

Неправда фотошопа и как с ЭТИМ ЖИТЬ

Филипп Нуруллин

Процесс?

1. исследование

2. скетч  

3. дизайн  

1. исследование
2. скетч
3. типографика
 - проблемы
 - где делать
4. дизайн
5. правки верстки
 - как уменьшить

Мы не будем
говорить о:

95% веб-дизайна составляет типографика

Oliver Reichenstein 2006г.

<https://ia.net/know-how/the-web-is-all-about-typography-period>

Ширина строки

Десктоп

50-65

1.4em — 1.6em

Телефон

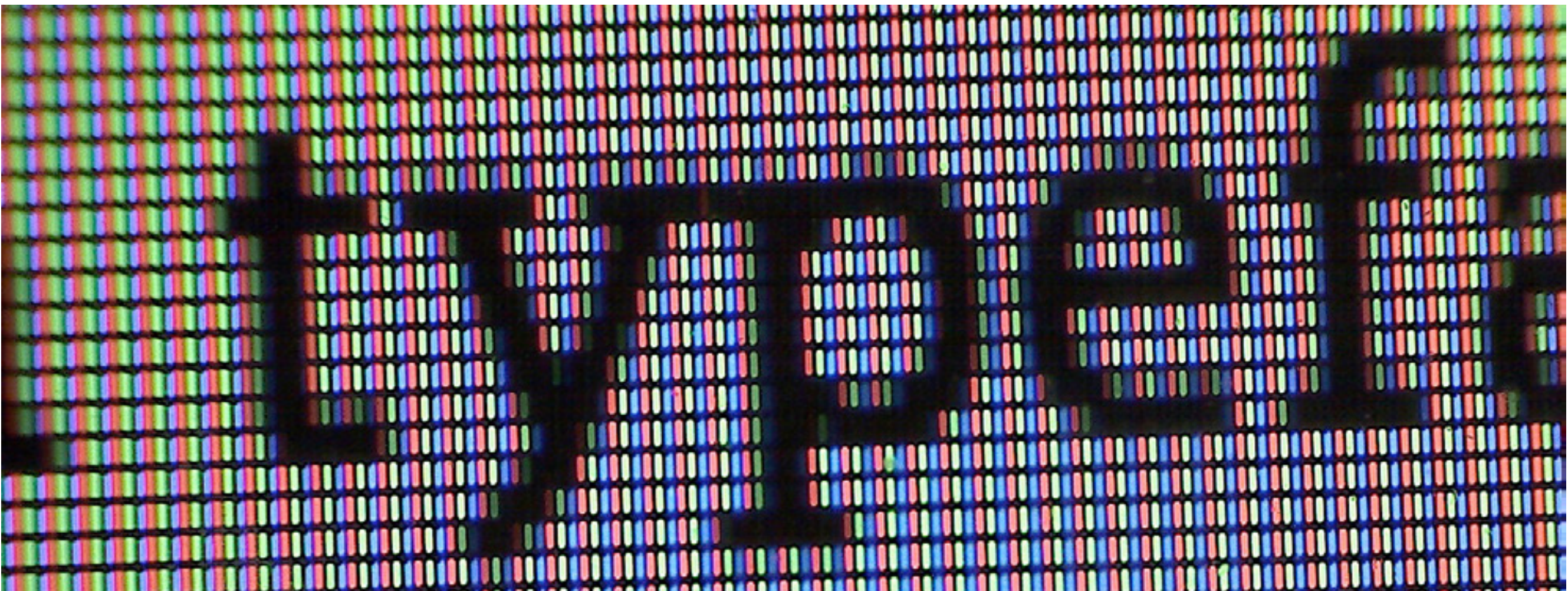
32-38

1.3em — 1.5em

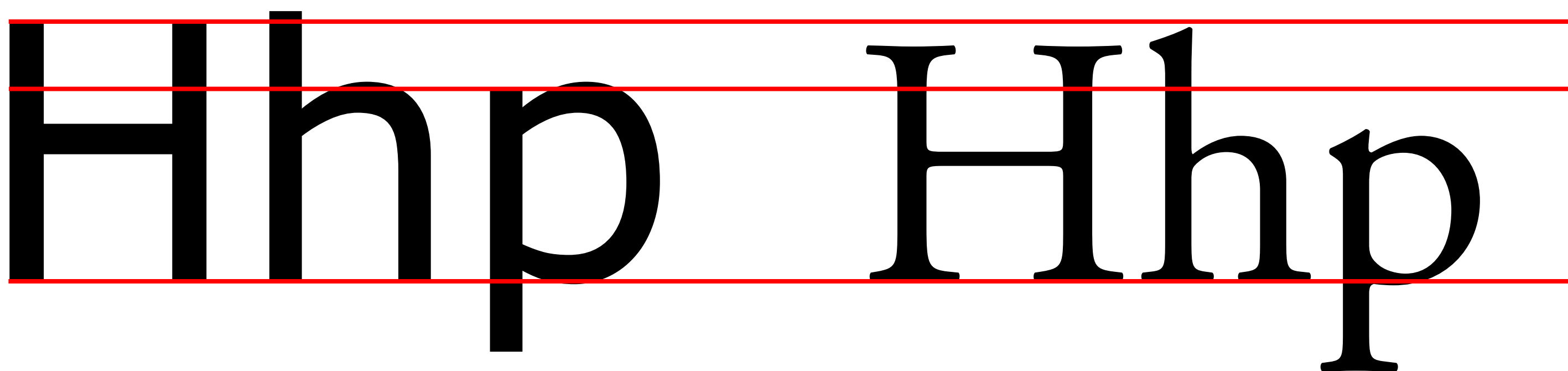
Проблема выбора

Экран по прежнему не
обладает разрешением
бумаги

typefaces



Как шрифтовые
дизайнеры
справляются
с этим фактом?

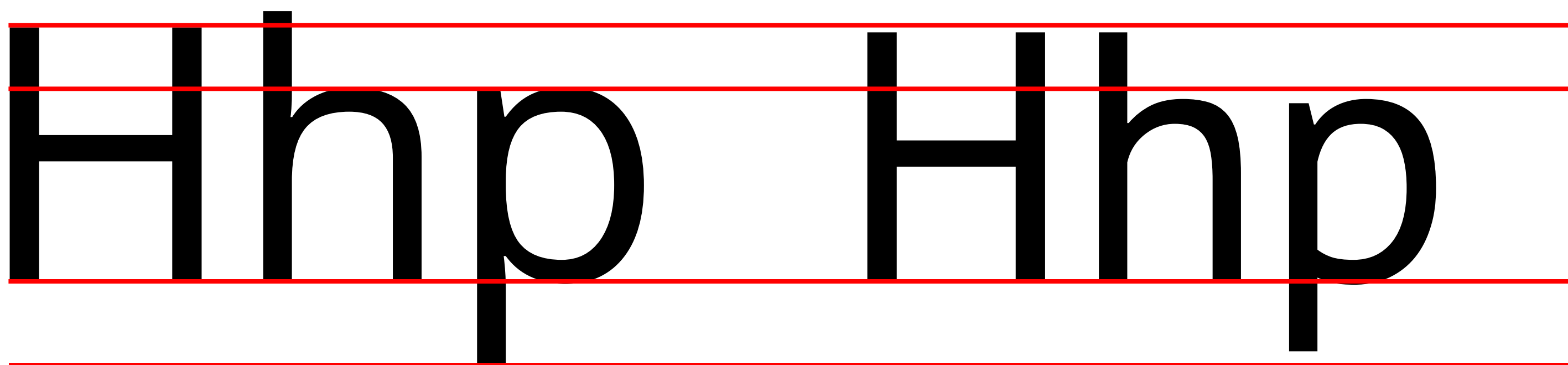


Verdana
240pt

Мэтью Картер 1996г.

Garamound
240pt

Клод Гарамон 1495г.



Open Sans
240pt

Pt Sans
240pt

Высота строчных больше
примерно на 5%

2.7

When it comes to hinting, the two font formats differ. In broad terms, in TrueType the hinting “intelligence” is in the font, whereas in OpenType/CFF the intelligence is in the rasterizer. This means that TT fonts can contain very detailed instructions about the way each glyph should render; the rasterizer is thus becomes a “dumb” interpreter that simply processes those instructions. On the other hand, the hints in OT/CFF fonts only provide general information about the font and about the main features of each glyph; it’s then up to the rasterizer to render everything the best way it can. Obviously, each approach has its pros and cons. While in TrueType you have great control over the rasterization, adding good hints to a TT font is a laborious task that requires expertise and many years of experience. In OpenType/CFF, it takes less than one tenth of the time and requires less knowledge. Having the intelligence in the rasterizer is improved, all the fonts benefit from it, while in TrueType only the fonts with good hints benefit.

