# WHEN EAST MEETS WEST

## Web typography and how it can inspire modern layouts

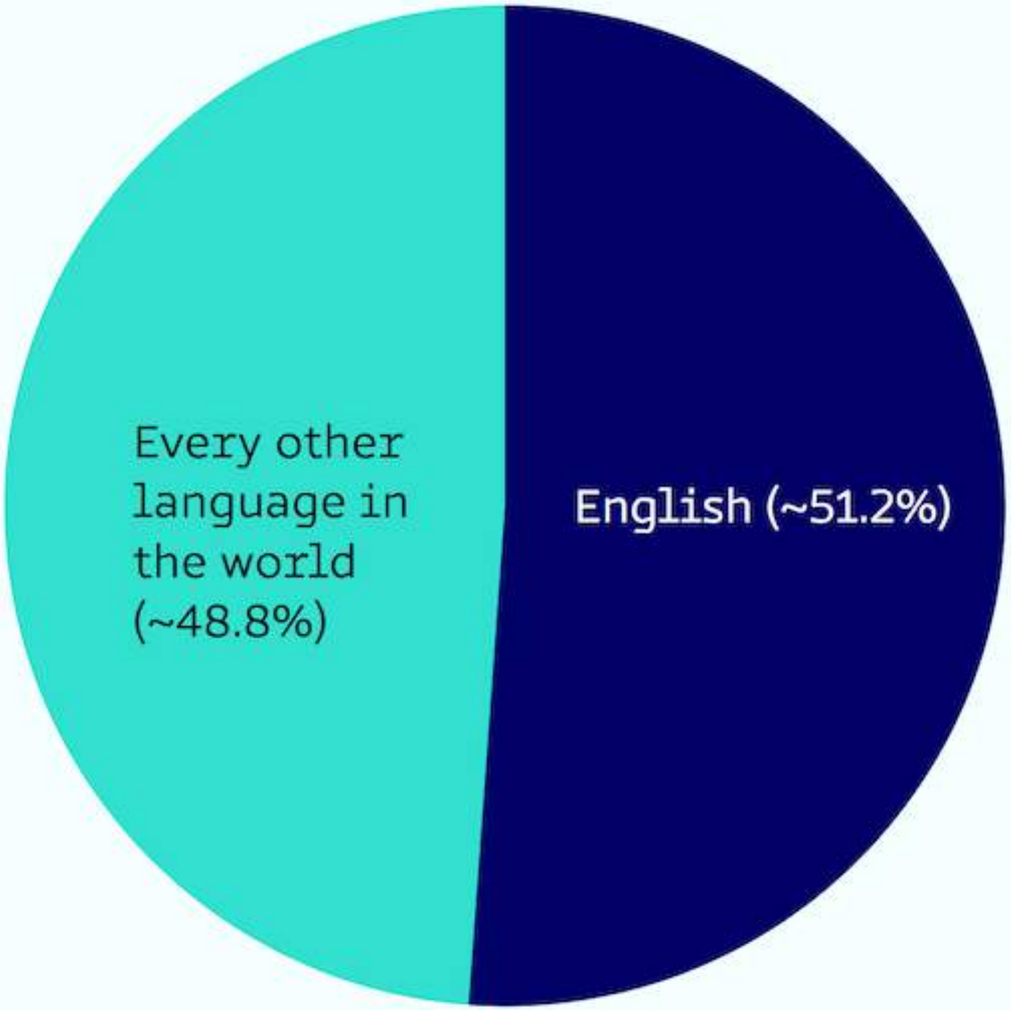
(surname) (given name)

# Chen Hui Jing

# What does the web mean to you?

0:00 / 0:16

*Distribution of languages used around the world*




*Distribution of content languages on the web*

Sources: Worldometers, Ethnologue, W3Techs

https://youtu.be/JJv9ifzVh-U?t=23m33s

# Internationalisation (i18n)

"To ensure that the technology supports text in any writing system of the world."

—W3C Internationalisation

# Do developers even care about typography?

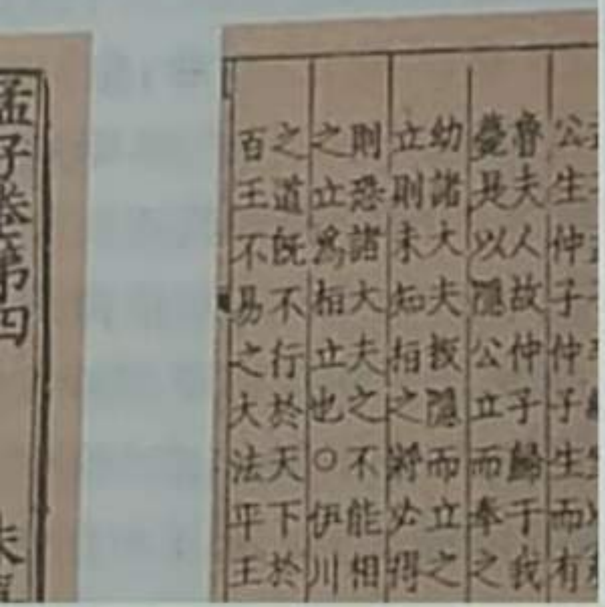
“Web design is 95% typography”

—Oliver Reichenstein

“Typography is writing with prefabricated letters”

—Gerrit Noordzij

万首绝句》一百一卷，见《天
《吴越春秋》十卷，见《张志
《陆志》、陆《续跋》。宝庆
张志》和《陆志》。宝庆三年



「葩紛」、「躍英」的容顏，但韶光易逝，
寒歲識凋松，真物知終始；
顏衰改華客，仁賢別行士。
這首可回讀的五言詩，用歲寒後凋的
讀，則表現得更加激揚蓬勃，感人至深。
魏侯奸凶，害我忠貞；
禍因所恃，滋極驕盈。
這裡又對那位奪她夫君的趙陽臺進行
安，全因了那位趙陽臺讒媚進言，恃寵邀
一幅深情玄妙的「璇璣圖」的意韻，
只有自己會心品味，方能漸至佳境，它實

作出一些「回文詩」外，都不稱意，僅蘇
韻，全文排列如下：

「反覆詩」的字排成一菱形，外

花蕊遠
紅殘
綺
冷
雲望老斗
雨春流
藏
山
遠
水宦

https://www.chenhuijing.com/talks/yglf-2017
@hj_chen

# Phoenician alphabet

甲骨文

Hippopotamus

(English) 12 letters

河

马



Image credit: Jake Siano

抱

וכשבזרועותיהם

13 letters (Hebrew)

# Grianghrafadóireachta

(Irish) 21 letters

摄影



Image credit: Dana Saylor

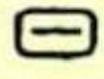
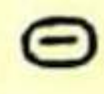
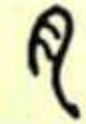
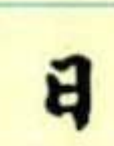
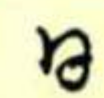
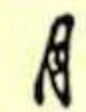
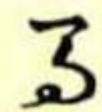
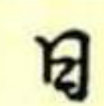
| ORIGINAL MEANING | Egyptian | Phoenician | Greek | Roman Capital | Roman Uncial | Roman Half Uncial | Minuscule | MODERN FORMS |
|---|---|---|---|---|---|---|---|---|
| Ox | | | A | A | | | a | Aa AcAa Aa |
| House | | | B | B | b | b | b | Bb BBb Bb |
| Camel | | | ⅂ | G | G | | g | Gg GGg Gg |
| Door | | | Δ | D | | d | d | Dd DDd Dd |
| Window | | | ∃ | E | | | e | Eee EEee Ee |
| Water | | | N | M | | | m | Mm MMm M |
| Eye | | | O | O | O | o | o | Oo OoO Oo |
| Mouth | | | 4 | P | | p | p | Pp PpPp Pp |
| Cross | + | X | T | T | | | t | Tt TTtT Tt |

