

The logo consists of a white speech bubble with rounded corners and a small tail pointing towards the bottom-left. Inside the bubble, the word "webinale" is written in a lowercase, purple, sans-serif font.

webinale

by entwickler.de

Rubberband Design

Dynamic Web Typography

When was the last time
you were deeply in love
with your work?

It's a long way to typography

Chapter 1



2012

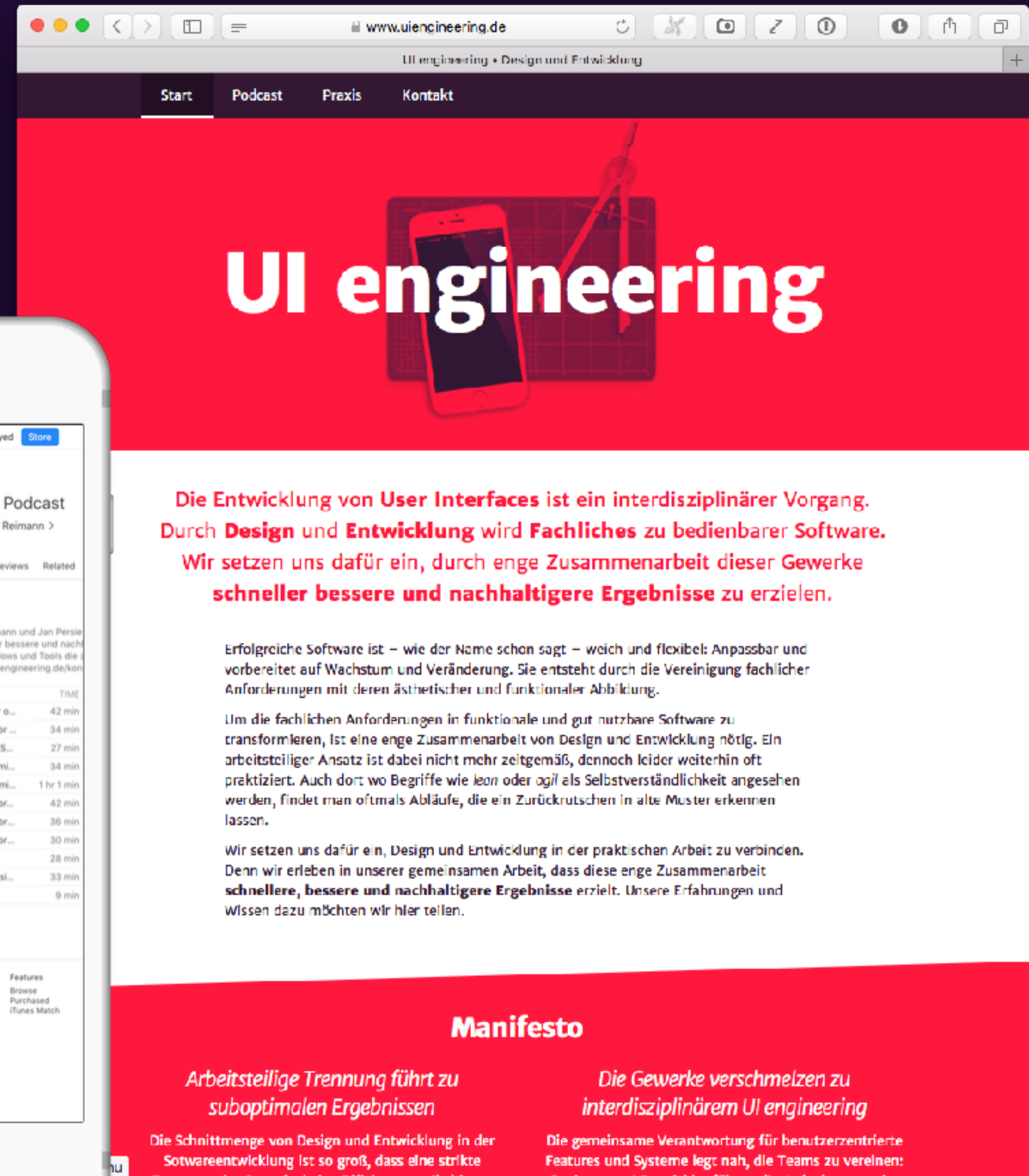
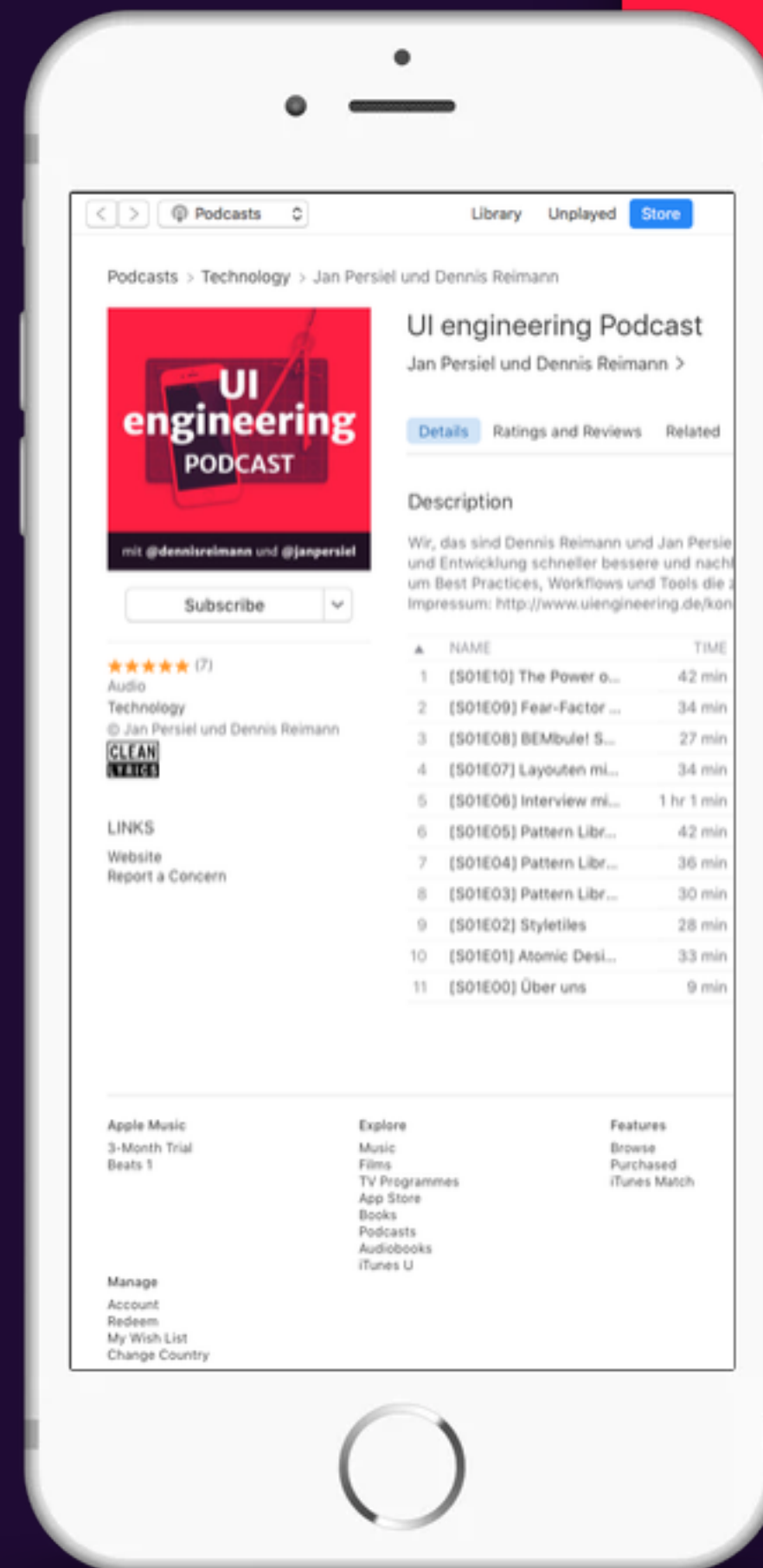




