Responsive Typography

How to establish clarity and hierarchy on the web

52.4% of users access a web browser from their mobile phone.

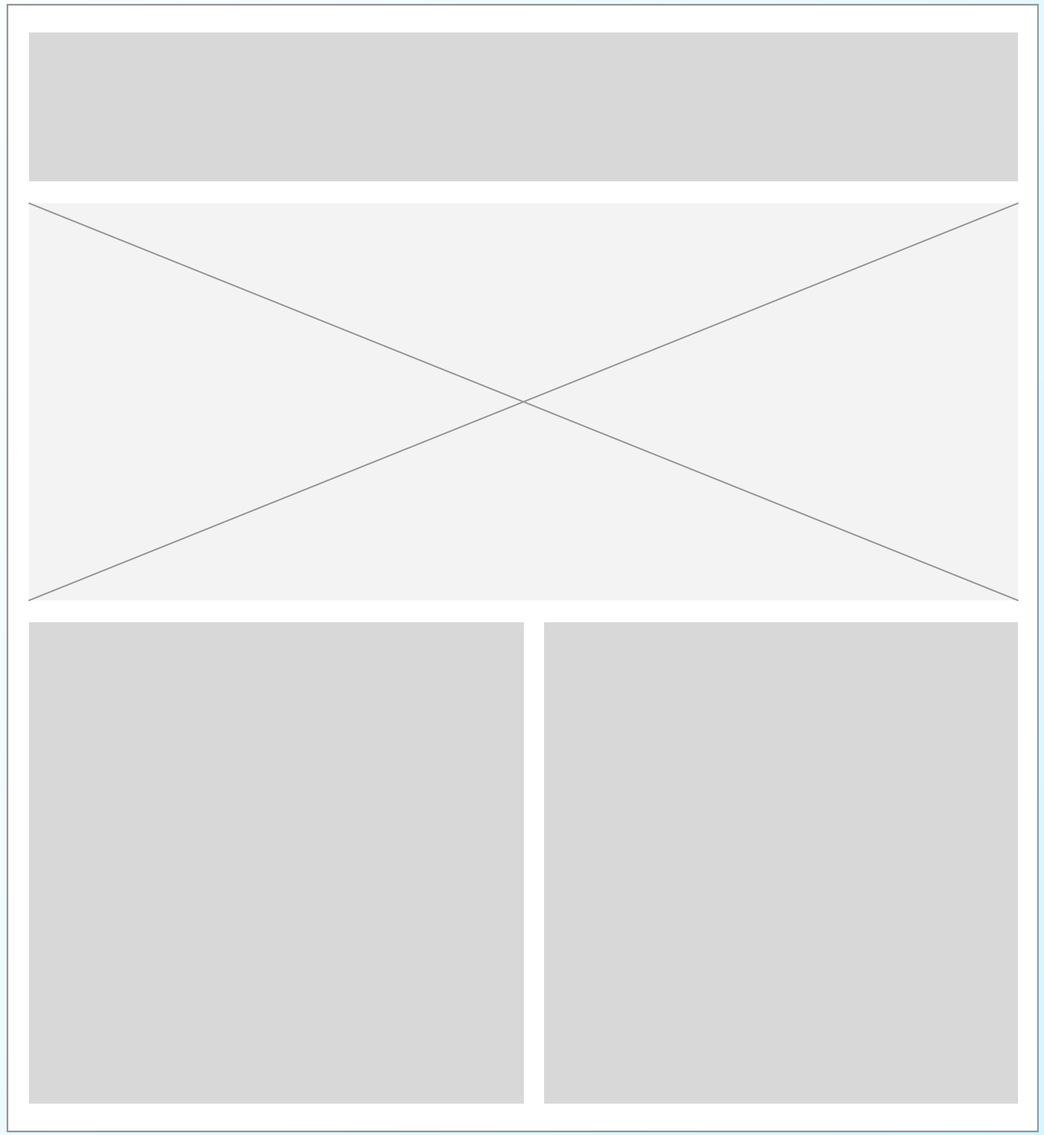
(via statista.com)

When designing interface, we can't assume what device the user will be viewing it on.

