advanced

TYPGRAPHY

for

the

web
HI THERE, I'M @idangazit

django

djangoproject.com
the art and science of presenting

TEXTUAL

INFORMATION
HI THERE, I'M @idangazit
AN ITALIC HAND directly derived from the Foundational hand (1.) above. The chief characteristics of the ITALIC Hands are 1. Lateral compression, 2. branching of the stems (n z & c). Secondary characteristics are 1. Elongated Stems, 2. slight SLOPE. (This latter, probably the least essential, has been unduly exaggerated in modern use.)

This example is made heavy to show the control of the pen (see General Note): Various characters can be developed from it by (a) making lighter, (b) making rounder, (c) lengthening stems, (d) flourishes, e.g., h, f, (e) connecting the letters, in less formal writing.

A ROMAN—SMALL-LETTER HAND derived from the Foundational hand (1.) above, and assimilated to the Italian Formal 15-16 Century MSS. Various characters may be developed from this example by varying the weight & direction of the pen (e.g., the Roman in plate 14, q.v., is a nearly straight pen type).

GENERAL NOTE & A very broad nib strongly controls the letter & tends to give it a "gothic" character—due to the abrupt change from thick to thin. A narrow nib is more under the control of the writer, and its (gradually changing) stroke will give a more Roman character to letters (the height being equal).
Prologus

Valerij Maximi Romanus urbis urispiaissimi libri

6 cadex et dicit nullum membra inulit ad Tiberi cerasem

Urbis Rome extem. Praefatio incepit.

tarum gennitrix facta simul ac dicit membra insignia quae apud alios

luus diffusa est ut quasque tenter cognoscat possit: ab illustris electa

quodam bis cuius ut documenta humilis nominis longe impossimus labor abest.

Nec hucuscuse contenta cupido inecesse. Quis enim

omnis ei gesta modo voluminis numero oprebenda

desit? Aut quis conspexit menis si comete peregrinae

historie seriem felix superiorem fluidi conditam vel actem

cuius vel praestans consuevit radiis, se sperafurit.

Tigitur huic cepit pene qua homini deorsum

cellus et navi ac terre reginam esse voluit certissima

salus patriae celata: in usus celestis pudenda: vir

tutus est quibus dicitur suum benignissime fontem:

vulnere est benignissime vindicatur. Nisi quis auras
ebue optimum abiuere opiniario maximo bene sinter.

excellissimi vares a numine aliquo principia traxerit: mea partus et

stius ad suaeo nie curere et quod cetera dumitras opi

nione colligatur inae piperate paterno autoc siceri par

vindicete. Nuco, eximio fulgo,ousmulus cermonmni

incepta alacerans acceptur. Religio eni des accepimus

celeares tecnimus. Et quomodo innumera et periti

in ammo et de conditio eius humi inam differam.

Deinum praefatio.

Title prum libii


De simulata religione. cap. De auspiis. cap.
CONTROL
HI THERE, I'M @idangazit

PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.

CONTROL
i can haz

HELVETICA?

No, You Can’t Have a Pony

Not Yours
HI THERE, I'M @idangazit
PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.

HI THERE, I'M @idangazit
setting type for the web:

ASK

for what you want

for backups
What Zen was to the 70’s (most famously with motorcycle maintenance), the Tao Te Ching was to the 90’s. From Piglet and Pooh to Physics and back, many have sought sense in applying the Tao Te Ching to something (the Tao of Physics), or something to the Tao Te Ching (the Tao of Pooh). It can be a cheap trick, but lately it has struck me that there is more than a little to be understood about web design by looking through the prism of the Tao.

Daoism is a philosophy, like Buddhism, a way of living, of being in the world, which stems from a text of great antiquity, the Tao Te Ching, whose 81 “chapters” enigmatically sweep across human experience, but with a strong common theme, that of harmony.

For the last couple of years, for better or worse, my life has revolved more than a little around style sheets. I write software, tutorials, and guides for
The March of Progress in typography

web → print
CSS3
UNITS
16px absolute

1em or 100% relative
relative units

1.2em == 120%

why ems?

http://clagnut.com/blog/348/
1em or 100% == 16px

user-agent default for <body>
PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.

HI THERE, I'M @idangazit
Hello, I'm @idangazit.
REM

“root ems”
Hi there, I'm @idangazit

People in the back have a hard time seeing this area.
R E M

webkit

gecko

trident

presto

http://caniuse.com/#feat=rem

(>= IE9)
ELASTIC PX

http://jsbin.com/acide4/8/edit

html { font-size: 6.25% }
body { font-size: 16px; font-size: 16rem; }
.box { width: 10px; width: 10rem; }
viewport units

http://www.w3.org/TR/css3-values/#viewport-relative-lengths
1vh == 1% of viewport height

http://jsbin.com/evenam/1
VIEWPORT UNITS

- webkit
- gecko
- trident
- presto

(>= IE10)

http://caniuse.com/#feat=viewport-units
CSS3

UNITS

http://www.w3.org/TR/css3-values/#lengths
using web

**FONTS**
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HI THERE, I'M @idangazit
HI THERE, I'M @idangazit

<font-family: Helvetica, Arial, sans-serif;>

<p>
La la la ABC שלום abc123 ⊗≄≃∭∑быт
</p>
<p>
Foo <span class="amp">&amp;</span> Bar
</p>

http://simplebits.com/notebook/2008/08/14/ampersands-2/
CSS3

**FONT-FACE**

control the font database!
@font-face {

family-name
src
unicode-range
font-variant
font-feature-settings
font-stretch
font-weight
font-style