Uengineering.de

#uiengineering

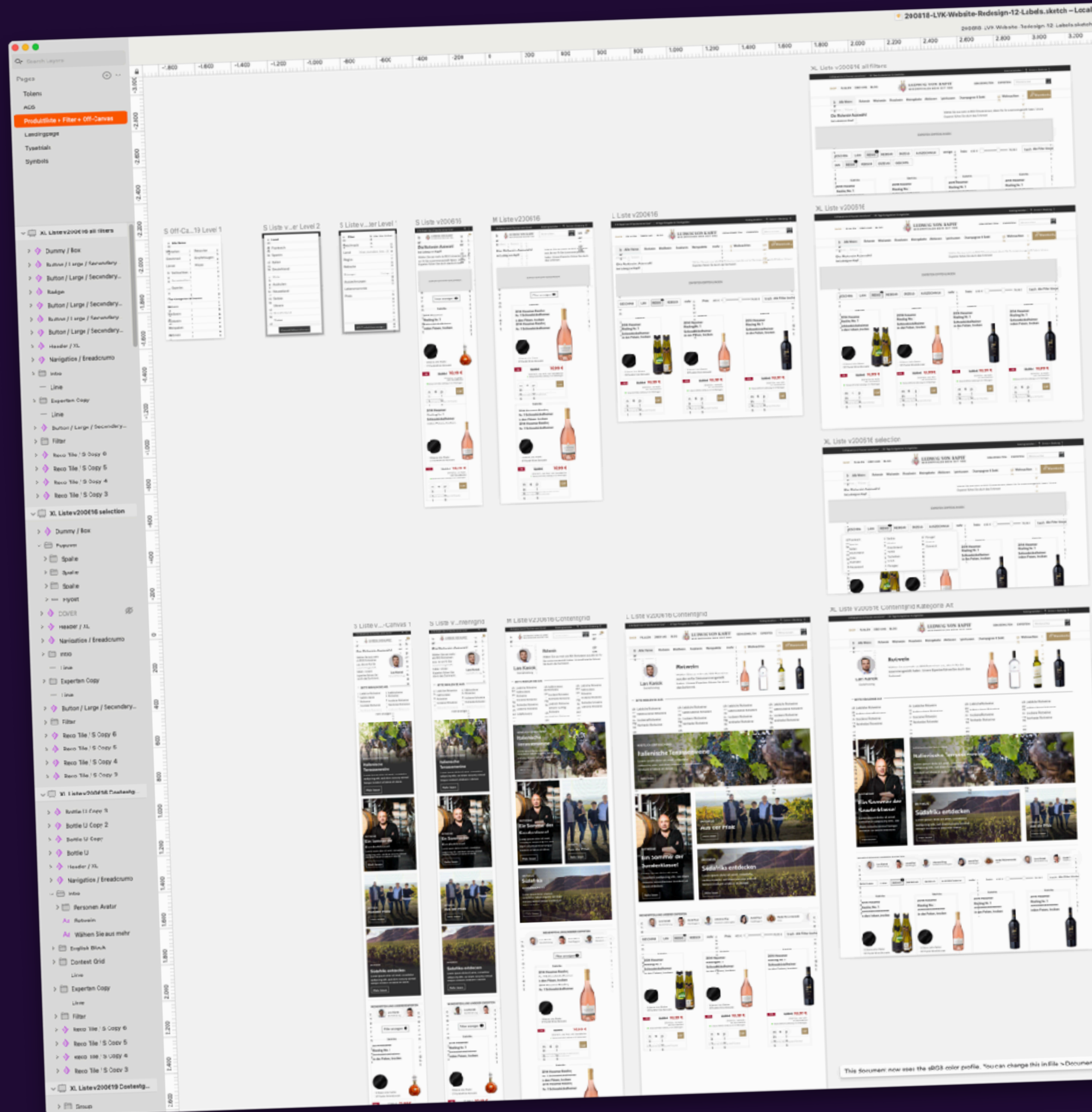
- Manifest
- Hintergrundwissen
- Links & Artikel
- Podcast
- Uengine auf GitHub



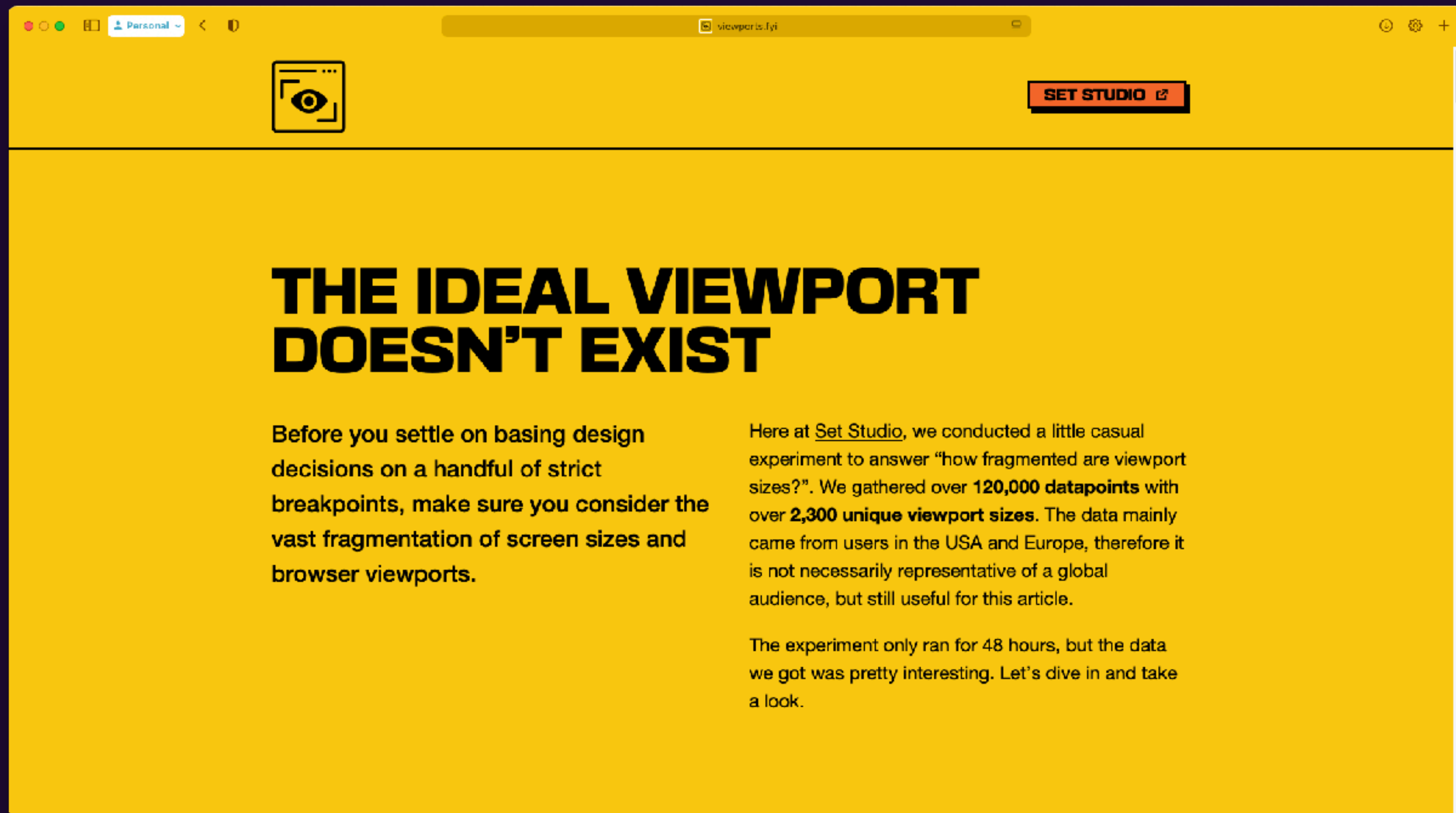
Responsive Design

born in 2010, still misunderstood

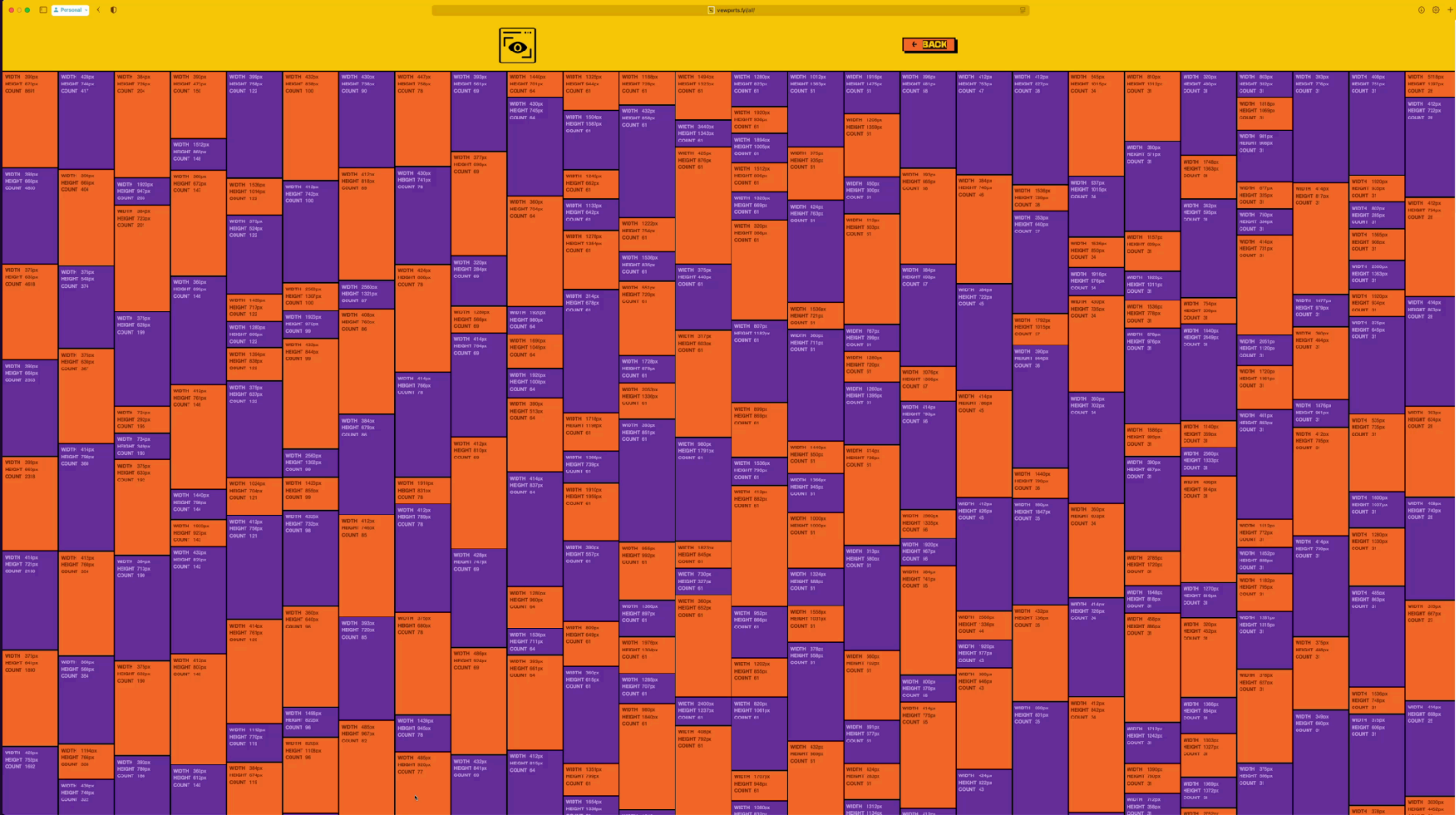
- Designers often still design for:
 - ... devices or
 - ... viewports
- The canvas is a fixed area in the authoring tools like XD, Sketch, Figma
- This makes it easy to design and make things work visually ...
- ... until reality kicks in.