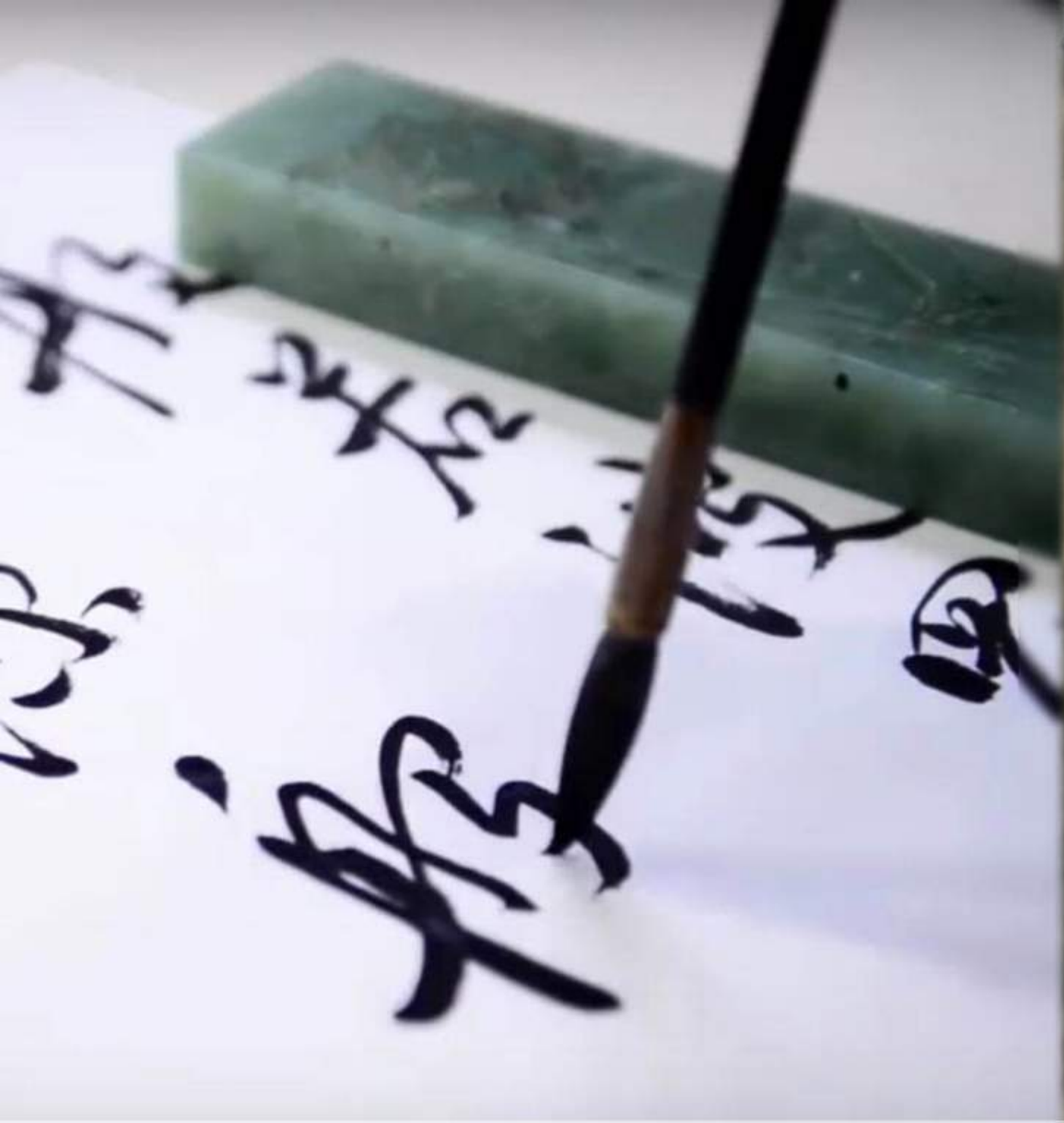
*Illustrating the probable development of some of the letters of the alphabet*

SERIFS

serifs

SANS SERIF

| | | | | |
|---|---|---|---|---|
| 甲骨文 |  | | | |
| 金文 |  | | | |
| 小篆 | |  | | |
| 隶书 | | | | |
| 楷书 |  | | | |
| 草书 |  |  | |  |
| 行书 |  | | | |



