

ОТЗЫВЧИВАЯ типографика

ОБЗОР

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Май, 2014

@pukhalski

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*“Хорошая типографика
начинается с внимания
к мелочам, что и отличает
посредственный дизайн
от по-настоящему хорошего.”*

— [Mark Bowley](#)

Типографика —
это нечто большее,
чем *выбор шрифта*.

Задача типографики:
сделать текст
удобочитаемым
и различным.

Терминология

d j E e i L N

Ascender

Descender

Arm

Counter

Serif

Stem

Stroke

Cap height

B

X

x-height

Гарнитура *или* шрифт?

Гарнитура *или* шрифт?

Arial Regular

Arial Bold

Arial Italic

Arial Black

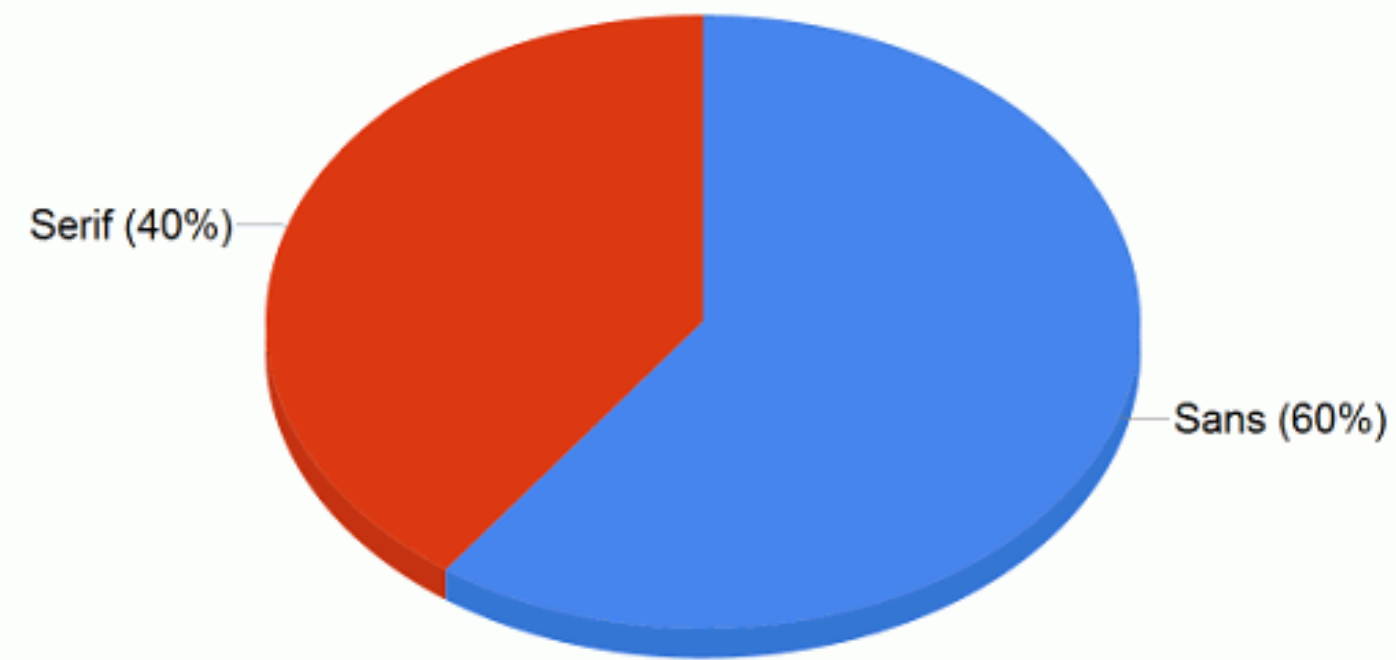
...

Arial Black

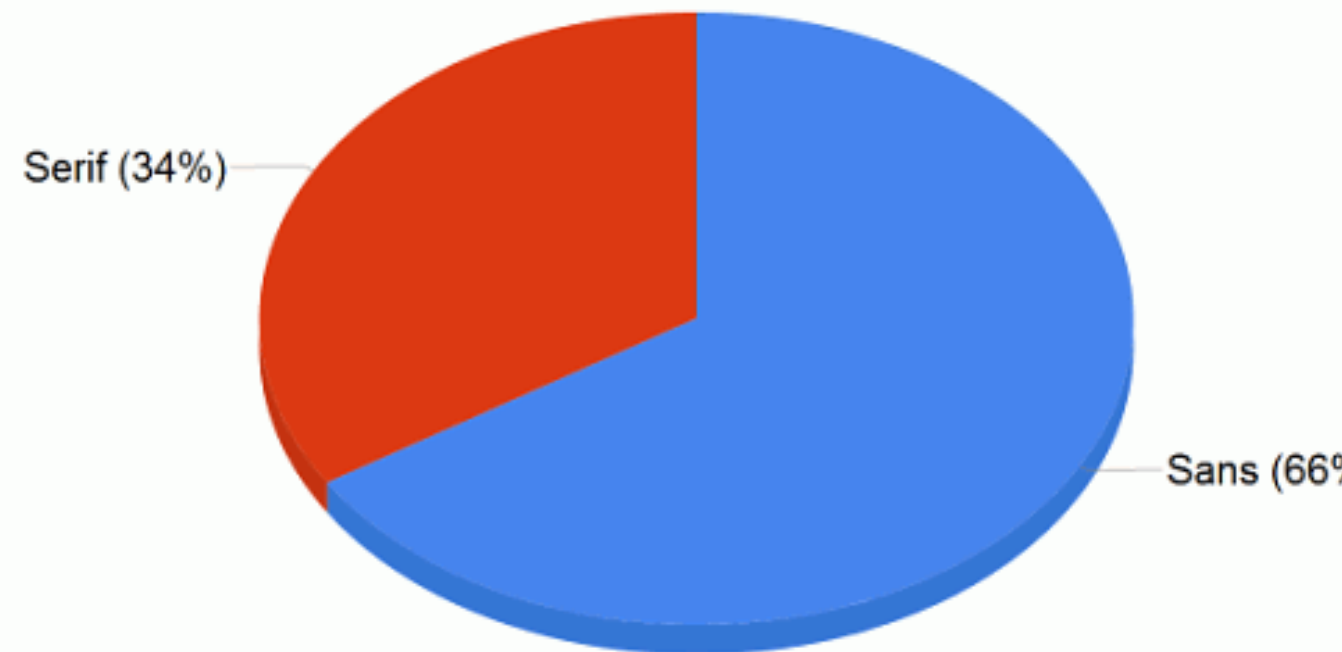
антиква

гротеск

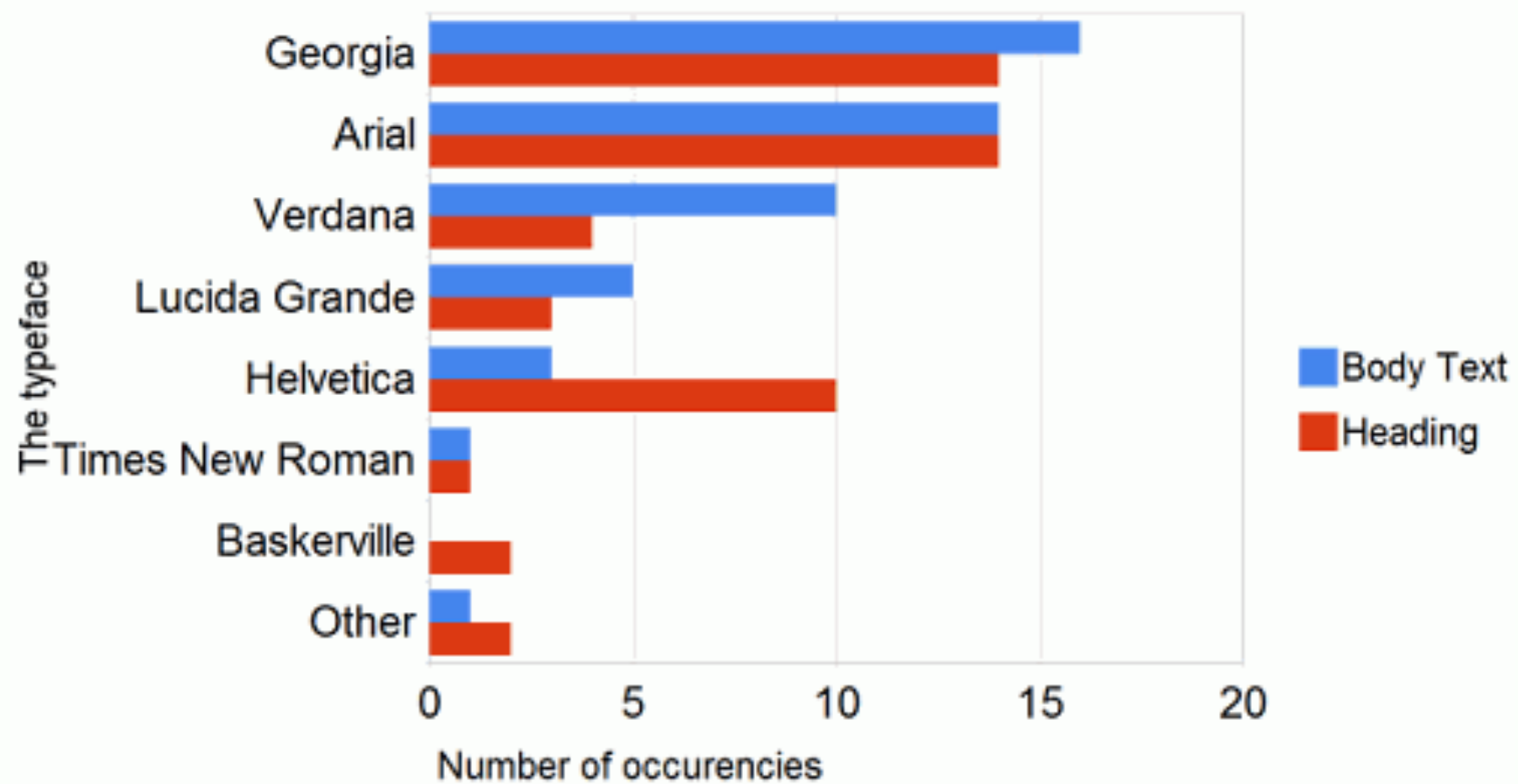
Sans vs. Sans-Serif in headlines



Sans vs. Sans-Serif in body copy



Most popular typefaces



Глиф

α

элемент письма

Кернинг

и

трекинг

Кернинг

и

трекинг

Выключка

Влево

In typesetting and page layout, alignment or range, is the setting of text flow or image placement relative to a page, column (measure), table cell or tab. The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

По центру

In typesetting and page layout, alignment or range, is the setting of text flow or image placement relative to a page, column (measure), table cell or tab. The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

По формату

In typesetting and page layout, alignment or range, is the setting of text flow or image placement relative to a page, column (measure), table cell or tab. The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

Вправо

In typesetting and page layout, alignment or range, is the setting of text flow or image placement relative to a page, column (measure), table cell or tab. The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

Длина строки
“measure”

Количество символов в строке (CPL)

Measure (or sometimes "The Measure") in typography is the length of a line of text. For a single-column design measure should ideally lie between 40 & 80 characters.

