

Responsive Typography Techniques

Comparing and Choosing Web Fonts

- Web design is 95% typography.
- Keep a consistent feel across contexts
- Line lengths and reading comfort matters
- Page weight/page load affects a user's experience
- The best fonts are ones that were designed with the web in mind
- To choose a font, you must understand the purpose of the text. E.g., something easy to read, something to help navigate, something to bring attention to?
- Self-hosting helps you control the files but you are responsible for updating the font files and scripts in making sure they are up to date. Some font licensing do not allow self-hosting.
- Don't use Faux Bold
- Stick to one font with minimal variations if you don't want to slow down your page

Exploring Typography Scale and Vertical Rhythm

- Have a vertical typography scale ratio so it will give you more consistency especially in responsive design
- modularscale.com helps you create modular scales for text → golden ratio is most common
- Eye is smarter than the math, so always use your eyes as a final review for adjustments
- Older IE browsers do not resize text. Pixels are not accessible or very flexible
- Ems are more flexible and change relative to the window size
- 100% font size means to use the default font size.
- Target / context = result → h1 55px / 16px (the default font size) = 3em
- Ems are less portable due to change in containers
- Rems are relative like ems, but less relative to context. They are always sized based on the root size of the document which can be easier to use.
- Rems have decent support but not full support.

Setting Type for Readability Across Screen Sizes

- 45-75 characters for each line is the average range for good readability

Helpful Online Tools and Scripts

- Typecast: to preview typography and create text specific style guides
- Browserstack: live cross browser testing with screenshot capability
- Ffffallback
- FlowType.js: similar to using "vh" and "vw" but without having to worry about compatibility
- Typekit blog: industry updates