宋体

*Song Ti*

楷体

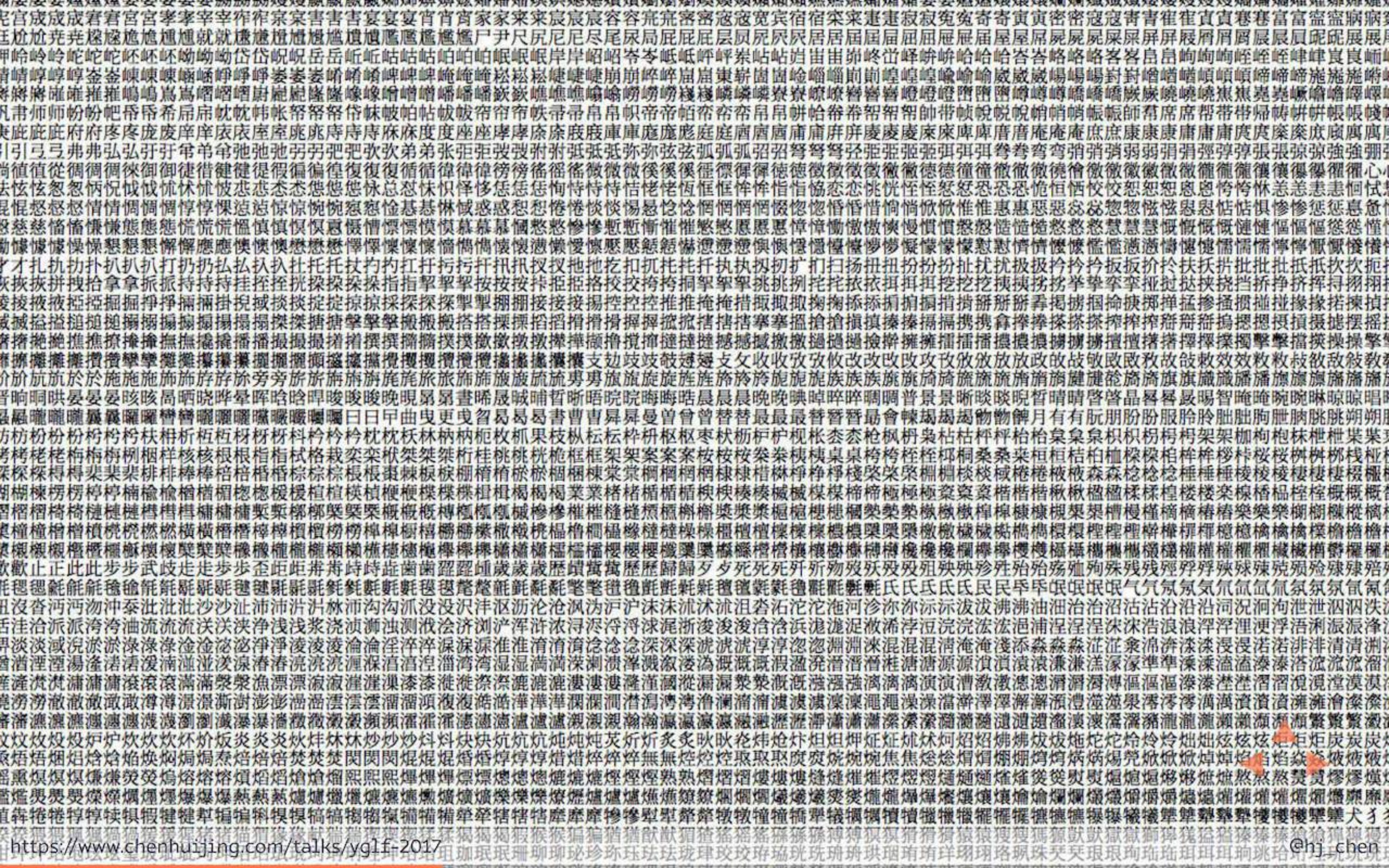
*Kai Ti*

仿宋体

*Fang Song Ti*

黑体

*Hei Ti*



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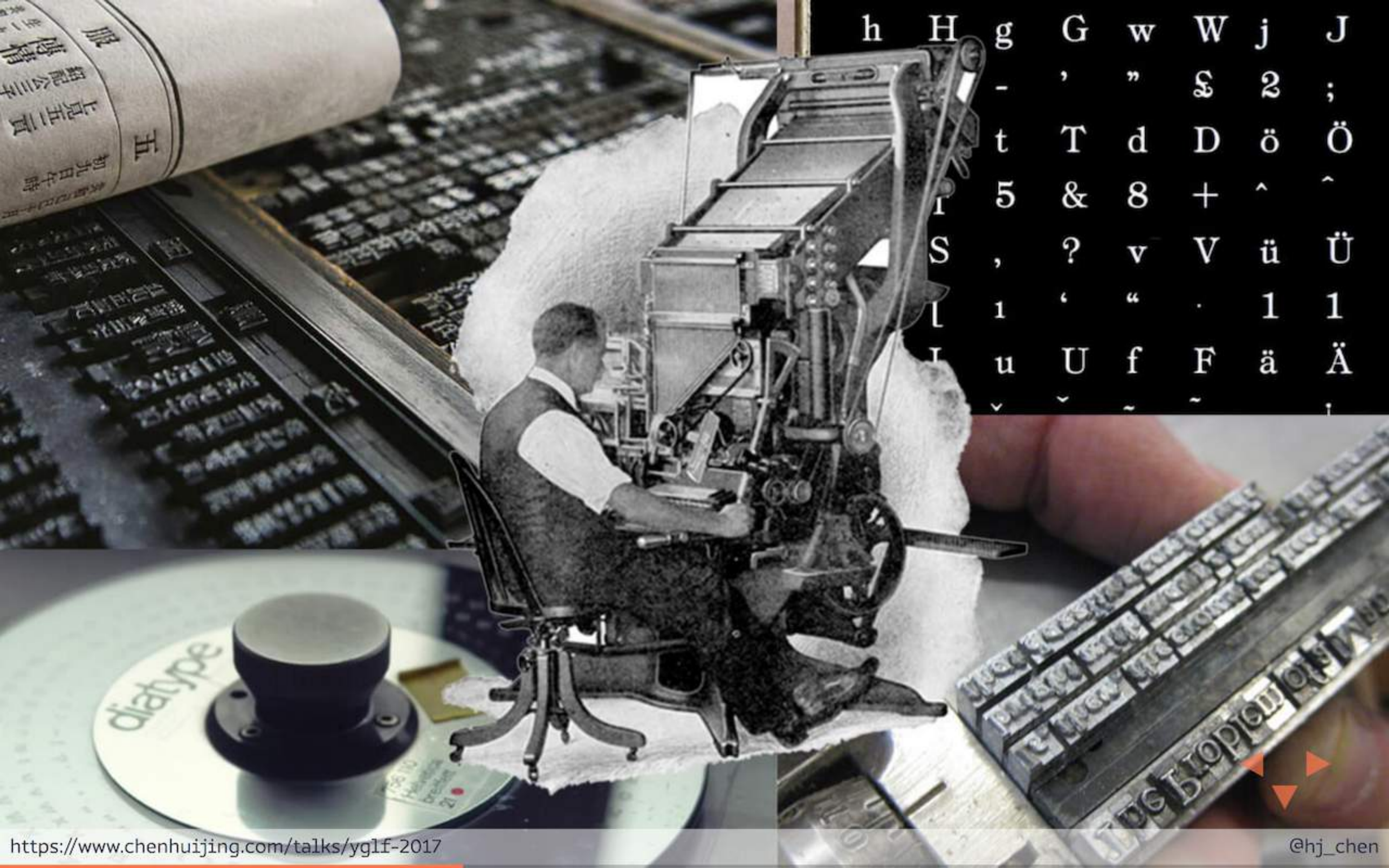
h H g G w W j J
- ' " £ 2 ;
t T d D ö Ö
5 & 8 + ^ ^
S , ? v V ü Ü
1 ‘ “ · 1 1
u U f F ä Ä
diatype

Suntec
SINGAPORE
Convention & Exhibition Centre
The Big Picture
Presents
Europe 24
This data visualization of Air Traffic in Europe was created from real flight data. It shows the air traffic which flies on a typical summer day and highlights the intensity of the operation in Europe - an operation which runs 24/7, 365 days a year.
Video courtesy of NATS
nats.aero/blog
13:00 - 15:00
Heathrow
Gatwick
Suntec
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Video courtesy of NATS
nats.aero/blog

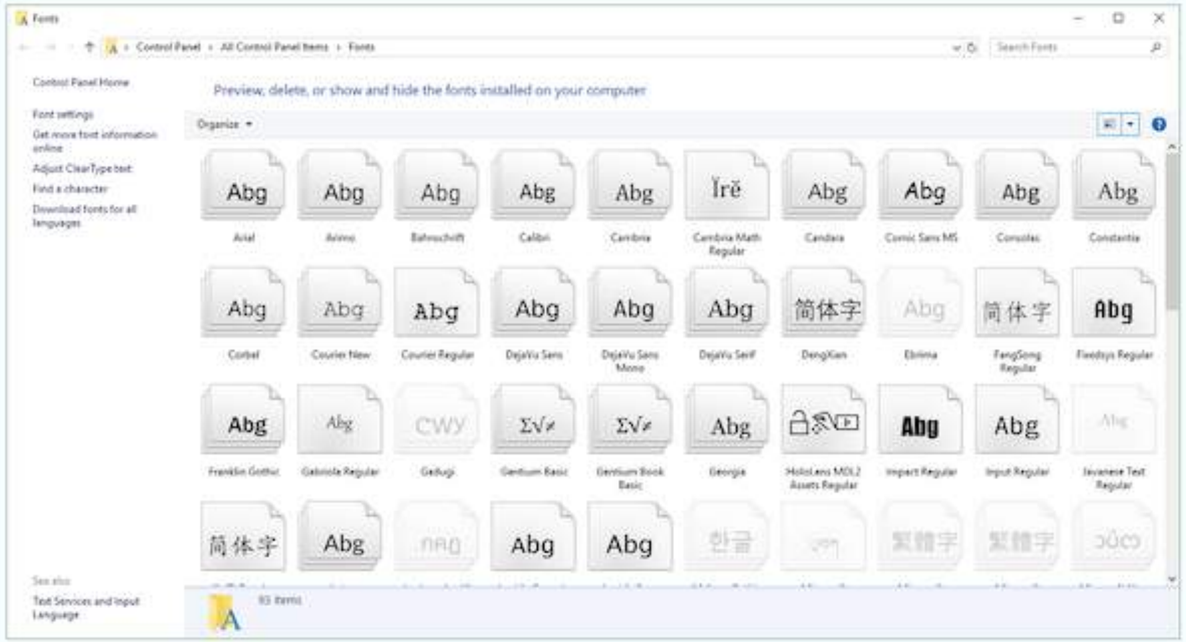
# The web is a unique medium of its own

# Web fonts

The CSS3 Fonts specification describes the basic controls CSS provides for selecting and using fonts within documents.

