

# Type Together|

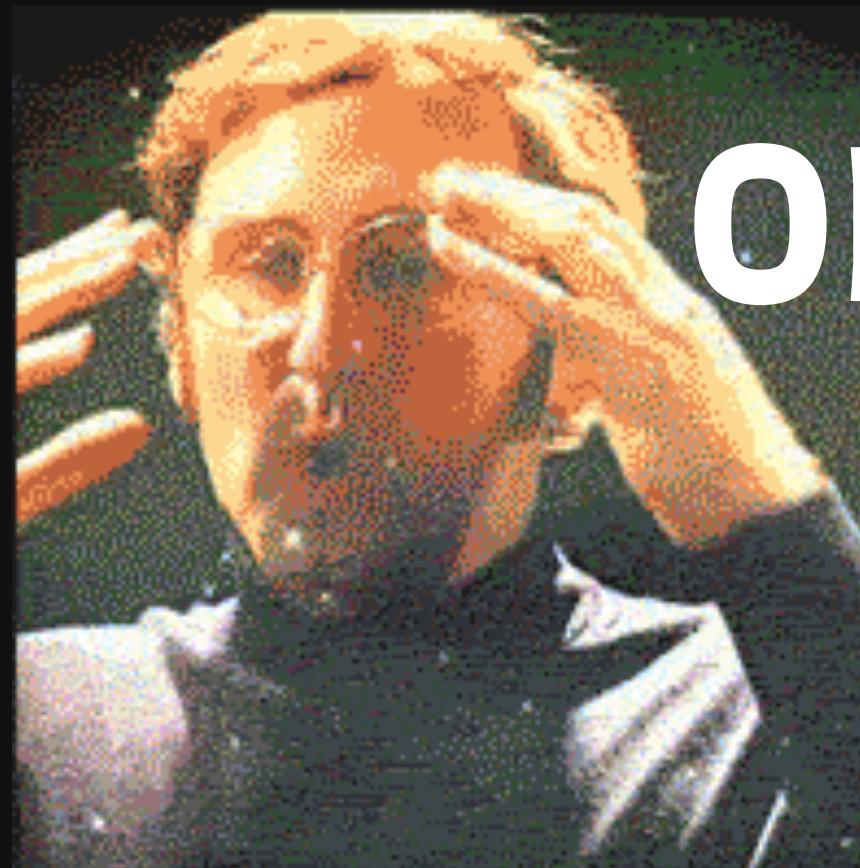
I'm going to show you  
a few sentences

**And I want you all to  
do two things**

Feel the  
typeface and  
let them talk  
to you



Try to understand  
the sentence based  
on the typeface



If you totally get what  
the sentence means...

# Clap loud!



# So, shall we begin?

# So, shall we begin?



# Dzień dobry!

NG05 HA16 CO13 SING4 FAN1

Ik ben een  
webontwikkelaar en ik  
houd van typografie

It probably didn't  
work quite well

# What's the most important component of typography?

# Language

**The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.**

*English Oxford Living Dictionaries*

# Language Communication

**The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.**

*English Oxford Living Dictionaries*

**The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.**

*English Oxford Living Dictionaries*

# Typography improves visual communication

# Wrong language



# Bad communication

Let's do it again with  
a little change

# Good morning!

# I AM ACELER CHUA

I am a web developer  
and I love typography

# Much better, right?



Proper language + Good  
typography



Improved communication

# Why should I invest in typography?

- 1 -

# Improvement in communication

# Setting the tone

*Congratulations*

# Congratulations

# Congratulations







# Typography make written words “talk”

# Improve legibility

# legibility?

**The quality of being clear enough to read.**

*English Oxford Living Dictionaries*

**Font size**  
**Font weight**  
**Kerning**  
**Tracking**  
**Leading**  
**Letter spacing**  
**Line height**  
**Side bearing**

