

RESPONSIVE
TYPOGRAPHY

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RESPONSIVE TYPOGRAPHY

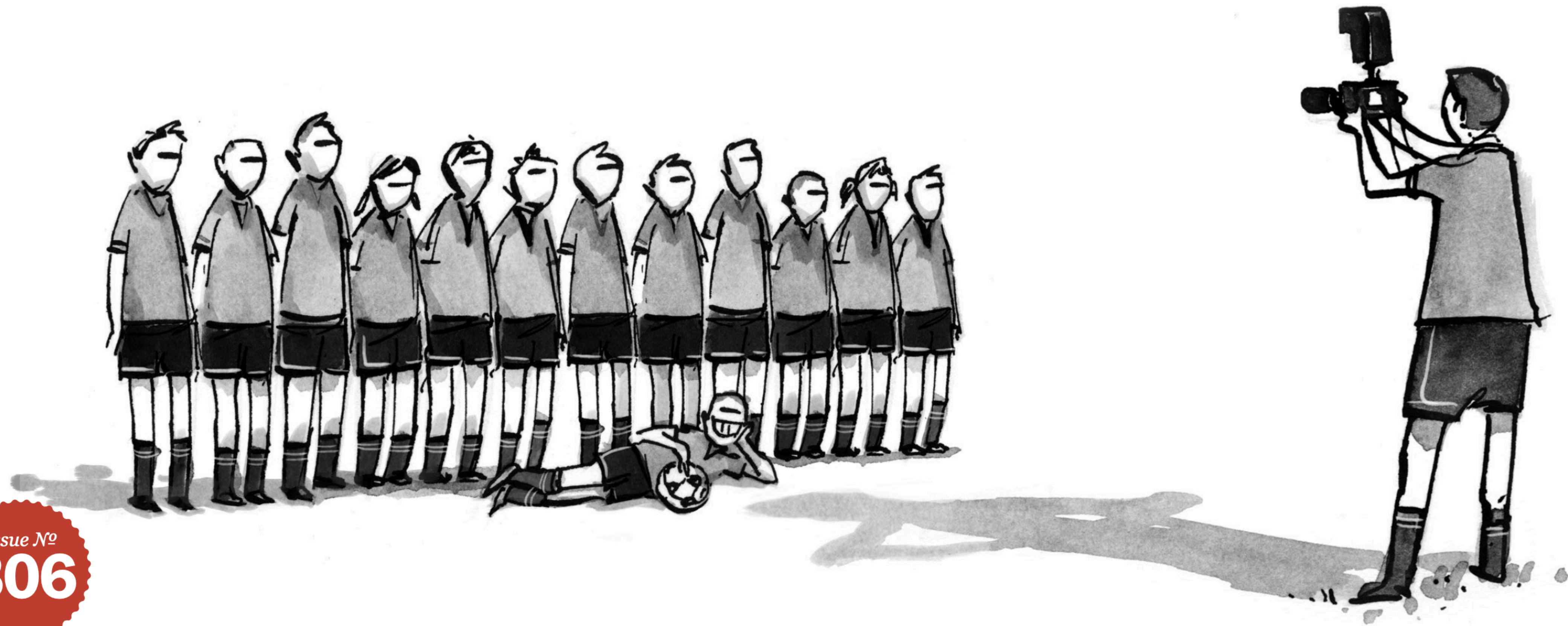
2

Responsive web design
or as I call it: **web design**

—John Allsopp



A LIST APART



Issue No
306

Responsive Web Design

by [Ethan Marcotte](#) · May 25, 2010

Published in [CSS](#), [Interaction Design](#), [Layout & Grids](#), [Mobile/Multidevice](#), [Responsive Design](#)



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by [Ethan Marcotte](#) · May 25, 2010

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“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must 'accept the ebb and flow of things.'”

—*John Allsopp, “A Dao of Web Design”*

The English architect Christopher Wren once quipped that his chosen field “aims for Eternity,” and there’s something appealing about that formula: Unlike the web, which often feels like aiming for next week, architecture is a discipline very much defined by its permanence.