Word!



<https://viewports.fyi>



*„Yeah, but our
clients will **only use**
the desktop sizes.“*

*„On mobile the
blocks **just collapse**
into one column“*

*„The text does
not flow well.“*

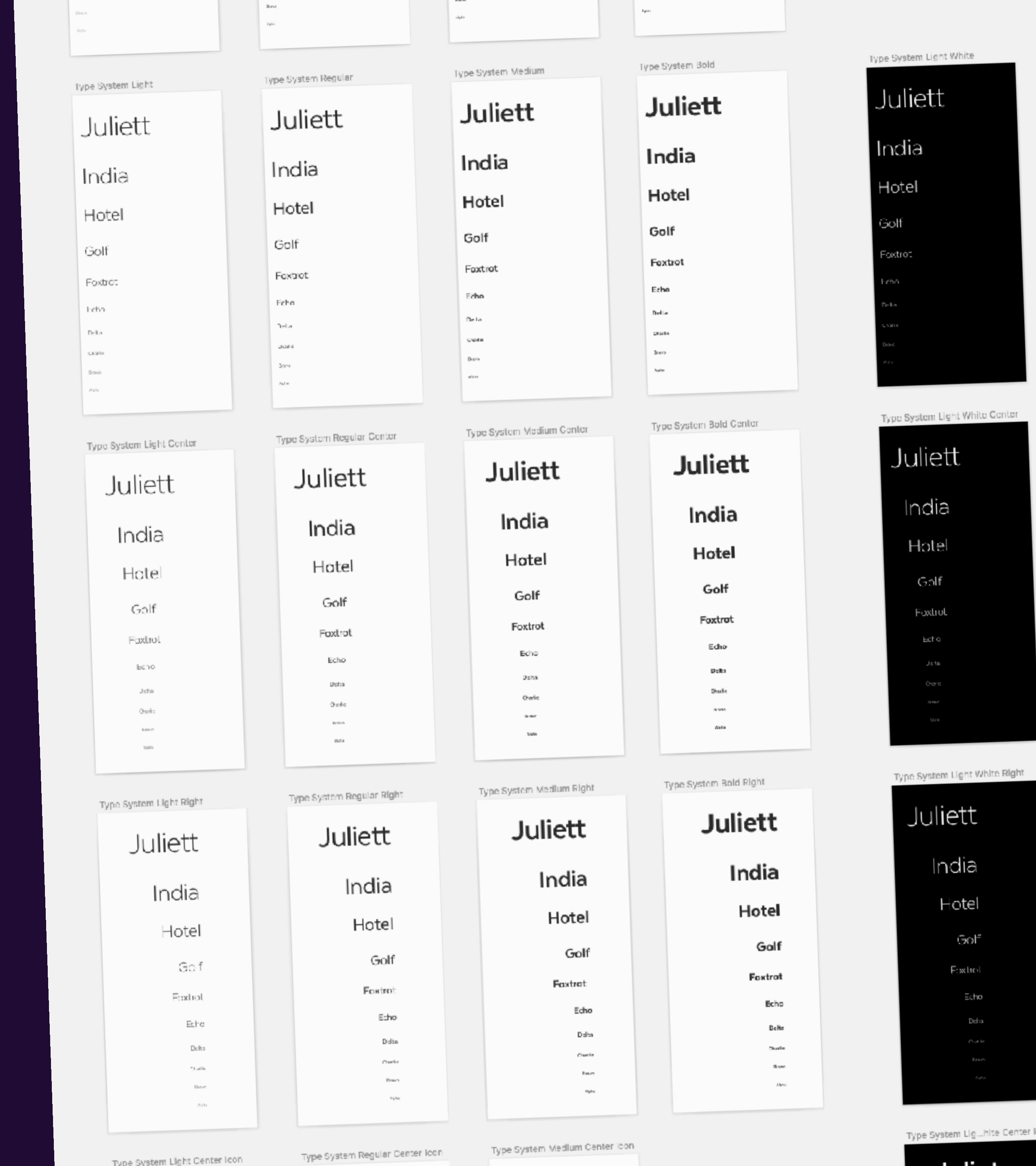
*Let's add a **
**!”*

*„Just make it
display:none;
on mobile“*

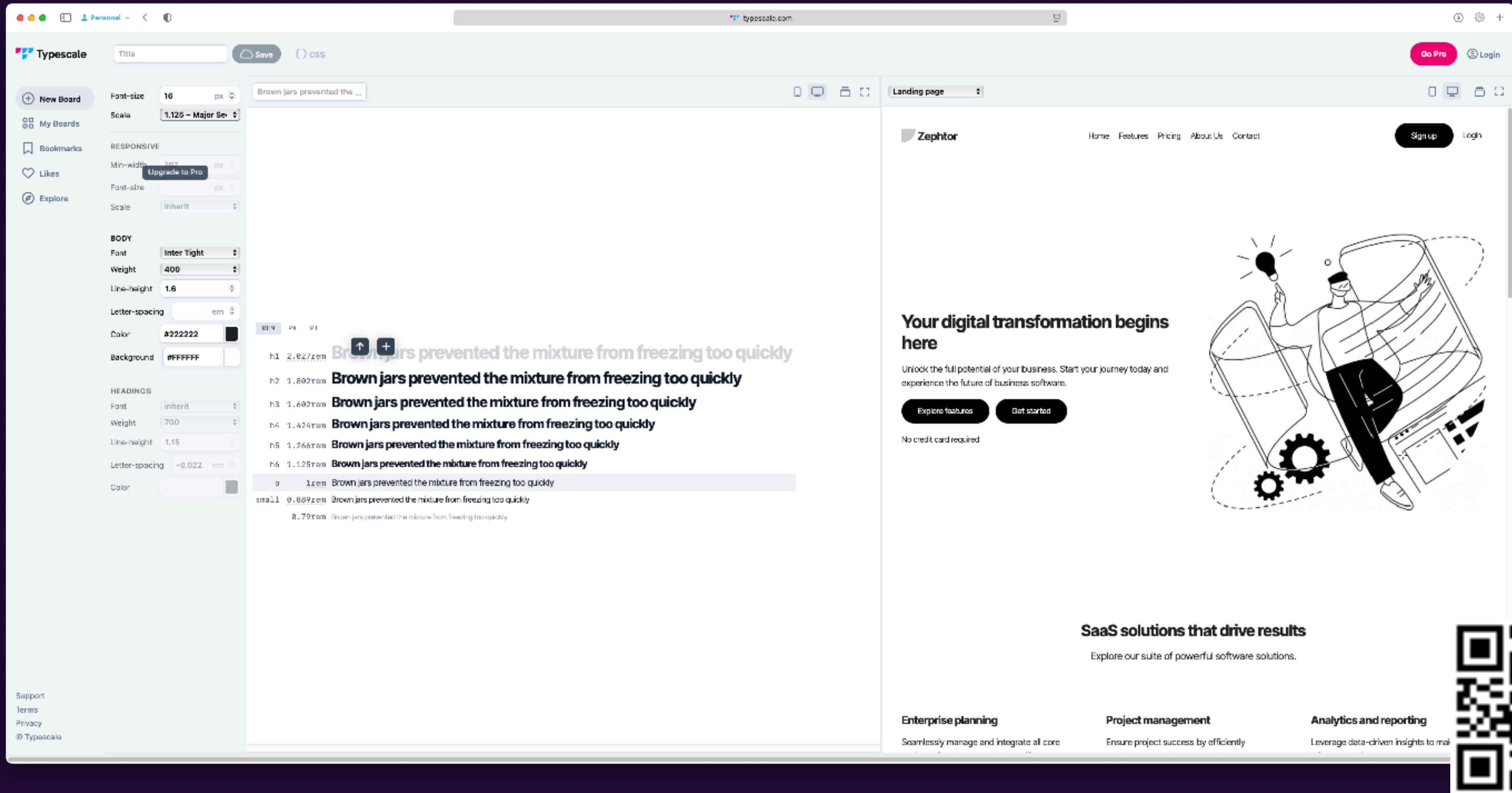
Typography

No scale, no smile

- Pretty much any good design system brings a range of type sizes
- These sizes appear the most pleasing when they are based on products like
 - 1.125 (Major Second)
 - 1.2 (Minor Third)
 - 1.25 (Major Third)
 - ... etc.