Many typographers consider the perfect measure to be 65 characters. If the lines are too short then the text becomes disjointed, if they are too long the content

Интерлиньяж

Интерлиньяж



Интерлиньяж

Лигатура

Лигатура

*f**i* → *fi*

Дефис,
дефис-минус,
тире

Дефис,
дефис-минус,
тире

—

—

—

- figure dash *‒*
- en dash *–*
- em dash *—*
- hyphen-minus *The key next to the zero on keyboard*
- hyphen *‐*
- non-breaking hyphen *‑*
- minus sign *−*
- horizontal bar *―*
- soft hyphen *­*

Висячая строка

Rag,
widow,
orphan

Widow

Rag

is the uneven edge of text that is aligned on only one side. In English, most text is left aligned and so the rag is on the right side of the text block.

Text that is fully justified has no rag (some people say that the rag is completely even or straight, rather than not there), and centered text has rag on both the right and the left.

Orphan

Rag

*Бл*дская строка*

Rag

is the uneven edge of text that is aligned on only one side. In English, most text is left aligned and so the rag is on the right side of the text block.

Text that is fully justified has no rag (some people say that the rag is completely even or straight, rather than not there), and centered text has rag on both the right and the left.

*Бл*дская строка*

*Бл*дская строка*

Старые добрые

600

MISCELLANEOUS VALUABLE RECEIPTS.

No. 1.

Doctor Stoy's Cure for the Bite of a Mad Dog.

TAKE 1 ounce of red chicken-weed, (gathered and dried in the shade during the month of June,) put it into 1 quart of strong (or brewers') beer, boil it down to 1 pint. Strain the tea through a clean linen cloth, then stir into the tea 1 ounce theriac so that it will be well mixed. The theriac is not to be boiled.

Dose.—For a man with a strong constitution, one half-pint taken in the morning, sober, and the next morning the other half-pint, also sober.

The patient ought to fast three hours after he has taken the medicine; then he can eat bread and butter, or bread and molasses, for at least a week or ten days; he must not eat any pork, nor any fish or water-fowls, and must not drink any water. He can drink any kind of tea, and he must not get angry or overheat himself for two weeks.

For a person of a weak constitution, make 3 doses out of the above-prepared quantity, and also for children in proportion. 3 doses will be sufficient for a cure.

For animals, the medicine must be doubled; and

serif

40-85 CPL

Откуда, *черт возьми*,
взялись эти правила?

ti iheronimi ad
m de omnibus
s. capitulū pmi.

ter ambrosius
michi munus
pferens. detulit
t suauissimas
q a principio
iciat. hie pbe
miciat noua:
a necessitudo ē.
q non vili
pūcia tantum
lpas adulaō.
a scripturarū
in in veteribz
asse. pūcia af.
maria trāsisse.
nouerant: corā
oras manphī.
ipū. et architā
am yralie. que
a dicebat: labo
r qui athenis
nles doctrinas
sonabāt. fieret
malēs aliena
ipudent ingerē.
ro orbe fugien
atis et venūda
o paruit. dud⁹
s. Tame quia
fuit. ad ortum
ante manantē.
liatūqz finibz
les legimus. et
fui roma nō
a pduxit. Ma
ōnibz seculis.
ut urbē tantā

ingressi. aliud terra urbem querebant.
Appolloni⁹ siue ille mag⁹ ut vulgus
loquitur. siue plus. ut pitagorici tra
dunt. intrauit pfas. pūssit caucasi.
albanos. scythas. massagetas. opulē
tissima indie regna penetrauit. et ad
extremum latissimo phryson ampie
nūssit puenit ad braguanas. ut
hyarcam in throno sedente aureo et de
cantali fonte potantem. inter paucos
discipulos. de natura. de moribz. ac de
cunctis diis et fidei audiret doceretur.
Iude p elamitas. babilonios. chalde
os. medos. assyrios. parthos. syros.
phenices. arabes. palestinos. rasis
ad alexandriā. perrexit ad ethiopiā.
ut gignosophistas et famosissimam
solis mensam videret in sabulo. In
uenit ille vir ubiqz q disceret. et semp
proficiēs. semp se melior fieret. Scrip
sit super hoc plenissime octo volumi
nibus. phylotracus.

Quid loquar de seculi hominibz.
cū aplos paulus. vas electōnis.
et magister gentiū. qui de conscientia
tāti se hospitis loquebat. dices. An
reperimenū queris eius qui in me
loquit xpc. Post damascū arabiāqz
lustratā. ascendit iherosolimā ut videt
petrū et māsit apud eū diebz quindecī.
Hoc cū multio ebdomadis et ogdo
adis. futur⁹ gentiū pdicatoz instruē
dus erat. Rursūqz post ānos qtuor
decim assumpto barnaba et tro. repro
fuit cū aplis euāgeliū. ne forte in va
cium curaret aut cucurisset. Habet
nescio qd latentis energie. viue vocis
actus. et in aures discipuli de auctoris
ore transfusa. fortius sonāt. Unde et
eschineus cū rodi regularē. et legeretur

Было
достаточно
времени
на тестирование.

1450s

*The Elements
of Typography*

version 3.1

Robert Bringhurst

THE ELEMENTS OF TYPE
ROBERT BRINGHURST

66 символов **золотое правило**

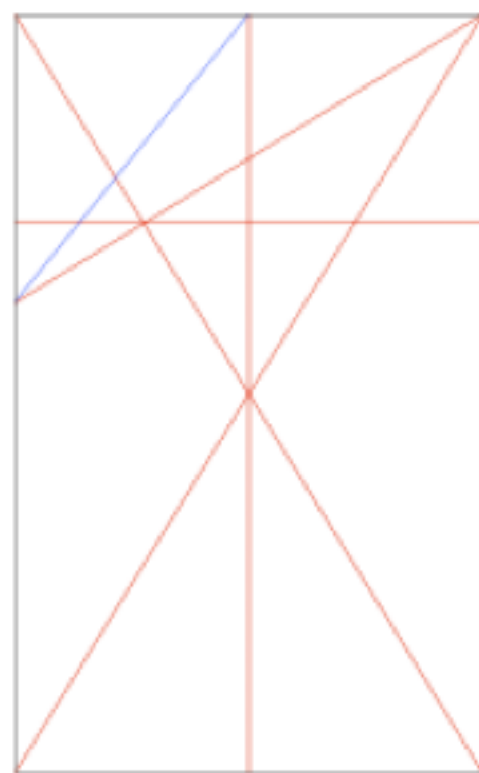
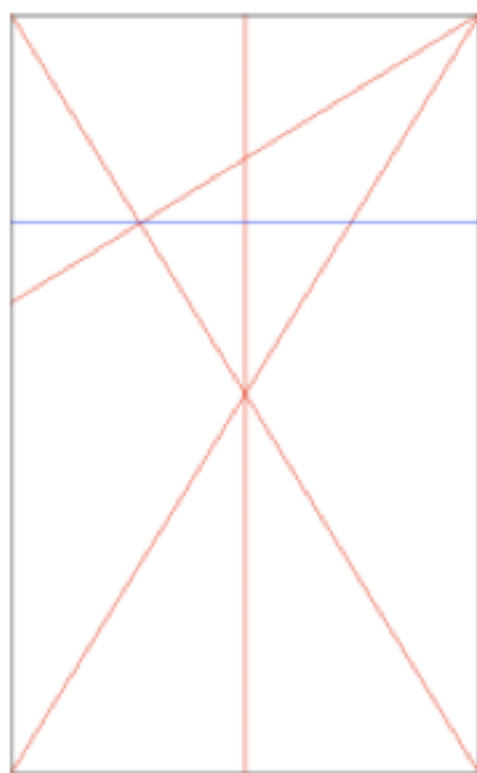
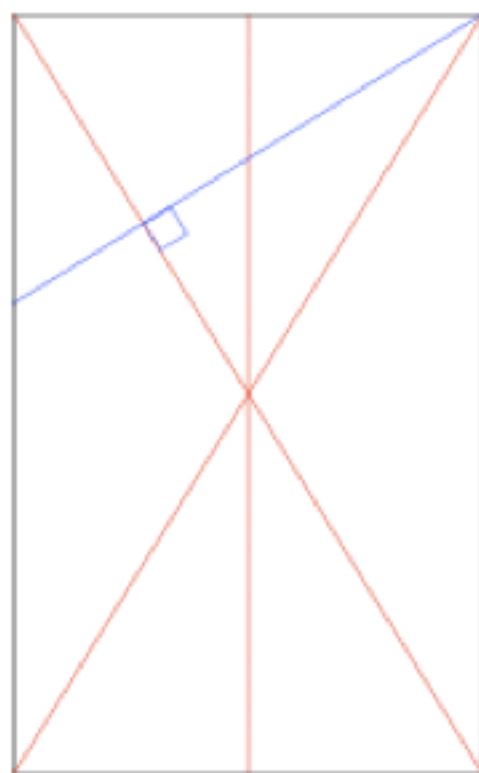
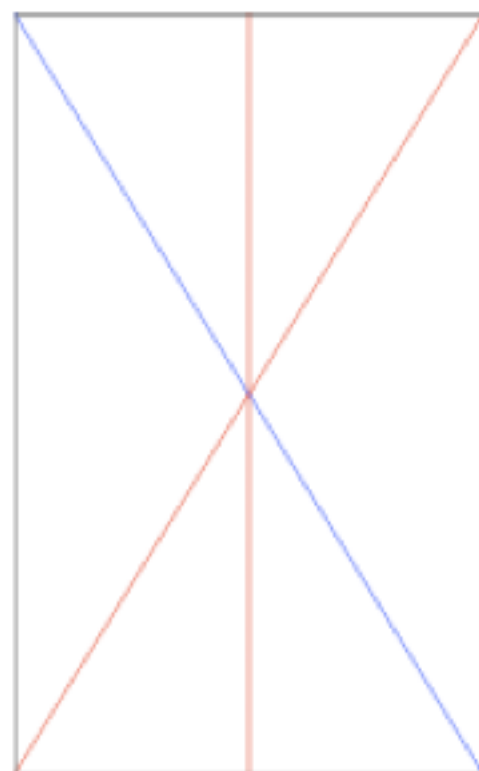
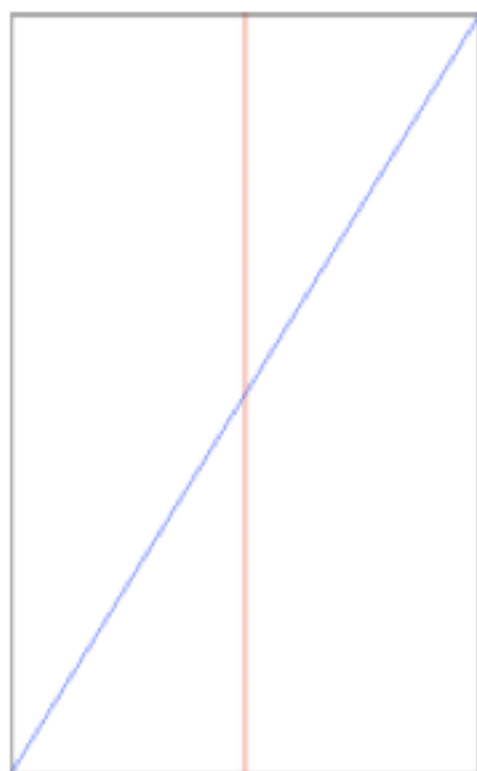
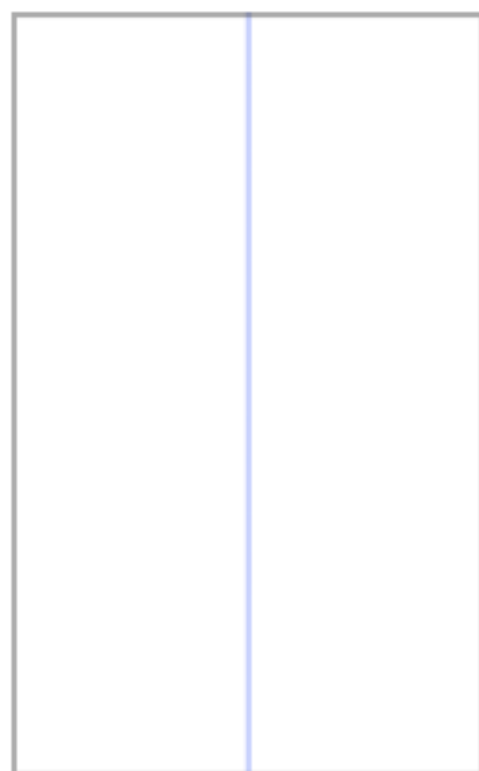
60-75 CPL

