

Type Together|

**I'm going to show you
a few sentences**

**And I want you all to
do two things**

Feel the typeface and let them talk to you



Try to understand the sentence based on the typeface



**If you totally get what
the sentence means...**

Clap loud!



So, shall we begin?

So, shall we begin?



Dzień dobry!

Type Together

A
C
L
R
·
C
O

NG05 HAI6 COI3 SING4 FAN1

S
E
P
T
2
0
1
7

Form Function & Class

Ik ben een
webontwikkelaar en ik
houd van typografie

**It probably didn't
work quite well**

What's the most important component of typography?

Type Together

A
C
L
R
·
C
O

Language

S
E
P
T
2
0
1
7

Form Function & Class

The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.

English Oxford Living Dictionaries

Language



Communication

The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.

English Oxford Living Dictionaries

The method of human communication, either spoken or **written**, consisting of the use of words in a structured and conventional way.

English Oxford Living Dictionaries

Typography improves visual communication

Wrong language



Bad communication

Let's do it again with a little change

Good morning!

Type Together

A
C
L
R
·
C
O

I AM ACELER CHUA

S
E
P
T
2
0
1
7

Form Function & Class

I am a web developer
and I love typography

Much better, right?



**Proper language + Good
typography**



Improved communication

Why should I invest in typography?

- 1 -

Improvement in communication

Setting the tone

Type Together

A
C
L
R
·
C
O

Congratulations

S
E
P
T
2
0
1
7

Form Function & Class

Type Together

A
C
L
R
·
C
O

Congratulations

S
E
P
T
2
0
1
7

Form Function & Class

Type Together

A
C
L
R
·
C
O

Congratulations

S
E
P
T
2
0
1
7

Form Function & Class

Type Together

A
C
L
R
·
C
O



S
E
P
T
2
0
1
7

Form Function & Class





Typography make written words “talk”

Improve legibility

legibility?

The quality of being clear enough to read.

English Oxford Living Dictionaries

Font size
Font weight
Kerning
Tracking
Leading
Letter spacing
Line height
Side bearing

Balancing the whites and the blacks of the written word

Contrast

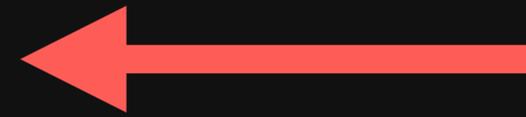


Shapes



Words

Contrast



Shapes



Words

adhesion
adhesion
adhesion

adhesion
adhesion
adhesion

ADHESION
ADHESION
ADHESION

ADHESION
ADHESION
ADHESION

Font size (Both)
Font weight (Both)
Kerning (Horizontal)
Tracking (Horizontal)
Leading (Vertical)
Letter spacing (Horizontal)
Line height (Vertical)
Side bearing (Horizontal)

- 2 -

Affects credibility

Status of Standard Model Higgs searches in ATLAS

Using the full datasets recorded in 2011 at $\sqrt{s}=7$ TeV and 2012 at $\sqrt{s}=8$ TeV: up to 10.7 fb^{-1}

Fabiola Gianotti (CERN), representing the ATLAS Collaboration

The next steps ...

ATLAS plans to submit a paper based on the data presented today at the end of July, at the same time as CMS and to the same journal

$H \rightarrow WW^{(*)} \rightarrow l\nu l\nu$ channel: plan is to include results in the July paper
 $H \rightarrow \tau\tau$, $W/ZH \rightarrow W/Z bb$: first results with 2012 data expected later in the Summer

MORE DATA will be essential to:

- Establish the observation in more channels, look at more exclusive topologies
- start to understand the nature and properties of the new particle

This is just the BEGINNING !

We are entering the era of "Higgs" measurements
 First question: is the observed excess due to the production of a SM Higgs boson ?