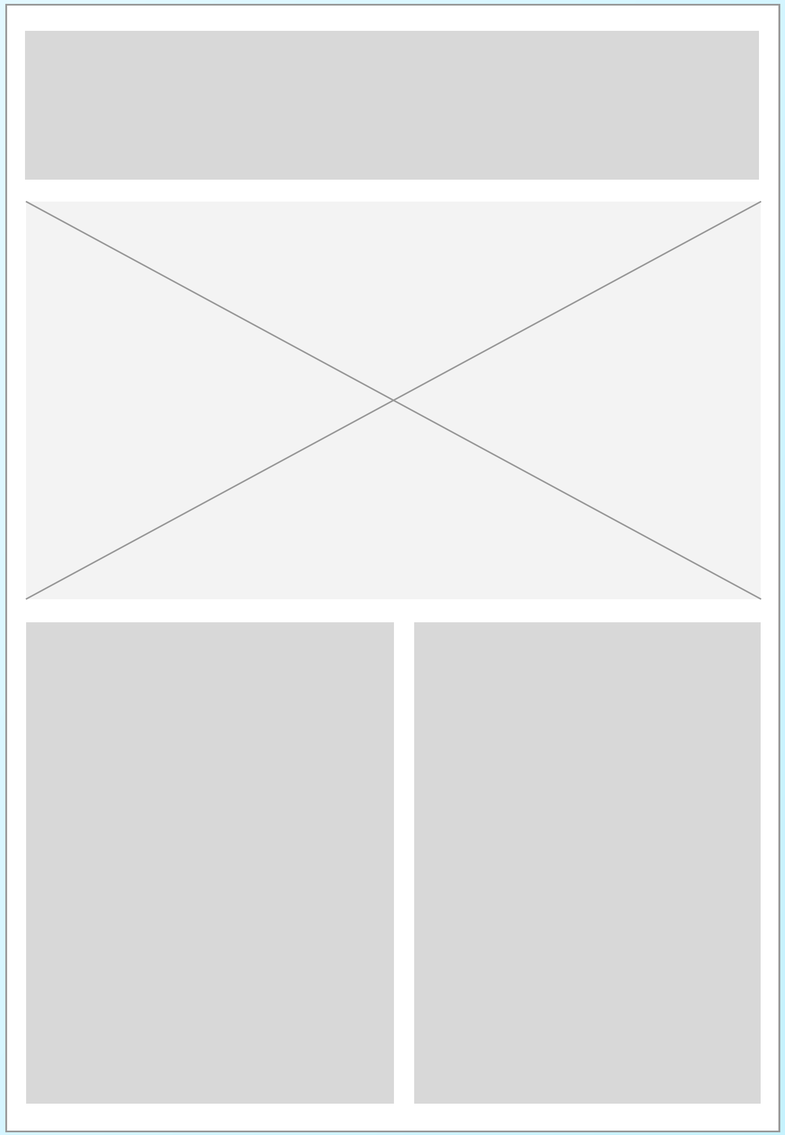
Responsive design

is dynamically designing for all possible devices that the design could be displayed on.

