

Performance & Progressive Enhancement

getting your content on screen—fast

First Rule of Fight Club (& Web Design)

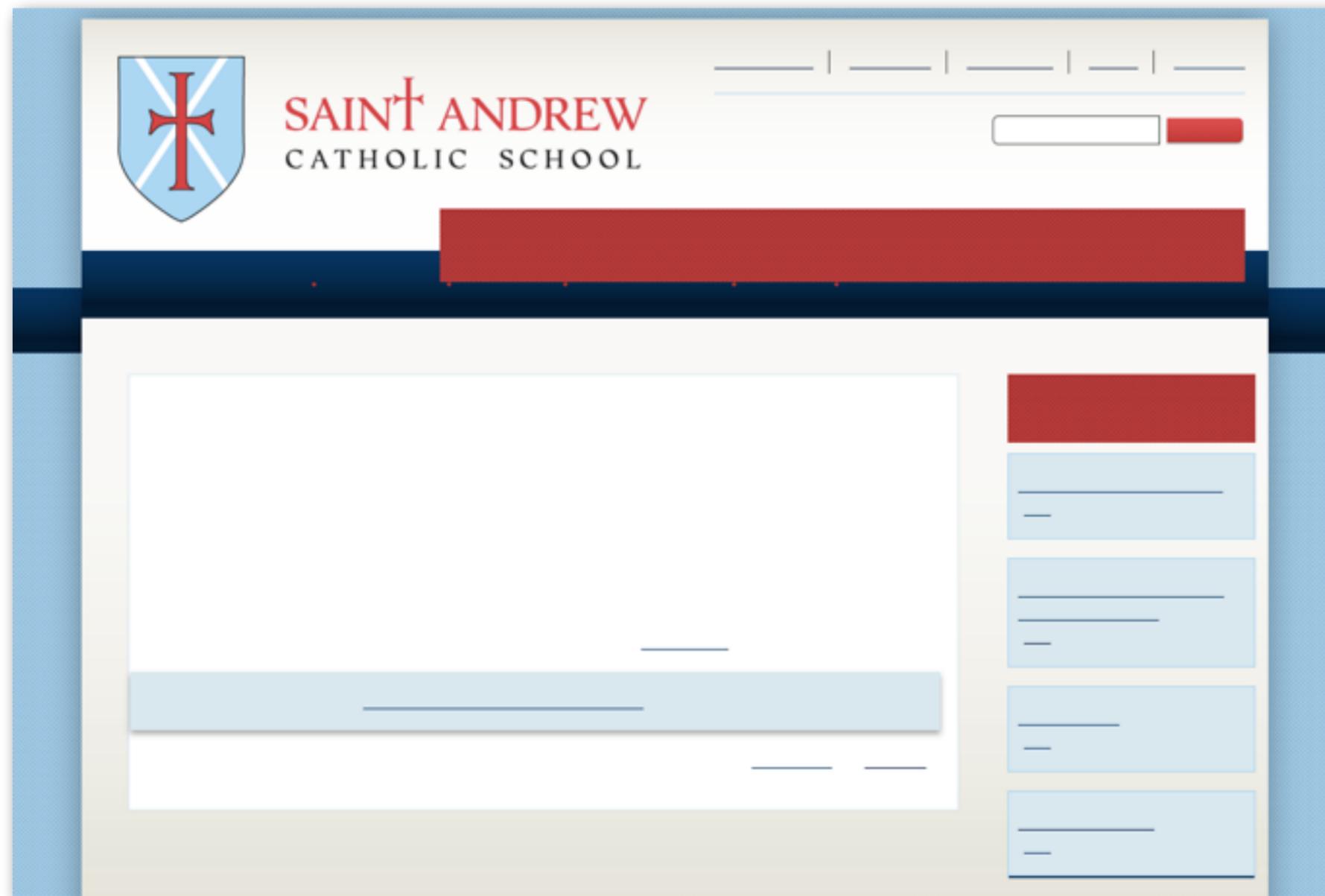
- + Don't
- + Block
- + Page
- + Render

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

The screenshot shows the Adobe Typekit Editor interface. The left sidebar contains several sections: **Selectors** (with an 'Add' button and a selector '.tk-quatro-slab'), **Language Support** (with radio buttons for 'All Characters' and 'Default'), and **Weights & Styles** (with a list of font weights and styles, all checked). The main area displays a preview of the font 'Quatro Slab' in a green box, showing the alphabet 'AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz'. A tooltip at the bottom right says 'Changes won't be live on your site until you publish them.' The bottom status bar shows 'Kit size: 449K' circled in orange, followed by '2 fonts, 2 selectors, for Responsive Typography' and a 'Publish' button.

