

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





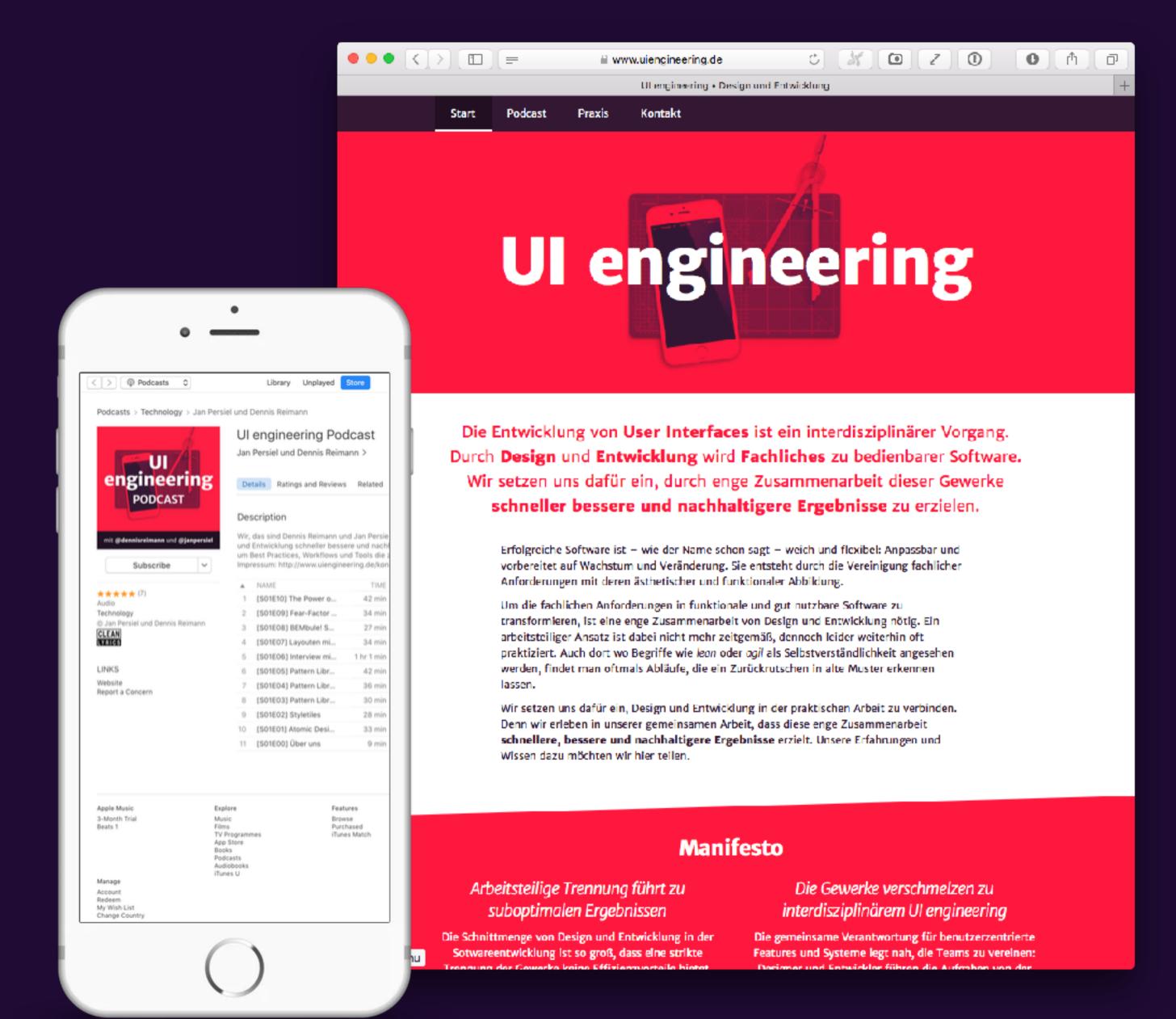


Ulengineering.de

#uiengineering