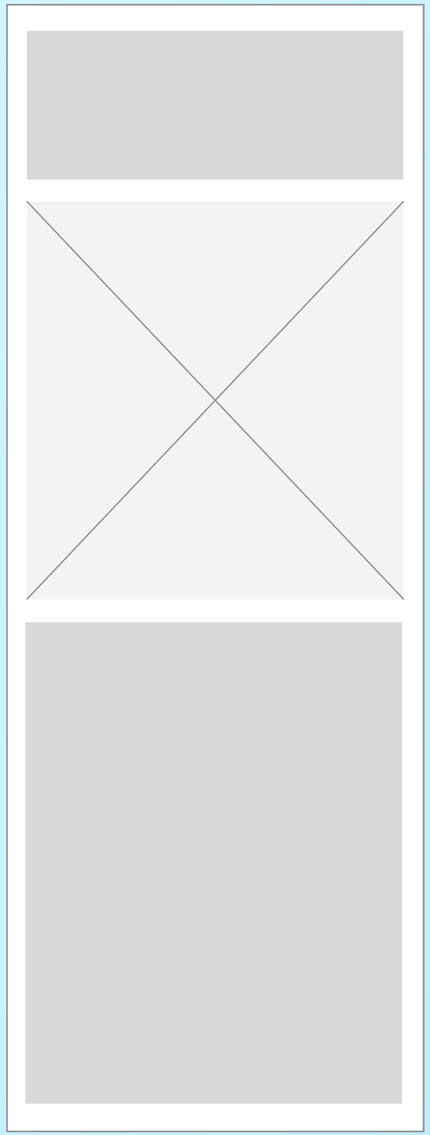
Desktop



Tablet



Mobile



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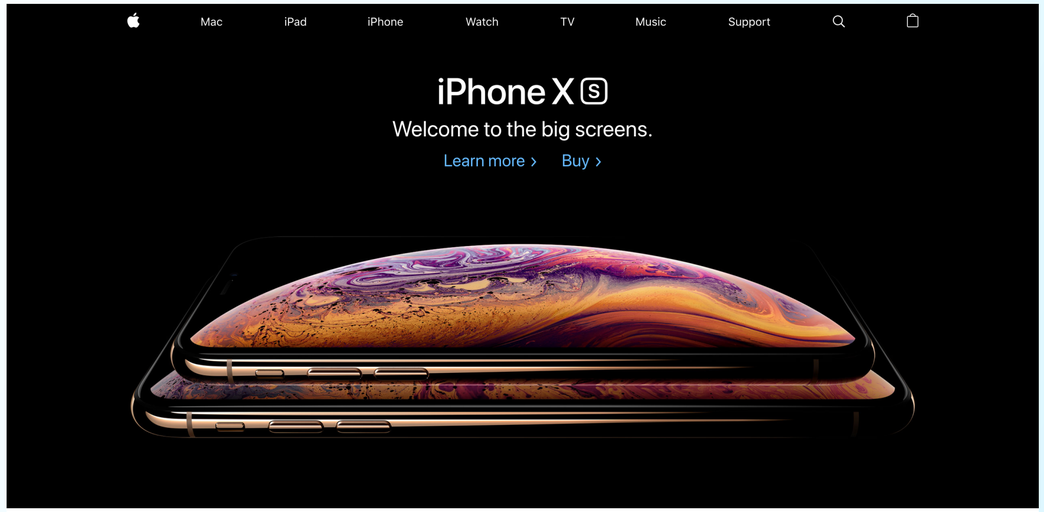

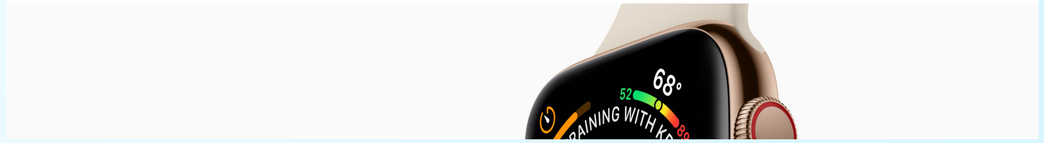

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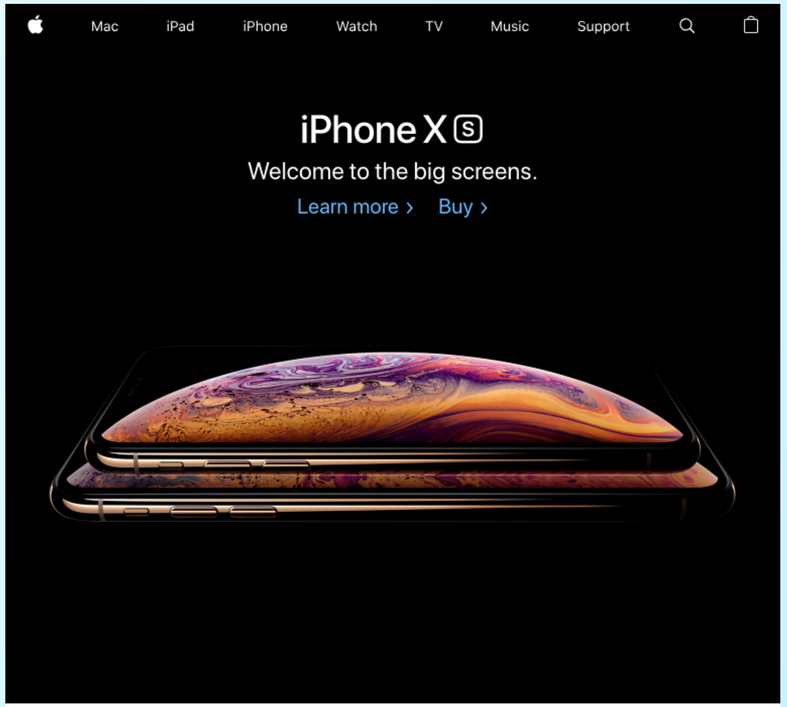