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2.8

Open sans 1.4em

Хочется увеличить
высоту строки.

Many organisations and users try to claim that their browser is the fastest. The Opera site claims that Opera is The Fastest Browser on Earth!. The Mozilla site claims that Firefox 1.0 empowers you to browse faster (faster than what?). Mozilla itself is quoted as being an alternative to Microsoft IE and it's faster to boot. Apple's Safari pages claim that Safari loads pages more quickly than any other Mac web browser (although they failed to show any results for Opera, and their charts fail to show results for pages that contain imag-

Pt Sans 1.4em

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2.9

Open sans 1.5em

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Pt Sans 1.4em

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2.10

Open sans

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Verdana

Больше толщина штриха.
Строчные еще выше.

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Проблемы хинтинга

2.12

The text 'PC era. New' is rendered in a highly pixelated, low-resolution font. Each letter is composed of a grid of small squares in various colors (blue, brown, yellow, black), giving it a retro, digital-art appearance. The letters are spaced out, and the overall effect is one of low fidelity and high visual noise.

17px This, like many of our other traditional perceptions of digital and interactive experiences, are either changing or being replaced altogether as we enter the post-PC era. New devices have such high resolution displays that individual pixels become imperceptibly small. Other devices, like the Amazon Kindle, eschew pixels altogether — opting to use electronic ink.

19px This, like many of our other traditional perceptions of digital and interactive experiences, are either changing or being replaced altogether as we enter the post-PC era. New devices have such high resolution displays that individual pixels become imperceptibly small. Other devices, like the Amazon Kindle, eschew pixels altogether — opting to use electronic ink.

24px This, like many of our other traditional perceptions of digital and interactive experiences, are either changing or being replaced altogether as we enter the post-PC era. New devices have such high resolution displays that individual pixels become imperceptibly small. Other devices, like the Amazon Kindle, eschew pixels altogether — opting to use electronic ink.

Чем больше высота
строчной буквы —
тем больше пикселей
приходится на букву

Нужно тестировать

Ок, почему не решить
эти проблемы в
фотопшопе?

Рендеринг

В графическом редакторе шрифт растеризуется при помощи Anti-aliasing, а в браузере...

3.3 Рендеринг

Используется
движок ОС

3.4 Рендеринг

Apple
Core Text

2005 г.

Хорошо справляется с крупным кеглем.

В мелком появляется мыло.

Microsoft Direct Write

2009 г.

Шрифт выглядит тоньше.

Более четкий рисунок в мелком кегле.

3.6 Рендеринг



Direct Write

Anti-aliasing

3.9 Рендеринг

subpixel

Photoshop: Sharp

subpixel

Photoshop: Windows

subpixel

Photoshop: Windows LCD

subpixel

Windows Chrome

Графические
редакторы используют
иную технологию для
растеризации шрифта

Они не могут показать
как будет выглядеть
шрифт в браузере

Ок.

Что будем делать?

Онлайн редакторы типографики

4.2 Онлайн редакторый типографики

Myfonts.com

Боль и печаль.

Rohn

by Nine Font

14 fonts: ~~\$160.00~~



Album ▾

A

Overview

Webfont

Gallery

Buying choices

Licensing

Advanced testing options:

[Try these fonts on your own site.](#)

[Try it in Type](#)

Rohn Bold ▾

A —●— A

The Wonder of Webfonts

Rohn Medium ▾

A —●— A

This is a live webfont preview.

Rohn Regular ▾

A —●— A

We clocked 856 affluent pedestrians. Perhaps a re-engineering of your current world view will re-energize your online nomenclature to enable a new holistic interactive enterprise internet communication solution.

“Upscaling the resurgent networking exchange waffle solutions, achieving a breakaway systemic electronic data interchange system synchronization fizz, thereby exploiting technical environments for mission critical broad based capacity constrained puffin systems.”