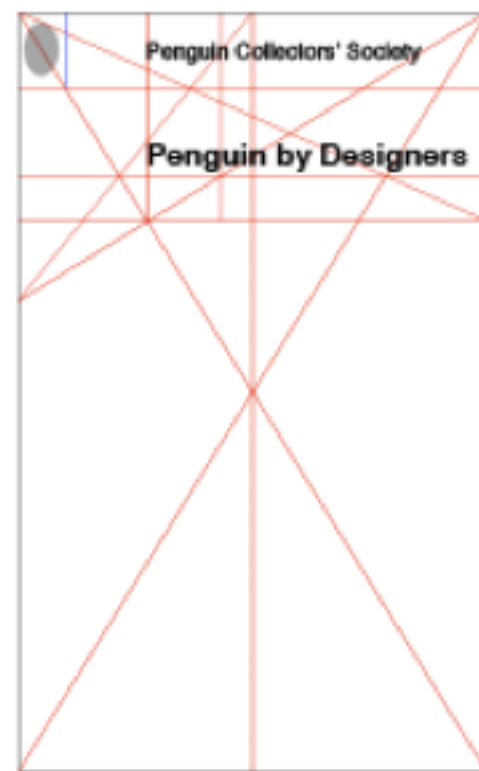
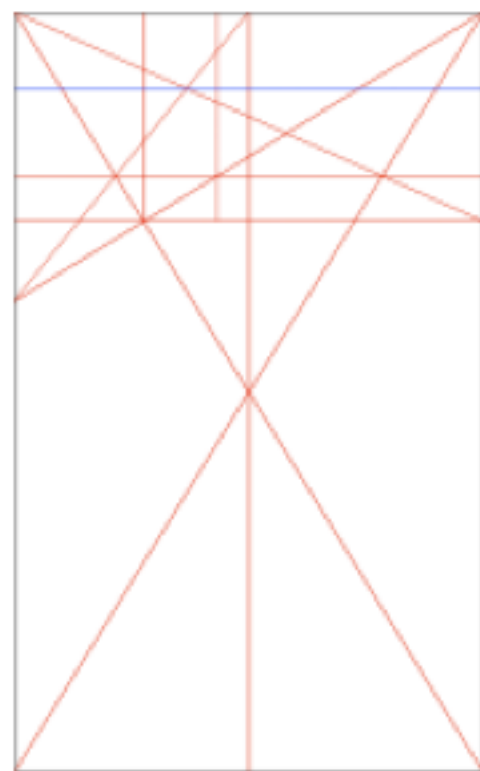
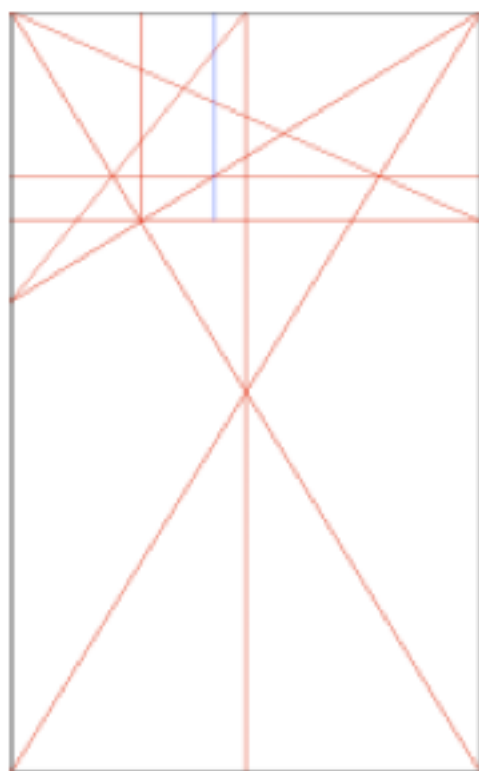
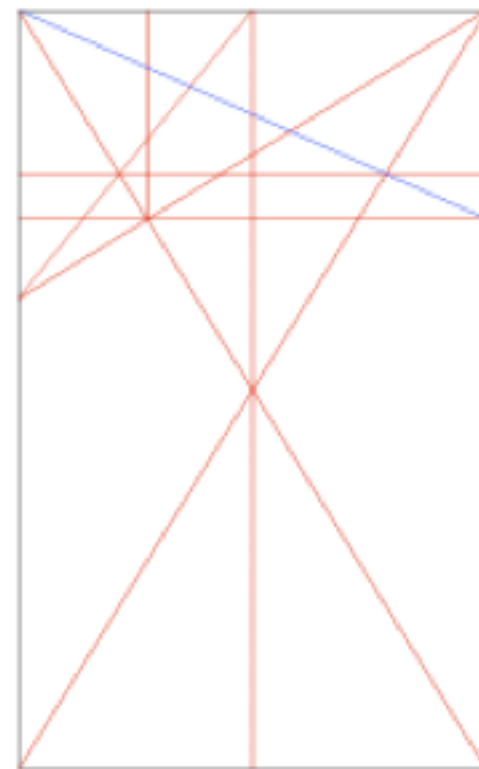
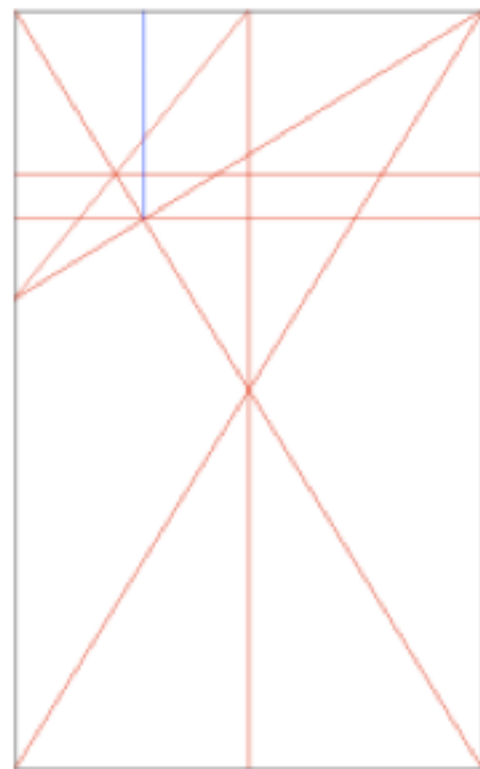
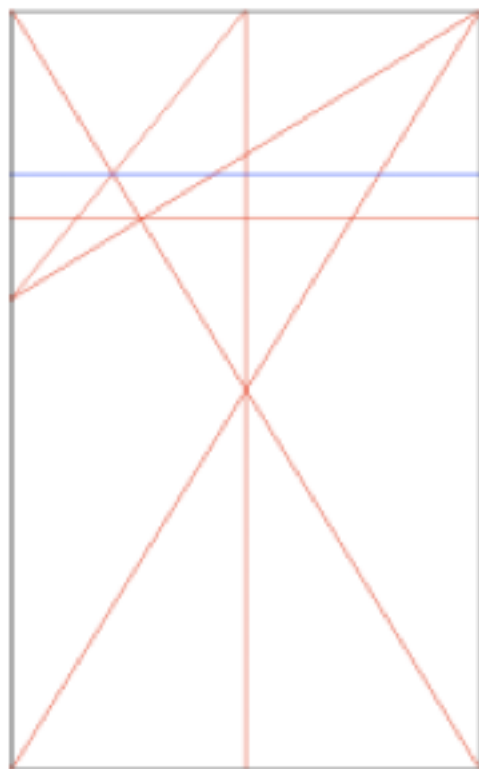
40-50 CPL **для нескольких колонок**

Фиксированная ширина

Фиксированное количество dpi*

Фиксированное расстояние чтения







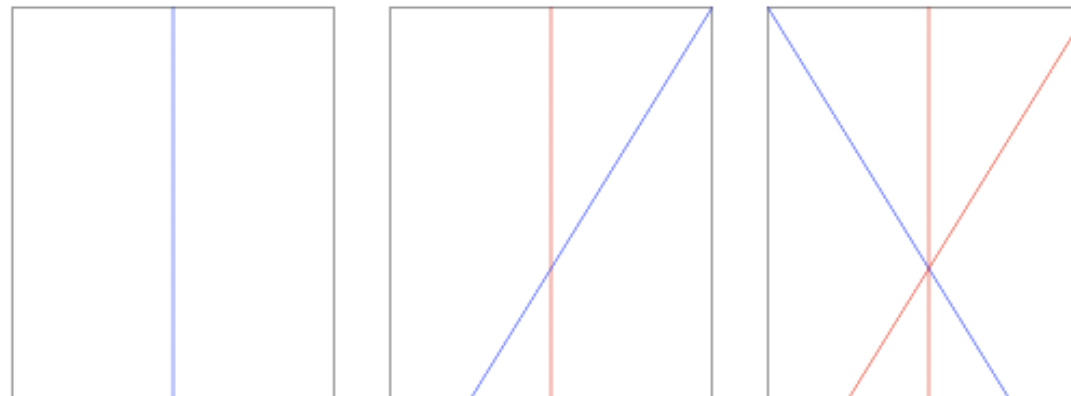
Constructing the Grid

22nd Apr 2007

Books and Periodicals

I've come across [Penguin by Designers*](#) on a few sites now, and the cover intrigues me. I was discussing the grid used on *Pelican Originals* the other day, after seeing [this post](#). I had thought that both sets of books used a fairly conventional grid, but assuming this cover is accurate, then the real one is more interesting.