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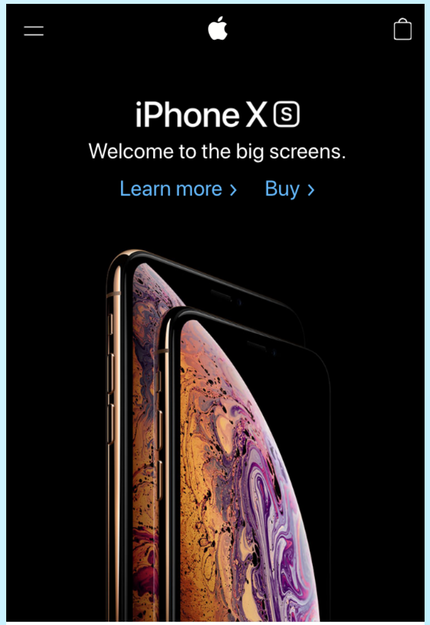

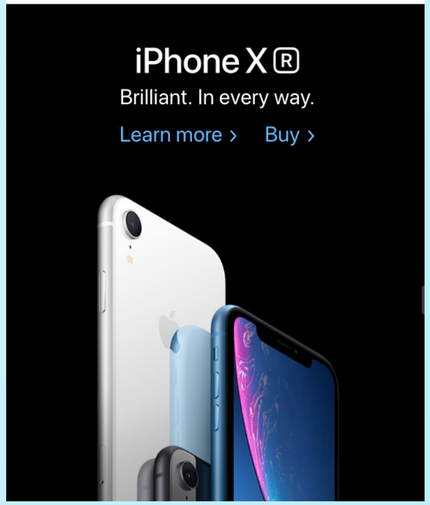

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JONATHAN WIGGS/GLOBE STAFF

Officer who protected city 'like a lion' recalled at funeral

Boston Police Officer Dennis Simmonds, Jr. died last week after a medical emergency in the Boston police academy in Hyde Park. 2:28 pm

- Photos: Officer Simmonds mourned

Warren 'learned a painful lesson' about the media

In her new book, "A Fighting Chance," Senator Elizabeth Warren offers a partial explanation for her skittishness around the press. 2:27 pm

Death toll from South Korea ferry disaster rises to 20

SEC freezes assets of firm, 8 people in $1b fraud probe

Federal securities regulators allege that TelexFree Inc. was running an "illegal pyramid scheme," according to court records. 1:16 pm

Walsh calls for top gambling regulator to recuse himself

Mayor Walsh accused Stephen Crosby of bias against the city and its efforts to win more influence over two casino proposals. 2:55 pm

Obama hopeful Russia will stick to Ukraine promises

President Obama said the US and its European allies will remain prepared to respond to efforts by Russia to interfere in Ukraine. 3:11 pm