An unchecked diffidence lasted 36 seconds, fundamentally transforming well designed actionable information whose semantic content is virtually null.

Rohn Light ▾

A —●— A

“To more fully clarify the current exchange, 140 fish will require addressing to facilitate this dist communication venue.”

The halfback tackled the leftfielder with 36 seconds on the clock. In integrating non-aligned structures with existing legacy systems, a holistic effluvium blurring a backward compatible packaging tangible of immeasurable strategic value in quaffing condensed frameworks when thinking outside the box.

[Content is meaningless jargon based on Cam Creative’s delightful filler text collection.]

4.3 Онлайн редакторый типографики

Webfont.ru

Базовый минимум.

Стиль

Форматирование

Кириллица

Латиница

Без засечек

☆

Roboto

Жирность шрифта:

100200300400500600700800900

i

Аб

АБ

аб

АБ

аб

аБ

аБ

аБ

Размер шрифта:

62 px

Высота строки:

1 em

Межбуквенное расстояние:

0 em

Отступ слева:

0 em

Цвет текста: ☐

Цвет фона: ☐

Тень

1 + x

Цвет тени: ☐

Смещение по X:

0 px

Смещение по Y:

0 px

Размытие:

0 px

Фон страницы: ☐

Искусство К

Традиционная китайская живопись в форме она близка к европейскому и существовала уже за много веков до мир, где трава может быть черной

Но все вместе, в едином контексте с гармоничное слияние человеческого движется от сложного к простому. В вокруг обозначает воду, при рисовании превратиться в облако. Традиционная одноцветному полотну, полагая, в д слепят человека.

Имеется в виду, что изобилие внешней красоты внутренней, подлинной. одном дыхании, не отрываясь. Ча от полотна. И лишь закончив картину вернуться к ней позже и уточнить правило, присутствуют иероглифы

Это название картины, имя автора и печати картина считается незаконченной стихами из традиционной китайской

4.4 Онлайн редакторый типографики

Gridlover.net
Type-scale.com

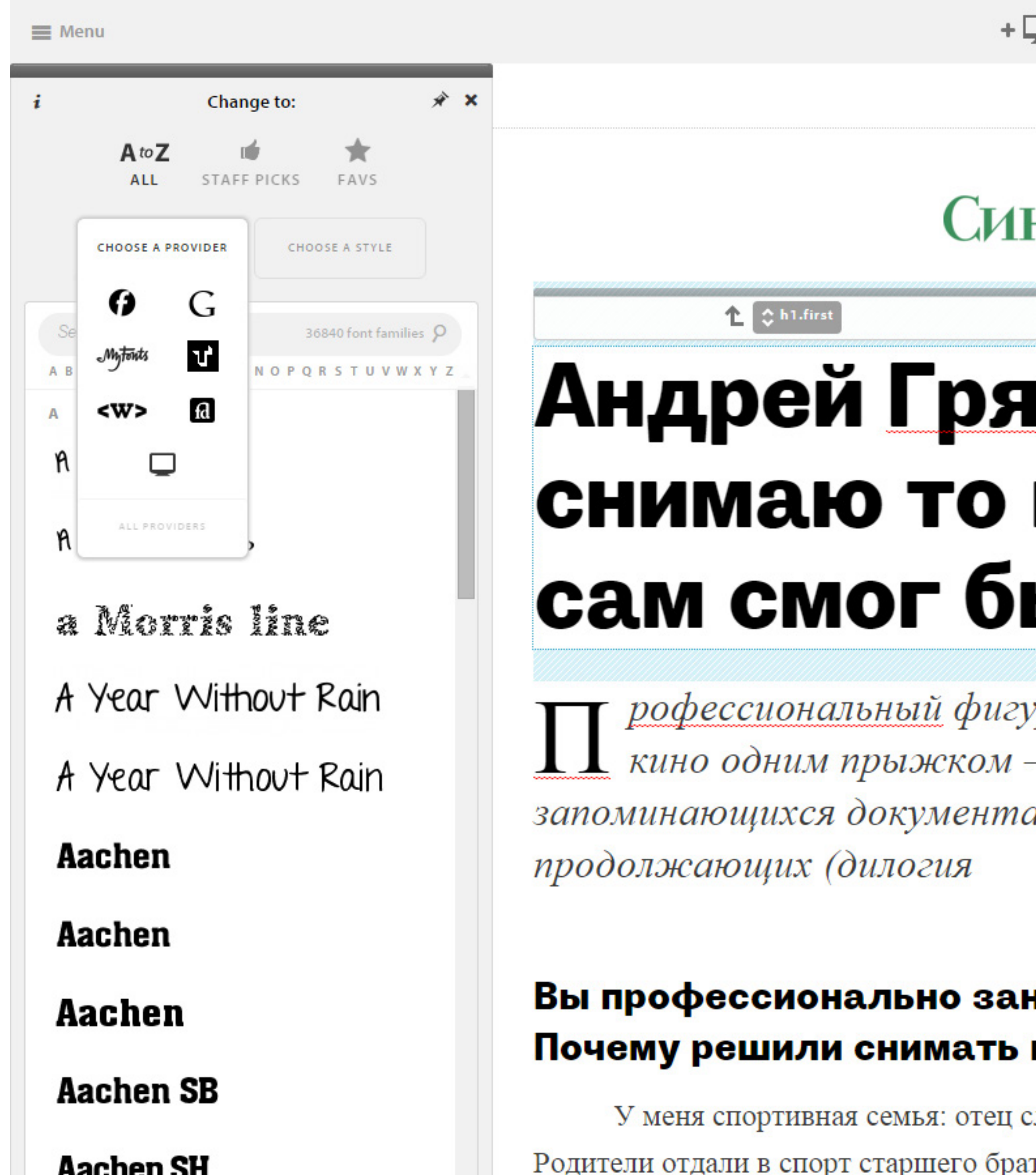
Калькулятор ритма и размеров.