I was looking at it, trying to work out how it's built. I doubted that any part of it was *entirely* arbitrary so I've redrawn it, but having each line only drawn in an obvious relation to something that already exists. What results is a pretty much perfect copy of the existing grid, so unless I was just lucky, I guess this is how they made their grid. These are the gridlines - each one is illustrated in blue as it is introduced:



Старые недобрые
до Рождества RWD

Неписанные правила

веб-типографики

Размер шрифта body

~12-14px

Интерлиньяж

~1.5

длина строки

÷

интерлиньяж

~25

отступ параграфа

÷

интерлиньяж

~1.4

Осторожно
с выключкой

Осторожно
с красной строкой

Длина строки

65-90 cpl

75-85 cpl — в большинстве

PEARSONIFIED

[home](#)[archives](#)[themes](#)[about](#)

THE DEUCE • APRIL 2011

now enjoying

Secret Symphony: The Ultimate Guide to Readable Web Typography

Right now, there's a mathematical symphony happening on your website.

Every single one of your readers is **subconsciously aware** of this symphony, and more important, they are all pre-programmed to respond to it in a particular way.

The question is this:

Get Updates, Get Smarter (Free)

Learn about website optimization, conversion-focused design, and typography with the Pearsonified newsletter.

Sign Up!

ABOUT PEARSONIFIED

интерлиньяж

=

размер шрифта

×

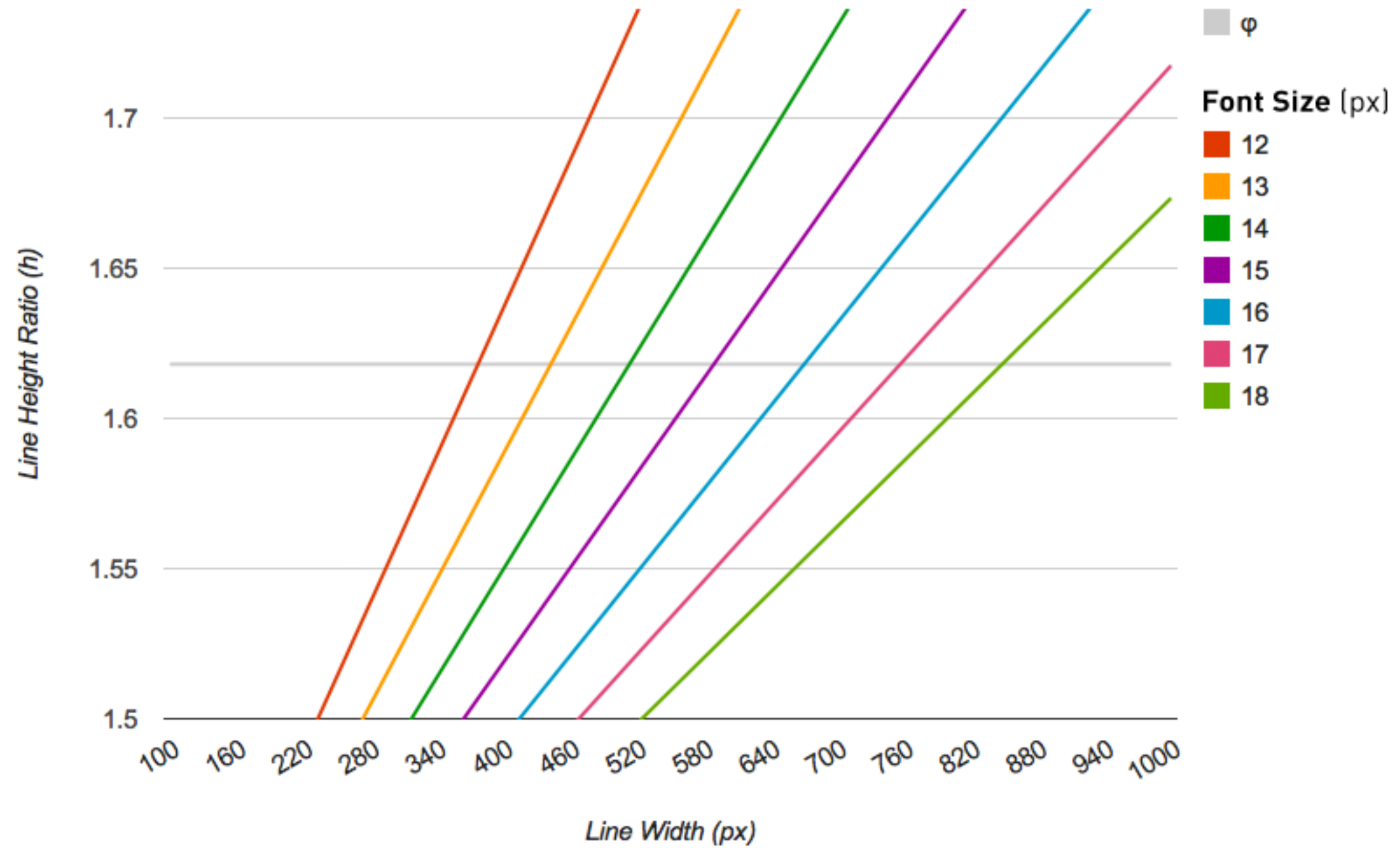
величина золотого сечения

длина строки

=

интерлиньяж × интерлиньяж

The Sweet Spot — Line Height vs. Line Width for Common Font Sizes



Pearsonified's Golden Ratio Typography Calculator

www.pearsonified.com/typography/

Reader

Golden Ratio Typography Calculator

FONT SIZE

px

CONTENT WIDTH

960

px

DESIRED CPL

80

Set my type! »

Tweet

1,240

g+1

411

Precision-crafted by

Pearsonified

The same guy who built the

Thesis Framework

You entered a width of **960px** and a CPL of **80**. I've used these values to prepare some typographical recommendations for you:

1. [Optimized Typography for 80 CPL in a 960px-wide Setting](#)
2. [Best Typography for a 960px-wide Setting](#)
3. [Second-best Typography for a 960px-wide Setting](#)

NEW! Click on the Font Size in any typographical recommendation to see the golden scale for that font size.

Optimized Typography for 80 CPL in a 960px-wide Setting

Font Size: **27** | Line Height: **40** | Content Width: **960** | Approx. CPL: **80** | Font:

Georgia

Most designers set their type arbitrarily, either by pulling values out by adhering to a baseline grid. The former case isn't worth discussing the latter requires a closer look.

When using a baseline grid, the first thing you must decide on is your grid unit. You'll commonly see baseline grid values of something like where does a value like that come from?

О ДИВНЫЙ НОВЫЙ МИР

Эра Пост-ПК

Ничего особо не изменилось...

Кроме того, что


*мы больше не можем
рассчитывать на фиксированную
ширину контейнера.*

“Точки разрыва, основанные на дизайне, обычно основаны на ситуациях, когда кластеры типографических элементов становятся некомфортными”

— Tim Brown

*“Ключевым атрибутом
хорошего набора текста
является **идеальная длина
строки**: значение от 45 до 90
символов — среднее
удовлетворительное для всех
экранов.”*

— Elliot Jay Stocks, “Smashing Book 3”