2 charged with bilking elderly woman out of $450,000

Prosecutors alleged a "long-running scheme" to steal the money, which was

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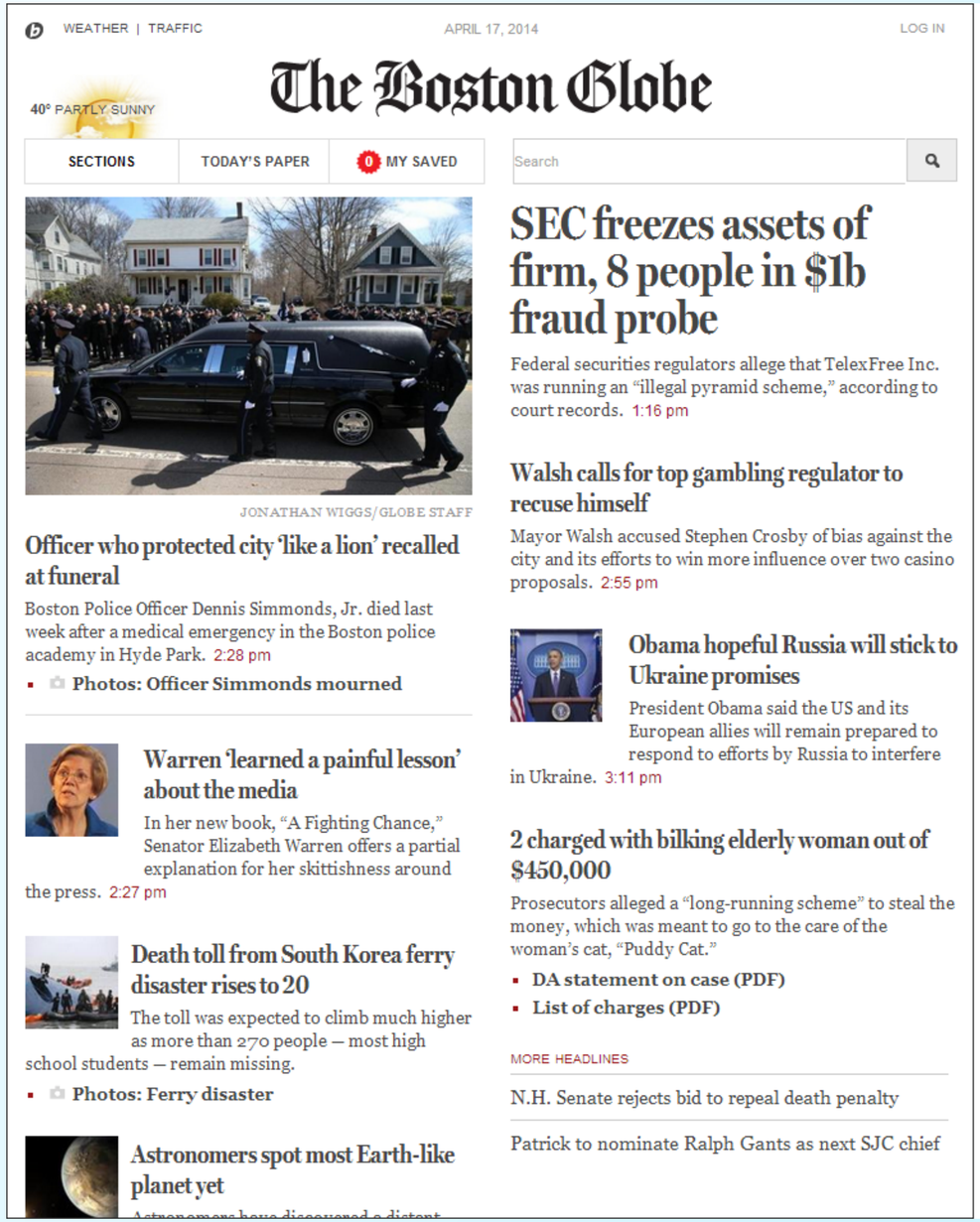
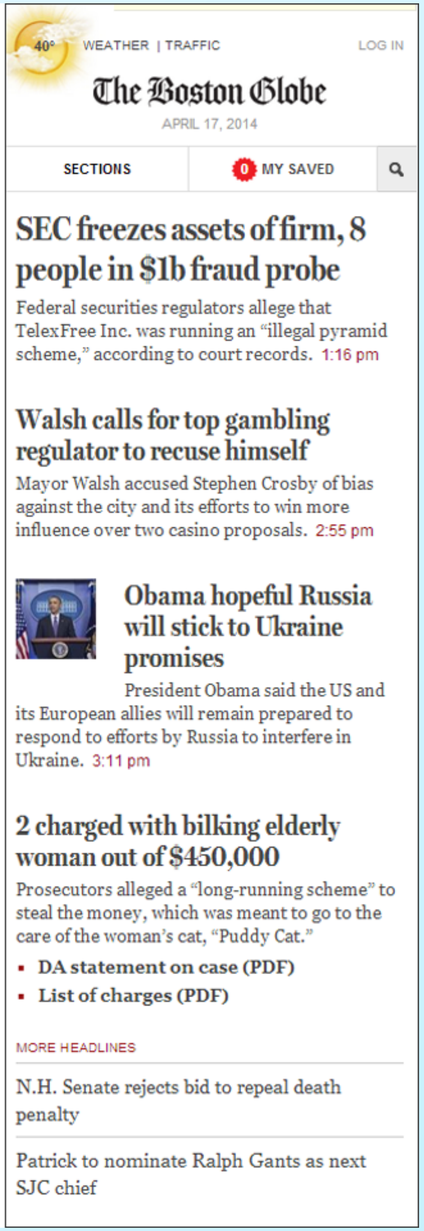
Tablet and Mobile views of Boston Globe Website





How do we design seamlessly across devices in the context of type?

Readability and **ease of use** are deeply connected in interactive design.

Bad typography, at its best, is inconvenient.
At its worst, it makes content inaccessible.

The Art of Readable Text

Typesetting is the process of determining font size, line height, and width of your text. These three things, when combined together well, create hierarchy.

In other words: proportion.

Rules of Thumb for Mobile Type Layout

Enlarge interface.

Increasing the size of the interface on small devices makes it easier to use, particularly for those with larger fingers.

Scale type.

Small type doesn't work well on small screens, but enormous type isn't a good idea either. Find a balance that makes the content appear natural and not force onto a mobile device.

modularscale.com

type-scale.com