

# Roboto-Flex

## EXAMPLE

github.com/TypeNetwork/Roboto-Flex/blob/master/docs/Roboto%20Flex%20Animations/Whirlwind1%20rap1.mov

## RAP

opsz 8, wdth 100, wght 400  
opsz 8, wdth 100, wght 100  
opsz 8, wdth 100, wght 900  
opsz 8, wdth 50, wght 400  
opsz 8, wdth 50, wght 100  
opsz 8, wdth 50, wght 900  
opsz 8, wdth 125, wght 400  
opsz 8, wdth 125, wght 100  
opsz 8, wdth 125, wght 900  
opsz 14, wdth 100, wght 400  
opsz 14, wdth 100, wght 100  
opsz 14, wdth 100, wght 900  
opsz 14, wdth 50, wght 400  
opsz 14, wdth 50, wght 100  
opsz 14, wdth 50, wght 900  
opsz 14, wdth 125, wght 400  
opsz 14, wdth 125, wght 100  
opsz 14, wdth 125, wght 900  
opsz 144, wdth 100, wght 400  
opsz 144, wdth 100, wght 100  
opsz 144, wdth 100, wght 900  
opsz 144, wdth 50, wght 400  
opsz 144, wdth 50, wght 100  
opsz 144, wdth 50, wght 900  
opsz 144, wdth 125, wght 400  
opsz 144, wdth 125, wght 100  
opsz 144, wdth 125, wght 900

LOOP  
3X

end  
act 1

## Overview

“The Worldscript Wind” is the name of this video/publication series(?). The videos in this series will each focus on two calming capabilities offered by variable fonts; flexible use of the em in composition, and animation, in an education manner.

Each video will be the media equivalent of a pull quote, i.e.

1. a topic that can be described in a sentence, Before being understood in a paragraph or two.
  2. Using Roboto Flex, and another typeface family,
  3. Having a limit of 90 seconds, and
  4. enough grist for an accompanying short story in a web brochure compilation, and if apropos, a longer in-depth video tutorial on the background.
- ...are ideas to content so far.

Each installment’s short story “making of...” features the artists and craftspeople who made it, interviewed by the editor. Site development will include hosting links to installments and past publications.

## Example One:

1. a topic that can be understood in a sentence.  
“Roboto-Flex contains a broad range of variable style axes for expressing and finessing typography”
2. Using Roboto Flex, and another typeface family,  
Noto
3. Having a limit of 90 seconds, and  
See screen play
4. enough grist for an accompanying short story in a web brochure compilation,  
See screenplay and storyboard

## Screenplay

‘Roboto-Flex contains a broad range of styles for expressing and finessing typography’

Act 1, 30 seconds

Narration: “Roboto flex contains widths ranging from the 100% default down to 25% and up to 150%. It contains a wide range of weights from 400, down to 100 and up to 1,000, for full expression, and all carefully drawn for specific sizes of use from 8 point through 144 point.”

Visual Overview: the headline “Roboto-flex”, animates through opsz, wdth, wght, and as it does so, arrays of “Aa” appear below, filling out 7 x 7 grids of 3 opsz.

Background; 95% black

Text-a; ‘Roboto-Flex’

Type; 95% white, centered, sized to fit width of 144-1000-150, (which will be the max width of the word, w/5% margin.

Fades in.

Animate; in 30 sec., Text-a traverses keyframe list, beginning at default, (14 400 10), including wght and wdth of 3 opsz, 8, 36, 144.

Returns to default, on completion.

Text-b; ‘Aa’,

Type; 75% black, 7 x 7 array, sized to fit w/10% margin. Appears

Animate; as Text-a passes through each keyframe, the styles it covers appear in the array. first 10 seconds, the array is filled with 49 styles of opsz8, each represented by an “Aa” fading to be replaced by 10 seconds of opsz36, and the ten seconds of 144pt.

Text-b Fades out

Text-a pauses, pulsing GRAD

Sound; grand piano chords and notes

Act II, 30 seconds

Narration: “Roboto-flex contains many new axes, including Grade. Its ability to change the weight of type without disturbing layout, has uses adjusting for better readability with dark backgrounds, can help readers follow dialog, and provide Variety to UI.”

Visual Overview: the headline, Will remain the default, reacting only to changes to GRAD in text below.

horizontal strips black to white through 5 greys, same text appears In Each strip, pulsates through grade and stops uniquely and fades. The middle strip does not fade, and then demonstrates the line of text moving the reader along by up-GRADING the words sequentially. Last, the text rearranges itself to an OS menu, a mouse, and selection exhibits anticipation of by down-GRAD, selection by up-GRAD, returns to default on mouse-off.

Background; 95% black

Text-a; ‘Roboto-Flex’

Type; 95% white, centered, sized to match Act1-Text-a at 14-400-100.

Fades in.

Text-b; constructed sentence (it reconstructs to text-c)

Type; 95% white, centered, sized to match Act1-Text-a at 14-400-100.

Animate:

10 sec., Text-b appears down page 10 times, in 1GRAD, increments on black background.

10 sec., Text-b default style alone remains, words along the line upgrade sequentially.

10 sec. Text-b default style, deconstructs to a UI menu that simulates mouse roll-over, mouse on, and mouse off variations.