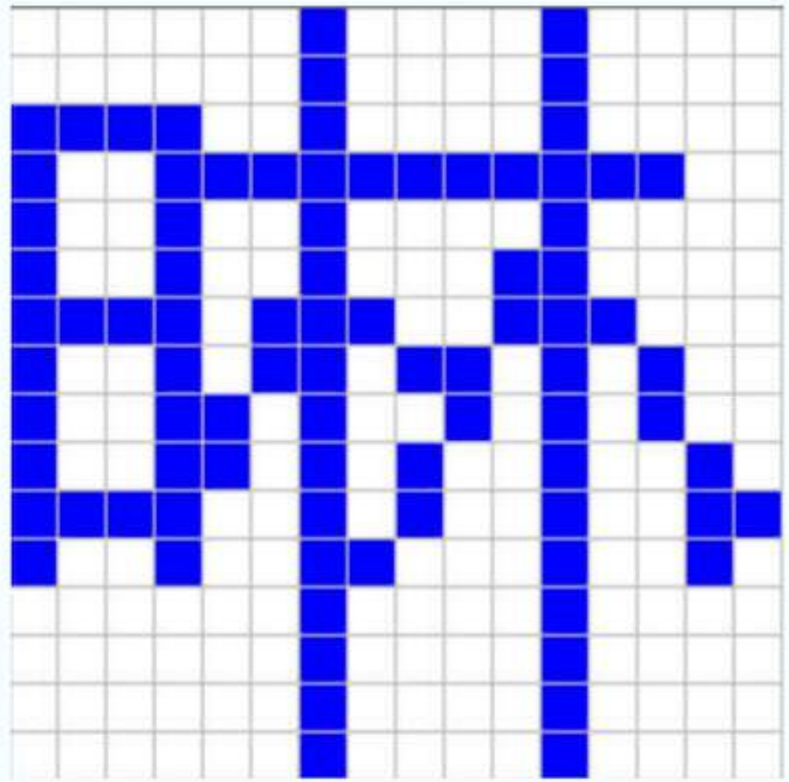
http://bit.ly/css-font-history/

# What is a font?

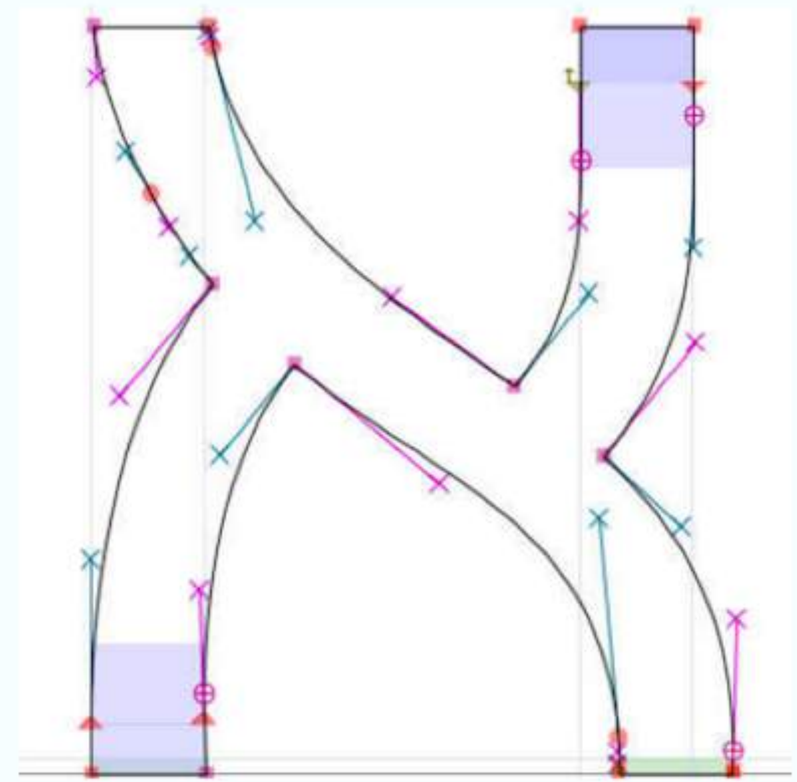


# And what are glyphs?

F



瞵



א

# Font formats for web use

| | |
|---|---|
| WOFF2 (Web Open Font Format 2) | Microsoft, mozilla, Opera |
| WOFF (Web Open Font Format) | Microsoft, mozilla, Opera |
| OTF (OpenType) | Microsoft, Adobe |
| TTF (TrueType) | Microsoft, Apple |
| EOT (Embedded Open Type) | Microsoft |
| SVG (Scalable Vector Graphics) | W3C SVG |

# @font-face rule

```
@font-face {
    font-family: 'Magnetic Pro';
    src: url('../fonts/magnetic-pro-light.woff2') format('woff2'),
         url('../fonts/magnetic-pro-light.woff') format('woff');
  }
```

WOFF - Web Open Font Format

Compressed TrueType/OpenType font that contains information about the font's source.

| IE | Edge | Firefox | Chrome | Safari | Opera | iOS Safari | Opera Mini | Android Browser | Chrome for Android |
|---|---|---|---|---|---|---|---|---|---|
| 9 | 14 | 54 | 60 | 10 | 46 | 10.2 | | 4.4 | |
| 10 | 15 | 55 | 61 | 10.1 | 47 | 10.3 | | 4.4.4 | |
| 11 | 16 | 56 | 62 | 11 | 48 | 11 | all | 56 | 61 |
| | | 57 | 63 | TP | 49 | | | | |

✓ ✗ Partial Support

Global: 94.61% + 0% = 94.61%

Data from caniuse.com | Embed from caniuse.bitsofco.de

WOFF 2.0 - Web Open Font Format

TrueType/OpenType font that provides better compression than WOFF 1.0.

| IE | Edge | Firefox | Chrome | Safari | Opera | iOS Safari | Opera Mini | Android Browser | Chrome for Android |
|---|---|---|---|---|---|---|---|---|---|
| 9 | 14 | 54 | 60 | 10 | 46 | 10.2 | | 4.4 | |
| 10 | 15 | 55 | 61 | 10.1 | 47 | 10.3 | | 4.4.4 | |
| 11 | 16 | 56 | 62 | 11 | 48 | 11 | all | 56 | 61 |
| | | 57 | 63 | TP | 49 | | | | |

✓ ✗ Partial Support

Global: 78.23% + 1.8% = 80.03%

Data from caniuse.com | Embed from caniuse.bitsofco.de

# Anatomy of an @font-face rule

```
@font-face {
    font-family: <family-name>
    src: [ <url> [format(<string> #)]? | <font-face-name> ] #
    font-style: normal | italic | oblique
    font-weight: normal | bold | 100 | 200 | 300 | 400 | 500 | 6
    font-stretch: normal | ultra-condensed | extra-condensed | c
    unicode-range: <urange> #
    font-variant: normal | none | [ <common-lig-values> || <disc
    font-feature-settings: normal | <feature-tag-value> #
  }
```

# Descriptors

describe individual font faces

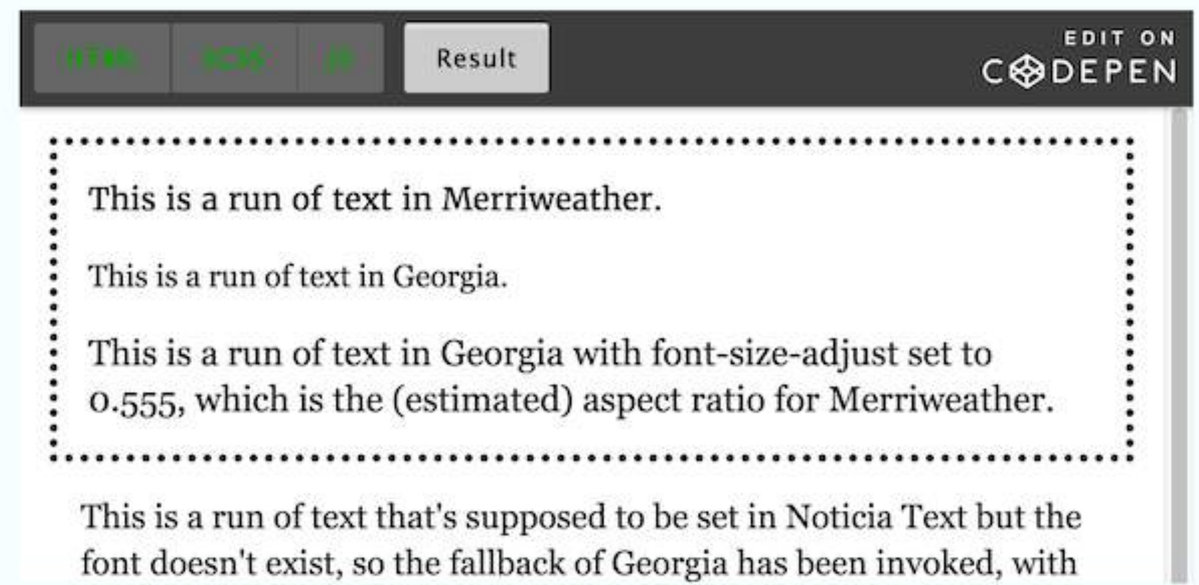
# Properties

requests for styling

# Basic CSS font properties

| | |
|---|---|
| font-size | Indicates the desired height of the glyphs. Takes absolute or relative values. |
| font-weight | Specifies the weight of the glyphs in the font. Can use keywords or numerical values. |
| font-style | Allows italic or oblique faces to be selected. |
| font-stretch | Selects a normal, condensed or expanded face from a font family. Range spans over 9 keywords. |
| font-size-adjust | Adjusts the font-size to preserve the x-height of the first choice font. |
| font-synthesis | Controls whether user agents are allowed to synthesize bold or oblique font faces when missing. |