# Balancing the whites and the blacks of the written word

# Contrast



## Shapes



## Words

# Contrast ←



## Shapes



## Words

adhesion  
adhesion  
adhesion

adhesion  
adhesion  
adhesion

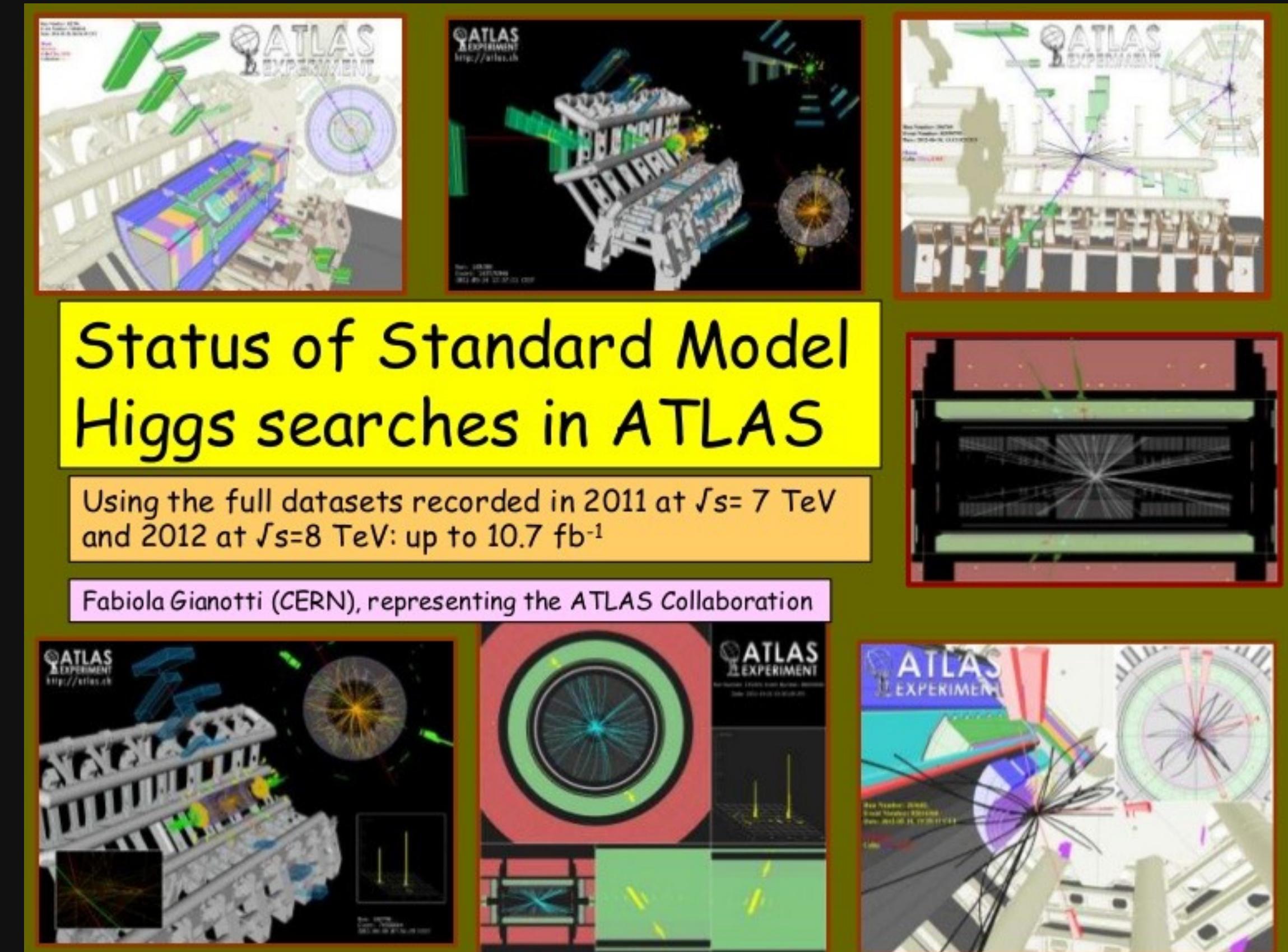
ADHESION  
ADHESION  
ADHESION

ADHESION  
ADHESION  
ADHESION

**Font size (Both)**  
**Font weight (Both)**  
**Kerning (Horizontal)**  
**Tracking (Horizontal)**  
**Leading (Vertical)**  
**Letter spacing (Horizontal)**  
**Line height (Vertical)**  
**Side bearing (Horizontal)**

-2-

# Affects credibility



**The next steps ...**

ATLAS plans to submit a paper based on the data presented today at the end of July, at the same time as CMS and to the same journal

$H \rightarrow WW^{(*)} \rightarrow llvv$  channel: plan is to include results in the July paper  
 $H \rightarrow \tau\tau, W/ZH \rightarrow W/Z bb$ : first results with 2012 data expected later in the Summer

**MORE DATA** will be essential to:

- Establish the observation in more channels, look at more exclusive topologies
- start to understand the nature and properties of the new particle

# This is just the BEGINNING !

We are entering the era of "Higgs" measurements

First question: is the observed excess due to the production of a SM Higgs boson ?

