AQUENT

GYMNASIUM

RESPONSIVE WEB DESIGN

Lesson 5

MATERIALS & ASSIGNMENT

THIS LESSON'S CORE CONCEPTS

1. There is a relationship between font-size, line-height (leading), and line length. These three properties are the main factors in determining the readability of a document. Adjusting any one of these properties often means re-evaluating and modifying one (or both) of the other two.

2. In both print and web, the number of characters per line (CPL) is a useful metric for determining an appropriate line-width or measure. On the web there are tools that quickly allow us to determine the number of characters per line as well as tools such as the Golden Ratio Typography Calculator to help us identify ideal font-size and line-height for any given content width.

3. The challenges of Responsive Typography are directly related to the added complexity of having to consider different screen widths and devices on top of the "traditional" challenges of setting font, font-size, line-height, and line width.

4. The em unit is ideal for Responsive Typography because of its relative nature and the ability to tie the font-size of the various text elements to the font-size of the body.

5. Vertical rhythm is the science and art of creating readable and well-spaced text on the page using a mathematical scale or proportion. We arrive at a scale number by identifying an ideal font-size and line-height for our body text and multiplying the font-size by the line-height values. The resulting number can then be used as a baseline for adjusting other properties such as headlines, lists, and the space between other elements on a page.

6. If you create a well thought-out typographical scale for your smallest (smartphone) screen, you will not need to devote significant time toward creating specific styles for your larger screens in the media queries.

READINGS:

- http://www.maxdesign.com.au/articles/css-line-height/
  Highly recommended, in-depth presentation by Russ Weakly on CSS line-height. If you need to brush up on all of the details of this notoriously tricky property, there is no better source.

- http://vimeo.com/17079380
  30-minute video by Tim Brown, Type Manager for Adobe Typekit. Discusses typography and history and ties it into concepts that will help you focus on creating type for the web.

- http://branch.com/b/baseline-grid-or-modular-scale-both-neither
  Lively forum discussion on which method of setting type for the web is preferred.

WEBSITES MENTIONED IN THIS PRESENTATION:

- http://www.pearsonified.com/typography/

- http://filamentgroup.com/lab/how_we_learned_to_leave_body_font_size_alone/

- http://meyerweb.com/eric/thoughts/2008/05/06/line-height-abnormal/

- https://developer.mozilla.org/en-US/docs/CSS/text-size-adjust

- http://blog.typekit.com/2011/11/09/type-study-sizing-the-legible-letter/

ASSIGNMENTS

1. **Code Review**

   Open the "Code_to_Add.txt" file located in the Lesson Files folder. This code was frequently referenced in the course video and there is additional documentation for styles that were copied and pasted in the Chapter 3 video.

   Read through the documentation at the end of the document in order to get a more comprehensive explanation for the logic and reasoning of the text styles that were used to style the portfolio page. Be sure to ask questions on the Forum if you do not understand something!

2. **Add a Vertical Rhythm to Your Portfolio-in-Progress**

   Determine ideal font-size and line-height for your body copy and headings.
   Important! If you are using a font other than the web font "Roboto Condensed Light" that we used for our portfolio, you will need to re-evaluate basic concepts such as the ideal font-size and line-height for your page and this may ripple down the line to all of your subsequent measurements.