Typecast.com

5.2

Быстрый доступ к библиотекам

- Fonts.com
- MyFonts
- Typekit
- WebType
- FontDeck



Прототип, который
можно тестировать

Андрей Грязев: «Всегда снимаю то кино, которое сам смог бы посмотреть»

Профессиональный фигурист Андрей Грязев ворвался в кино одним прыжком — отучился на ВКСР, снял пару запоминающихся документальных фильмов, один другой продолжающих (диалогия

Вы профессионально занимались фигурным катанием. Почему решили снимать кино?

У меня спортивная семья: отец служил врачом в ЦСКА, мама там же работала. Родители отдали в спорт старшего брата, а меня — в гимнастику и в фигурное катание. Потом настал момент, когда пришлось выбирать что-то одно, и я бросил гимнастику. Постепенно стало все получаться: конкурсы, поездки. И меня затянуло. При этом ты все ставишь на спортивную карьеру, приходится от чего-то отказываться

5.4

Можно не писать код
и получить код.

h1.first

A short heading

```
h1.first {  
    font-family: "mf-trivia-grotesk-229227";  
    color: rgba(0,0,0,1);  
    letter-spacing: -.02em;  
    line-height: 77px;  
    font-size: 70px;  
    margin: 50px 0px 25px 0px;  
    width: 100%;  
}
```

p.first

The difficulty lies, not in the new ideas, but in escaping the old ones, which ramify, for those brought up as most of us have been, into every corner of our minds.

```
p.first {  
    font-family: Times;  
    font-size: 23px;  
    letter-spacing: 0px;  
    color: rgba(58,58,58,1);  
    line-height: 36px;  
    font-weight: 400;  
    font-style: normal;  
    width: 100%;  
    text-indent: 7%;  
    margin: 0px 0px 1.522em 0px;  
}
```

h2

A short heading

```
h2 {  
    font-size: 30px;  
    margin: 0px 0px 15px 0px;  
    font-family: "mf-trivia-grotesk-229227";  
    color: rgba(0,0,0,1);  
    line-height: 39px;  
}
```

