

**TYPE ON THE WEB**



**@g16n**

i18n

a11y

t8y





Neue Helvetica

И-18

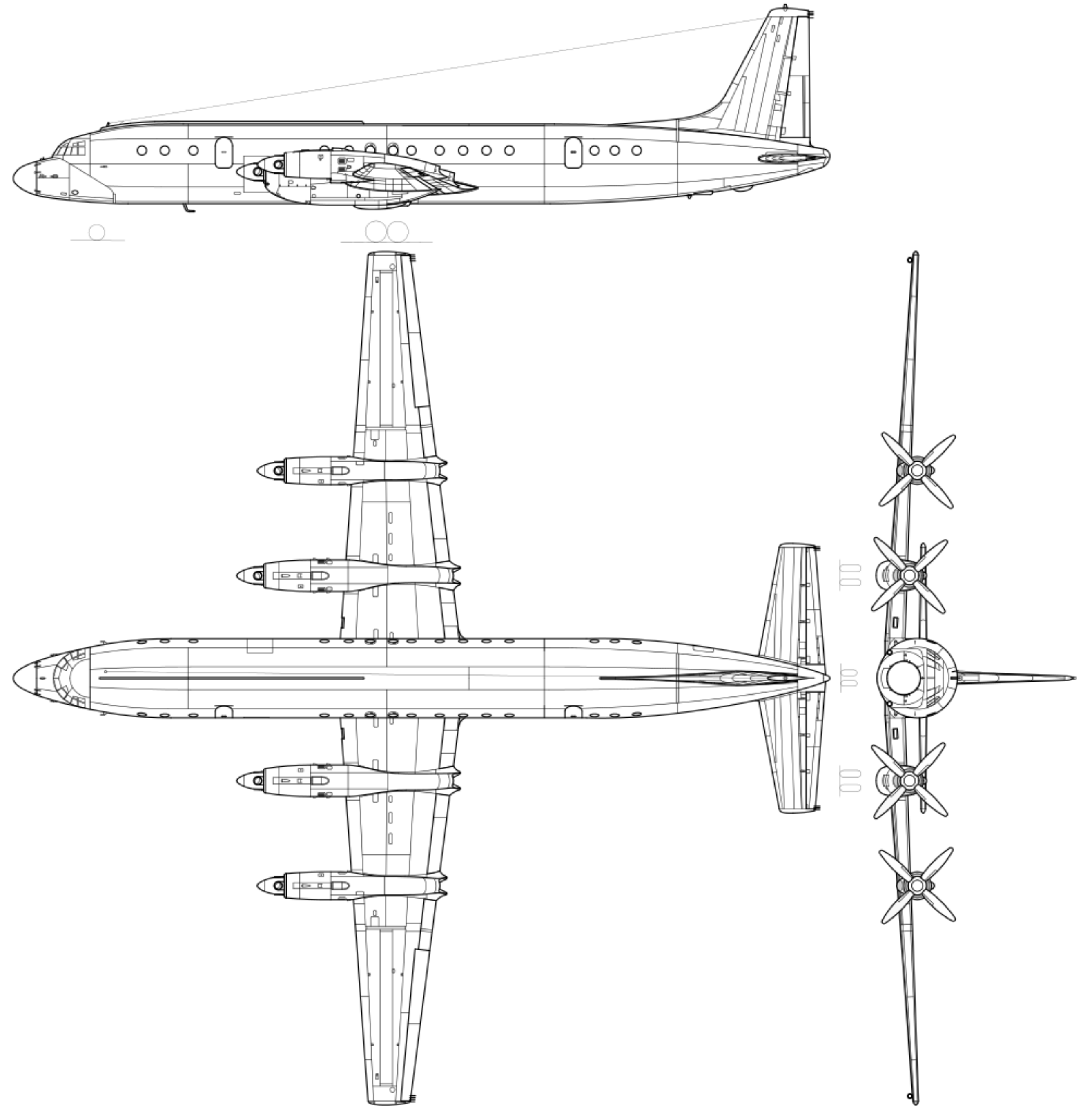
Roboto

И-18

Fira Sans

И-18

Ил-18



# **legibility**

ease with which a reader  
can decode symbols

# **readability**

ease with which a reader  
can follow and understand  
words, sentences and  
paragraphs.