Note:

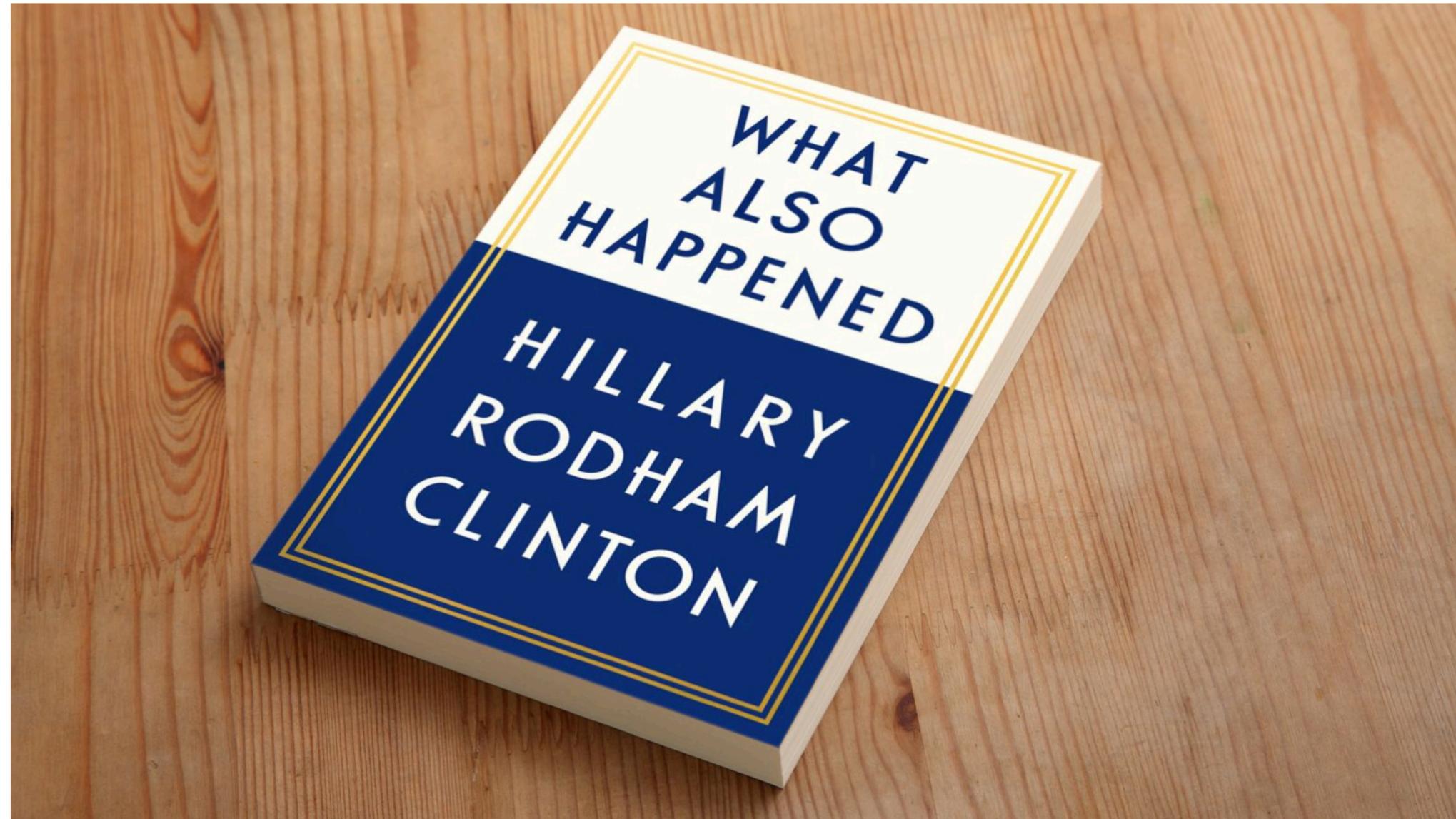
- we have only recorded ~ 1/3 of the data expected in 2012
- the LHC and experiments have already accomplished a lot and much faster than expected

# Real or fake?



Real or fake?

