

Module 3 Response Paper

Web content is 99% typography, making it responsive depending on the screen is of course very important because how else would you communicate with your audience? But it is not just about the size of the text but the length that it is allowed to travel on a screen in one line.

People can often get lost in a long line of text and have to start reading all over again which can cause frustration and loss of view. The optimum amount of characters according to Robert Bringhurst is 45-47. While starting out this may be a good indicator, let your sense of correctness guide you; if you feel like a line is too long then it probably is. Too long of a line can be remedied by a media query and the right CSS behind it. Stocks says that his approach for the media query on a line that has run too long is:

- Increase font size
- Decrease padding on containing element
- Do both

Stocks also mentions a Trent Walton who said that a great way to keep an eye on your typography is to put an asterisk on the 45 and 75 character points. Then if there are two asterisks on the same line, you know that your text as run too far and needs to be changed or else you risk losing your user.

In the end, this is a very flexible medium and therefore, the world is out there to be messed with a little bit and changed to see how things flow together and how words can be used in better and better ways.