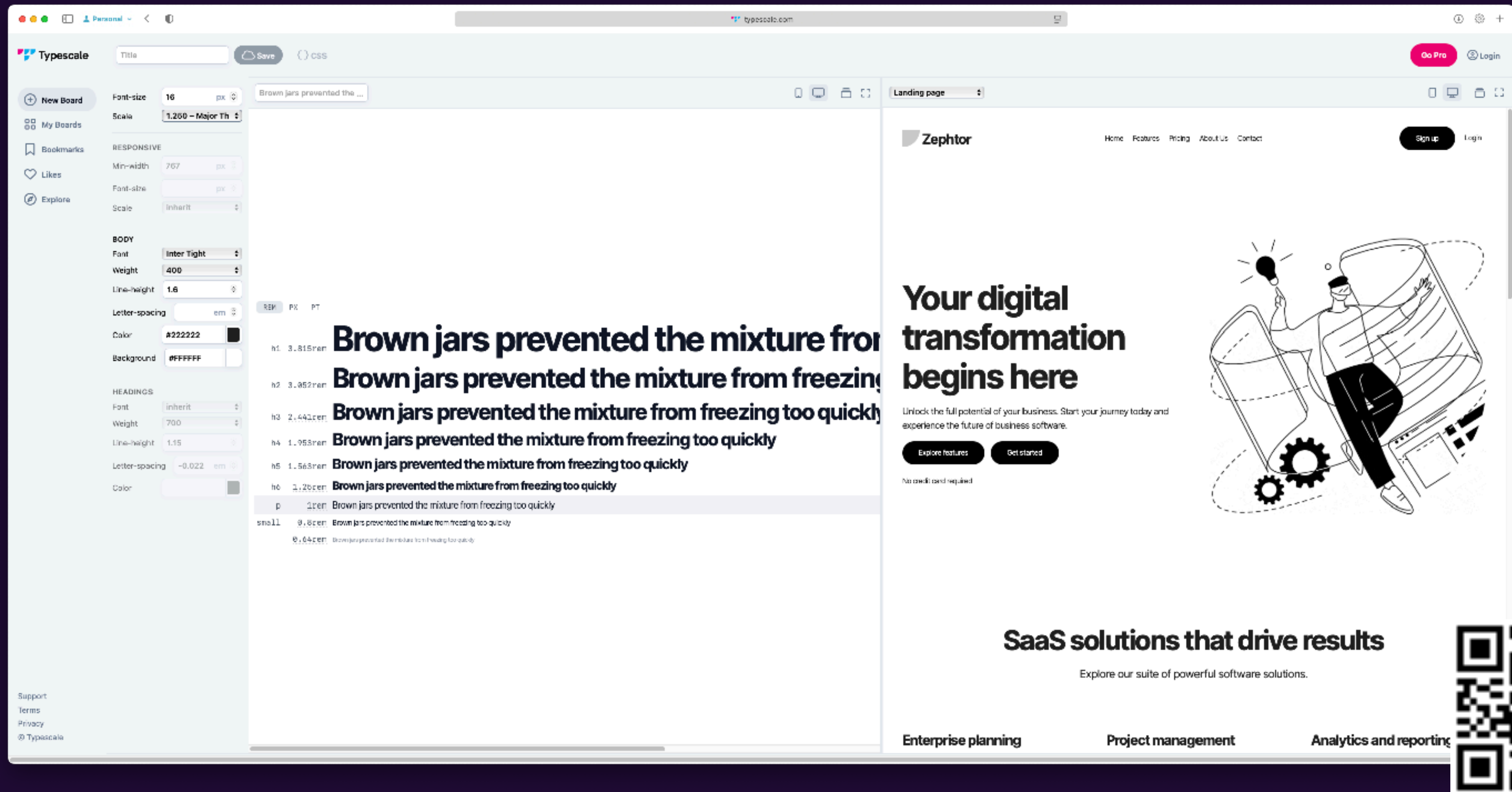


Test type scales ...



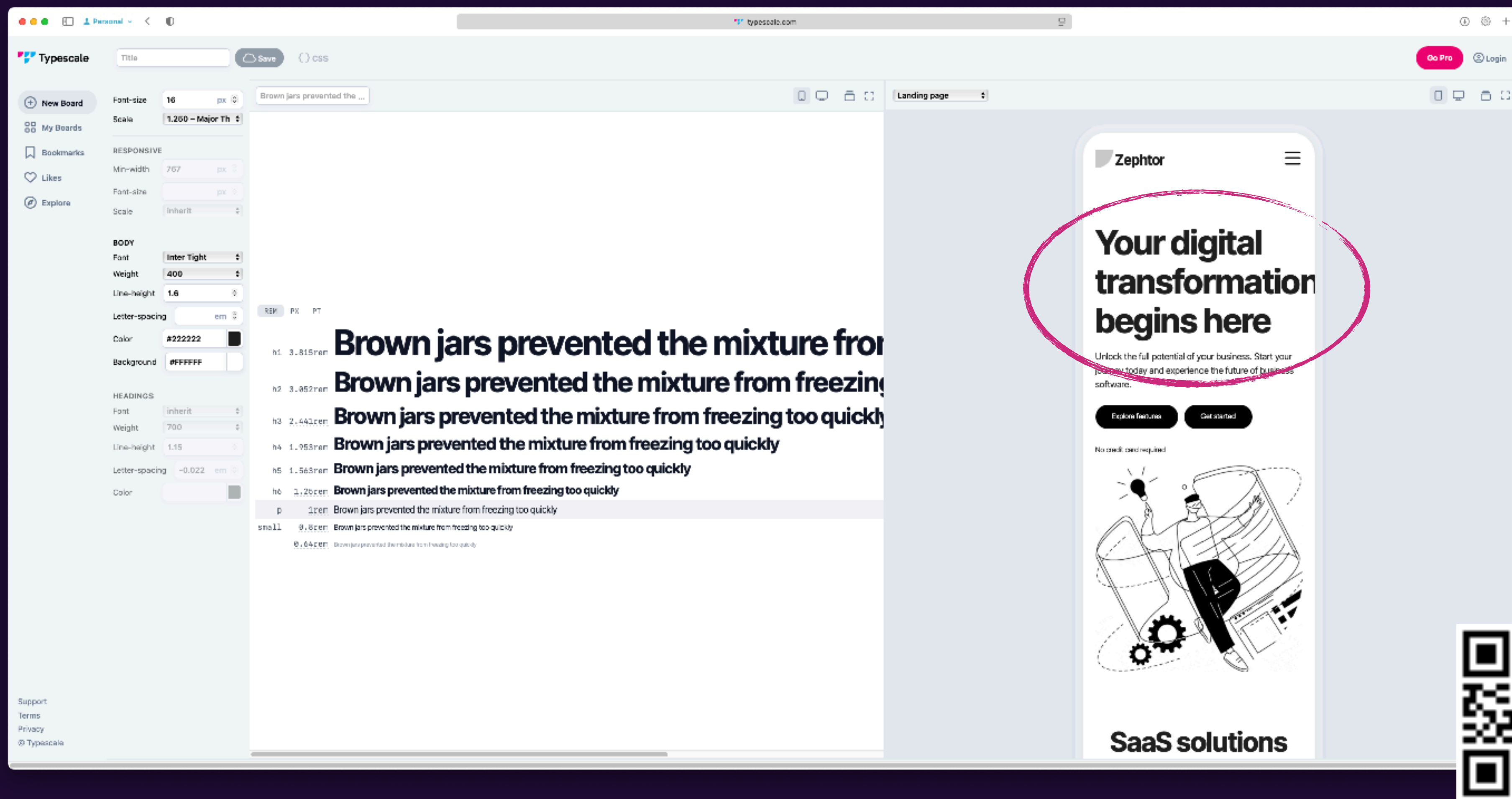
<https://typescale.com>

... up one step ...