## Clinton Already Working On Follow-Up Book Casting Blame For Failures Of First



CHAPPAQUA, NY—Saying it would provide a candid account of her experiences writing an unsuccessful tell-all, sources confirmed Thursday that Hillary Clinton is already working on a follow-up book casting blame for the failures of her previous memoir *What Happened*. “From my agent negotiating that underwhelming deal with Simon & Schuster, to the graphic designer’s lackluster cover art, to my so-called supporters who couldn’t be bothered to drop \$17.99 for the hardcover copy—everyone had a hand in undermining my last book’s success,” reads a passage from the introduction to Clinton’s *What Also Happened*, which repeatedly decries her prior book’s “indecipherable” font and dedicates an entire



# Real or fake?

# Real or fake?

Good type ➡ trustworthy  
Bad type ➡ sketchy

# Typography on web

**But typography should be  
handled by the designer,  
right?**

# The web is dynamic

The screenshot shows the homepage of the 960 Grid System. At the top left is a Twitter logo with the handle @NATHANSMITH. To the right is a large, stylized '960' followed by 'GRID SYSTEM'. Below this, there's a call-to-action button with the text 'Big ol' DOWNLOAD button :)'. To the left of the button is a link to 'the changelog' and an interview about the system. To the right are links to 'VIEW SLIDES ABOUT THE 960 GRID SYSTEM', 'ADAPT.JS - ADAPTIVE CSS', 'CUSTOM CSS GENERATOR', and 'GRID OVERLAY BOOKMARK'. Below these are three columns: 'Essence', 'Dimensions', and 'Purpose'. The 'Essence' column describes the grid system as a way to streamline web development workflow. The 'Dimensions' column details the 12-column and 16-column grid structures. The 'Purpose' column explains the system's suitability for rapid prototyping and production environments. At the bottom, there are sections for 'More Columns' and 'Source Order', along with a note about utilizing push\_XX and pull\_XX classes.

Twitter @NATHANSMITH

[Download](#) - CSS, sketch paper, and templates for: Acorn, Fireworks, Flash, InDesign, GIMP, Inkscape, Illustrator, OmniGraffle, Photoshop, QuarkXPress, Visio, Exp Design. Repository at [GitHub](#).

# 960 GRID SYSTEM

Big ol' DOWNLOAD button :)

the changelog INTERVIEW ABOUT 960.gs

VIEW SLIDES ABOUT THE 960 GRID SYSTEM

ADAPT.JS - ADAPTIVE CSS

CUSTOM CSS GENERATOR

GRID OVERLAY BOOKMARK

**Essence**

The 960 Grid System is an effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. [Read more](#).

**Dimensions**

The 12-column grid is divided into portions that are 60 pixels wide. The 16-column grid consists of 40 pixel increments. Each column has 10 pixels of margin on the left and right, which create 20 pixel wide gutters between columns. [View demo](#).

**Purpose**

The premise of the system is ideally suited to rapid prototyping, but it would work equally well when integrated into a production environment. There are printable sketch sheets, design layouts, and a CSS file that have identical measurements.

**More Columns**

For those more comfortable designing on a 24-column grid, an alternative

**Source Order**

By utilizing the *push\_XX* and *pull\_XX* classes, elements can be rearranged,



A d v i s o r y  
G r o u p  
F a s h i o n

Energising the Hong Kong fashion ecosystem and positioning our city as the Asian hub for fashion innovation

learn more

Fashion Incubation Programme

Nurturing fashion talents by enhancing their resourcefulness and expanding their creative boundaries

Typography is handled by  
both the designer and the  
developer

# Designers create typographic communication method

**Developers adapt and  
implement the method  
into the product**

# How to type together?

-1-

# Assessing the project

# Budget

# Budget ➡ Time Time ➡ Details

# Budget ➡ Time Time ➡ Details

(Of course budget can also buy good fonts)

