

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 ₁ | H ₂ | H ₃ | H ₄ | | | | | |
| | 3 | 1.05 | 2.25 | 1.25 | 1.75 | 1.25 | 1.75 | 1.25 | 1.75 |
| MOBILE | H ₁ | H ₂ | H ₃ | H ₄ | | | | | |
| | 2 | 1.25 | 1.625 | 1.15384615 | 1.375 | 1.13636364 | 1.125 | | |

Proportion, Illustrated



<http://bit.ly/jprwt>

Proportion, Illustrated



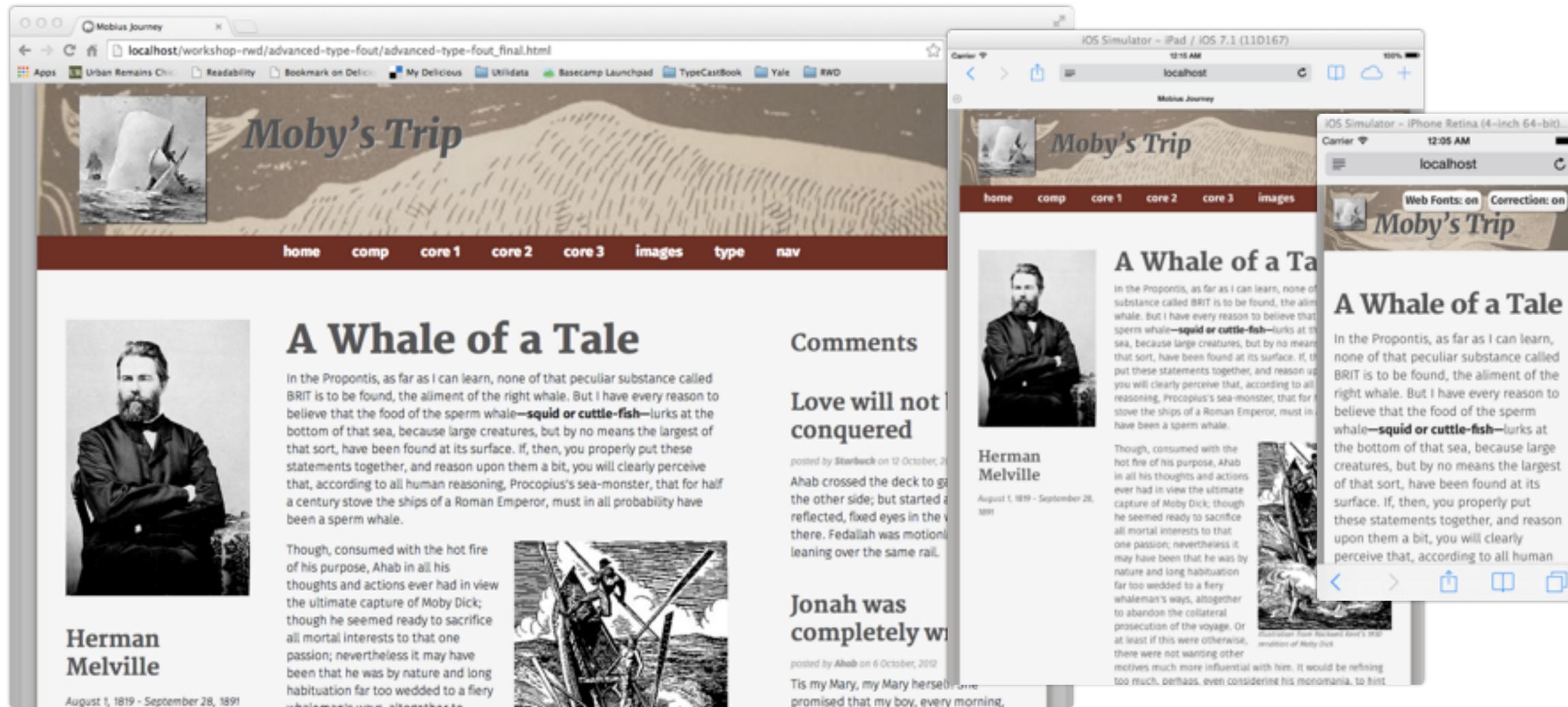
<http://bit.ly/jprwt>

A More Modern Scale

| | Print | Desktop (large) | Desktop | Tablet (large) | Tablet (small) | Phone |
|---|-----------------------------|------------------------------------|------------------------------------|------------------------------------|-----------------------------------|------------------------------------|
| Body - 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 |
| H1 - 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 |
| H2 - 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 |
| H3 - 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 |
| H4 - 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 |
| Blockquote - 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!