Design Is Making a Choice

The screenshot shows the Adobe Typekit Editor interface. The left sidebar contains several sections: 'Selectors' with an 'Add' button and a search field; 'Language Support' with radio buttons for 'All Characters' (172k) and 'Default' (90k); 'Weights & Styles' with a list of font weights and styles (e.g., Light, Book, Book Italic, Medium, Medium Italic, Demi, Demi Italic, Heavy, Heavy Italic) and their respective sizes; and 'CSS Stack'. The main area displays two font preview cards: 'Franklin Gothic URW by URW++' and 'Quatro Slab by ps Type', each showing a sample of uppercase letters. A 'Publish' button is visible at the bottom right. A tooltip at the bottom left indicates 'Kit size: 121K 2 fonts, 2 selectors, for Responsive Typography'. A warning message at the bottom right states 'Changes won't be live on your site until you publish them.'

Design Is Making a Choice

The image shows a composite of two web interfaces. On the left is the Adobe Typekit Editor, displaying a font kit for 'Responsive Typography | Typekit'. The kit size is highlighted as 121K. On the right is the Google Fonts interface, showing a collection of 2 font families with various styles selected. A 'Page Load' gauge indicates a score of 244, with a tip that using many font styles can slow down a webpage.

Adobe Typekit Editor

Responsive Typography | Typekit
https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd

Adobe Typekit Editor

Selectors
Add
.tk-franklin-gothic-urw
Using fonts in CSS

Language Support
All Characters 172k
Default 90k
Which should I choose?

Weights & Styles 4/9
Include these in your kit:
Light 21k
Book 23k
Book Italic 23k
Medium 23k
Medium Italic 23k
Demi 22k
Demi Italic 22k
Heavy 15k
Heavy Italic 15k
Using weights & styles in your CSS

CSS Stack

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

Google Fonts

More scripts About Analytics New to Google Fonts?

Welcome! Here's how to use fonts
In the left column, use the Selectors section to add a default class to your markup. Then, click the font styles you want to use.

1. Choose the styles you want:

- Playfair Display**
 - Normal 400
 - Normal 400 Italic
 - Bold 700
 - Bold 700 Italic
 - Ultra-Bold 900
 - Ultra-Bold 900 Italic
- Merriweather**
 - Light 300
 - Light 300 Italic
 - Normal 400
 - Normal 400 Italic
 - Bold 700
 - Bold 700 Italic
 - Ultra-Bold 900
 - Ultra-Bold 900 Italic

Franklin Gothic URW by URW++
AaBbCcDdEeFfGgHhIiJjKk

Quatro Slab by ps Type
AaBbCcDdEeFfGgHhIi

Grumpy wizards make toxic brew for the evil Queen and Jack.
Grumpy wizards make toxic brew for the evil Queen and Jack.
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Page Load
244

Impact on page load time

Tip: Using many font styles can slow down your webpage, so only select the font styles that you actually need on your webpage.

Collection (2 font families)