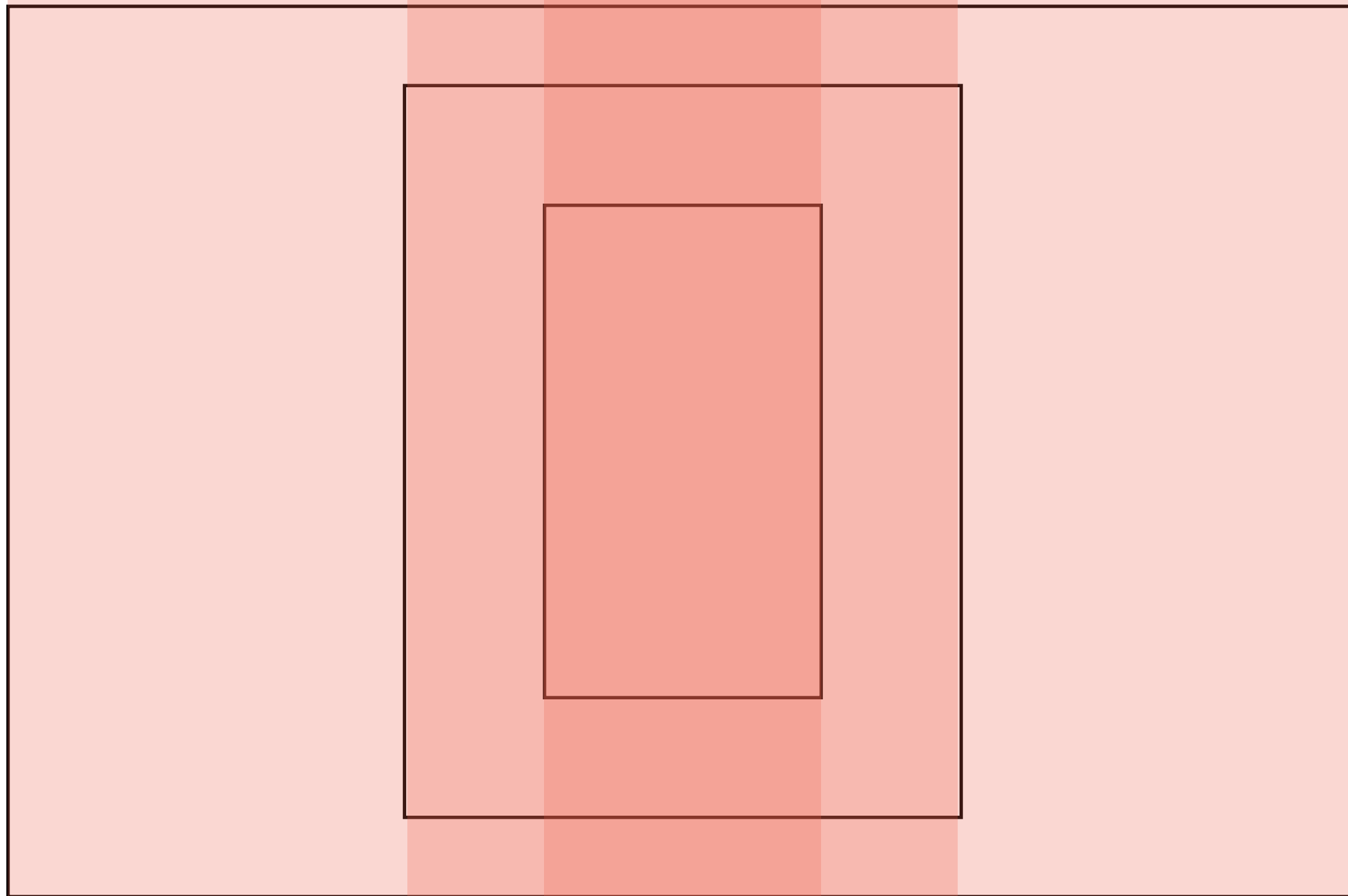


ОТЗЫВЧИВАЯ типографика

ОСНОВЫ

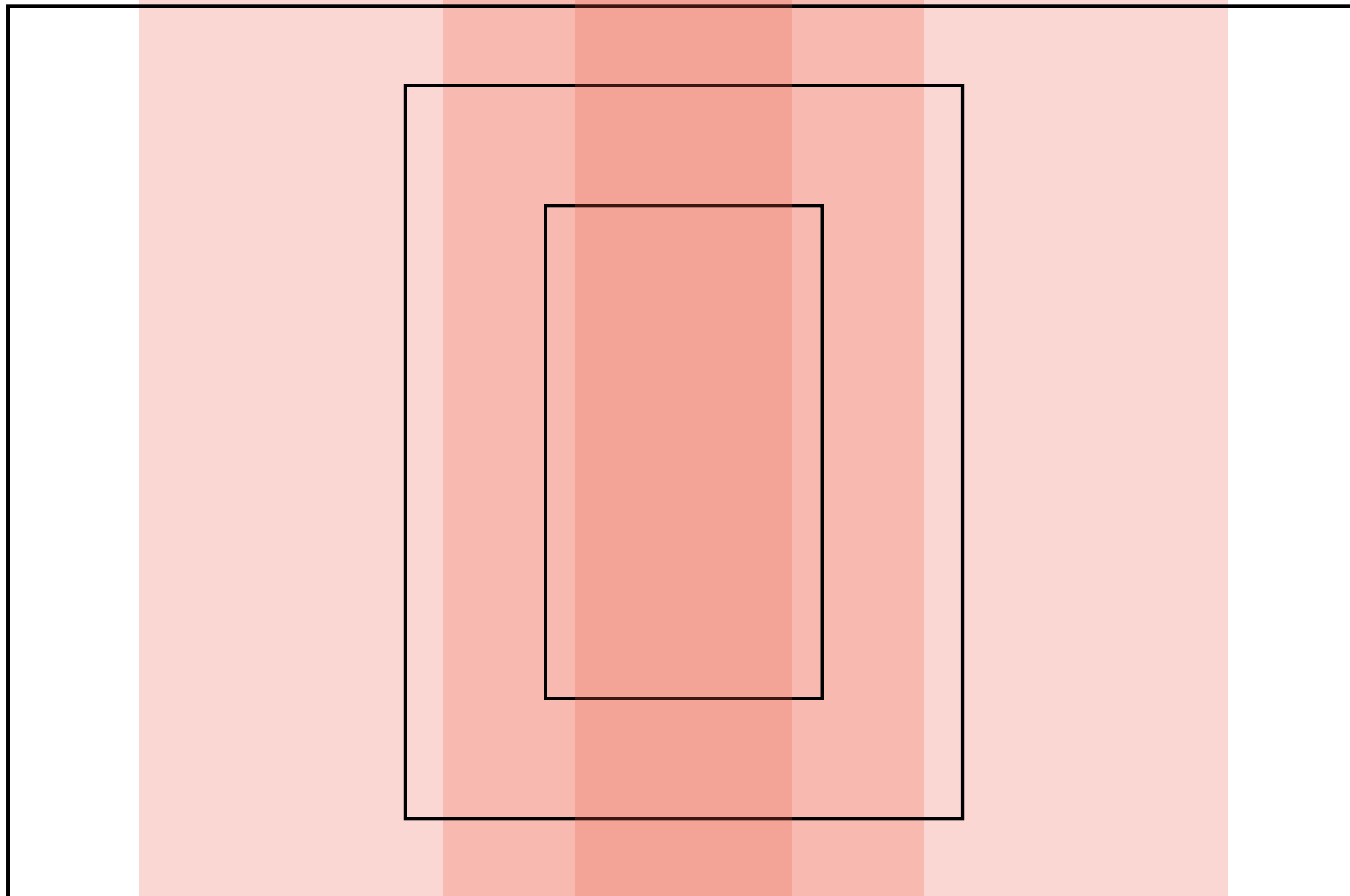
Размер шрифта —
не ваш выбор

Резиновый макет



100% ширины устройства

Адаптивный макет



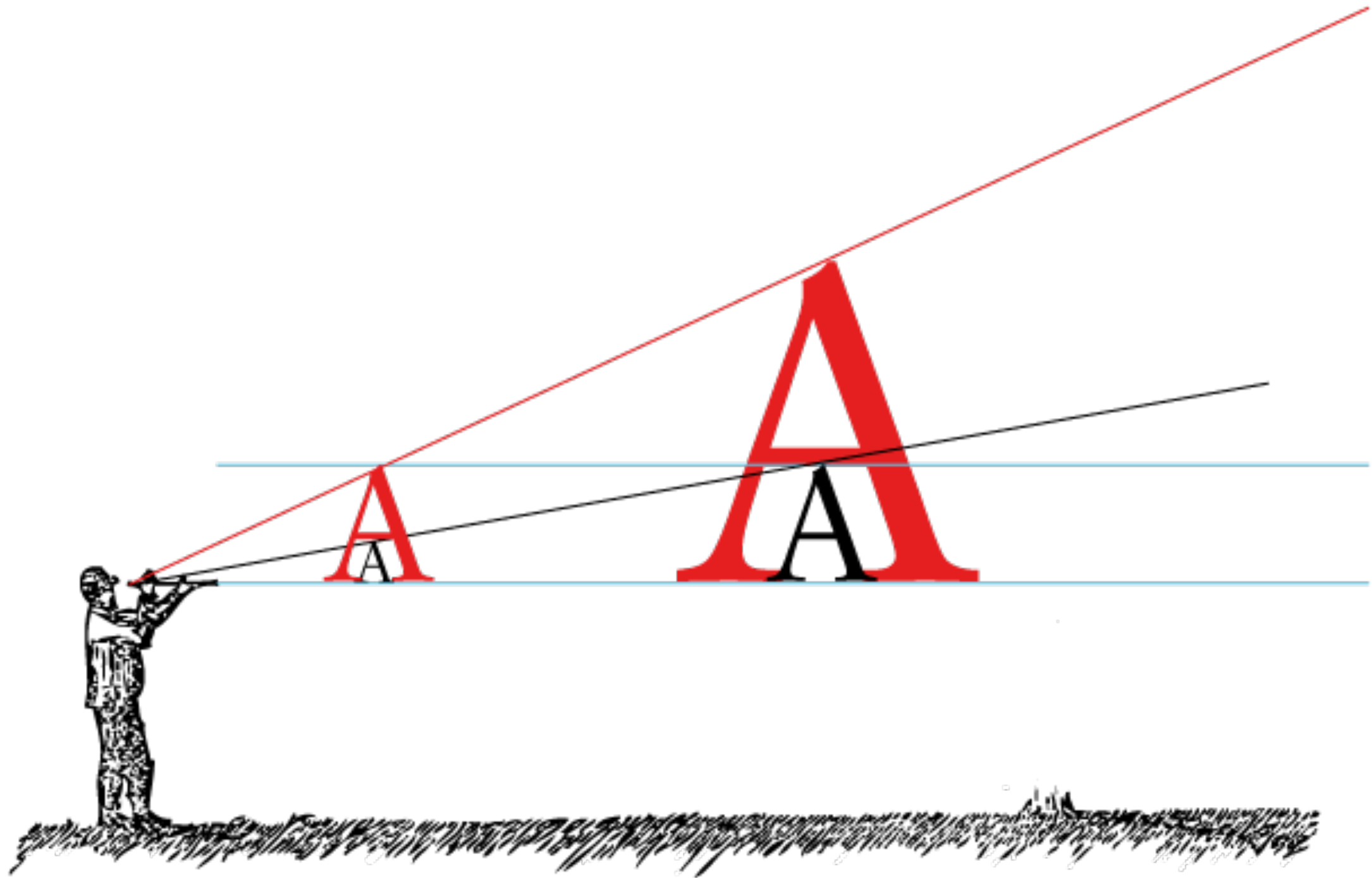
Набор фиксированных контейнеров

Удобочитаемость Намного
важнее, чем макет, который
будет занимать все
пространство вьюпорта

Новые игроки...

Константы стали
переменными.

1. Расстояние чтения
2. DPI
3. Контекст пользователя



[Source: iA](#)

Расстояние чтения

в зав-ти от устройства

- **Телефон** — малое расстояние чтения
- **Планшет** — среднее расстояние*
- **ПК** — большое расстояние чтения
- **ТВ** — опыт взаимодействия с 10 шагов

iPad *vs* iPhone

Source: iA

ALICE was beginning to get very tired of sitting by her sister on the bank and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it,

occurred
out at
the

ALICE was
very tired
sister on
having no
twice she

There was nothing so very remarkable in that; nor did Alice think it so very much out of the way to hear the Rabbit say to itself "Oh dear! Oh dear! I shall be too late!" (when she thought it over afterwards it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but, when the Rabbit actually took a watch out of its waistcoat-pocket, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity, she ran across the field after

ALICE was beginning to get very tired of sitting by her sister on the bank and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, "and what is the use of a book," thought Alice, "without pictures or conversations?"

So she was considering, in her own mind (as well as she could, for the hot day made

1. Среднее расстояние чтения iPad
немного больше
2. **Контекст iPad**: на столе при завтраке,
диван, в кровати
3. **Размер экрана** iPhone меньше

Контекст *и* расстояние чтения

*Зависимость расстояния от контекста
использования планшета*

- **Малое** расстояние чтения — *лежа в кровати*
- **Среднее** расстояние — *сидя, общественный транспорт*
- **Большое** расстояние — *лежит на столе во время приема пищи*

Source: BBC

Невозможно создать идеальную
отзывчивую типографику.

Необходимо найти
компромисс.