<https://typescale.com>

... especially on mobile



<https://typescale.com>

viewports

xs

s

m

l

xl

h1

Golf

Golf

Golf

Hotel

India

h2

Foxtrot

Foxtrot

Foxtrot

Golf

Hotel

h3

Echo

Echo

Echo

Foxtrot

Golf

h4

Delta

Delta

Delta

Echo

Foxtrot

h5

Charlie

Charlie

Charlie

Delta

Echo

p

Bravo

Bravo

Bravo

Charlie

Delta

small

Alpha

Alpha

Alpha

Bravo

Charlie

viewports

xs

s

m

l

xl

India

Hotel

Golf

h1

Foxtrot

h2

Echo

h3

Delta

h4

Charlie

h5

Bravo

p

Alpha

small



viewports

xs

s

m

l

xl

India

Hotel

Golf

h1

Foxtrot

h2

Echo

h3

Delta

h4

Charlie

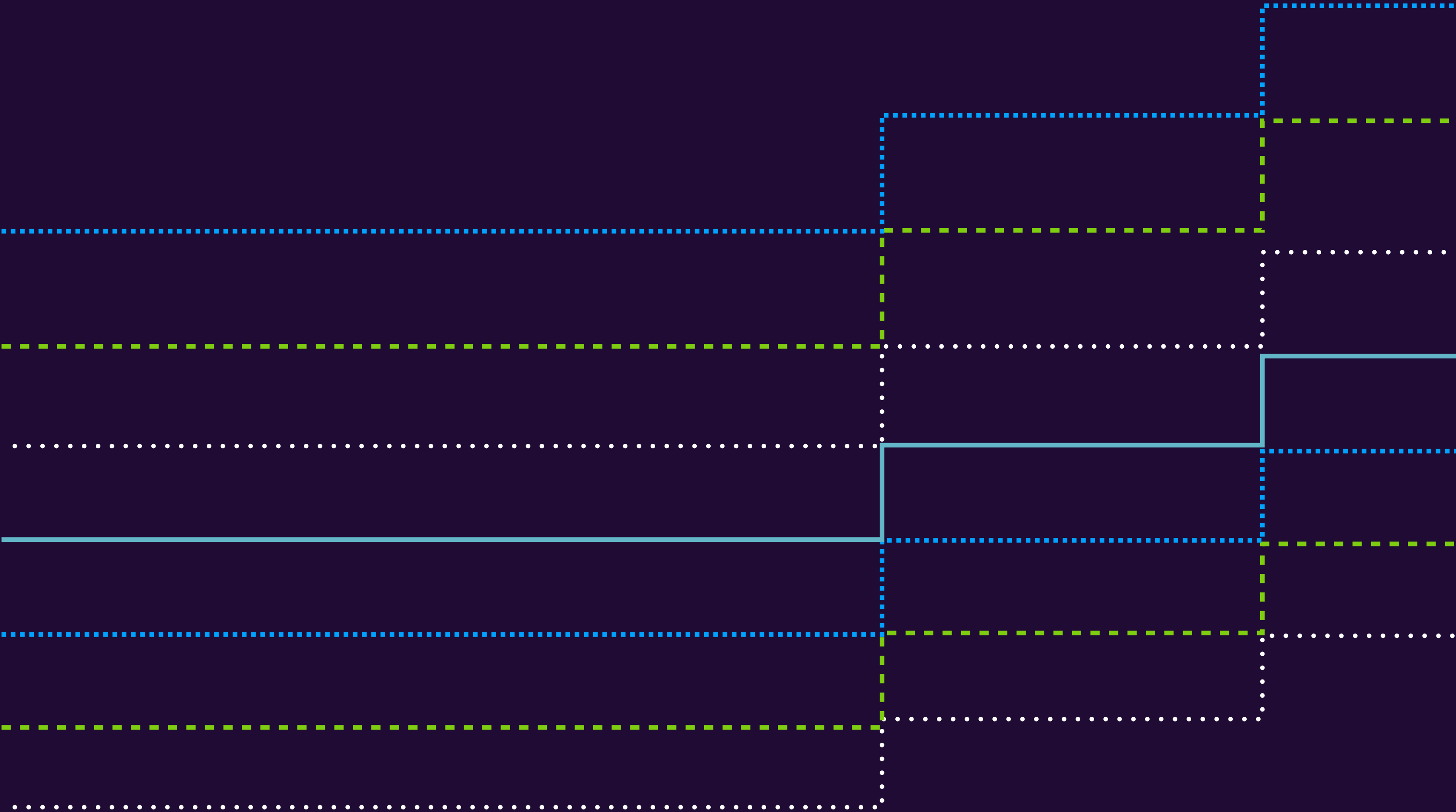
h5

Bravo

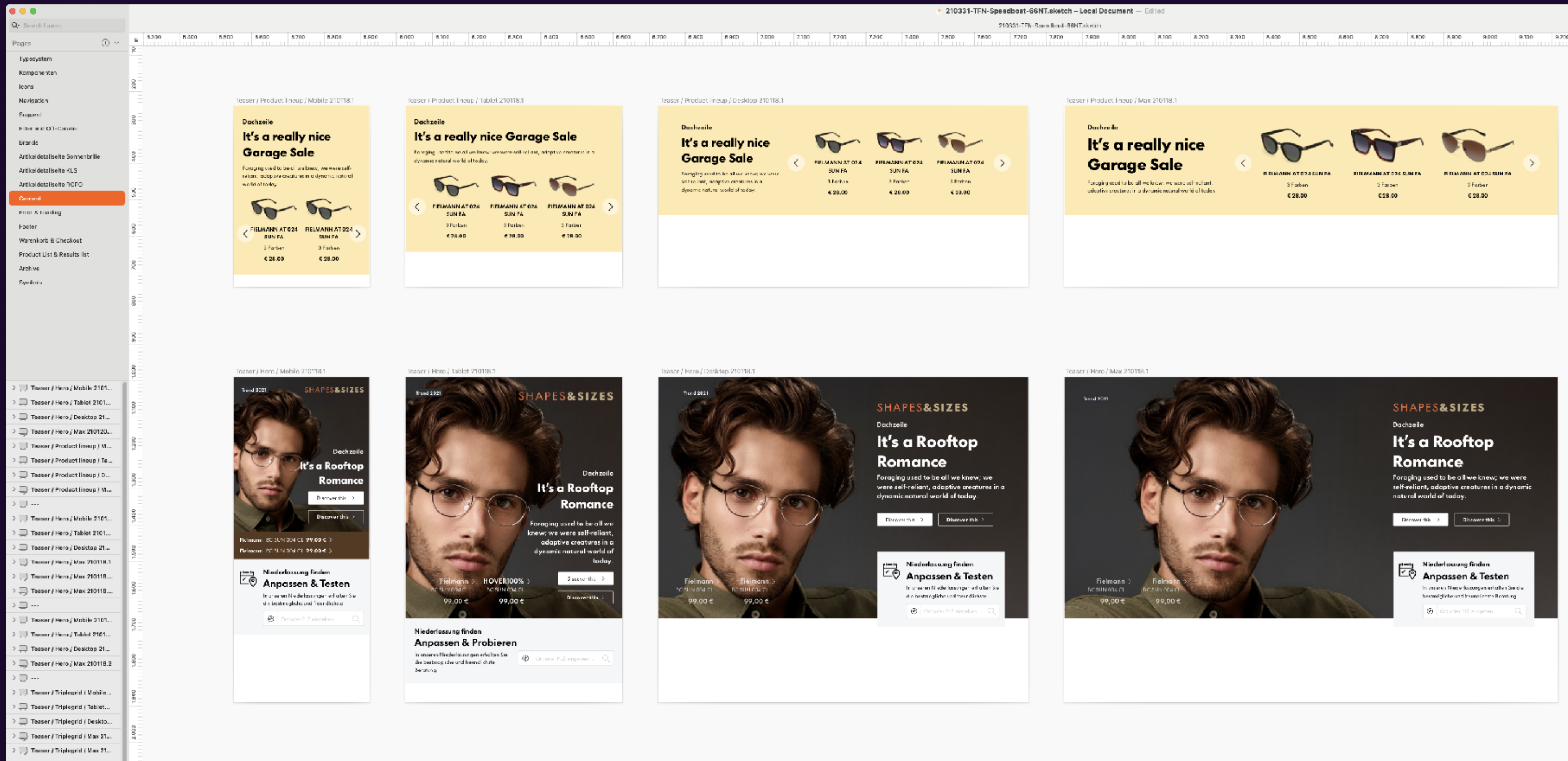
p

Alpha

small



A demo from the past



viewports

xs

s

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xl

India

Hotel

Golf

h1

Foxtrot

h2

Echo

h3

Delta

h4

Charlie

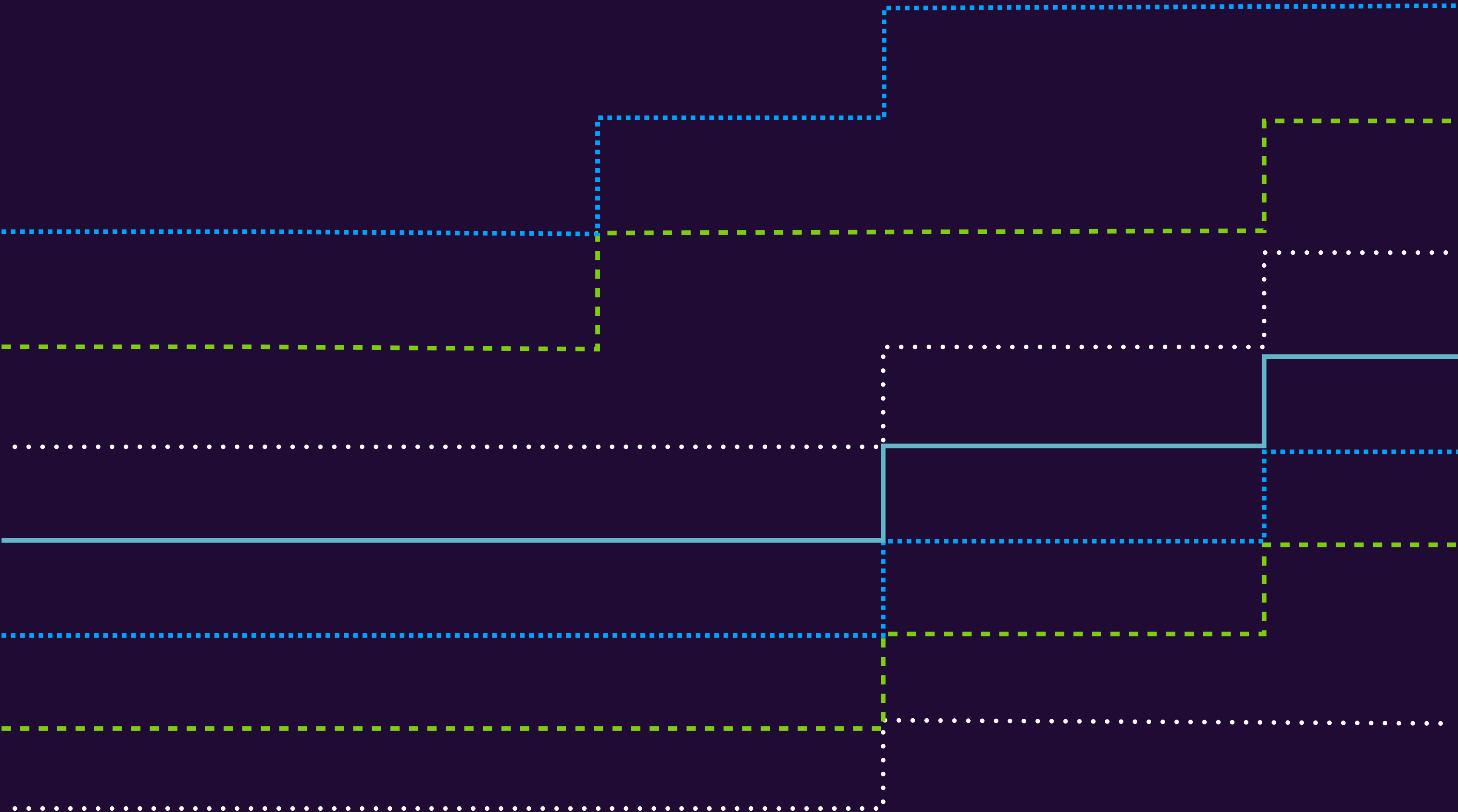
h5

Bravo

p

Alpha

small



Mix & Match ...

