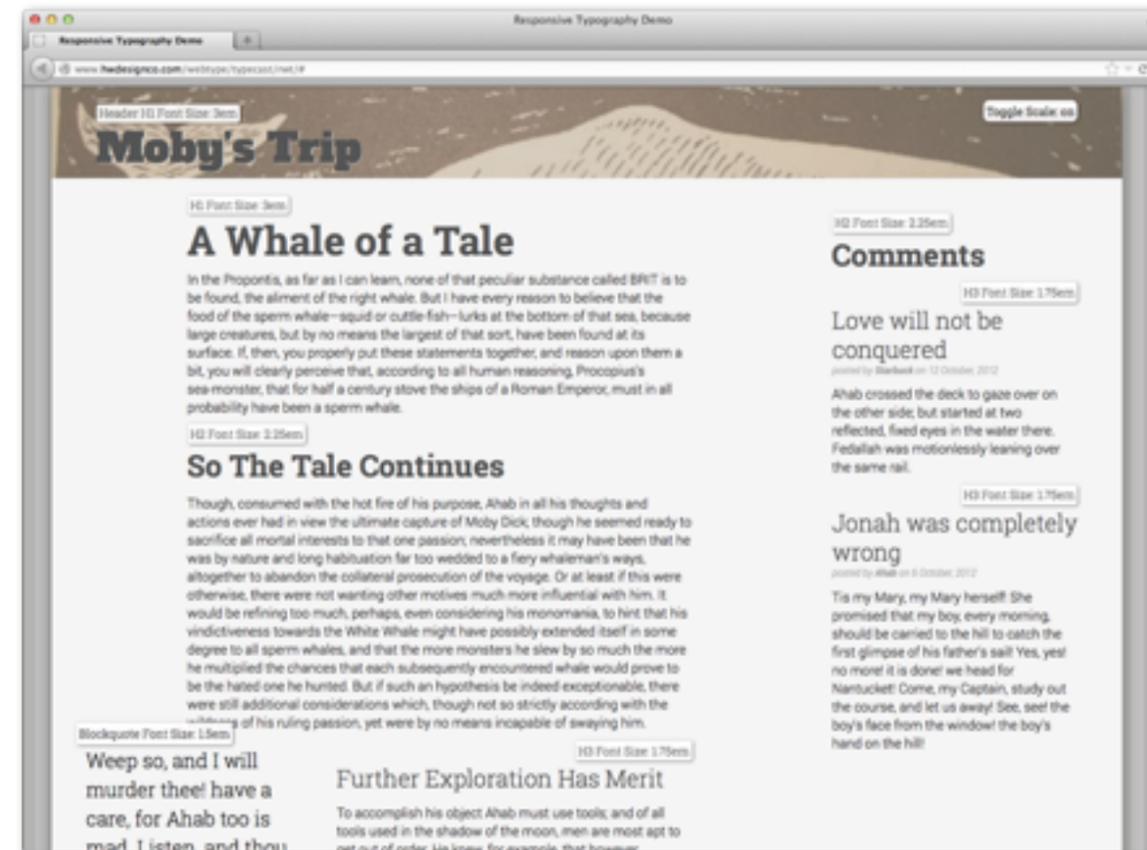
<!-- NEEDED FOR NO JS AVAILABILITY -->
<noscript>
  <!-- Use this in as a fallback to no javascript being available -->
  <link href='http://fonts.googleapis.com/css?family=Roboto+Slab:700|Roboto:400,400italic,700italic,700'