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# User experience

From Wikipedia, the free encyclopedia

The **user experience (UX or UE)** is how a user interacts with and experiences a [product](#), [system](#) or [service](#). It includes a person's perceptions of [utility](#), [ease of use](#), and [efficiency](#). Improving user experience is important to most companies, designers, and creators when creating and refining products because negative user experience can diminish the use of the product and, therefore, any desired positive impacts; conversely, designing toward [profitability](#) often conflicts with ethical user experience objectives and even causes harm. User experience is [subjective](#). However, the attributes that make up the user experience are [objective](#).

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## Definitions [\[edit\]](#)

According to [Nielsen Norman Group](#), 'user experience' includes all the aspects of the interaction between the end-user with the company, its services, and its products.<sup>[1]</sup>

The international standard on *ergonomics of human-system interaction*, [ISO 9241-210](#),<sup>[2]</sup> defines user experience as "a person's perceptions and responses that result from the use or anticipated use of a product, system or service". According to the ISO definition, user experience includes all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during, and after use. The ISO also lists three factors that influence user experience: the system, the user, and the context of use.

Note 3 of the standard hints that [usability](#) addresses aspects of user experience, e.g. "usability criteria can be used to assess aspects of user experience". The standard does not go further in clarifying the relation between user experience and usability. Clearly, the two are overlapping concepts, with usability including [pragmatic](#) aspects (getting a task done) and user experience focusing on users' feelings stemming both from pragmatic and [hedonic](#) aspects of the system. Many practitioners use the terms interchangeably. The term "usability" pre-dates the term "user experience". Part of the reason the terms are often used interchangeably is that, as a practical matter, a user will, at a minimum, require sufficient usability to accomplish a task while the feelings of the user may be less important, even to the user themselves. Since usability is about getting a task done, aspects of user experience like [information architecture](#) and [user interface](#) can help or hinder a user's experience. If a website has "bad" information architecture and a user has a difficult time finding what they are looking for, then a user will not have an effective, efficient, and satisfying search.

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  - [Printable version](#)
- 
- In other projects
  - [Wikimedia Commons](#)

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.





**FOIT**

**FOUT**

**FUCK**



Hvězda, která





Mercedes-Benz Berlin



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Telefon 030 / 3901-00 • [www.berlin.mercedes-benz.de](http://www.berlin.mercedes-benz.de)



# *Universal Declaration of Human Rights*

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

# *Universal Declaration of Human Rights*

*All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.*



# A nice and large title that pulls you in

The body text or body copy is the text forming the main content of a web page, or any other printed or digital work. This is as a contrast to both additional components such as headings, images, charts, footnotes, and so on.

*"Typography is the act of giving your words meaning."*

— Quote by some smart person

Body text has two slightly different meanings, depending on context. A book designer, concerned with the overall sequence of a book, regards it as those

1 Display text

2 Body text

3 Functional text



# (FRONT-TRENDS) SAVE THE LAST TALK FOR ME

Lyrics by Gunnar Bittersmann

To the tune of "Save the Last Dance for Me" by Doc Pomus and Mort Shuman



Performed at Front-Trends conference, Warsaw 2015-05-08

You can take place at a castle or at a factory  
You can make the outside the place where everybody wants to be  
You can serve beer in the morning as a hangover medicine  
But Front-Trends, save the last talk for me