... and miss

- The system works well in theory, but ...
 - lookup errors occur
 - jumps happen at viewports
 - „fluid CSS“ like flex/grid feels detached from the type sizing
 - it is tedious and slow



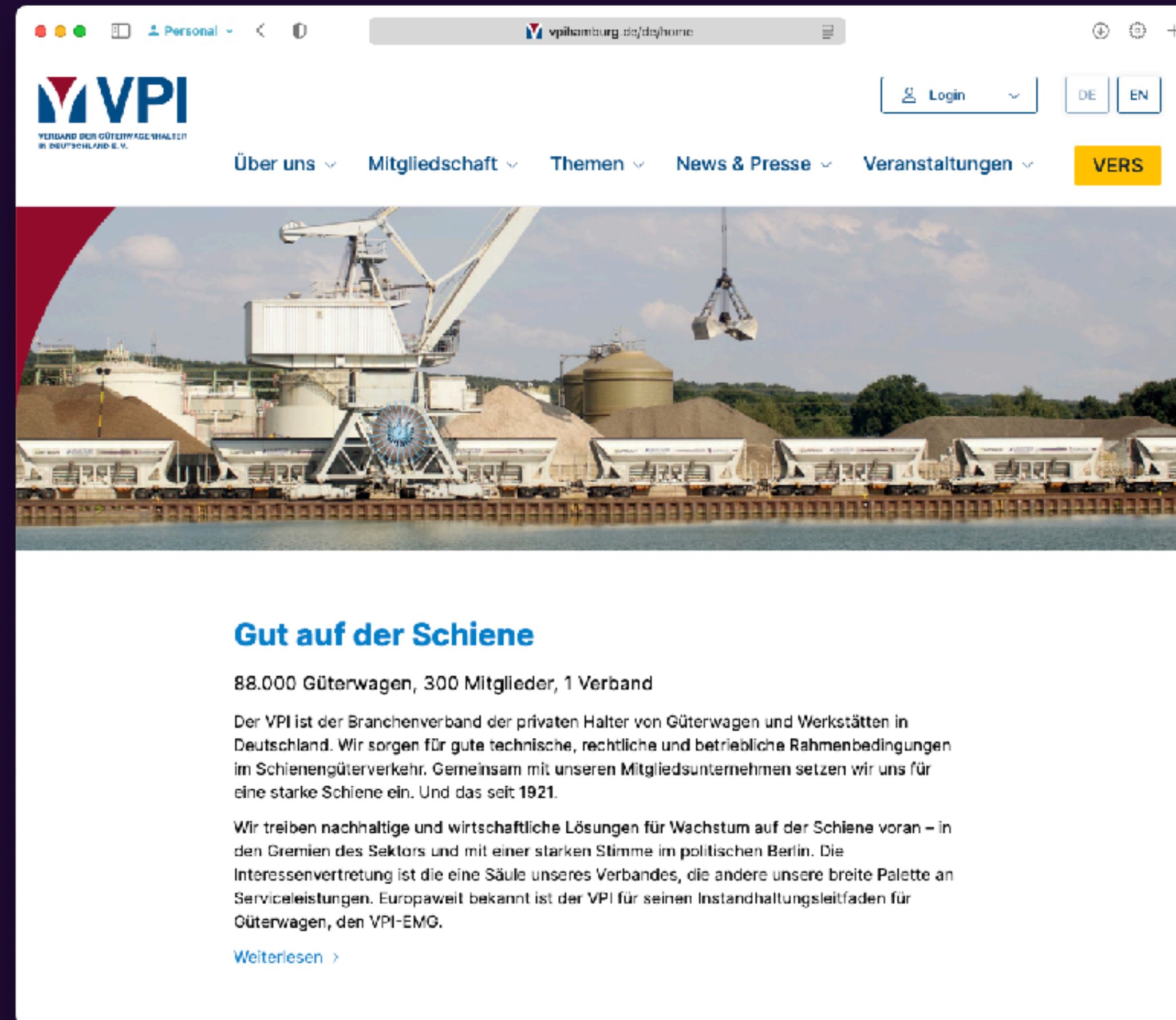
749 projects

is what it took me to get to that perfect project.

Enter Utopia

Chapter 2

Awesome client 🙌



<https://vpihamburg.de>



@sarasoueidan

www.sarasoueidan.com

- ✓ no b.s. but lots of trust
- ✓ We know the other domain
- ✓ Accessibility all the way
- ✓ Browser first
- ✓ No deliverables required

DACHZEILE ODER KATEGORIE

Ein Titel auf Gleisen

Subheading als Ergänzung zu bestimmten Themen
und komplexen Dokumenten

Die DAK ist der Schlüssel
für einen effizienten
Schienengüterverkehr!

–Richard Weinsmeyer
CEO Kupplungstech GmbH



Datenbanksuche nach Ergebnissen

Unternehmen

Werkstatt

Zertifizierung

ISO-9001.2112

Features

- ☒ Abstellflächen
- ☒ Schutzlackierungen
- ☒ EU-weit
- ☒ EU-weit

Suchbegriff

Q |

Suchen >

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Termine >


 **11. VPI Symposium**
13.1.2021 · Online

 **Workshop Lagerhaltung**
28.2.2021 · Kassel

 **Workshop Lagerhaltung**
28.2.2021 · Kassel

Downloads

 **Geschäftsbericht 2020**
231 Seiten · PDF · 4,6 MB

 **Appendix und Bildmaterial**
28 Seiten · PDF · 14,3 MB

Labels

Tabellenheader

Vorsitz
Introtext zu einer Seite

Platzhaltertexte ca. 12

Beirat

42 %

Geschäftsführender Ausschuss

Europaweit

Service

274 Downloads

 **Introduction**

Introtext zu einer Seite

 **Phase 1**

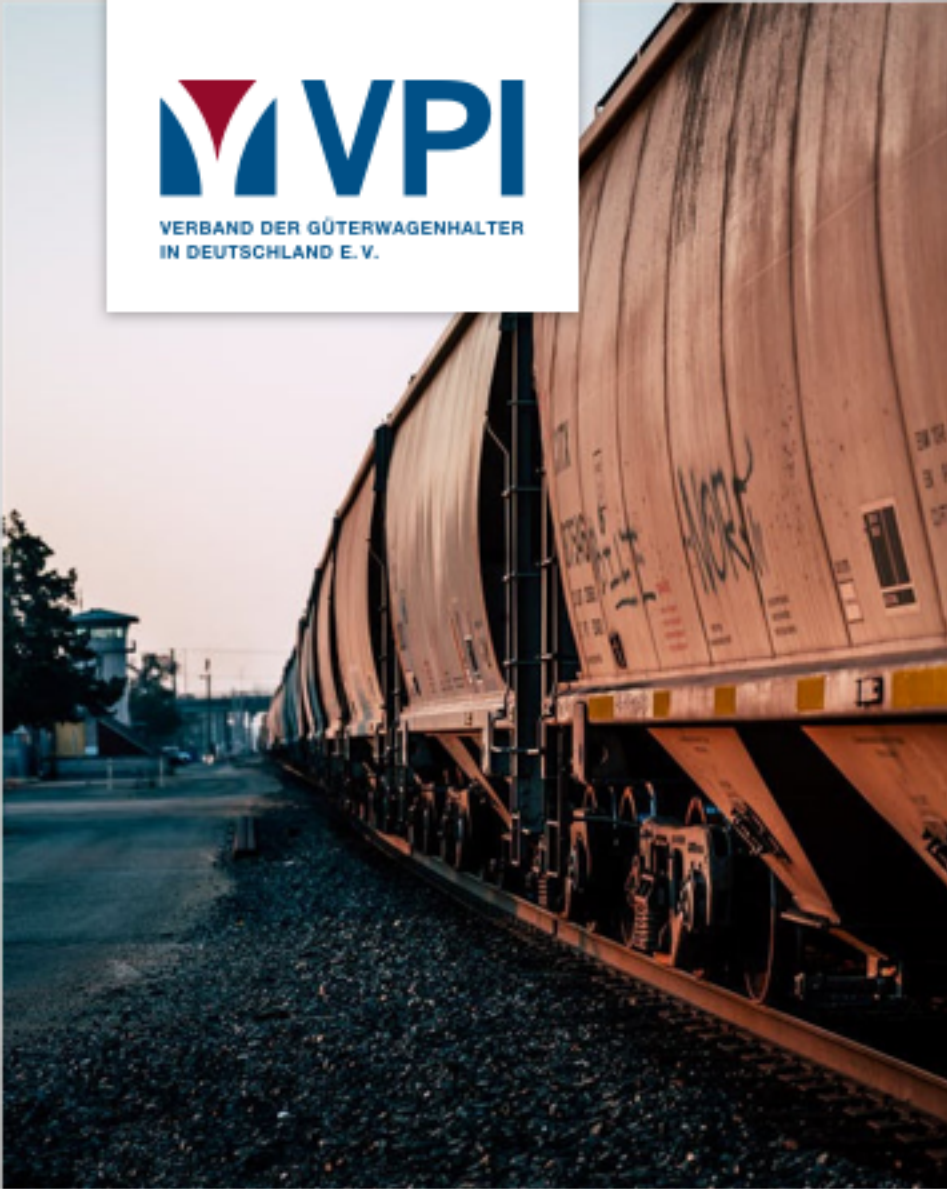
 **Research**

 **Phase 2**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore

 **Summary and downloads**





Dachzeile oder Kategorie

Ein Titel auf Gleisen

Subheading als Ergänzung zu bestimmten Themen und komplexen Dokumenten

Introtext zu einer Seite als Beispiel für hervorgehobenen Text mit Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

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Labels	Tabellenheader
Vorsitz Introtext zu einer Seite	Platzhaltertexte ca. 12
Beirat	42 %
Geschäftsführender	Europaweit
Service	274 Downloads

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Downloads

Geschäftsbericht 2020
231 Seiten · PDF · 4,6 MB

Appendix und Bildmaterial
28 Seiten · PDF · 14,3 MB

Externe Links

Website tráfico de mercancías
(Spanien)

Website Bundesministerium
Verkehr / Digitale Infrastruktur

- Introduction
Introtext zu einer Seite
- Phase 1
- Research
- Phase 2
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore
- Summary and downloads

Termine >

- 11. VPI Symposium
13.1.2021 · Online
- Workshop Lagerhaltung
28.2.2021 · Kassel
- Workshop Lagerhaltung
28.2.2021 · Kassel

Die DAK ist der Schlüssel
für einen effizienten
Schienengüterverkehr!