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

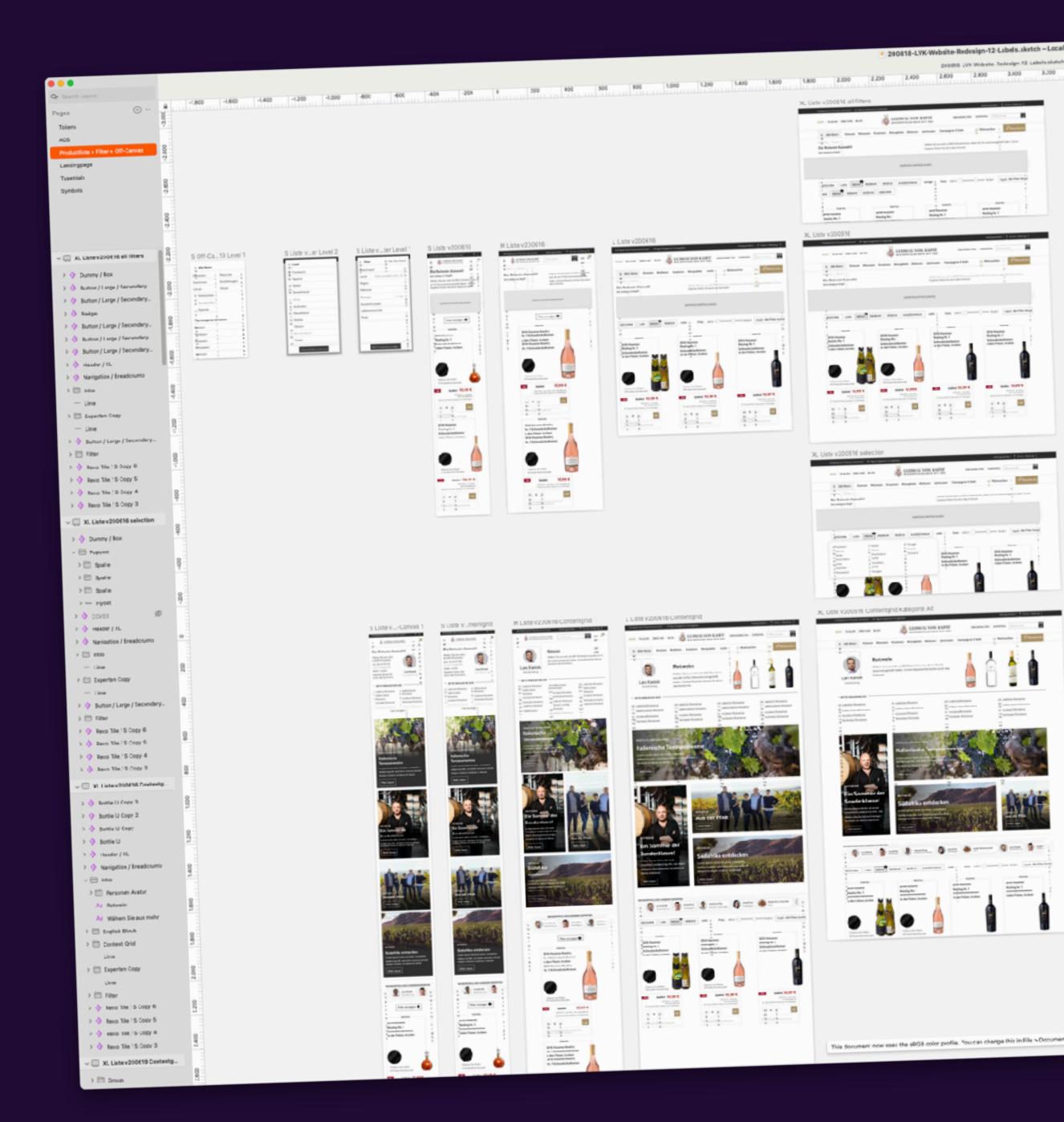




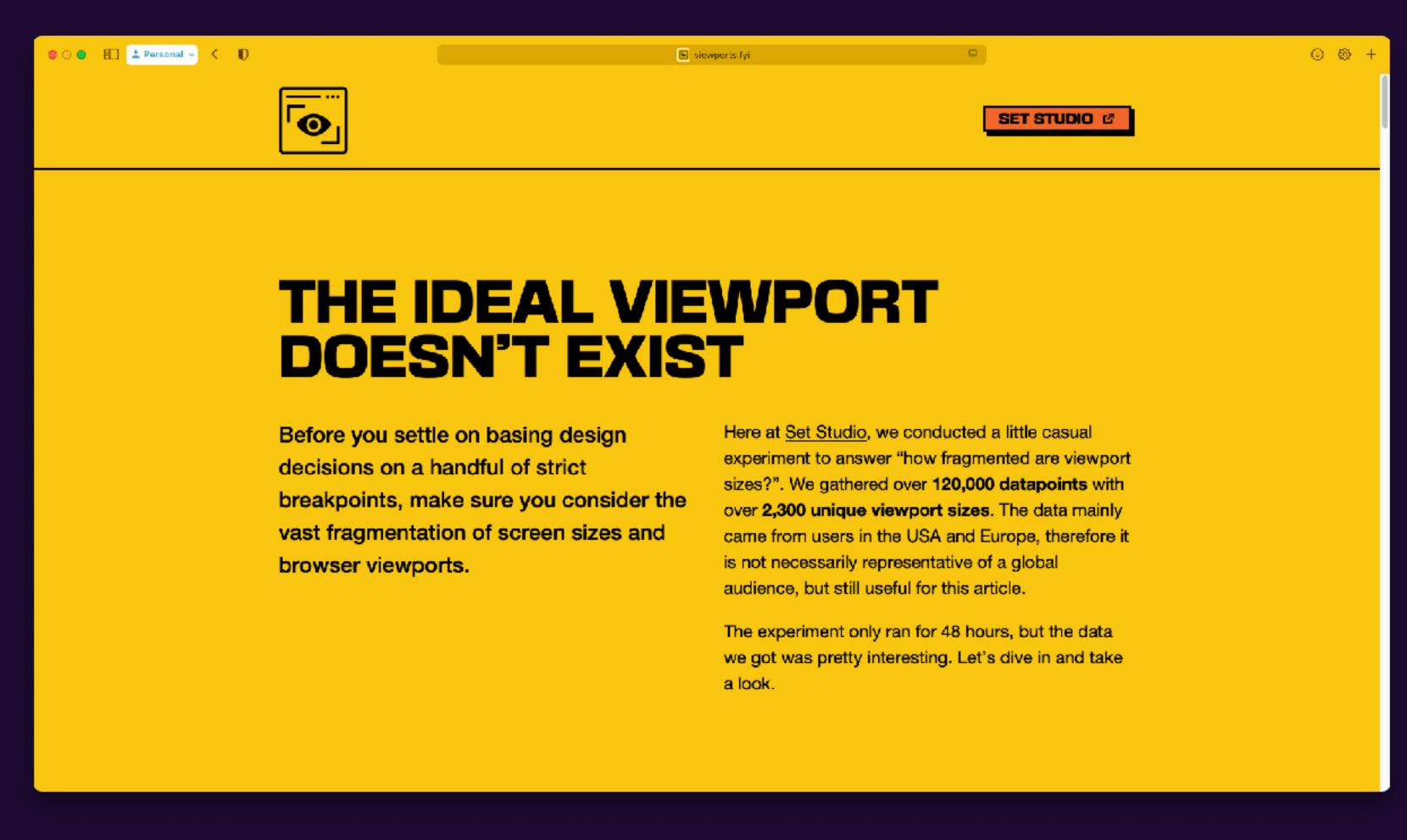
Responsive Design

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!







← BACK

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"Yeah, but our clients will only use the desktop sizes."