    rel='stylesheet' type='text/css'>
</noscript>
```

Proportion: one size won't do

	1	1.25							
DESKTOP	H₁		H₂		H₃		H₄		
	3	1.05	2.25	1.25	1.75	1.25	1.75	1.25	1.75
MOBILE	H₁		H₂		H₃		H₄		
	2	1.25	1.625	1.15384615	1.375	1.13636364	1.125		

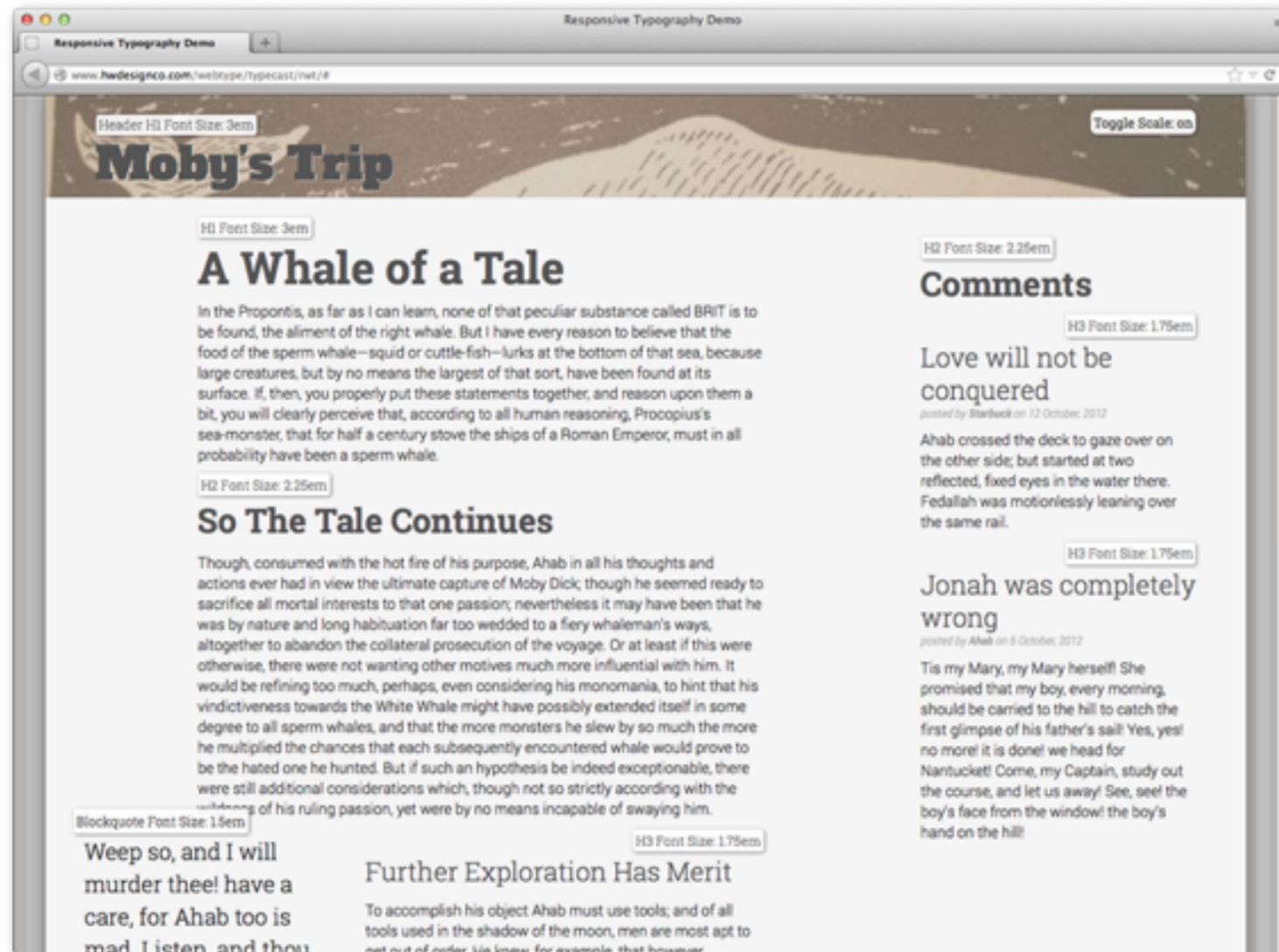
Desktop geese & handheld gander

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



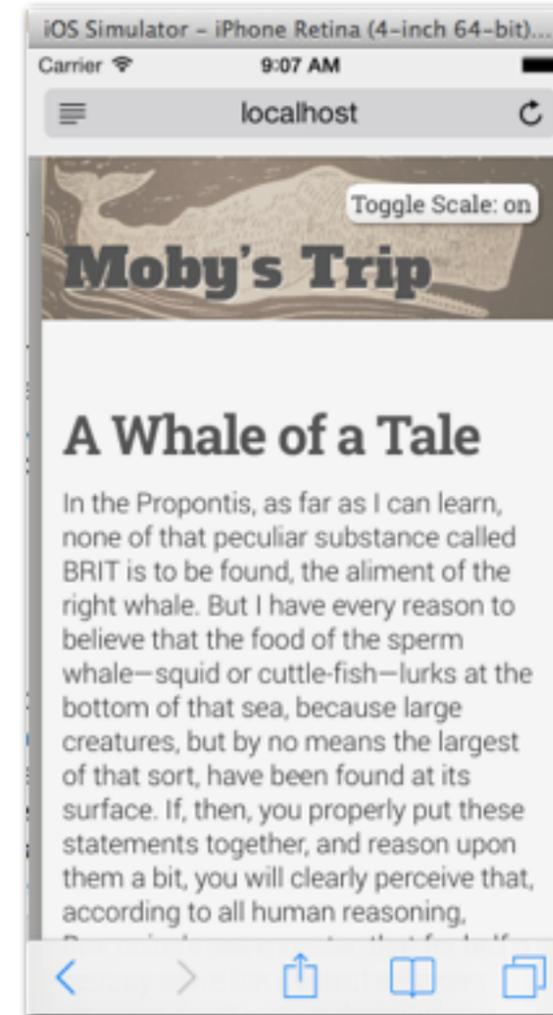
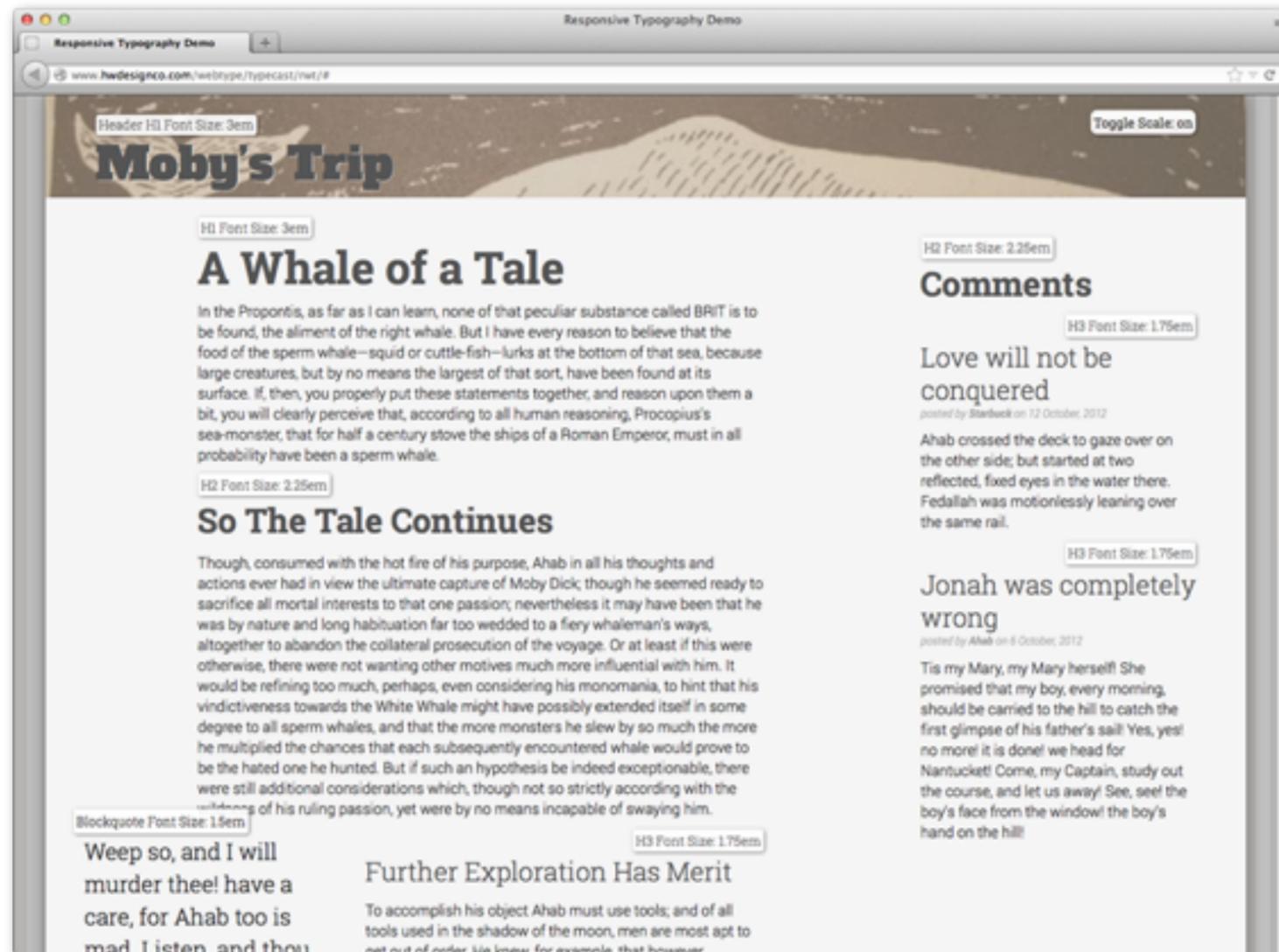
<http://bit.ly/jprwt>

For example...