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A building’s foundation defines its footprint, which defines its frame, which shapes the facade. Each phase of the architectural process is more immutable, more unchanging than the last. Creative decisions quite literally shape a physical space, defining the way in which people move through its confines for decades or even centuries.

Working on the web, however, is a wholly different matter. Our work is defined by its transience, often refined or replaced within a year or two. Inconsistent window widths,

100 Comments

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A LIST APART

A Dao of Web Design

by [John Allsopp](#) · April 07, 2000

Published in [Accessibility](#), [CSS](#), [Layout & Grids](#), [Typography & Web Fonts](#)

What Zen was to the 70's (most famously with motorcycle maintenance), the *Tao Te Ching* was to the 90's. From Piglet and Pooh to Physics and back, many have sought sense in applying the *Tao Te Ching* to something (the *Tao of Physics*), or something to the *Tao Te Ching* (the *Tao of Pooh*). It can be a cheap trick, but lately it has struck me that there is more than a little to be understood about web design by looking through the prism of the Tao.

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Daoism is a philosophy, like Buddhism, a way of living, of being in the world, which stems from a text of great antiquity, the *Tao Te Ching*, whose 81 "chapters" enigmatically sweep across human experience, but with a strong common theme, that of harmony.

For the last couple of years, for better or worse, my life has revolved more than a little around style sheets. I write software, tutorials, and guides for them; I've answered too many questions to count about them on newsgroups and via email; I've fought for their adoption with [The Web Standards Project](#). And slowly I've come to understand web design entirely differently because of them, and to see a strong association between design and the Tao.

no comments yet

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Translations

[Russian](#)



A Book Apart

RESPONSIVE TYPOGRAPHY

2

WEB

TYPOGRAPHY

2

Alexanderplatz

ascent
cap height
mean line
x-height
baseline
descent

font
size



Älexanderplatz

ascent
cap height
mean line
x-height
baseline
descent

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

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```
HTML
CSS
1 root {
2   font-family: Abril Text;
3   font-variant-numeric: lining-nums
   proportional-nums;
4   font-size: 1.2em;
5   font-size: clamp(1em, 3vw, 1.2em);
6   line-height: 1.5;
7   background: #cde;
8 }
9
10 main {
11   background: white;
12   color: black;
13   max-width: 64ch;
14   margin-inline: 2em;
15   padding: 1em 2em;
16   position: relative;
17 }
18
19 h1 {
20   line-height: initial;
21   line-height: 1.1;
```

Allgemeine Erklärung der Menschenrechte

Artikel 1. Alle Menschen sind frei und gleich an Würde und Rechten geboren. Sie sind mit Vernunft und Gewissen begabt und sollen einander im Geiste der Brüderlichkeit begegnen.

Artikel 2. Jeder hat Anspruch auf alle in dieser Erklärung verkündeten Rechte und Freiheiten, ohne irgendeinen Unterschied, etwa nach Rasse, Hautfarbe, Geschlecht, Sprache, Religion, politischer oder sonstiger Anschauung, nationaler oder sozialer Herkunft, Vermögen, Geburt oder sonstigem Stand.

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```
HTML
CSS
JS

1 root {
2   font-family: Abril Text;
3   font-variant-numeric: lining-nums proportional-nums;
4   font-size: 1.2em;
5   font-size: clamp(1em, 3vw, 1.2em);
6   line-height: 1.5;
7   background: #cde;
8 }
9
10 main {
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12  color: black;
13  max-width: 64ch;
14  margin-inline: 2em;
15  padding: 1em 2em;
16  position: relative;
17 }
18
19 h1 {
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21  line-height: 1.1;
22  font-family: Abril Display;
```

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Tweet



Brad Frost

@brad_frost



The phrase "pixel-perfect" means nothing to me as neither "pixels" nor "perfect" are in my vocabulary anymore.

[Tweet übersetzen](#)

8:20 nachm. · 21. Nov. 2012



A person in silhouette stands on a grassy hill, reaching up towards a cluster of colorful balloons (red, blue, green, orange) floating in the sky. The background is a soft, hazy sunset or sunrise sky. The quote is overlaid in large white text.

**“ The journey begins by
letting go of control,
and becoming flexible.**

**John Allsopp
Dao of Web Design**