"On mobile the blocks just collapse into one column"

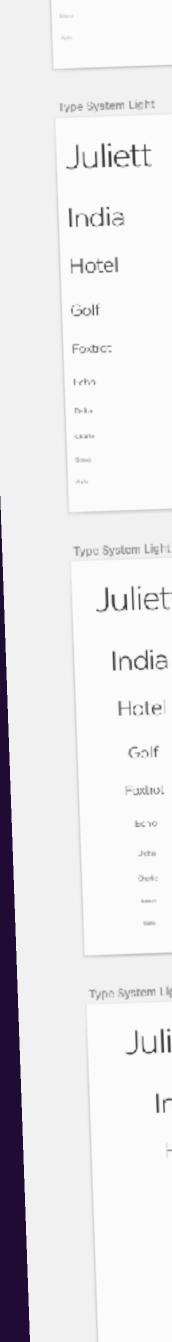
"Ine text does not flow/well. Let's add a
 br>!"

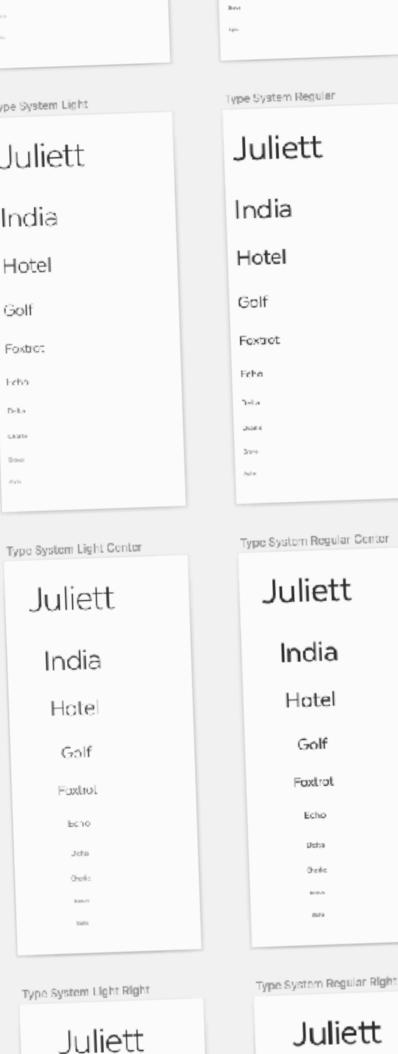
"Just make it display:none; on mobile"

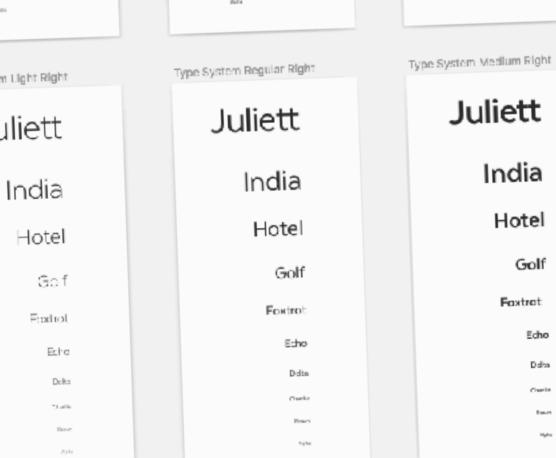
Typography

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.