<http://bit.ly/jprwt>

For example...



<http://bit.ly/jprwt>

A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body <ul style="list-style-type: none"> • Font size: • Line height: • Line length: 	<ul style="list-style-type: none"> • 12pt • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 35-40
H1 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 36pt (3em) • 1.25 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 40px (2.5em) • 1.125 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25
H2 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615
H3 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 18pt (1.5em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.25 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364
H4 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 14pt (1.16666667em) • 1.25 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111
Blockquote <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25

Measure & Scale



Mobius Journey

localhost/workshop-rwd/advanced-type-fout/advanced-type-fout_final.html

Web Fonts: on
Correction: on

Moby's Trip

home comp core 1 core 2 core 3 images type nav



Herman Melville
August 1, 1819 - September 28, 1891

A Whale of a Tale

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Comments

Love will not be conquered

posted by *Starbuck* on 12 October, 2012

Ahab crossed the deck to gaze over on the other side; but started at two reflected, fixed eyes in the water there. Fedallah was motionlessly leaning over the same rail.

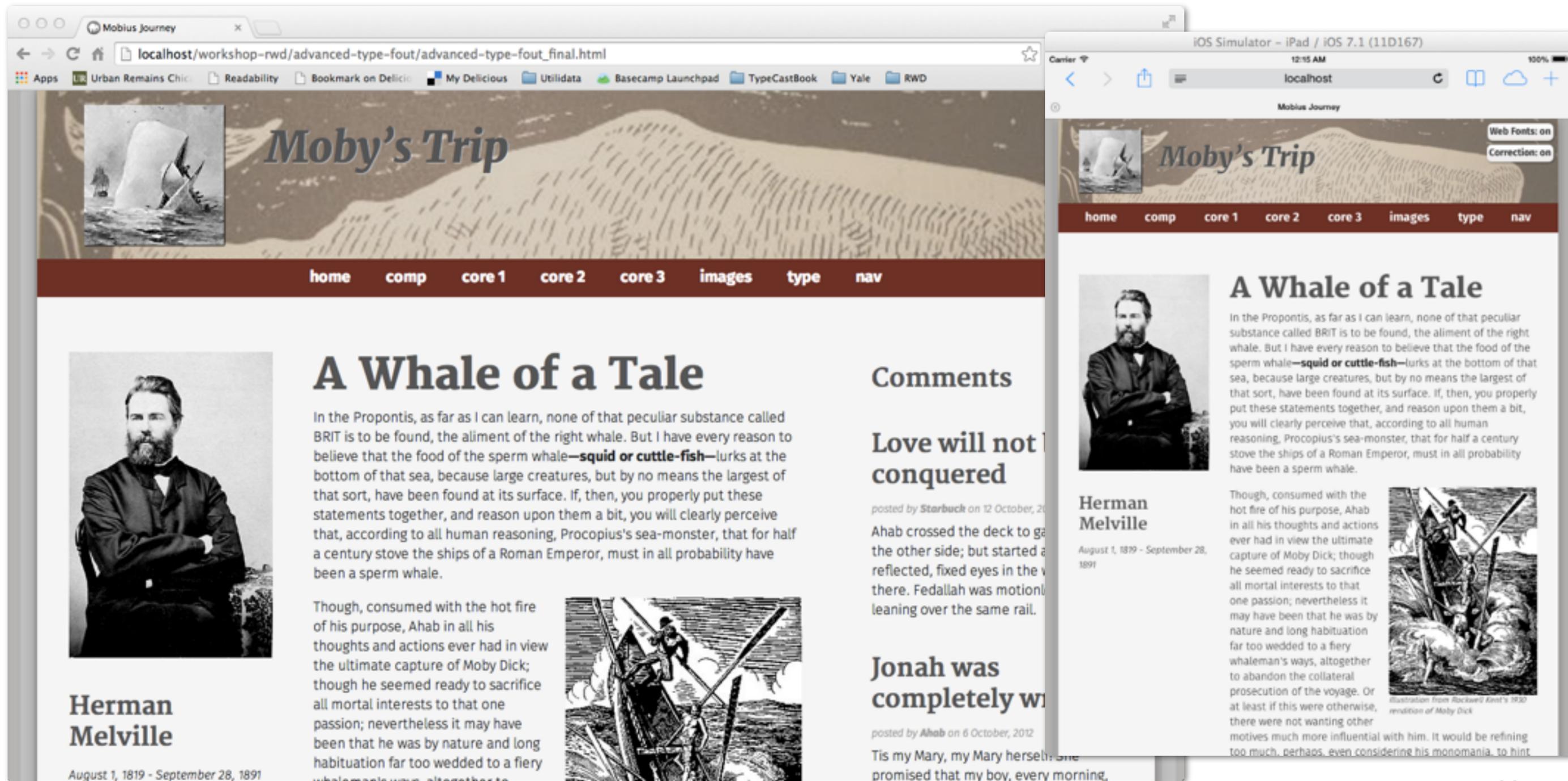
Jonah was completely wrong

posted by *Ahab* on 6 October, 2012

Tis my Mary, my Mary herself! She promised that my boy, every morning,

<http://bit.ly/jprwt>

Measure & Scale



<http://bit.ly/jprwt>

Measure & Scale

The image illustrates responsive design for a website titled "Moby's Trip". It shows three views: a desktop browser window, an iPad simulator, and an iPhone simulator. The desktop view features a large header with a whale illustration, a navigation menu (home, comp, core 1, core 2, core 3, images, type, nav), a portrait of Herman Melville, and a main article titled "A Whale of a Tale". The iPad simulator shows the same content scaled to fit the tablet screen. The iPhone simulator shows the content further scaled and rearranged for the smaller screen, with a hamburger menu icon visible.