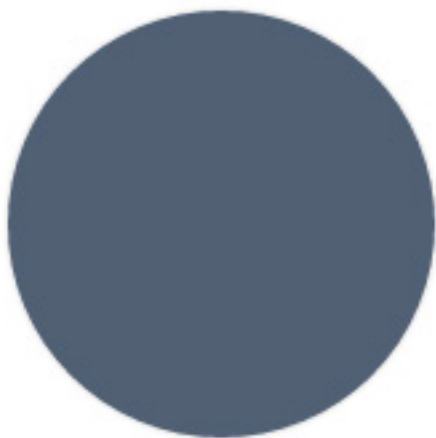

Гайд для верстальщика

- шрифты
- цвета
- CSS

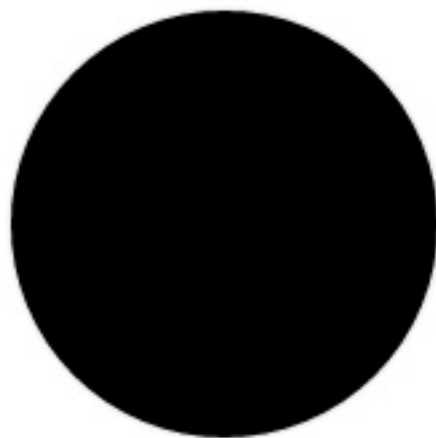
Colours



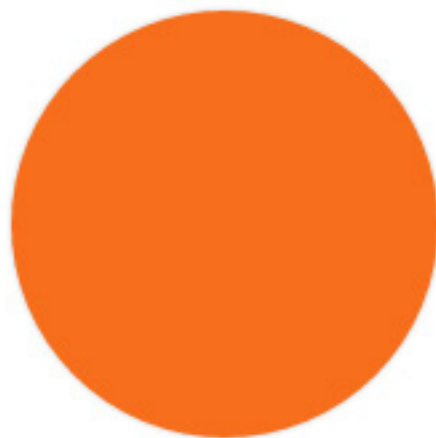
rgba(19,18,19,1)
#131213



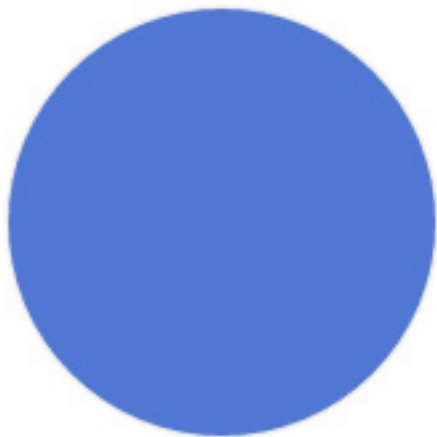
rgba(81,96,116,1)
#516074



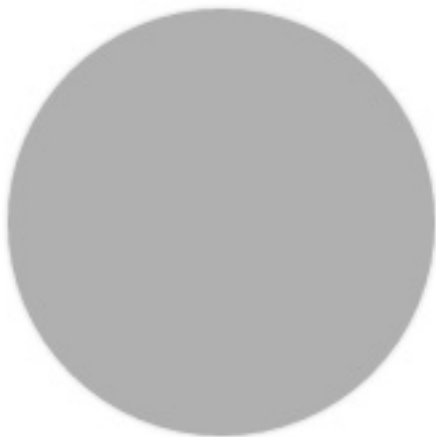
rgba(0,0,0,1)
#000000



rgba(247,110,28,1)
#f76e1c



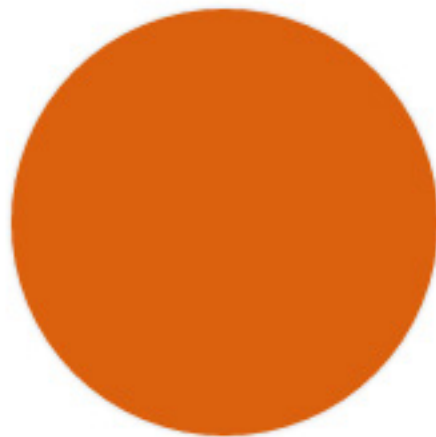
rgba(81,120,212,1)
#5178d4



rgba(176,176,176,1)
#b0b0b0



rgba(255,255,255,1)
#ffffff



rgba(219,96,14,1)
#db600e

Default Project Styles

body

The difficulty lies, not in the new ideas, but in escaping the old ones, which ramify, for those brought up as most of us have been, into every corner of our minds.

```
body {  
  font-family: "source-sans-pro";  
}
```

5.6

Минусы

- интерфейс
- дом не построить

A photograph of a person holding a ginger and white cat. The cat is looking towards the camera. The text 'Спасибо!' is overlaid in large blue Cyrillic letters across the center of the image.

Спасибо!