You can have one code poet who has found his muse<sup>1</sup>



# Type on the Web #1

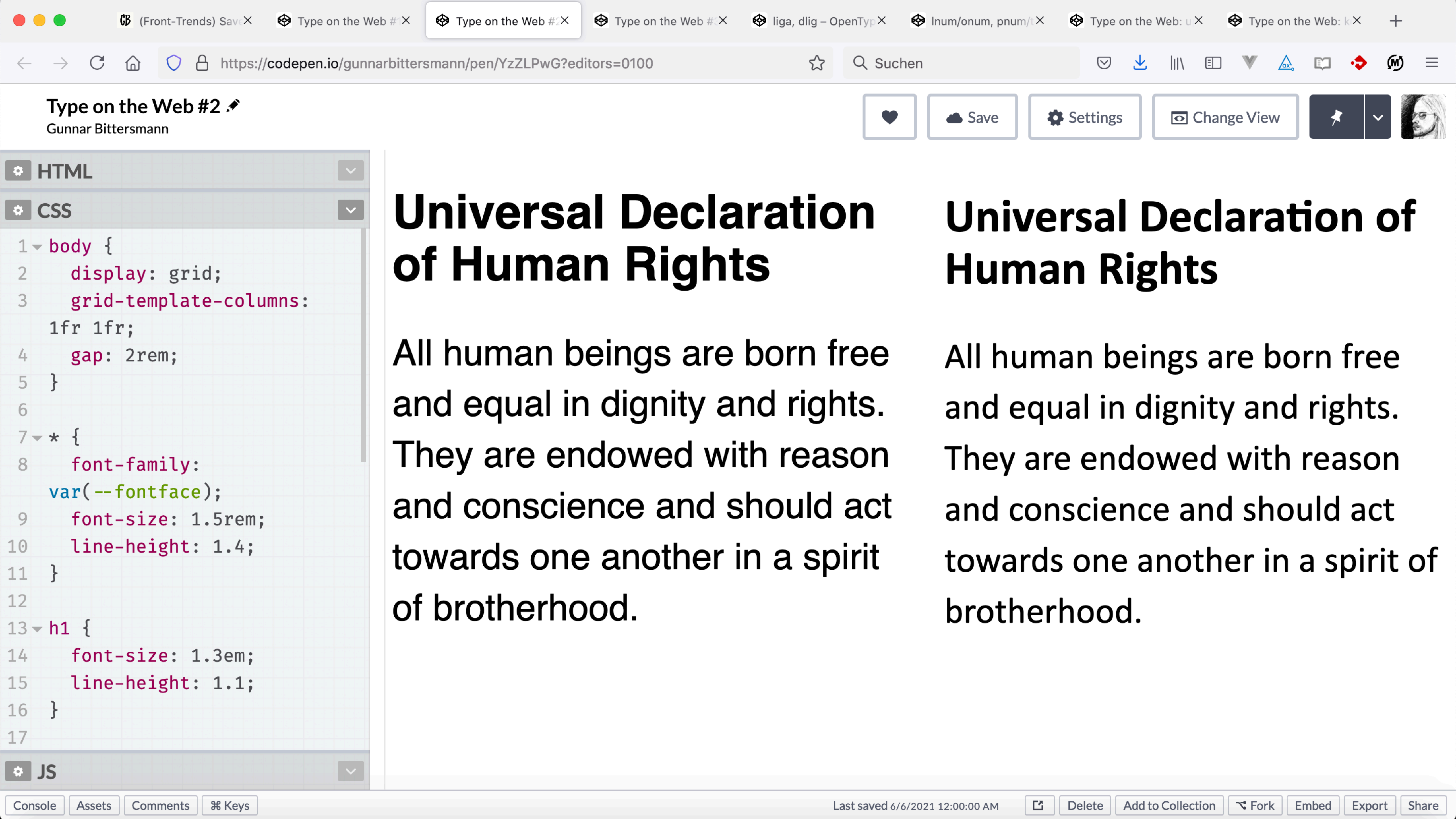
Gunnar Bittersmann

Interaction buttons: Heart, Save, Settings, Change View, Pin, Profile

```
HTML
CSS
1 * {
2   font-family:
   var(--fontface);
3   font-size: 2rem;
4 }
5
6 span {
7   background-color:
   orange;
8 }
```

JS

Helvetica Calibri



## Type on the Web #2

Gunnar Bittersmann

Navigation and utility icons: Heart, Save, Settings, Change View, and a profile picture.

```
HTML
CSS
1 body {
2   display: grid;
3   grid-template-columns:
4     1fr 1fr;
5   gap: 2rem;
6 }
7 * {
8   font-family:
9     var(--fontface);
10  font-size: 1.5rem;
11  line-height: 1.4;
12 }
13 h1 {
14   font-size: 1.3em;
15   line-height: 1.1;
16 }
17
JS
```