Juliett

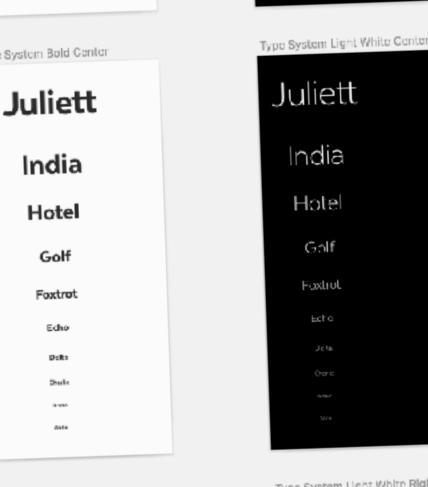
India

Hotel

Golf

Foxtrot

Type System Bold

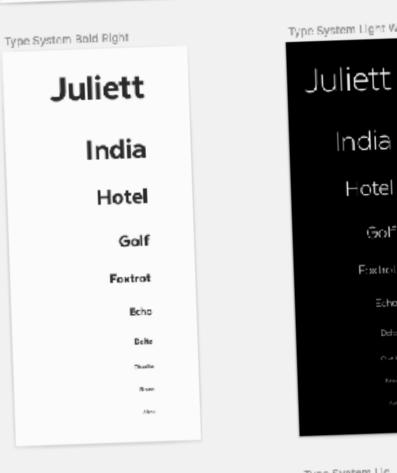


Type System Light White

Juliett

India

Hotel