Note:

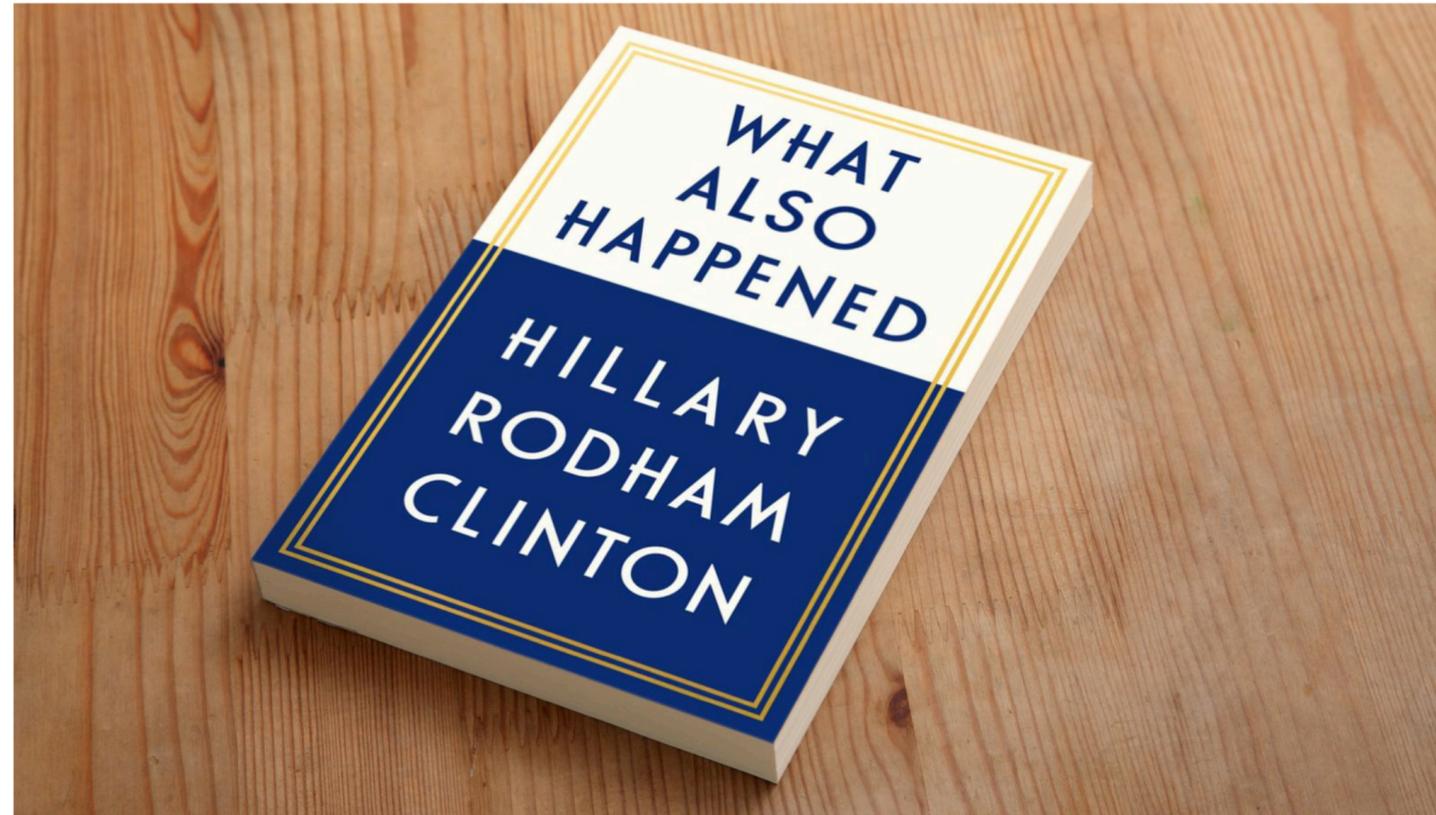
- we have only recorded $\sim 1/3$ of the data expected in 2012
- the LHC and experiments have already accomplished a lot and much faster than expected

Real or fake?



Real or fake?