Прототипируем

Отзывчивую типографику

*“Веб-типографику
сложно сделать хорошо где-то
кроме как **в браузере**”*

— [@viljamis](#)

Процесс:

1. Стартуем с контента и его разметки
2. Выбираем шрифты, гарнитуры
3. Определяем точки разрыва
4. Определяем набор контейнеров фиксированной величины

Process:

5. Рассчитываем размер шрифта body в зависимости от необходимого CPL
6. Определяем иерархию, градацию, интерлиньяжи и отступы
7. Настраиваем для определенных устройств и жкранов

Выбираем
гарнитуры

антиква или **гротеск**?

< 12px

гротеск

выигрывает в рендеринге

Кто, *черт возьми*,
устанавливает размер
шрифта в 12px?

Оба класса
могут подойти

*“Антиква — это священник,
а гротеск — хакер”*

— Oliver Reichenstein

Системные шрифты

на настольных компьютерах

Complete Guide to Pre-Installed Fonts in Linux, Mac, and Windows									
aPaddedCell									
Complete Guide to Pre-Installed Fonts in Linux, Mac, and Windows									
<ul style="list-style-type: none"> • Introduction to this table • Have a question? Ask on our discussion forums. 									
Windows					Adobe	Apple			
	XP	Vista	7	Office 2007	Sets 1 & 2		OSX 10.5		
Serif									
Baskerville Old Face				✓		Baskerville	✓		
Bookman Old Style				✓					
Garamond				✓	✓ (Adobe Garamond Pro)				
Georgia	✓	✓	✓			Georgia	✓		
Century Schoolbook				✓					
Palatino Linotype	✓	✓	✓			Palatino			
Times New Roman	✓	✓	✓			Times Times New Roman	✓		
Cambria		✓	✓	✓					
Constantia		✓	✓	✓					
Other Serifs									
				Bell MT Book Antiqua Bodoni MT	Adobe Caslon Pro Chaparral Pro MinionPro	Big Caslon Cochin Didot			

Системные шрифты

на мобильных устройствах

iOS

Helvetica Neue

Android

Roboto

Windows Phone

Segoe UI

tinytype				
www.jordanm.co.uk/tinytype				
TINYTYPE A compatibility table showing the available default system fonts across different mobile platforms				
OWNER'S MANUAL Perhaps a more accurate description would be an incompatibility table. This shows the state of default system fonts across the most popular platforms. I put this together as a way of finding alternatives to certain webfonts when page weight starts to get too heavy.				
Font	iOS 6	Android 4.0	WP7.1/8	BlackBerry
Academy Engraved LET	x			
American Typewriter	x			
Andale Mono				x
Apple Color Emoji	x			
AppleGothic Regular	x			
Apple SD Gothic Neo	x			
Arial	x		x	x
Arial Black			x	
Arial Hebrew	x			
Arial Rounded MT Bold	x			
Arial Unicode MS			x	



Store

Mac

iPod

iPhone

iPad

iTunes

Support



iOS 7: Font list

Languages English

Learn which fonts are used in iOS 7.

The following fonts are installed with iOS 7:

- | | | |
|--|--|--|
| <ul style="list-style-type: none">▪ Academy Engraved LET Plain▪ Al Nile▪ Al Nile Bold▪ American Typewriter▪ American Typewriter Bold▪ American Typewriter Condensed▪ American Typewriter Condensed Bold▪ American Typewriter Condensed Light▪ American Typewriter Light▪ Apple Color Emoji▪ Apple SD Gothic Neo Bold▪ Apple SD Gothic Neo Light▪ Apple SD Gothic Neo Medium▪ Apple SD Gothic Neo Regular▪ Apple SD Gothic Neo SemiBold▪ Apple SD Gothic Neo Thin▪ AppleGothic Regular▪ Arial▪ Arial Bold▪ Arial Bold Italic | <ul style="list-style-type: none">▪ Cochin▪ Cochin Bold▪ Cochin Bold Italic▪ Cochin Italic▪ Copperplate▪ Copperplate Bold▪ Copperplate Light▪ Courier▪ Courier Bold▪ Courier Bold Oblique▪ Courier New▪ Courier New Bold▪ Courier New Bold Italic▪ Courier New Italic▪ Courier Oblique▪ DIN Alternate Bold▪ DIN Condensed Bold▪ Damascus▪ Damascus Bold▪ Damascus Medium▪ Damascus Semi Bold | <ul style="list-style-type: none">▪ Hoefler Text▪ Hoefler Text Black▪ Hoefler Text Black Italic▪ Hoefler Text Italic▪ Iowan Old Style Bold▪ Iowan Old Style Bold Italic▪ Iowan Old Style Italic▪ Iowan Old Style Roman▪ Kailasa Bold▪ Kailasa Regular▪ Kannada Sangam MN▪ Kannada Sangam MN Bold▪ Malayalam Sangam MN▪ Malayalam Sangam MN Bold▪ Marion Bold▪ Marion Italic▪ Marion Regular▪ Marker Felt Thin▪ Marker Felt Wide▪ Menlo Bold |
|--|--|--|

```
body {  
    font-family: "Times", "Times New Roman", serif;  
}
```

```
h1, h2, h3, h4, h5, h6 {  
    font-family: "Helvetica", "Arial", sans-serif;  
}
```

Модульная градация

Иерархия

typecast

Try it now

Sign in

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Tweet

533

A More Modern Scale for Web Typography

ON WEDNESDAY 15TH OF JANUARY 2014

	1	1.25				
DESKTOP	H ₁	H ₂	H ₃	H ₄		
	3	1.05	2.25	1.25	1.75	1.25
MOBILE	H ₁	H ₂	H ₃	H ₄		
	2	1.25	1.625	1.15384615	1.375	1.13636364

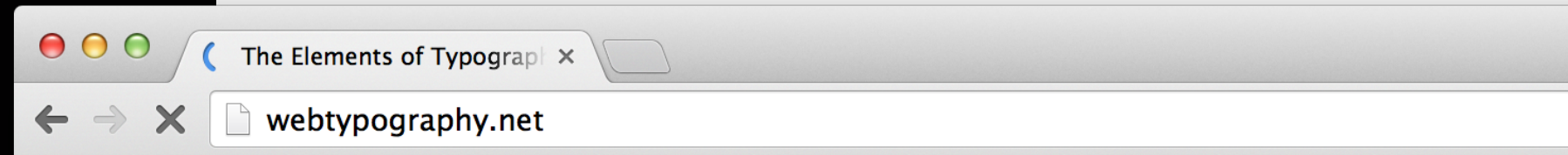
The Elements of Typographic Style

second edition, revised & enlarged

Robert Bringhurst

16px (1em) text

and a measure of 60–75 characters long



The Elements of Typographic Style *Applied to the Web*



‘66 characters’ rule

A practical guide to web typography

[Read the Introduction](#)

[Table of Contents](#)

Latest: [3.2.1 Use titling figures with full caps, and text figures in all other c](#)

Typography			
Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

Blockquote	Font Size	Line Height
Print	24pt	1.458333333em
Desktop (lg)	1.5em (24px)	1.458333333em
Desktop	1.5em (24px)	1.458333333em
Tablet (lg)	1.5em (24px)	1.458333333em
Tablet (sm)	1.25em (20px)	1.25em
Phone	1.25em (20px)	1.25em

Modular Scale

modularscale.com

Reader

Modular Scale

3

px

Ideal text size

4

px

Important number

2:3 - perfect fifth

Submit

Tim Brown · [@nicewebtype](#)
Introduced at [Build 2010](#) (video)
Read [More Meaningful Typography](#)
Read [Composing the New Canon](#)
Read [Tips for choosing a scale](#)

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More info [about sponsorship](#).

Modular Scale: Your Scale

modularscale.com/scale/?px1=18&p

Reader

Modular Scale

/* Modular Scale

18px @ 1:1.5

20px @ 1:1.5

-----*/

Pixels	Ems	Ems @ 16	% of 13
1,153.305	64.073	72.082	8,871.577
1,037.974	57.665	64.873	7,984.415
768.870	42.715	48.054	5,914.385
691.983	38.444	43.249	5,322.946
512.580	28.477	32.036	3,942.923
461.322	25.629	28.833	3,548.631
341.720	18.984	21.358	2,628.615
307.548	17.086	19.222	2,365.754
227.813	12.656	14.238	1,752.408
205.032	11.391	12.815	1,577.169
151.875	8.438	9.492	1,168.269
136.688	7.594	8.543	1,051.446
101.250	5.625	6.328	778.846
91.125	5.063	5.695	700.962
67.500	3.75	4.219	519.231
60.750	3.375	3.797	467.308
45.000	2.5	2.813	346.154
40.500	2.25	2.531	311.538
30.000	1.667	1.875	230.769

Интерлиньяж

Размер интерлиньяжа

- *Градация по золотому сечению*

pearsonified.com/typography/

- *Другая градация*

modularscale.com

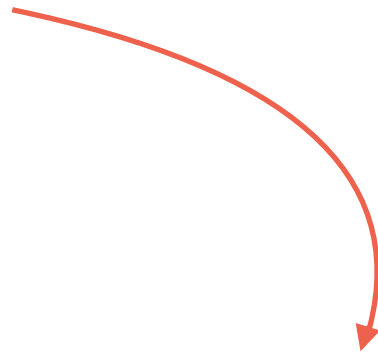
$$\begin{aligned} & ((\text{current width} - \\ & \text{min-width}) \div (\text{max-width} - \\ & \text{min-width})) \times \\ & (\text{line-height} - \\ & \text{min-line-height}) + \\ & \text{min-line-height} \end{aligned}$$

- *Магия формул*

nicewebtype.com/notes/2012/02/03/molten-leading-or-fluid-line-height/

На экранах высокого
разрешения текст
выглядит **тоньше**

больше dpi



меньше насыщенность



меньше интерлиньяж

Используя **разные варианты
начертания** для устройств
с разным dpi может помочь
достичь одинакового
визуального эффекта

ABCD

iABC Regular, Minus Grade

With the chaos of different
generation of Web browser
layout and typography

MacBook Air 13 inch (scaled 150% for comparison)

ABCD

iABC Regular

With the chaos of different
generation of Web browser
layout and typography

Regular, ungraded, rendered on iPhone 4S Landscape

ABCD

iABC Regular Plus Grade

With the chaos of different
generation of Web browser
layout and typography

Plus Grade rendered on iPhone 4S Portrait HTML

[Source: iA](#)