# font-size-adjust



# font-synthesis

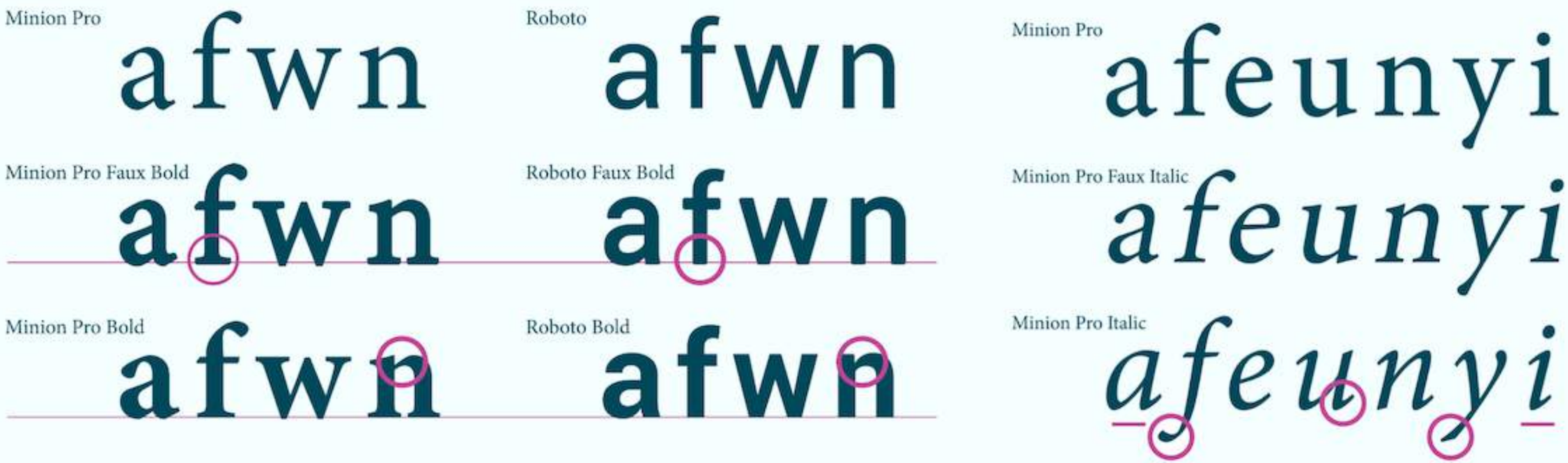



Image credit: Piotr Grochowski

```
@font-face {
  font-family: 'Magnetic Pro';
  src: url('magnetic-pro-light.woff2') format('woff2'),
     url('magnetic-pro-light.woff') format('woff');
  font-weight: normal;
  font-style: normal;
  }

  @font-face {
  font-family: 'Magnetic Pro';
  src: url('carmelitregular.woff2') format('woff2'),
     url('carmelitregular.woff') format('woff');
  font-weight: normal;
  font-style: normal;
  unicode-range: U+05D5, U+05DB, U+05E9, U+05D1, U+05D6, U+05E8, U+05D5, U+05E2, U+05
  }
```

# Declare your Latin fonts first

```
font-family: 'Gentium Basic', 'PingFang TC', 'Microsoft
JhengHei', '微軟正黑體', 'Heiti TC', '黑體-繁', sans-serif;
```

Font rendering for Mac and Windows is different, and sometimes the Latin characters in Chinese fonts don't look good on Windows.

Put your font names in quotes. Just in case.

# Font feature properties

## font-kerning

AV Wa

No kerning

AV Wa

Kerning applied

## font-variant-position

$C_{10}H_{16}N_5O_{13}P_3$

$C_{10}H_{16}N_5O_{13}P_3$

## font-variant-position-ligatures

fi ▸ fi  tz ▸ tz

WORDS ▸ WORDS

*labor of love* ▸ *labor of love*

## font-variant-numeric

1st 17th 2a ▸ 1st 17th 2a

2 1/3 ▸ 2⅓

4000 ▸ 4000

2 1/3 ▸ $2\frac{1}{3}$

| Lining | Old-Style |
|---|---|
| 409,280 | 409,280 |
| 367,112 | 367,112 |
| 155,068 | 155,068 |
| 171,792 | 171,792 |

## font-variant-caps

The DOM, the HTML syntax, and the XHTML syntax cannot all represent the same content. For example, namespaces cannot be represented using the HTML syntax, but they are supported in the DOM and in the XHTML syntax.

## font-variant-alternates

Jesuits ▸ Jeſuits

*quick* ▸ *quick*  *Quick* ▸ *Quick*

**incroyable** ▸ **incroyable**

• ▸ ⚘ ⚘ ⚘  519 ▸ ⑤①⑨

# font-variant-east-asian

麹町 ▸ 麴町

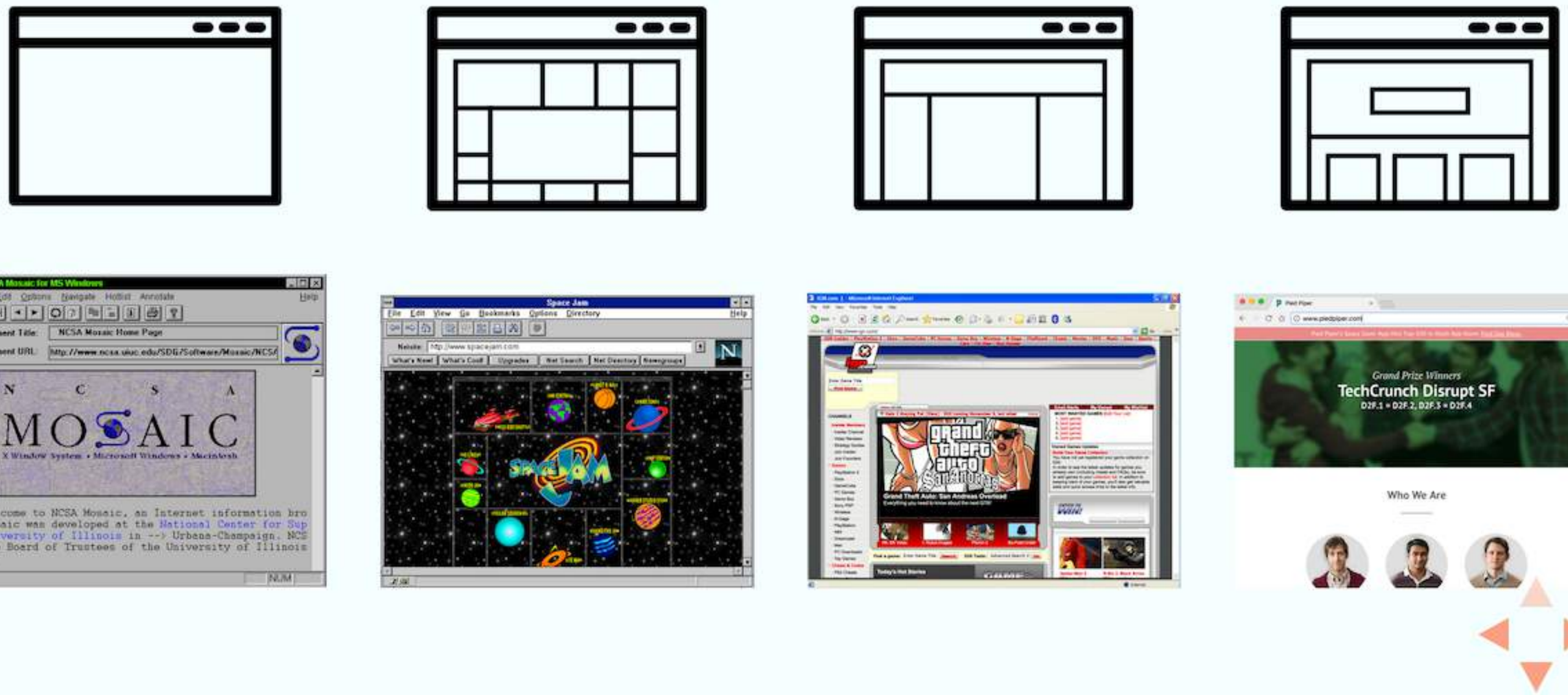
大学 ▸ 大學

欧文フォント ▸ 欧文フォント

# font-feature-settings

Provides low-level control of advanced OpenType features

# Web layouts over the years



# 2017: the year of CSS Grid

## March 2017

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | | 8 | 9 | 10 | 11 |
| 12 | 13 | | 15 | 16 | 17 | 18 |
| 19 | 20 | | 22 | 23 | 24 | 25 |
| 26 | | 28 | 29 | 30 | 31 | |

## October 2017

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | YGLF | YGLF | | | | |

“We need to translate ideas that we find in other places, not transfer them.”

—Jen Simmons

新生火柴廠
Flyingman Safety Matches
飛人牌火柴
TRADE MARK
SINCERE MATCH & TOBACCO FACTORY LTD.
PETALING JAYA, KUALA LUMPUR, MALAYA.