Clinton Already Working On Follow-Up Book Casting Blame For Failures Of First



CHAPPAQUA, NY—Saying it would provide a candid account of her experiences writing an unsuccessful tell-all, sources confirmed Thursday that Hillary Clinton is already working on a follow-up book casting blame for the failures of her previous memoir *What Happened*. “From my agent negotiating that underwhelming deal with Simon & Schuster, to the graphic designer’s lackluster cover art, to my so-called supporters who couldn’t be bothered to drop \$17.99 for the hardcover copy—everyone had a hand in undermining my last book’s success,” reads a passage from the introduction to Clinton’s *What Also Happened*, which repeatedly decries her prior book’s “indecipherable” font and dedicates an entire

Real or fake?

Real or fake?



Good type 🙌 **trustworthy**

Bad type 🙌 **sketchy**

Typography on web

**But typography should be
handled by the designer,
right?**

The web is dynamic



[Download](#) - CSS, sketch paper, and templates for: Acorn, Fireworks, Flash, InDesign, GIMP, Inkscape, Illustrator, OmniGraffle, Photoshop, QuarkXPress, Visio, Exp Design. Repository at [GitHub](#).

960 GRID SYSTEM



Slack - it's teamwork, but simpler, more pleasant and more productive.

ADS VIA CARBON



Big ol' DOWNLOAD button :)



INTERVIEW ABOUT 960.gs

VIEW SLIDES ABOUT THE 960 GRID SYSTEM

ADAPT.JS - ADAPTIVE CSS

CUSTOM CSS GENERATOR

GRID OVERLAY BOOKMARK

Essence

The 960 Grid System is an effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. [Read more.](#)

Dimensions

The 12-column grid is divided into portions that are 60 pixels wide. The 16-column grid consists of 40 pixel increments. Each column has 10 pixels of margin on the left and right, which create 20 pixel wide gutters between columns. [View demo.](#)

Purpose

The premise of the system is ideally suited to rapid prototyping, but it would work equally well when integrated into a production environment. There are printable sketch sheets, design layouts, and a CSS file that have identical measurements.

More Columns

For those more comfortable designing on a 24-column grid, an alternative

Source Order

By utilizing the *push_XX* and *pull_XX* classes, elements can be rearranged,

A	d	v	i	s	o	r	y
G	r	o	u	p			
F	a	s	h	i	o	n	



Menu ←



Energising the Hong Kong fashion ecosystem
and positioning our city as the Asian hub for
fashion innovation

[learn more](#)

Fashion Incubation Programme

Nurturing fashion talents by enhancing their
resourcefulness and expanding their creative
boundaries

Typography is handled by both the designer and the developer

**Designers create
typographic
communication method**

**Developers adapt and
implement the method
into the product**

How to type together?

- 1 -

Assessing the project

Type Together

A
C
L
R
·
C
O

Budget

S
E
P
T
2
0
1
7

Form Function & Class

Budget 🙌 **Time**

Time 🙌 **Details**

Budget 🙌 Time

Time 🙌 Details

(Of course budget can also buy good fonts)

Provides foundation

- 2 -

Design the typographic communication

Choosing fonts

**Choose one that
speaks for the project**

Libre fonts vs. Paid fonts

Quality?