<http://bit.ly/jprwt>

Measure & Scale

- + Use max-width on elements to keep text readable

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

- + CSS3 brings character counts, but not universal (ch & cx)
- + **EMs** or **REMs**, but no PX
- + Don't forget: use real content!
Because Lorem Ipsum is a poser

Polish: Don't Forget Fit & Finish

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

Polish: Don't Forget Fit & Finish

Moby's Trip

TOGGLE OT FEATURES: ON

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1/2 Way to 19 Thousand Leagues

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OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

✕ Feature: Off

Swedish Hardtack

1 cup water

1 1/2 oz vegetable oil

1 1/2 oz honey

1 1/2 cups rye & 1 1/2 cups whole wheat flour

1 1/2 tbsp. brewer's yeast (optional)

1/4 tsp. salt

OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

✓ Feature: On

Swedish Hardtack

1 cup water

1 ½ oz vegetable oil

1 ½ oz honey

1 ½ cups rye & 1 ½ cups whole wheat flour

1 ½ tbsp. brewer's yeast (optional)

¼ tsp. salt

Polish: Don't Forget Fit & Finish

Civilization 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

Civilization 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.

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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.” — Herodotus²

Polish: Don't Leave Orphans Behind

a little look back & an exciting view ahead

posted by Jason Pamental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients – old and new – and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our

Typogrify Module FTW: <http://drupal.org/project/typogrify>

Polish: Don't Leave Orphans Behind

a little look back & an exciting view ahead

posted by Jason Pamental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients – old and new – and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our art.