–Richard Weinsmeyer
CEO Kupplungstech GmbH

Suchbegriff

Content

Content

Art des Betriebes

Content

Startzeitpunkt

26.11.2022

Startzeitpunkt

Content

Ein Suchbegriff ist notwendig

Feld mit Fokus

Richtige Eingabe

Senden



Innovation und Digitalisierung

Digitale Kupplung in Erprobung

Unterstruktur

Links in Bereichen

Something

Linklinklink

Suchbegriff

Externe Links

- Website tráfico de mercancías (Spanien)
- Website Bundesministerium Verkehr / Digitales
- PDF mit Erklärungen

Die DAK ist der Schlüssel für einen effizienten Schienengüterverkehr!



Richard Weinsmeyer
CEO Kupplungstech GmbH

Art des Betriebes

Content

Startzeitpunkt

26.11.2022

Startzeitpunkt

Content



Ein Suchbegriff ist notwendig

Feld mit Fokus

Richtige Eingabe



Senden der Informationen >

Content

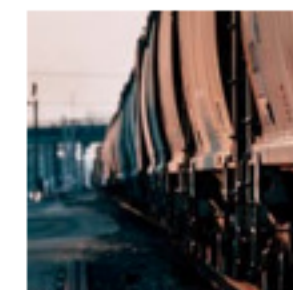
Content

Content



Digitale automatische Kupplung

Labore et dolore magna aliquyam
sed diam voluptua. At vero eos



Subsubheading in Texten eine lange Headline

Sed diam voluptua. At vero eos
accusam et justo duo dolores et



Pressemeldung · 13.4.2022

Magna aliquyam erat, sed diam
voluptua. At vero eos et accusa

Termine

13.01.21

11. VPI Symposium (online)

Jährliche Veranstaltung zu Themen rund um Schiene und
Bahn. Die auf der digitalen Veranstaltung ...

19.02.21

Schulung Logistiko

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Subheading als Ergänzung zu bestimmten Themen und komplexen Dokumenten

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Subsubheading in Texten

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Labels

Tabellenhead

Vorsitz

Introtext zu einer Seite

Platzhalter

Beirat

42 %

Geschäftsführender

Europaweit

Service

274 Downloads



VPI - Verband der Güterwagenhalter in Deutschland e.V.

Mattentwiete 5
20457 Hamburg

Telefon: +49 (0) 40 2265921-0
Fax: +49 (0) 40 2265921-19

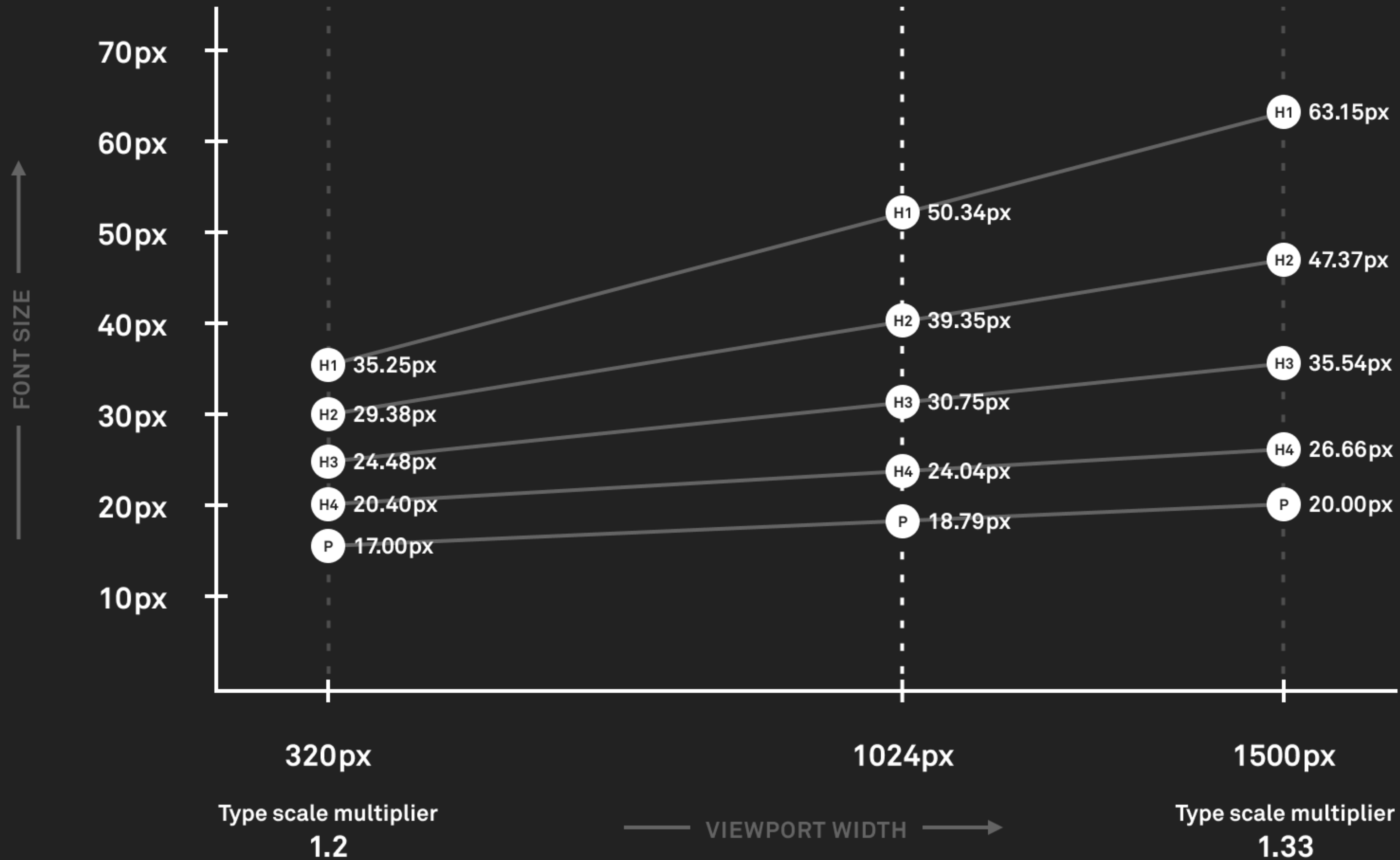




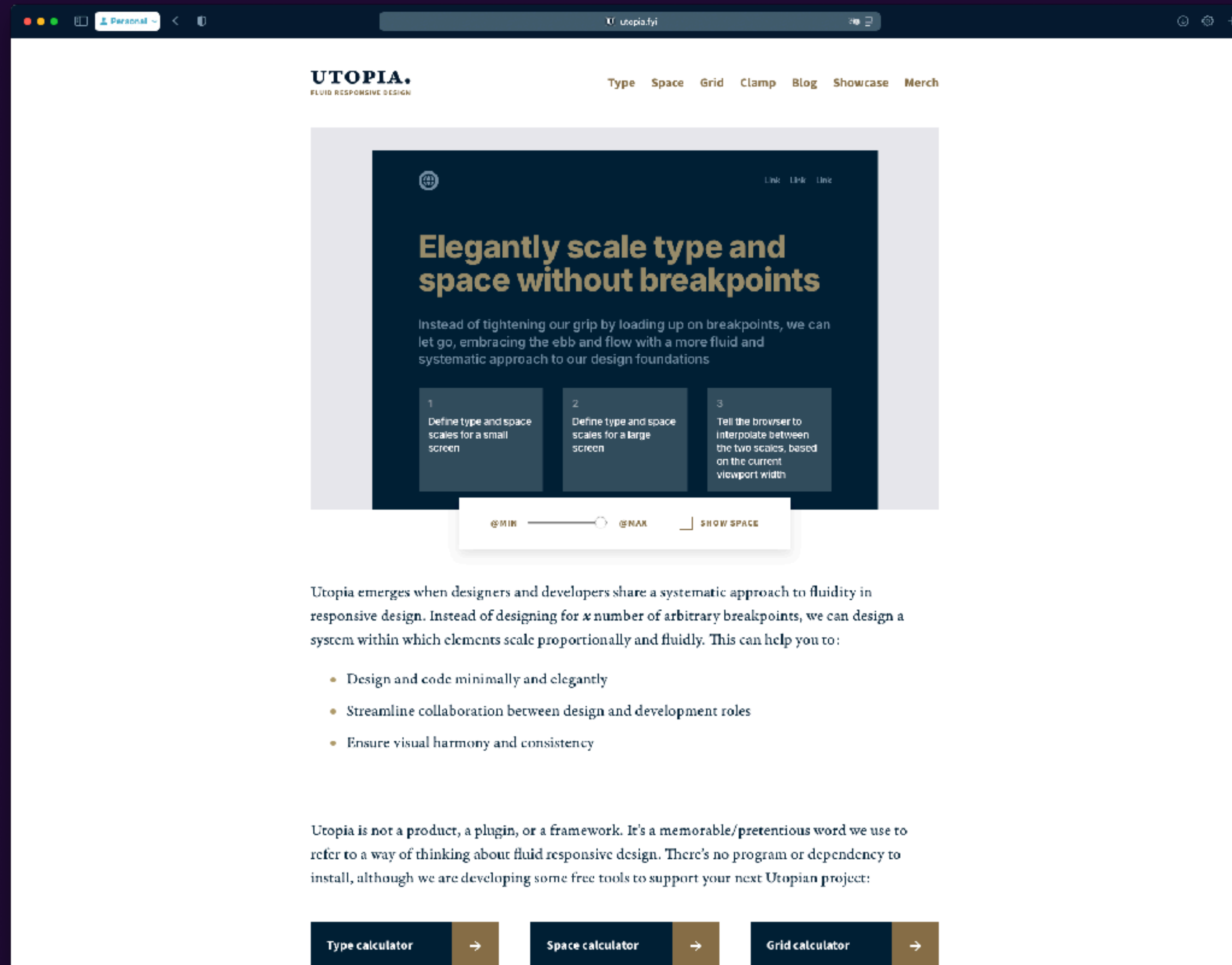
clamp(min, val, max)