**Can be equally good
or bad**

Type Together

A
C
L
R
·
C
O

Merriweather Karmina

S
E
P
T
2
0
1
7

Form Function & Class

Type Together

A
C
L
R
·
C
O

Ameriħa Royalty

S
E
P
T
2
0
1
7

Form Function & Class

**So why get the
paid one?**

Exclusivity

Budget is the answer

**I'm lost in the
typeface land**

Find typeface by foundry

Type Together

A
C
L
R
·
C
O

Just Another Foundry

S
E
P
T
2
0
1
7

Form Function & Class

JAF Facit

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

JAF Lapture

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

Type Together

A
C
L
R
·
C
O

Emigre

S
E
P
T
2
0
1
7

Form Function & Class

Brothers

OEFENMATCHEN. KV Mechelen klopt Genk, zuinige zege voor Standard

Rays Center Fielder No. 941 in Draft, No. 1 in Defense

Kießling bewahrt Leverkusen vor Pleite bei Viertligisten

Mendes vs. McGregor: UFC 189 Main Event Odds, Predictions and Tale of the Tap

Fairplex

OEFENMATCHEN. KV Mechelen klopt Genk, zuinige zege voor Standard

Rays Center Fielder No. 941 in Draft, No. 1 in Defense

Kießling bewahrt Leverkusen vor Pleite bei Viertligisten

Mendes vs. McGregor: UFC 189 Main Event Odds, Predictions and Tale of the Tap

TypeTogether

Adelle Sans

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

Karmina

People should consider using a cold, wet cloth to treat insect bites instead of turning to over-the-counter remedies, experts say. Prof Michael Siva-Jothy, from Sheffield University's Department of Animal and Plant Sciences, recruited 29 brave volunteers to test the theory further, watching the bedbugs as they found a place to feed and removing them only as they were about to bite.

- 3 -

Implementation of typography

Realizing how things change in websites

2 typefaces == 4 fonts

tracking == letter-spacing
leading ~ line-height

Hello, Manila.
I'm giving a talk
at #FFCPH

Leading

Hello, Manila.
I'm giving a talk
at #FFCPH

Line-height

Hello, Manila.

I'm giving a talk

at #FFCPH

**The name
of the talk is**

Type Together

Vertical rhythm

News of
the day

Hello, Manila.
I'm giving a talk
at #FFCPH

The name
of the talk is
Type Together

Level 1

Em for line-height

News of the day

16px / 19.2px
↑
1.2em

**Hello, Manila.
I'm giving a talk
at #FFCPH**

The name
of the talk is
Type Together

Level 2

Use rem unit

```
html {  
  font-size: 16px;  
}
```

24px / 28.8px
↑ ↑
1.5rem 1.2em

**News of
the day**

16px / 19.2px
↑ ↑
1rem 1.2em

**Hello, Manila.
I'm giving a talk
at #FFCPH**

**The name
of the talk is
Type Together**

Level 3

Line-height first

```
html {  
  // declare as baseline height, or 1rem  
  font-size: 16px;  
}
```

```
html {  
  // declare as baseline height, or 1rem  
  font-size: 16px;  
}
```

News of
the day



Hello, Manila.
I'm giving a talk
at #FFCPH

The name
of the talk is
Type Together

```
p {  
  line-height: 2rem;  
  
  // line-height / ratio = font-size  
  font-size: 2 / 1.2 * 1rem; //1.667rem  
}
```

```
html {
  // declare as baseline height, or 1rem
  font-size: 16px;
}
```

26.67px / 32px
 ↑ ↑
 2rem

$$2 / 1.2 * 1rem = 1.667rem$$

**News of
the day**



16.67px / 20px
 ↑ ↑
 1.25rem

$$1.25 / 1.2 * 1rem = 1.042rem$$

**Hello, Manila.
I'm giving a talk
at #FFCPH**

**The name
of the talk is
Type Together**

```
html {
  // declare as baseline height, or 1rem
  font-size: 16px;
}
```

**News of
the day**

$$26.67\text{px} / 32\text{px}$$

$$2 / 1.2 * 1\text{rem}$$

$$(1.667\text{rem})$$

**Hello, Manila.
I'm giving a talk
at #FFCPH**

**The name
of the talk is
Type Together**

16px
↑
1rem

$$16.67\text{px} / 20\text{px}$$

$$1.25 / 1.2 * 1\text{rem}$$

$$(1.042\text{rem})$$

They take time and energy

But they pay off

- 4 -

Communicate and type together

**Talk about the goods
and bads and
start this early**

If in doubt, test!

When something works, it's invisible. When it's invisible, people don't believe a professional put effort in it.

Until an amateur does it.

Erik Spiekermann

Thank you very much!

Follow me on Twitter [@chakler](#)