Удобочитаемость

и

различимость

Удобочитаемость и различимость

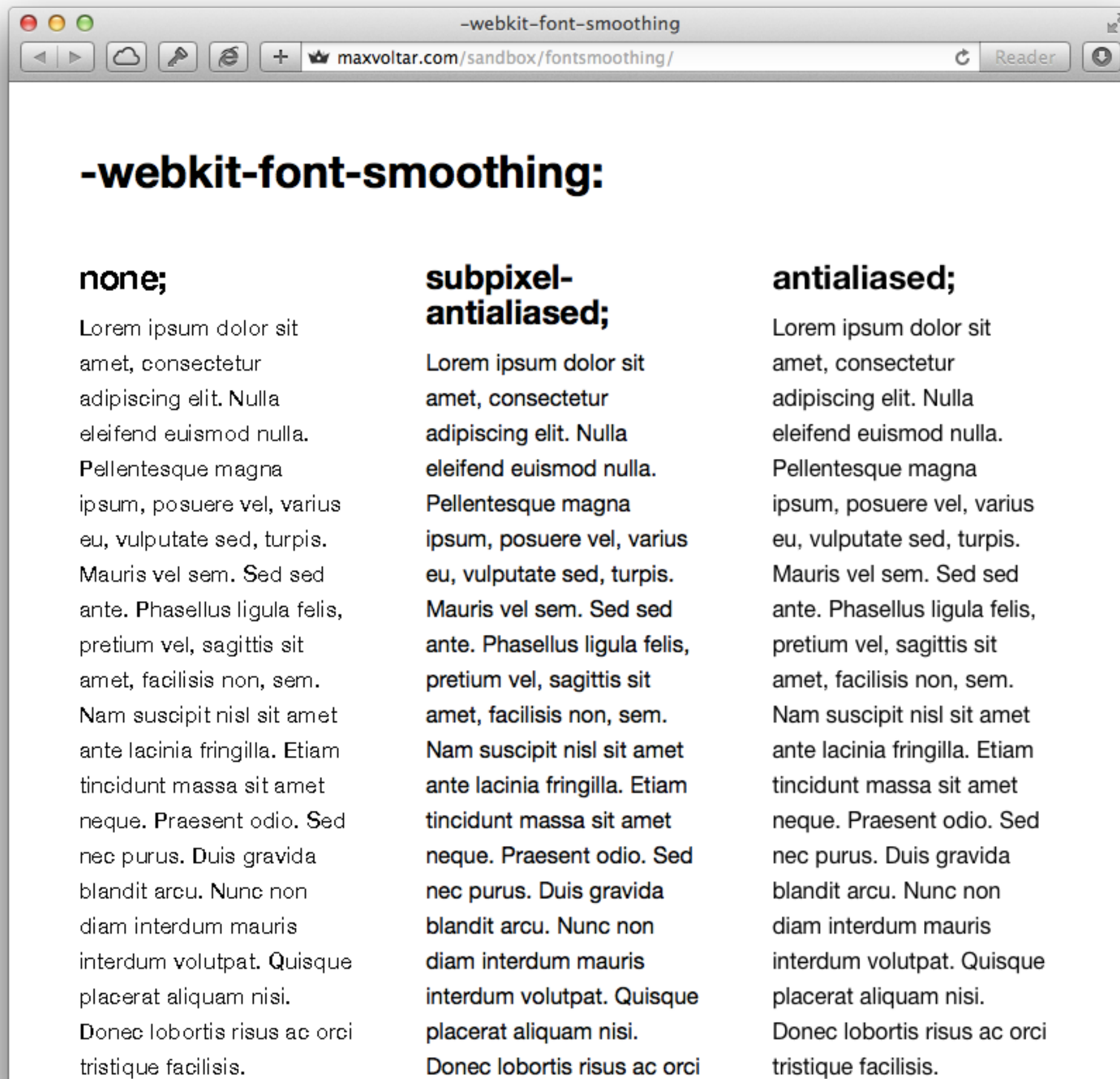
- text-rendering: *auto, optimizeSpeed, optimizeLegibility, geometricPrecision*
- text-size-adjust: *auto, none, x%*
- -webkit-font-smoothing: *none, subpixel-antialiased, antialiased*

Проблемы рендеринга

Microsoft
ClearType

Хак для старых систем *с новыми браузерами*

```
h1 {  
  text-shadow: -1px -1px 1px rgba(255, 255, 255, 0.2),  
               1px 1px 1px rgba(255, 255, 255, 0.2),  
               1px 1px 1px rgba(0, 0, 0, 0.7);  
}
```



-webkit-font-smoothing:

none;

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eleifend euismod nulla. Pellentesque magna ipsum, posuere vel, varius eu, vulputate sed, turpis. Mauris vel sem. Sed sed ante. Phasellus ligula felis, pretium vel, sagittis sit amet, facilisis non, sem. Nam suscipit nisl sit amet ante lacinia fringilla. Etiam tincidunt massa sit amet neque. Praesent odio. Sed nec purus. Duis gravida blandit arcu. Nunc non diam interdum mauris interdum volutpat. Quisque placerat aliquam nisi. Donec lobortis risus ac orci tristique facilisis.

subpixel-antialiased;

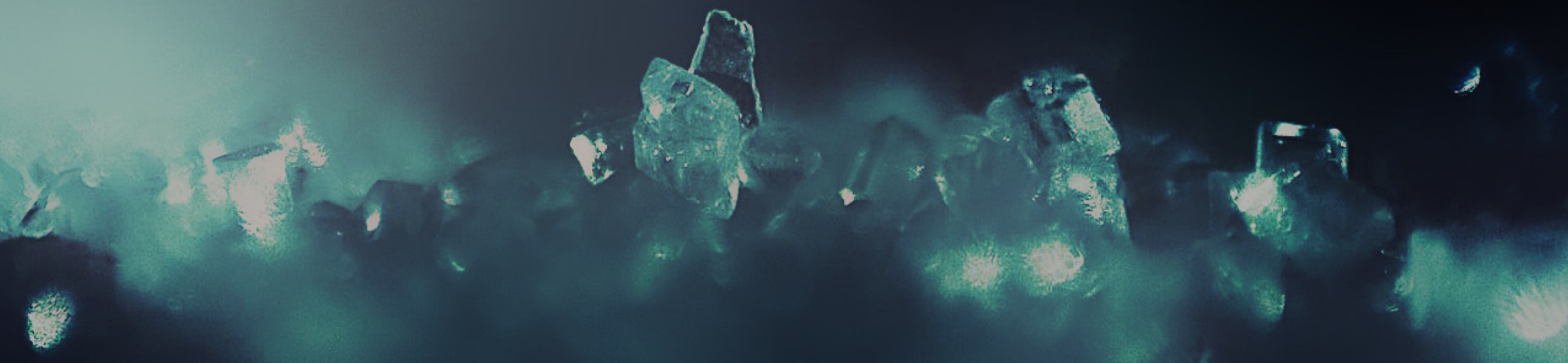
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eleifend euismod nulla. Pellentesque magna ipsum, posuere vel, varius eu, vulputate sed, turpis. Mauris vel sem. Sed sed ante. Phasellus ligula felis, pretium vel, sagittis sit amet, facilisis non, sem. Nam suscipit nisl sit amet ante lacinia fringilla. Etiam tincidunt massa sit amet neque. Praesent odio. Sed nec purus. Duis gravida blandit arcu. Nunc non diam interdum mauris interdum volutpat. Quisque placerat aliquam nisi. Donec lobortis risus ac orci

antialiased;

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eleifend euismod nulla. Pellentesque magna ipsum, posuere vel, varius eu, vulputate sed, turpis. Mauris vel sem. Sed sed ante. Phasellus ligula felis, pretium vel, sagittis sit amet, facilisis non, sem. Nam suscipit nisl sit amet ante lacinia fringilla. Etiam tincidunt massa sit amet neque. Praesent odio. Sed nec purus. Duis gravida blandit arcu. Nunc non diam interdum mauris interdum volutpat. Quisque placerat aliquam nisi. Donec lobortis risus ac orci tristique facilisis.

pukhalski.github.io/crystal/

Результат



Typography

Crystal Theme is built with a purpose to deliver a better reading experience. It utilizes em-based typography that rely on different number of characters per line (CPL) for different viewport sizes. It is the most important parameter for responsive typography in our fast-changing multi-device world.

- **~35** CPL — up to 320px
- **~43** CPL — 321-767px wide
- **~60** CPL — 768-990px wide
- **~65** CPL — 991-1200px wide
- **~85** CPL — 1201px and wider

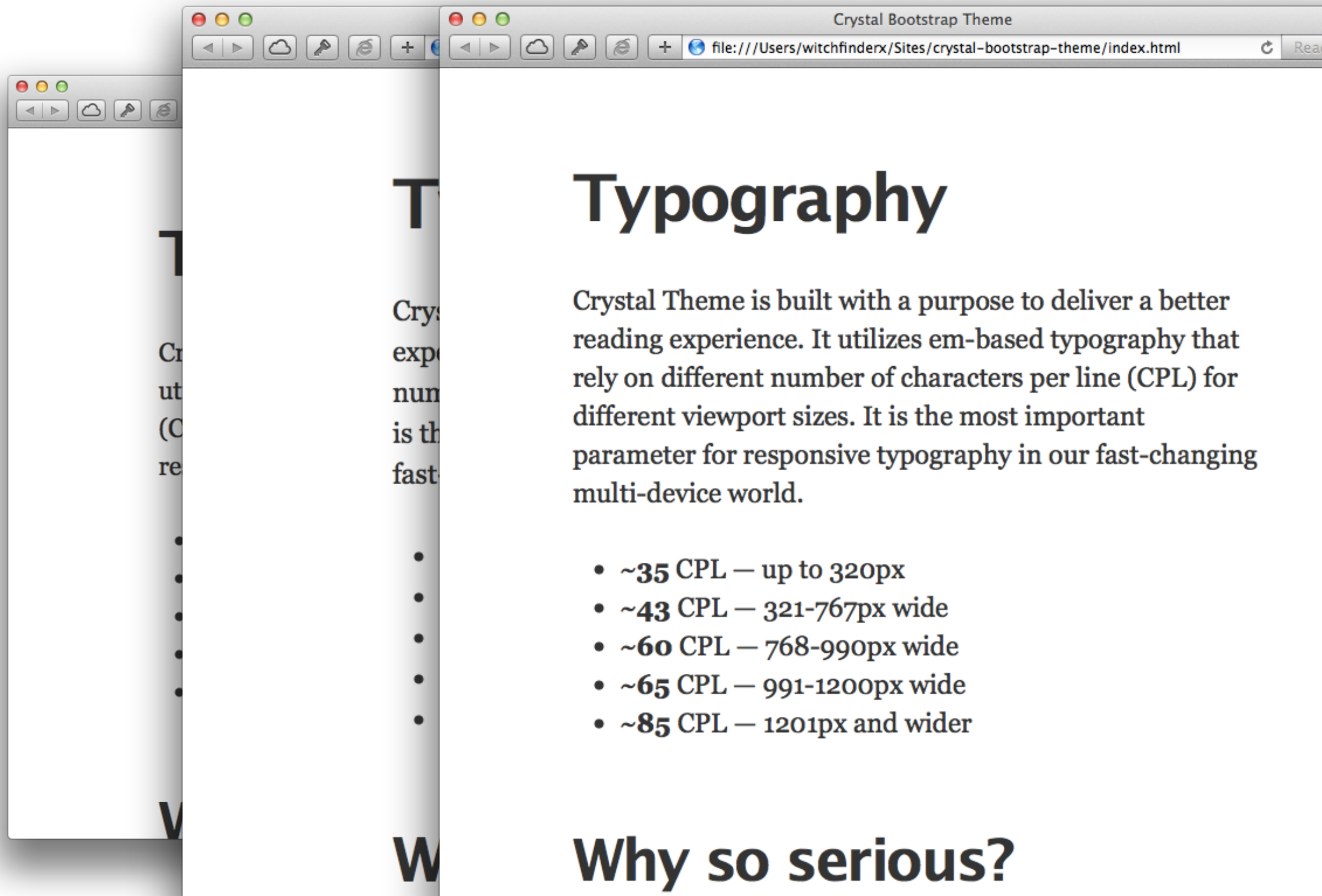
Why so serious?