Typogrify Module FTW: <http://drupal.org/project/typogrify>

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)

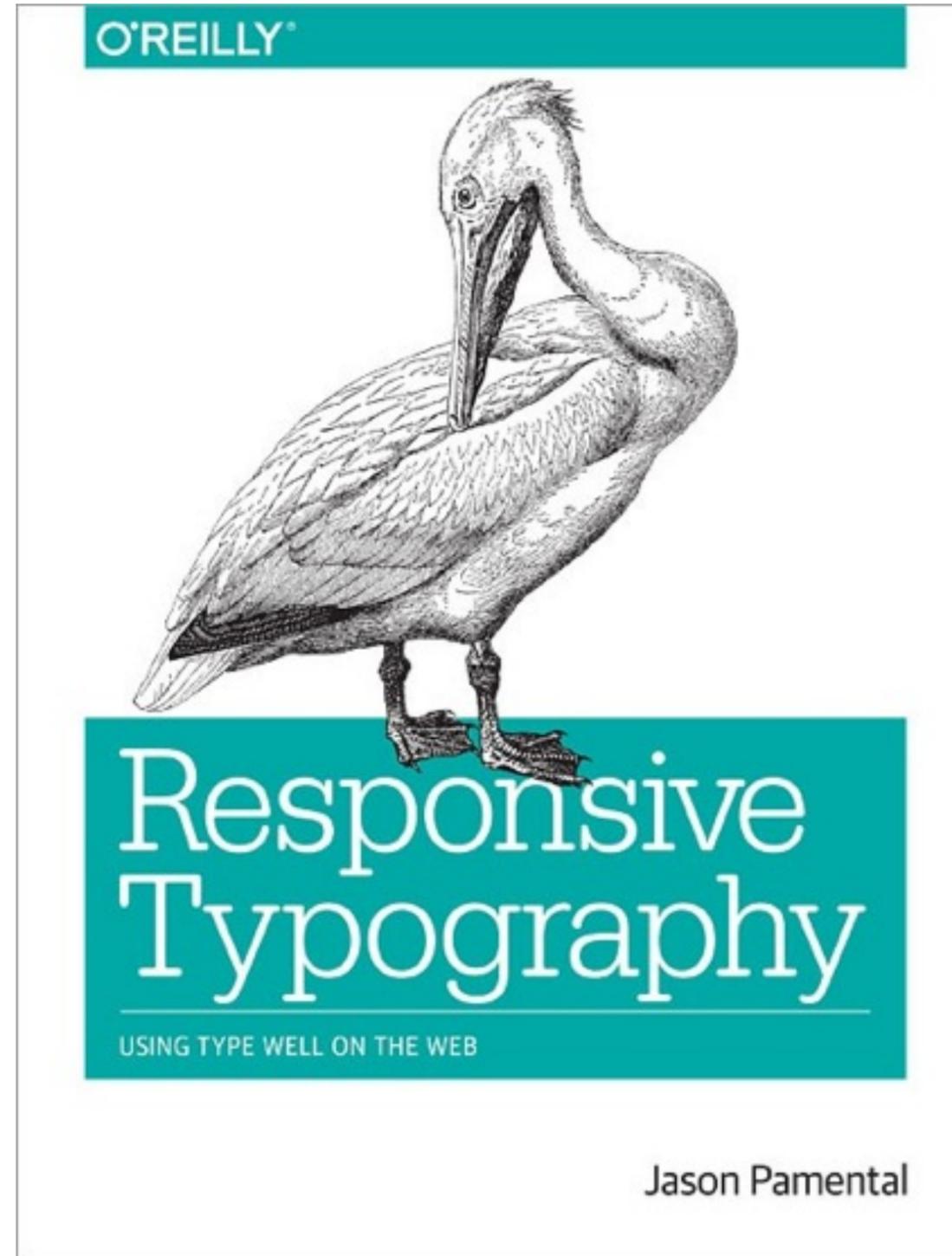
+ Polish

**“Designers Should Code As Much As
Artists Should Mix Paint”**

*~ Mustafa Kurtuldu (@Mustafa_x)
FOWD London*

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Thank You

Jason Pamental (@jpamental)