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.



```
HTML
CSS
1 body {
2   max-width: 50ch;
3   font-family: Calibri;
4   font-size: 2.25em;
5   line-height: 1.4;
6   line-height:
  clamp(1.2em, 6vw, 1.4em);
7 }
8
9 h1 {
10  font-size: 1.3em;
11  line-height: 1.1;
12 }
```

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

```
HTML
CSS
1 body {
2   max-width: 50ch;
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5   line-height: 1.4;
6   line-height: clamp(1.2em, 6vw, 1.4em);
7 }
8
9 h1 {
10  font-size: 1.3em;
11  line-height: 1.1;
12 }
```

# Universal Declaration of Human Rights

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.



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.

10

25

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# liga, dlig - OpenType features

Gunnar Bittersmann

Interaction buttons: Heart, Save, Settings, Change View, Profile

```
HTML
CSS
1 p {
2   font-family: var(--font);
3   font-size: 5em;
4   font-feature-settings: 'liga', 'dlig';
5   /* font-variant-ligatures: common-ligatures
   discretionary-ligatures; */
6 }
```

```
JS
```

Spock, first officer



# Inum/onum, pnum/tnum, ordn - OpenType features

Gunnar Bittersmann

Navigation buttons: Heart, Save, Settings, Change View, Profile

```
HTML
CSS
1 body {
2   margin: 1em;
3   font: 1.5em/1.5 Abril Text;
4   font-feature-settings: 'lnum';
5   /* font-variant-numeric: lining-nums; */
6 }
7
8 .ordinal {
9   font-feature-settings: 'lnum', 'ordn';
10  /* font-variant-numeric: lining-nums ordinal; */
11 }
12
13 table {
14   font-feature-settings: 'lnum', 'tnum';
15  /* font-variant-numeric: lining-nums tabular-
16     nums; */
17 }
18 blockquote, figure {
JS
```

*Star Trek: The Next Generation* is an American science fiction television series created by Gene Roddenberry. It originally aired from September 28<sup>th</sup>, 1987, to May 23<sup>rd</sup>, 1994, in syndication, spanning 178 episodes and over 7 seasons. The 3<sup>rd</sup> series in the *Star Trek* franchise, it is the 2<sup>nd</sup> sequel to *Star Trek: The Original Series*. Set in the 24<sup>th</sup> century, when Earth is part of the United Federation of Planets, it follows the adventures of a Starfleet starship, the USS *Enterprise* (NCC-1701-D), in its exploration of the Milky Way galaxy.

NCC-1701-D    *Enterprise*  
NCC-2893     *Stargazer*

# Type on the Web: uppercase and lining numbers

Gunnar Bittersmann

Save Settings Change View

```
HTML
CSS
1 h1 {
2   font: bold 5em Abril Text;
3   text-transform: uppercase;
4   font-feature-settings: 'lnum' 0;
5   letter-spacing: 0.05em;
6 }
```

```
JS
```

**SPECIES 8472**



# Type on the Web: uppercase and lining numbers

Gunnar Bittersmann

Save Settings Change View

```
HTML
CSS
1 h1 {
2   font: bold 5em Abril Text;
3   text-transform: uppercase;
4   font-feature-settings: 'lnum';
5   letter-spacing: 0.05em;
6 }
```

```
JS
```

# SPECIES 8472

# Type on the Web: kerning

Gunnar Bittersmann

Interaction buttons: Heart, Save, Settings, Change View, Profile

```
HTML
CSS
1 h1 {
2   font: bold 5em Abril Text;
3   text-transform: uppercase;
4   font-feature-settings: 'lnum', 'kern' 0;
5   letter-spacing: 0.05em;
6 }
```

```
JS
```

VARIATION





# Type on the Web: kerning

Gunnar Bittersmann

♥ Save ⚙ Settings 📺 Change View 📌 ⌵ 👤

```
HTML
CSS
1 h1 {
2   font: bold 5em Abril Text;
3   text-transform: uppercase;
4   font-feature-settings: 'lnum', 'kern';
5   letter-spacing: 0.05em;
6 }
```

```
JS
```

# VARIATION