# PANAU SALAP CHAP GAJAH

*Hanya satu sahja PANAU SALAP yang selalu dipakai orang yaitu*

**PANAU SALAP CHAP GAJAH**

*kerana penyakit*

- ★ **PANAU**
- ★ **KURAP**
- ★ **GATAL²**
- ★ **Dan Lain²**

*Ada terjual disemua kedai obat diseluroh Malaysia, Singapura dan Brunei.*

BROWNBOOK
44
الجزائر
THE ALGERIA ISSUE
الاشتراك
BROWNBOOK
WATCHES & JEWELLERY 2014
GULF
MUSIC
FESTIVAL
2014

Kansai 山本 寛斎
Yamamoto
Fashion
Avant-Garde – Art + Culture
Japanese Contemporary
Kimono – Classic
Kansai Yamamoto became known for his avant
his last collection in 1992, he has returned to
kimono designs which caught the eye of David Bo
ion as a designer of traditional Japanese garments
who wore them on his Ziggy Stardust tour.
d in 2010 also designed the Skyliner train.

# The magic of Writing Modes

CSS Writing Modes Level 3 defines CSS features to support for various international writing modes, such as **`left-to-right`** (e.g. Latin or Indic), **`right-to-left`** (e.g. Hebrew or Arabic), **`bidirectional`** (e.g. mixed Latin and Arabic) and **`vertical`** (e.g. Asian scripts).

Vertical text is fun!

🙂

Or make it read from right-to-left.

🙃

left-to-right.

literally turn on its side from

You can make your browser

# writing-mode property

| | |
|---|---|
| horizontal-tb | 从1987到现在 |
| vertical-rl | 从1987到现在 |
| vertical-lr | 从1987到现在 |
| sideways-rl* | 从1987到现在 |
| sideways-lr* | 从1987到现在 |

Properties marked with * have been deferred to Writing Modes Level 4.

# `text-orientation` property

从1987到现在

*mixed*

从1987到现在

*upright*

从1987到现在

*sideways*

# text-combine-upright property

民國106年7月3日

*none*

民國106年7月3日

*all*

民國106年7月3日

*digits <integer>**

Codepen example for text-combine-upright

margin-top: auto

max-height: 25em

# MNBL女子决赛 ·昔加末攀高峰夺冠

（吉隆坡29日讯）国手陈慧晶昨晚在第一届大马全国篮球联赛（MNBL）女子决赛中爆发，全场轰进18分 4篮板，带领昔加末篮球公会以60比51击败吉隆坡高峰集团，以大热姿态在第一座MNBL奖杯上留名。

## 陈慧晶夺生涯首个MVP

陈慧晶在初赛与半决赛并不是特别抢眼，岂知来到决赛却成为了球队的致胜功臣。身高177公分的陈慧晶此役14投8中，命中率高达57%，尤其最后一节更是独得8分，顶住了高峰队的反扑。凭藉决赛的精彩演出，陈慧晶也因此当选决赛MVP（最有价值球员），生涯首次获得这一项荣誉。

对于陈慧晶的表现，昔加末主帅戴正钧也赞不绝口，他说：「陈慧晶在这一场比赛的发挥是大家有目共睹的。而除了我们的MVP（陈慧晶），汪秀婷、邱嫊媚也在关键时刻投进了几个三分球，我们才能够在紧要关头将比分扩大。」

## 多次靠三分球扩大比分

昔加末靠三分球抛离对手的纠缠，本场比赛就出现了好多次，像第三节高峰队追至20比26时，邱嫊媚就轰进三分球；然后在22比31时，汪秀婷也射出一记三分弹；来到比赛最后5分钟高峰以45比 53咬紧比分时，邱嫊媚又适时出手命中三分球，让高峰队多次努力无功而返。

除了陈慧晶，邱嫊媚与彭燕燕在此役也各射下8分，汪秀婷和钟佩金各得7分，彭慧萍虽然只得5分，但却抢下全场最高的10个篮板。

高峰队的陈巧婷此役的发挥也极为出色，射下23分8篮板，但却无法带领球队取胜。此外叶佛仪取得10分 5篮板、李秀雯8分6篮板、伊查蒂 7分6篮板等。

## 雷升龙：发挥输对手5%

高峰队主帅雷升龙表示，高峰队其实在本场决赛发挥得不错，只是昔加末的表现更为出色、防守也比他们更为严谨。

雷升龙说：「我们和昔加末其实都属于同样水平的队伍，胜负关键就要看双方球员的临场表现，而在这一方面我们在决赛中输了5%。」

margin-bottom: auto

# Willem de Kooning

If Jackson Pollock was the public face of the New York avant-garde, Willem de Kooning could be described as an artist's artist, who was perceived by many of his peers as its leader. He was born in Rotterdam, where he grew up in an impoverished household and attended the Rotterdam Academy, training in fine and commercial arts. In 1926, the adventurous young artist stowed away on a ship bound for Argentina. While the ship was docked in Virginia, de Kooning slipped off, skirted immigration, and made his way to New Jersey—and so began the rest of his life.

@hj_chen

https://www.chenhuijing.com/talks/yglf-2017

# CSS Logical Properties

CSS Logical Properties

Use start/end properties that depend on LTR or RTL writing direction instead of left/right

| IE | Edge | Firefox | Chrome | Safari | Opera | iOS Safari | Opera Mini | Android Browser | Chrome for Android |
|---|---|---|---|---|---|---|---|---|---|
| 9 | 14 | 54 | 60 | 10 | 46 | 10.2 | | 4.4 | |
| 10 | 15 | 55 | 61 | 10.1 | 47 | 10.3 | | 4.4.4 | |
| 11 | 16 | 56 | 62 | 11 | 48 | 11 | all | 56 | 61 |
| | | 57 | 63 | TP | 49 | | | | |

✓ ✗ Partial Support Prefixed

Global: 5.51% + 83.71% = 89.22%

Data from caniuse.com | Embed from caniuse.bitsofco.de

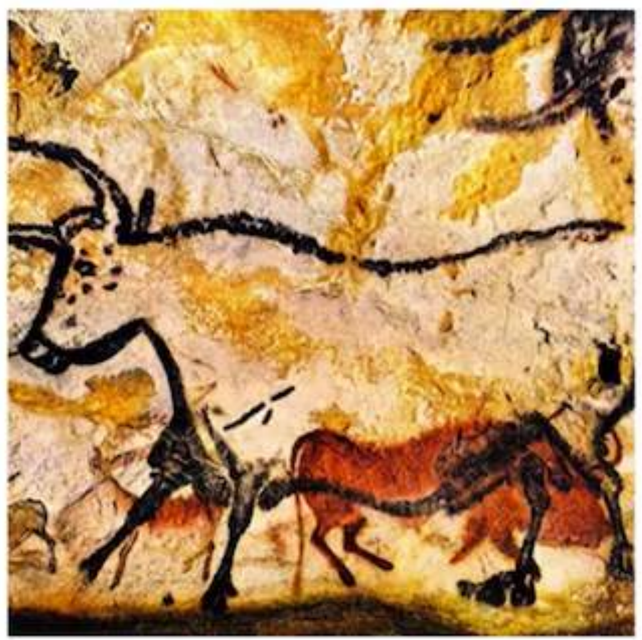
竪排

# 文字的故事

記錄：演變 05/20/2014

人類和其他生物物種總是在以自己獨特的方式和語言給大自然和自己的生命歷程留下一些印跡。當遠古時期的獵人根據熊掌印開始追踪的時候，那便是最早的「視覺交流與傳播」（Visual Communication）的開始。