"FooBar"
local(...), url(...)
U+41-5A, U+C0-FF

same values as font-* rules

}
@font-face {
  font-family: FooBar;
  src: local("Foo Bar Bold"),
       local("FooBar-Bold"),
       url(FooBarBold.ttf);
  font-weight: bold;
}

p {
  font-family: FooBar, sans;
  font-weight: normal;
}
@font-face {
  font-family: FooBar;
  src: local("Foo Bar Bold"),
       local("FooBar-Bold"),
       url(FooBarBold.ttf);
  font-weight: bold;
}

p {
  font-family: FooBar, sans;
  font-weight: bold;
}
@font-face {
  font-family: Alef;
  src: url(AlefNormal.ttf);
  font-weight: normal;
  unicode-range: U+590-5FF; /* hebrew! */
}

/* Use Alef font only for hebrew */
p { font-face: Alef, Times, serif;}

PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.
@font-face {
    font-family: FooBar;
    src: url(FooBarNormal.ttf);
    font-weight: normal;
}

@font-face {
    font-family: FooBar;
    src: url(FooBarBold.ttf);
    font-weight: bold;
}

p { font-face: FooBar, sans-serif;}
strong { font-weight: bold; }
@FONT-FACE

webkit  ✔
gecko  ✔
trident  ✔
presto  ✔

http://caniuse.com/#feat=fontface
...or is it?
@font-face {
  font-family: 'MyWebFont';
  src: url('webfont.eot'); /* IE9 Compat Modes */
  src: /* IE6-IE8 */
      url('webfont.eot?#iefix') format('embedded-opentype'),
      /* Modern Browsers */
      url('webfont.woff') format('woff'),
      /* Safari, Android, iOS */
      url('webfont.ttf') format('truetype'),
      /* Legacy iOS */
      url('webfont.svg#svgFontName') format('svg');
}

http://cl.ly/1t1z2S2g0P1u
CSS3

font-feature-settings

Fancy Typography.
Hi there, I'm @idangazit.
NUMERALS

oldstyle in 1956 I bought...
lining in 1956 I bought...
proportional $131.96 $589.22
tabular $131.96 $589.22
.ligatures {
  font-feature-settings: "liga";
}

.lining-numerals {
  font-feature-settings: "lnum";
}

.tabular-numerals {
  font-feature-settings: "tnum";
}
oh my god, it’s full of HACKS

...but what did you expect?
but still

**font-feature-settings**

is pretty awesome.

don’t forget your vendor prefixes!

http://caniuse.com/#feat=font-feature
http://blog.fontdeck.com/post/15777165734/opentype-1
ICON FONTS

Vector!
Styleable!
No sprites!
One HTTP req!
GZips well!
Makes coffee!
ICON FONTS

http://css-tricks.com/examples/IconFont/
http://fico.lensco.be/
http://pictos.cc/font/
http://symbolset.com/
http://icomoon.io/
http://somerandomdude.com/work/iconic/

...may the google be with you.
modern browsers

```html
<span class="icon" data-icon="p"></span>

@font-face {  
  font-family: fico;
  /* reference font files here */
}

.icon:before {  
  content: attr(data-icon);
  font-family: fico;
}
```
old browsers

<span class="icon">p</span>

@font-face {
  font-family: fico;
  /* reference font files here */
}

.icon {
  font-family: fico;
}

h = ♥ ?

PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.

HI THERE, I'M @idangazit
but... but...

UNICODE is awesome!

<span class="icon" data-icon="❤"></span>  
* requires font support
HI THERE, I'M @idangazit

TOYS

lettering.js
wrap each letter in a span for styling

fittext.js
aspect-preserving text resize to fit container
A jQuery plugin for radical web typography

FEATURES + USES
Web type is exploding all over the web but CSS currently doesn't offer complete down-to-the-letter control. So we created a jQuery plugin to give you that control. Here are a few examples of what can easily be done with Lettering.js:

Kerning Type  Editorial Design  Manageable Code  Complete Control
A jQuery plugin for inflating web type

FitText makes font-sizes flexible. Use this plugin on your fluid or responsive layout to achieve scalable headlines that fill the width of a parent element.
My site is now responsive. The more I work with flexible images & grids and media queries, the more I appreciate what can be achieved.
My site is now responsive. The more I work with flexible images & grids and media queries, the more I appreciate what can be achieved.

Any apprehension I may have had about whether or not a responsive approach would harmonize with my design sensibilities and Paravel’s workflow was erased while working on the redesign of The Do Lectures website. We didn’t have to overhaul our process, were able to stay on budget, and ensured that the site hierarchy remained intact all the way from desktop down to mobile device views. I had such a positive experience on the project
NOT BAD

PEOPLE IN THE BACK HAVE A HARD TIME SEEING THIS AREA.

HI THERE, I'M @idangazit
WHEW!

now you know kung-fu.

Go make something!
THANKS!

LONG http://gazit.me

SHORT @idangazit

CODE http://github.com/idan