Get a preferred **value** limited by a **minimum** and **maximum**

Fluid interpolation between two typographic scales by viewport width



Let's take a look:



Type

UTOPIA.
FLUID RESPONSIVE DESIGN

TypeSpaceGridClampBlogShowcaseMerch

FLUID TYPE SCALE CALCULATOR

MIN VIEWPORT

Width

3200px

Font size

180px

Type scale

1.2

Minor Third

MAX VIEWPORT

Width

12400px

Font size

200px

Type scale

1.25

Major Third

CALCULATED FONT SIZES

This table lists font size values in px for your type scales at the min and max viewport widths entered above.

Add a *viewport width* to show its corresponding font size values.

Add a *scale step* to extend your scale up or down.

TABLEGRAPHVISUALISER

Scale step	Viewport width	
+	320	1240
5	44.79	61.04
4	37.32	48.83
3	31.10	39.06
2	25.92	31.25
1	21.60	25.00
0	18.00	20.00
-1	15.00	16.00
-2	12.50	12.80
+		

Space

UTOPIA.

FLUID RESPONSIVE DESIGN

Type

Space

Grid

Clamp

Blog

Showcase

Merch

FLUID SPACE CALCULATOR

MIN VIEWPORT

Width

320

px

Font size

18

px

Type scale

1.2

Minor Third

MAX VIEWPORT

Width

1240

px

Font size

20

px

Type scale

1.25

Major Third

INDIVIDUAL SPACE VALUES

Using the same base values from the [fluid type calculator](#), this tool helps you to create a related fluid space system. You can add more [t-shirt sizes](#) below and edit their multipliers to customise the system to suit your project. Any spaces you add will also be listed below in [space value pairs](#) which you can use to introduce more dramatic space variance between different viewport sizes.

You can also use the individual space values to create your own [custom space pairs](#), to further control the attitude of the spacing within your design.

Any changes you make on this page will be automatically included in the [CSS generator](#) below, ready to drop into your project. When you're happy with your space scales, try the [fluid grid calculator](#) to put these values into action. Alternatively, if you require a simpler solution, try the [clamp calculator](#) to generate any number of custom fluid tokens.

<div>⊖</div> <div>+</div>	Multiplier	@min	@max	<div>+</div>
<div>3XS</div>	<div>0.25</div>	<div>5px</div>	<div>5px</div>	
<div>2XS</div>	<div>0.5</div>	<div>9px</div>	<div>10px</div>	
<div>XS</div>	<div>0.75</div>	<div>14px</div>	<div>15px</div>	
<div>S</div>	<div>1</div>	<div>18px</div>	<div>20px</div>	
<div>M</div>	<div>1.5</div>	<div>27px</div>	<div>30px</div>	
<div>L</div>	<div>2</div>	<div>36px</div>	<div>40px</div>	

A square QR code with a black and white pixelated pattern, located in the bottom right corner of the slide.

Grid

UTOPIA.
FLUID RESPONSIVE DESIGN

TypeSpaceGridClampBlogShowcaseMerch

FLUID GRID CALCULATOR

MIN VIEWPORT

Width

320px

Font size

18px

Type scale

1.2

MAX VIEWPORT

Width

1240px

Font size

20px

Type scale

1.25

The grid calculator uses responsive tokens from your *space palette* to construct a series of gutters and columns for your designs to live within. Rather than creating different grids for a number of breakpoints, think of this as one grid which can be viewed from any perspective. If you're not sure where to start, *this blog post* might help.

GUTTER WIDTH

@min

18px

@max

40px

COLUMN MAX WIDTH

@max

60px

NUMBER OF COLUMNS

12

	@min	@max	@current
Width			
Container	320px	1240px	1209px
Gutter	18px	40px	39px
Column	7.17px*	60px	58px

* Round @min column up or down, or reset

Why?

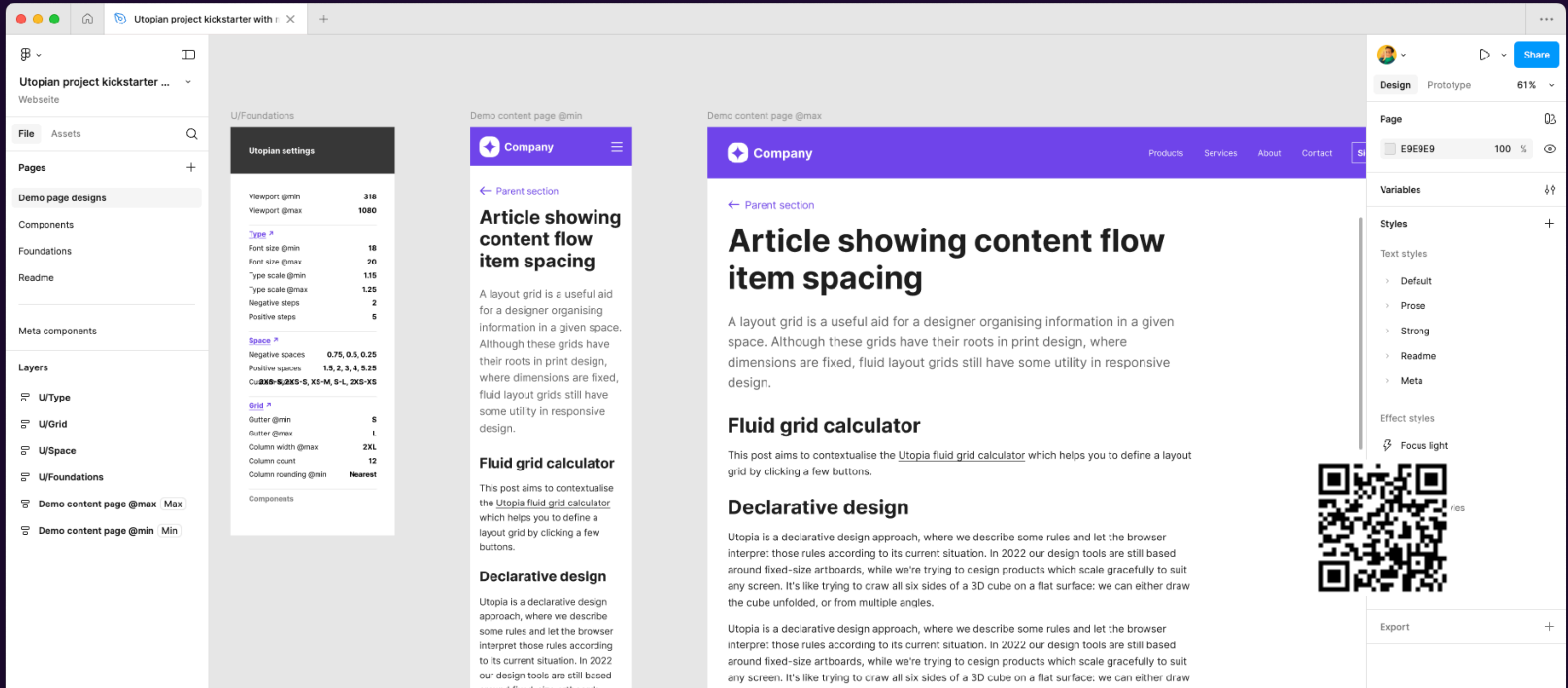
Viewport 1209px

Container 1209px

STEP 5

Elegantly scale type and space without breakpoints

Figma



Rubberband space design demo code

Chapter 3

**Take this with
you. It's free!**

Bonus

1.

***Generation a
is **mobile only**. Deal
with it!***

2.

Start to code.

Or teach them.

3.

Trust each other.

Even a designer.

3.

Trust each other.

Even a developer.

4.

*Leave your
comfort zone ...*

work in a browser.

5.

*Use **real devices**
to test your stuff.*

Fonts used

in this presentation

- **Belinda New** by melvastype.com
- **John Sans** by stormtype.com
- **Menlo** by Lyles and Bigelow for MacOS

Demo

- **Bison** by ellenlufftype.com
- **Quattrocento Sans** by Pablo Impallari