最早的視覺傳達方式基本都是利用圖形進行的。這是北美印地安在史前的岩洞壁畫



法國發現的拉斯考克岩洞中，古代人類的原始繪畫，大約西元前一萬——萬五千年

古代中亞文明的黑石鴨形，是由烏爾王奉獻給南那神的供品，公元前3000年左右

0:00 / 0:07

Penang Hokkien website

About page

*Bookshelf-style design with vertical text*

Capabilities Partners Blog Contact

# Cognition

**the Wismut Labs engineering blog**

Front-end

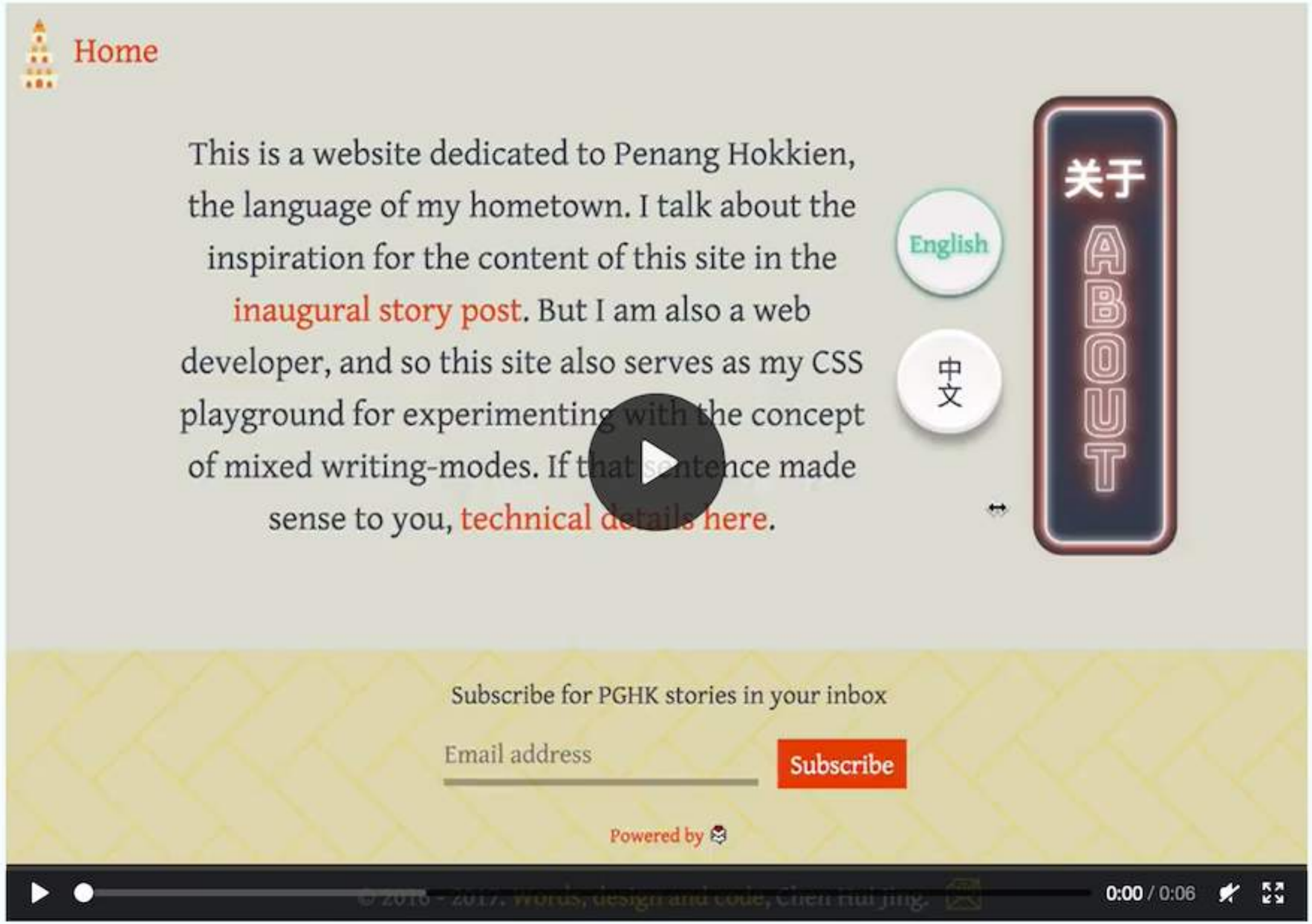
*posted on Apr 24, 2017*

## Building for cross-browser compatibility

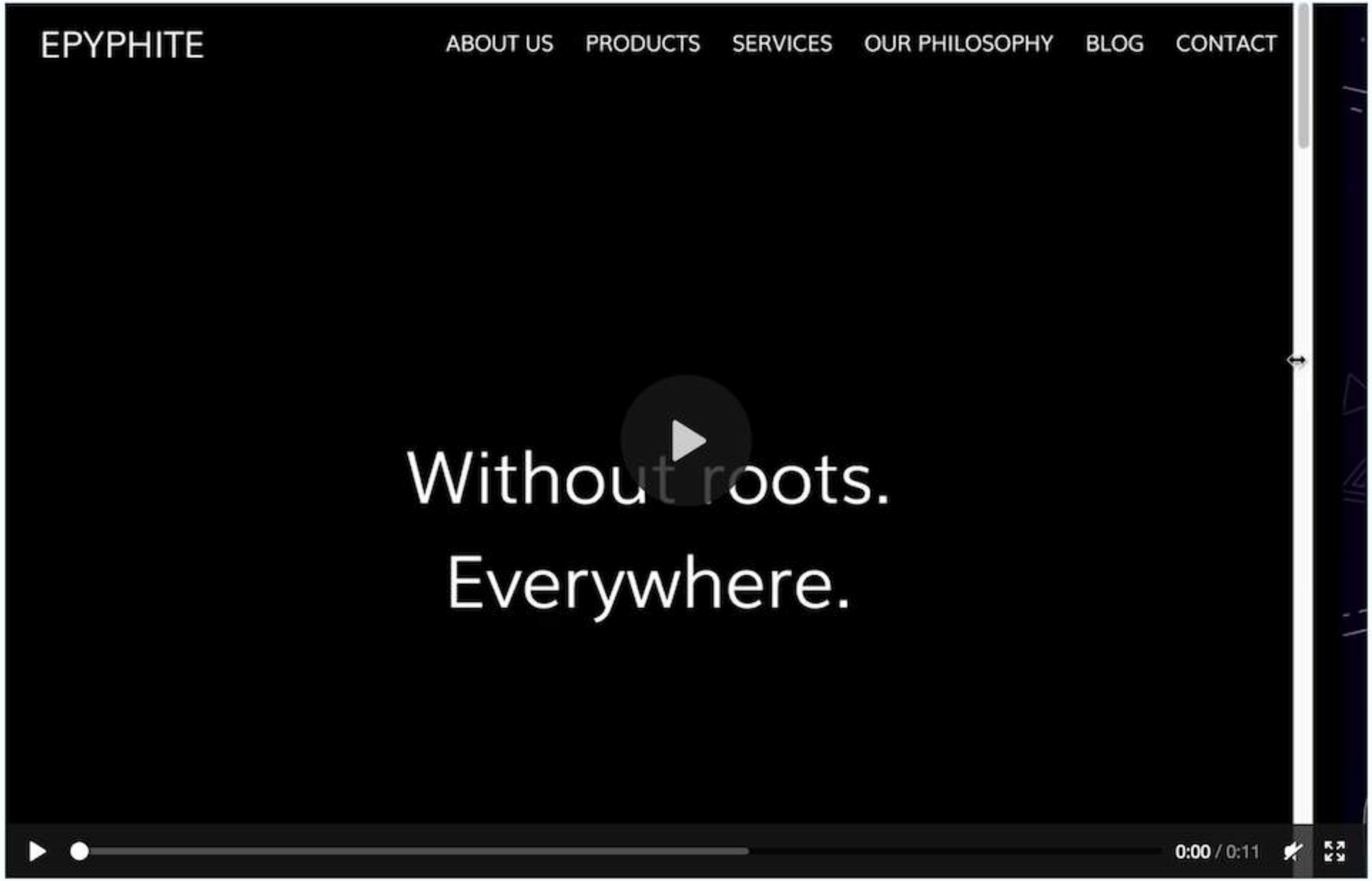
*This is the third post of a multi-part series about developing the brand identity for Wismut Labs.*

The previous post covered a number of design decisions made with regards to the overall style of the Wismut Labs brand. This post will focus on the actual building of the Wismut Labs website.