# Provides foundation

- 2 -

# Design the typographic communication

# Choosing fonts

**Choose one that  
speaks for the project**

# Libre fonts vs. Paid fonts

# Quality?

Can be equally good  
or bad

# Merriweather Karmina

# Amerik̄a Royalty

# So why get the paid one?

# Exclusivity

# Budget is the answer

I'm lost in the  
typeface land

# Find typeface by foundry

# Just Another Foundry

# JAF Facit

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

# JAF Lapture

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

Type Together

A  
C  
L  
·  
C  
0

# Emigre

S  
E  
P  
T  
2  
0  
1  
7

Form Function & Class

# Brothers

**OEFENMATCHEN. KV Mechelen klopt Genk, zuinige zege voor Standard**

**Rays Center Fielder No. 941 in Draft, No. 1 in Defense**

**Kießling bewahrt Leverkusen vor Pleite bei Viertligisten**

**Mendes vs. McGregor: UFC 189 Main Event Odds, Predictions and Tale of the Tap**

# Fairplex

OEFENMATCHEN. KV Mechelen klopt Genk, zuinige zege voor Standard

Rays Center Fielder No. 941 in Draft, No. 1 in Defense

Kießling bewahrt Leverkusen vor Pleite bei Viertligisten

Mendes vs. McGregor: UFC 189 Main Event Odds, Predictions and Tale of the Tap

Type Together

A  
C  
L  
·  
C  
0

# TypeTogether

S  
E  
P  
T  
2  
0  
1  
7

Form Function & Class

# Adelle Sans

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

# Karmina

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

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# Implementation of typography

# Realizing how things change in websites

# 2 typefaces == 4 fonts

**tracking == letter-spacing**  
**leading ~= line-height**

Hello, Manila.  
I'm giving a talk  
at #FFCPH

Leading

Hello, Manila.  
I'm giving a talk  
at #FFCPH

Line-height

Hello, Manila.  
I'm giving a talk  
at #FFCPH

The name  
of the talk is  
Type Together

# Vertical rhythm

# News of the day

Hello, Manila.  
I'm giving a talk  
at #FFCPH

The name  
of the talk is  
Type Together

Level 1

# Em for line-height

# News of the day

16px / 19.2px



1.2em

Hello, Manila.  
I'm giving a talk  
at #FFCPH

The name  
of the talk is  
Type Together

## Level 2

# Use rem unit

```
html {  
    font-size: 16px;  
}
```

24px / 28.8px  
↑ ↑  
1.5rem 1.2em

**News of  
the day**

16px / 19.2px  
↑ ↑  
1rem 1.2em

**Hello, Manila.  
I'm giving a talk  
at #FFCPH**

**The name  
of the talk is  
Type Together**

## Level 3

# Line-height first

```
html {  
    // declare as baseline height, or 1rem  
    font-size: 16px;  
}
```

```
html {  
    // declare as baseline height, or 1rem  
    font-size: 16px;  
}
```

---

# News of the day

---

---

Hello, Manila.  
I'm giving a talk  
at #FFCPH

---

The name  
of the talk is  
Type Together

---

```
p {  
    line-height: 2rem;  
  
    // line-height / ratio = font-size  
    font-size: 2 / 1.2 * 1rem; //1.667rem  
}
```

```
html {  
    // declare as baseline height, or 1rem  
    font-size: 16px;  
}
```

26.67px / 32px

↑  
2rem

2 / 1.2 \* 1rem  
(1.667rem)

16.67px / 20px

↑  
1.25rem

1.25 / 1.2 \* 1rem  
(1.042rem)

**News of  
the day**

**Hello, Manila.  
I'm giving a talk  
at #FFCPH**

**The name  
of the talk is  
Type Together**

```
html {  
    // declare as baseline height, or 1rem  
    font-size: 16px;  
}
```

26.67px / 32px

↑  
2rem

2 / 1.2 \* 1rem  
(1.667rem)

16.67px / 20px

↑  
1.25rem

1.25 / 1.2 \* 1rem  
(1.042rem)

**News of  
the day**

**Hello, Manila.  
I'm giving a talk  
at #FFCPH**

**The name  
of the talk is  
Type Together**

16px  
↑  
1rem

# They take time and energy

# But they pay off

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# Communicate and type together

Talk about the goods  
and bads and  
start this early

# If in doubt, test!

**When something works, it's invisible. When it's invisible, people don't believe a professional put effort in it.**

**Until an amateur does it.**

*Erik Spiekermann*

# Thank you very much!

Follow me on Twitter @chakler