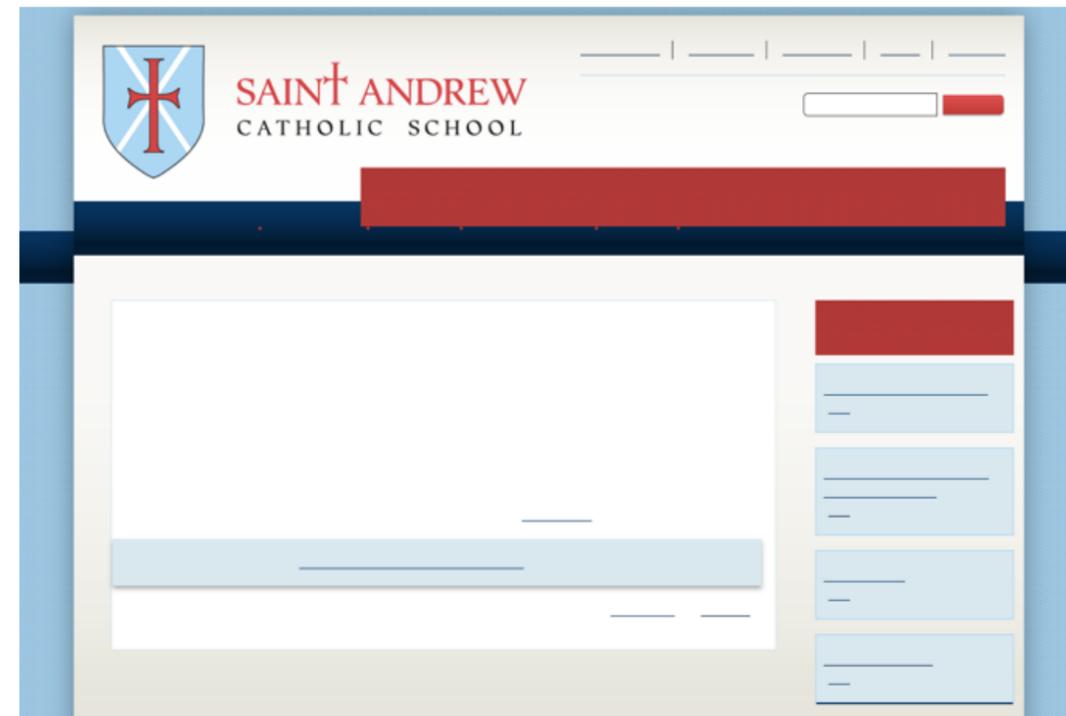
Choose Review Use

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>
```

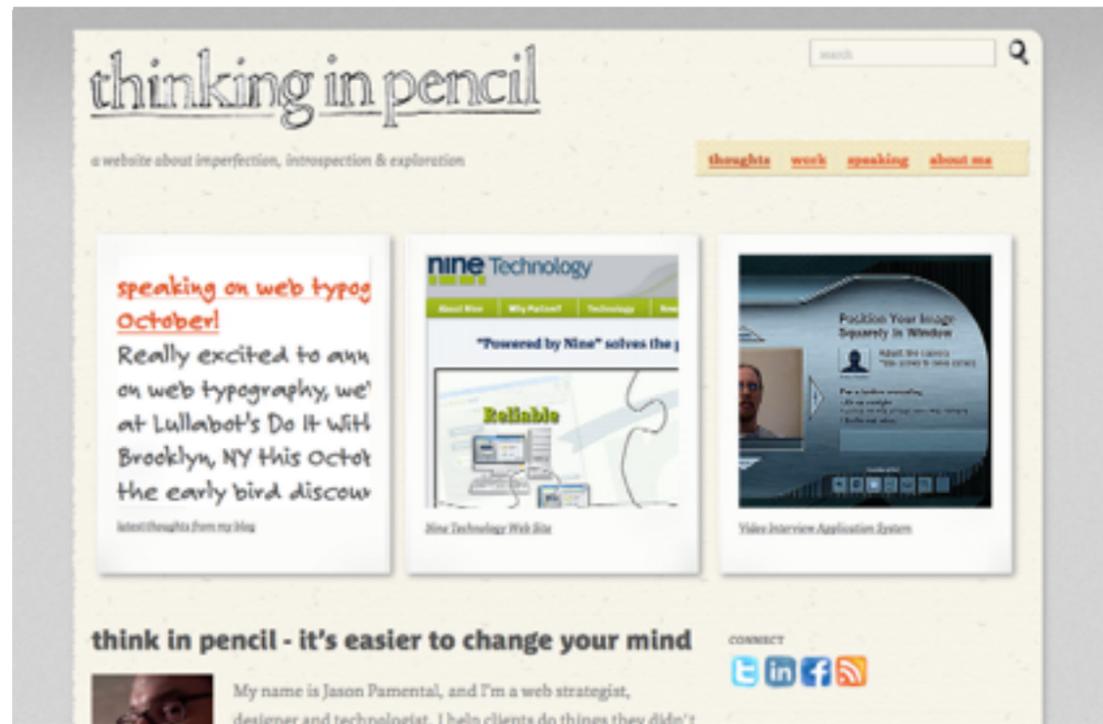
Choose Wisely: FOUT is *OUR* fault

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



Choose Wisely: FOOUT 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!