*Vertical blog tags*




*Responsive vertical to horizontal layout*



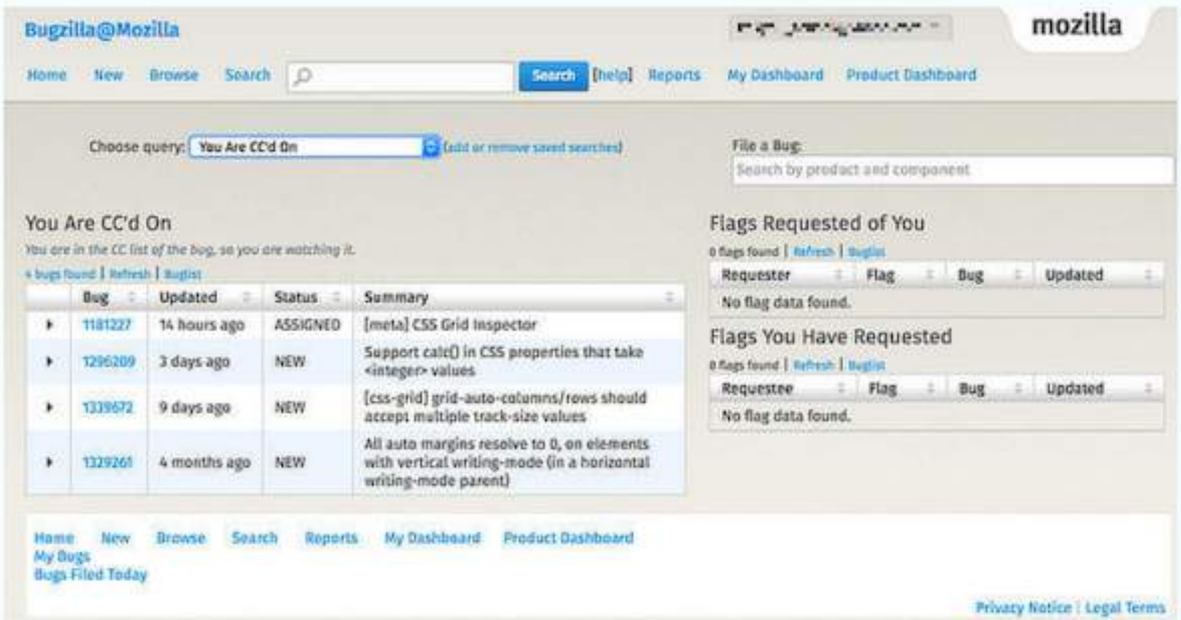

*Vertical mobile navigation*

19 bugs found.

| ID | Product | Comp | Assignee ▲ | Status ▲ | Resolution | Summary | Changed |
|---|---|---|---|---|---|---|---|
| 1263934 | Core | Layout | martijn.martijn@gmail.com | NEW | --- | Marquee doesn't work well in vertical writing-mode css | 2016-04-12 |
| 1189131 | Core | Layout | nobody@mozilla.org | NEW | --- | flex align-items center displaces text when writing-mode is vertical-rl | 2017-07-20 |
| 1223180 | Core | Layout | nobody@mozilla.org | NEW | --- | Flex + vertical writing-mode: flex items / text disappear | 2017-08-16 |
| 1231656 | Core | Layout | nobody@mozilla.org | NEW | --- | text-align and vertical-align don't work as expected on table cells that are orthogonal to row (writing-mode) | 2017-04-18 |
| 1234701 | Core | Layout | nobody@mozilla.org | NEW | --- | Various crashes with CSS "writing-mode: vertical-lr" and float | Fri 08:03 |
| 1242660 | Core | Layout | nobody@mozilla.org | NEW | --- | [css-writing-modes] Fragmentation issues with vertical writing-mode | 2017-08-07 |
| 1260054 | Core | Layout | nobody@mozilla.org | NEW | --- | Text and the scroll bar are not displayed with writing-mode: vertical-rl | 2016-10-23 |
| 1269152 | Core | Layout | nobody@mozilla.org | NEW | --- | orthogonal multi-column with a vertical writing-mode computes height to fill page rather than wrap contents | 2016-05-01 |
| 1276735 | Core | Layout | nobody@mozilla.org | NEW | --- | [css-flexbox][css-writing-modes] display:inline-flex with vertical item is growing on each reflow | 2017-08-04 |
| 1318825 | Core | Layout | nobody@mozilla.org | NEW | --- | [css-flexbox] Vertical-writing-mode flex item in horizontal flex container has wrong width | 2016-11-25 |
| 1282940 | Core | Layout | nobody@mozilla.org | NEW | --- | Flex item with indefinite flex-basis produces weird overflow inside column container with vertical writing-mode | Tue 14:42 |
| 1329261 | Core | Layout | nobody@mozilla.org | NEW | --- | All auto margins resolve to 0, on elements with vertical writing-mode (in a horizontal writing-mode parent) | 2017-07-17 |
| 1349163 | Core | Layout | nobody@mozilla.org | NEW | --- | [css-flexbox] In Firefox flex item with writing-mode:vertical-rl stretches, not in Chrome | 2017-07-17 |
| 1322623 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent writing-mode/tables/vertical-table-specified-width-2-ref.html \| assertion count 2 is more than expected 1 assertions from ASSERTION: FinishReflowChild with unconstrained container width!: 'aContainerSize.width != NS_UNCONSTRAINEDSIZE' | 2017-09-24 |
| 1403811 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent [u'writing-mode/tables/vertical-table-specified-width-2.html', u'==', u'writing-mode/tables /vertical-table-specified-width-2-ref.html'] \| assertion count 2 is more than expected 1 assertions | 2017-10-15 |
| 1404937 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent writing-mode/1117210-1-vertical-baseline-snap.html == writing-mode/1117210-1-vertical-baseline-snap-ref.html \| image comparison, max difference: 255, number of differing pixels: 32194 | 2017-10-15 |
| 1404957 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent [u'writing-mode/tables/vertical-table-specified-width-2.html', u'==', u'writing-mode/tables /vertical-table-specified-width-2.html'] \| assertion count 3 is more than expected 2 assertions, FinishReflowChild with unconstrained container width! | 2017-10-08 |
| 1405437 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent writing-mode/1115916-1-vertical-metrics.html == 1115916-1-vertical-metrics-ref.html \| image comparison, max difference: 255, number of differing pixels: 1092 | 2017-10-15 |
| 1408037 | Core | Layout | nobody@mozilla.org | NEW | --- | Intermittent (u'writing-mode/tables/vertical-table-specified-width-2.html', u'==', u'writing-mode/tables /vertical-table-specified-width-2-ref.html') \| assertion count 2 is more than expected 1 assertions | 2017-10-15 |

19 bugs found.

*Bugs, bugs, bugs*




*Bugzilla@Mozilla*

*Chromium Bugs*

# A long list of references


- Consumer barriers to mobile internet adoption in Asia
- The Relationship between Local Content, Internet Development and Access Prices
- Usage of content languages for websites
- The faces of Microsoft
- No @font-face Syntax will ever be Bulletproof, Nor Should It Be.
- 字体漫谈
- Source Han Serif / Noto Serif CJK History & Development
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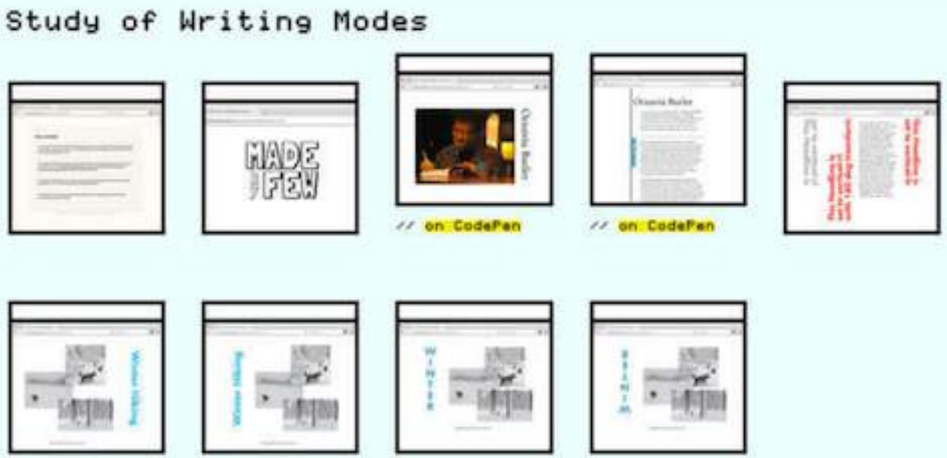
**着物 姫之**
&B STYLE Inc.

フォントと縦書きの組合せで和を連想させ、まとまった印象を受けます。画面幅に応じて縦組・横組切り替わる部分も面白いです。下層で縦書きが使われていないため、世界観が分断されてしまっているように見えるのが残念です。

**FONT PLUS賞**
**廣榮堂採用サイト**
CIRRA, Inc.

縦書きがポイントに上手く活かされ、和の雰囲気とフォントがマッチしています。副賞のFONTPLUSを利用していただけるとうれしいです。ファーストビューに表示されるコピーも、Webフォントで実装して頂けるとなお良いと思います。

http://tategaki.github.io/awards/

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