Act III, 30 seconds

Narration: “Roboto-Flex contains a suite of axes varying the heights of Latin letter shapes independent of other axes. These can be used alone, like the descender control to adjust for line spacing, or several can be orchestrated to balance Latin with other world scripts.”

Visual Overview: Roboto flex regular animates: over 3-5 seconds from the default: to adjustments for Chinese: spending a few

00:00

# Roboto-Flex

Aa



00:03

# Roboto-Flex

**Aa** Aa Aa **Aa** Aa Aa **Aa**

**Aa** Aa Aa Aa Aa Aa **Aa**

Aa Aa **Aa** **Aa** Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa



00:06

# Roboto-Flex

**Aa** **Aa** Aa **Aa** Aa Aa **Aa**

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa **Aa** Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa





00:10

# Roboto-Flex

**Aa** **Aa** Aa Aa Aa Aa **Aa**

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa



# Roboto-Flex

**Aa Aa Aa Aa Aa Aa Aa**

**Aa Aa Aa Aa Aa Aa Aa**

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa



00:00

# Roboto-Flex

Send the file once edited, to Jillian for a quick view if you want help

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Much of Typography has a small number of basic elements; glyphs are a solid on another solid, in a space, arranged in a direction for reading. Upon these elements divergence for script, class and style of type, and a host of associated composition and production variables, led to a number of schools of thought on the principles of typography, ranging from “Old Style” to “Art Deco”, “Swiss”, “Grunge” and “Tech” in Latin type, and to an emerging awareness in developing local traditional, transitional, modern, and more modern principles, for many of the other scripts of the world, collectively with Latin, the world-script.

From what we know commonly about Latin typography, beyond its basic elements and principles, fonts only control some of the variables, with OS and application software providing the user/program interfaces to other variables. For example, providing variation of descenders in a font allows composition of font styles based on the line spacing which is based on line length, the latter two of which are defined around the font size.

Beyond the multiple principles of world-script typography as a stationary medium, there is also type used in animation. Animation has basic principles dependent on the objects in motion or action. The staging, timing and size of type as it has long been employed, now has internal animation capabilities from every axis added to a variable font. But besides simply demonstrating the width axis, or some flamboyant unregistered axis, how could normal axes, like weight width and Grade, be used in conjunction with other variables of type, to act the role of characters ruled by animation’s principles.

Animation for example has a principle for how actors behave in anticipation of an action they are about to take. A leopard crouches before leaping, a light turns yellow before green, and a thin crest heading for shore, rears up into a wave. These familiar actions, combinations of our preconceived notions, including the capabilities of the “actors”, the environment where they do or seem to occur, and the effectiveness of their use of time. If it’s not already obvious about what can be contained in a font file, there are fonts made for continuous, “immersive” reading, and there are fonts made for “impressive” reading, where shorter text, from a letter to a word or two is used.

Many impressive designs are based on the simulation of writing, which Latin, for example has evolved away from for immersive reading, but are still incredibly popular. These styles of type, containing a naturally conceivable stroke direction and order, are well represented in variable fonts already. These design-specific variations are not as commonly available as width, weight, grad or size axes.

So, what’s of interest to this study, is how to bring animate qualities to fonts that are made for use in immersive reading, but have also been harnessed for use in impressive reading, headlines, UI, way-finding and for other shorter text, with common axes.

For example;  
(composed at 64 pt for close-up)  
Can we animate anticipation of a selected UI item?  
A. Mouse-over =  
1. Roboto-Flex 14 pt opsz, wght 600,  
2. Roboto-Flex 14 pt opsz, wght 600, Grad -1  
3. Roboto-Flex 14 pt opsz, wght 600, Grad -1, XTRA+, @62pt baseline shift +1pt  
4. Roboto-Flex 14 pt opsz, wght 600, Grad -1  
5. Loop to #1 as long as mouseover lasts.  
  
Mouse-on =  
6. Roboto-Flex 14 pt opsz, wght 600, Grad 1

In this example, mouse-over starts the selected item in motion, remaining entirely in place in the UI. The selection seems to pull back from the user, getting lighter and flickering between two sizes until selection, making it seem to come forward, getting bolder and stopping when the user mouses on the selection, or mouses off it.

Is this convincing animation of a UI’s anticipatory behavior, and is that useful? If that is so, is the timing in seconds, 10ths, milliseconds or what? If whatever timing is determined to be good for UI-sizes in desktop use, what are the effects of distance and type size on animation of text?

I’d like to find this, and look into other basic animation principles, as may be applied using variable fonts, as part of the development of a short video using Roboto-Flex in one 30-second demo. ~

00:30

# Roboto-Flex

Chrome File Edit View Win



00:00

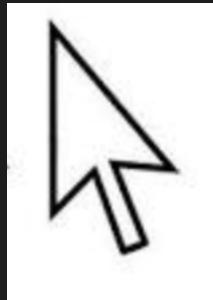
# Roboto-Flex

Chrome File Edit View Win

Chrome File Edit View Win

Chrome File Edit View Win

Chrome File Edit View Win





00:10

# Roboto-Flex

Chrome File Edit View Win  
Chrome **File** Edit View Win







00:20

# Roboto-Flex



00:30

# Roboto-Flex