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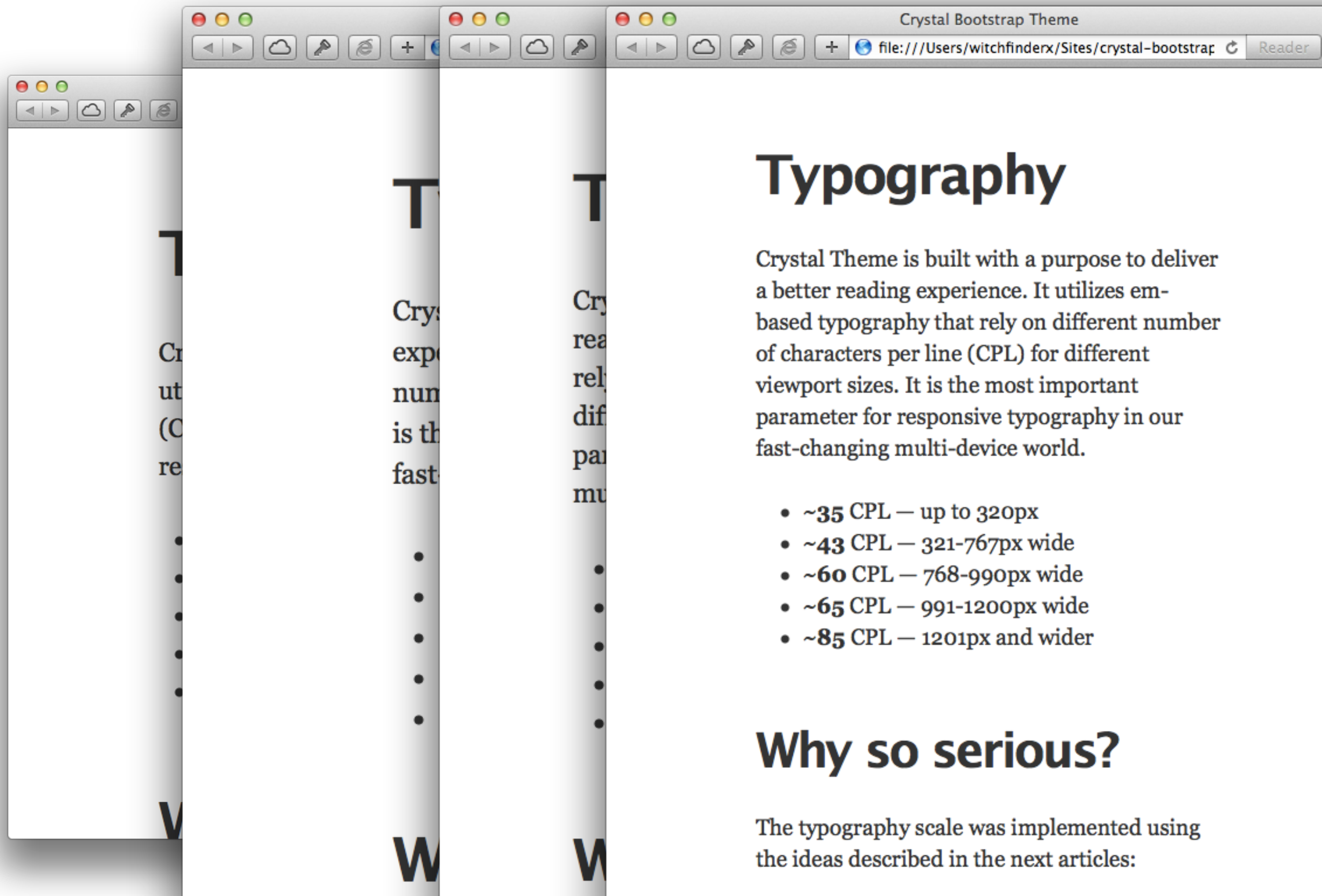


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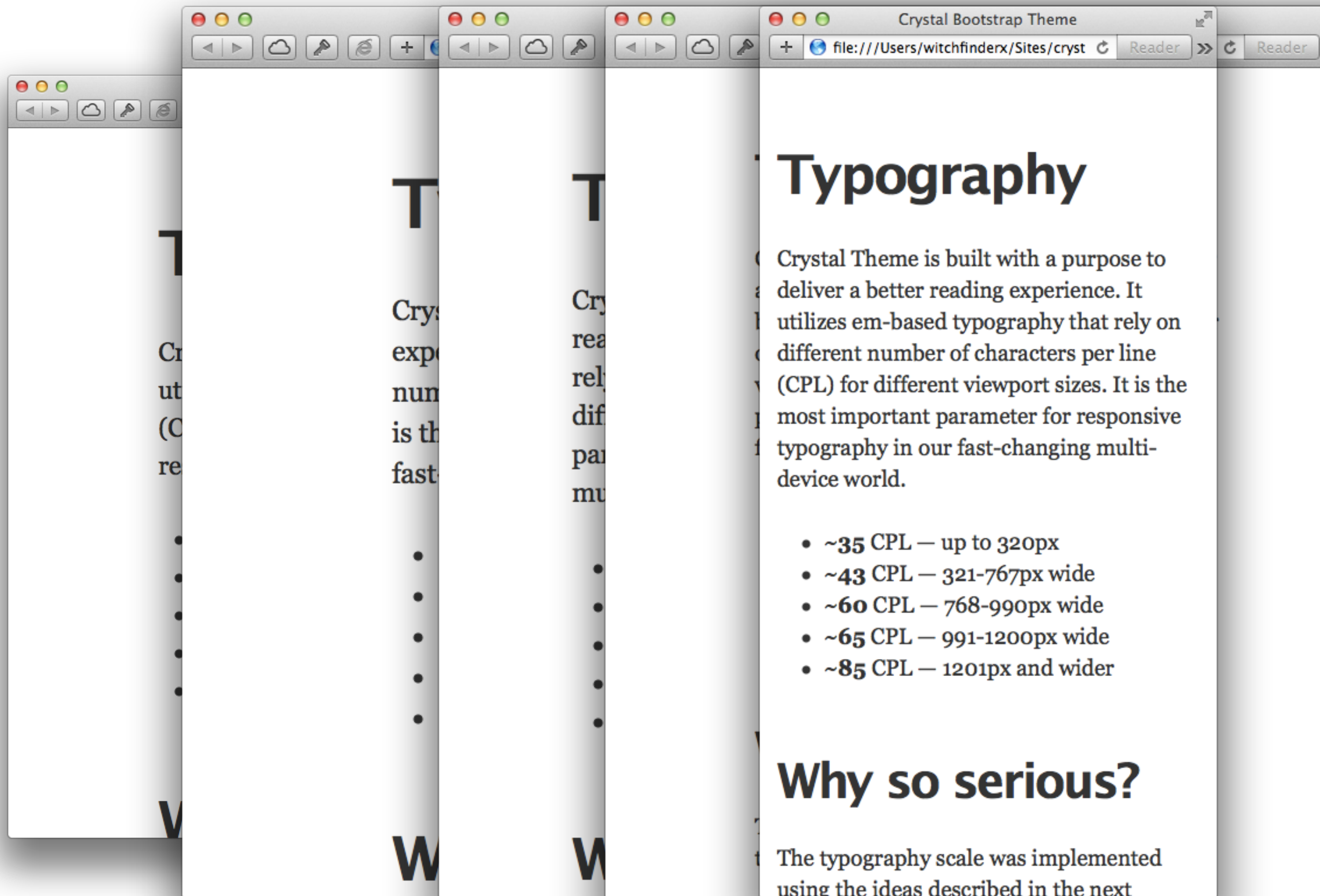
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Why so serious?

The typography scale was implemented using the ideas described in the next articles:



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Будущее

Отзывчивой типографики

Типографика — это
математика

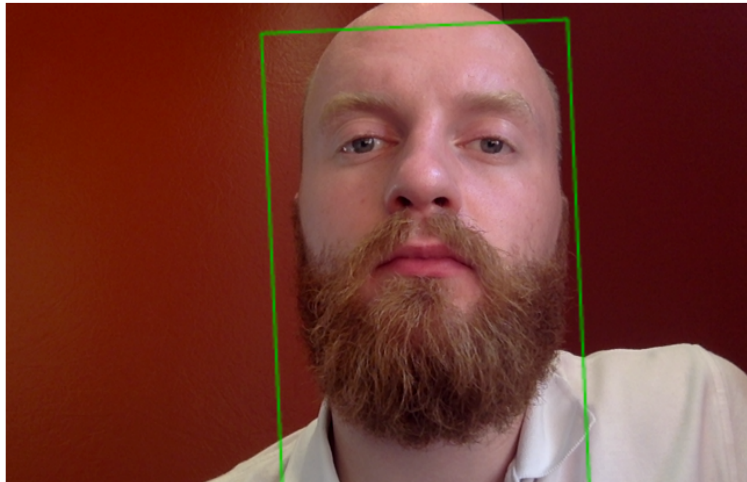
Основная проблема отзывчивой типографики
сейчас — *невозможность получить точные
значения* всех необходимых переменных.

// расстояние чтения, освещенность и т.д.

Расстояние чтения

[Breakpoints](#)
[Onload](#)
[Realtime](#)
[Realtime Simple](#)

22px Lorem ipsum dolor sit amet, consectetur adipisicing* elit, sed do eiusmod* tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Status : Tracking face

Reload Face Detection

Width: 132
ratio: 2.42424242424243
Root size: 10.9px

Освещенность

```
@media (luminosity: normal) {  
  body { background: #f5f5f5; color: #262626; }  
}
```

```
@media (luminosity: dim) {  
  body { background: #e9e4e3; }  
}
```

```
@media (luminosity: washed) {  
  body { background: #ffffff; }  
}
```

xScope Review

1st November 2013

xScope Review

1st November 2013

I have been using xScope for a

1st November 2013

I have been using xScope for about 6 months, and I'm
has been around for years and has long been the we
Knife. It is a suite of tools that help make designing for

Q&A

@pukhalski