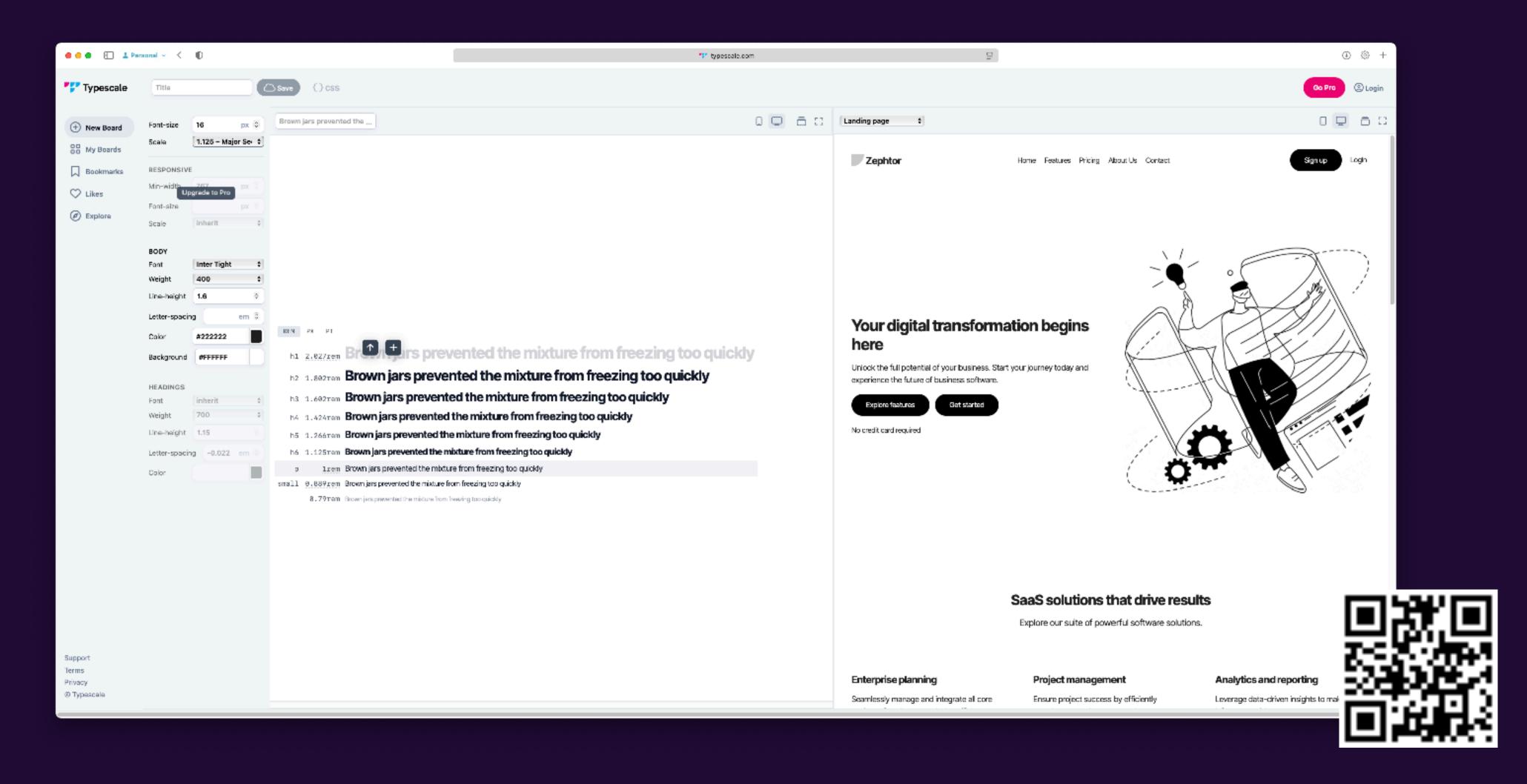
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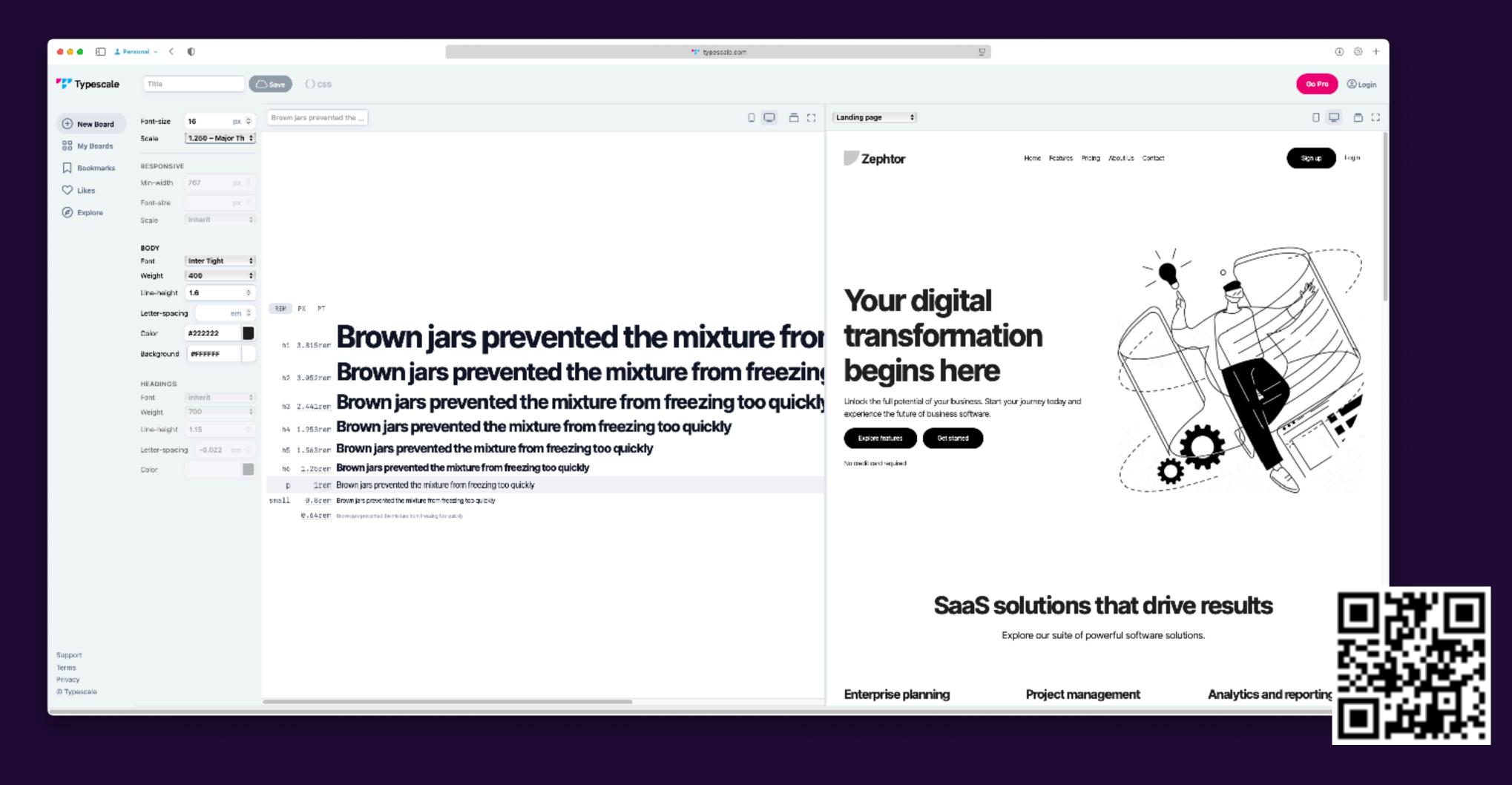
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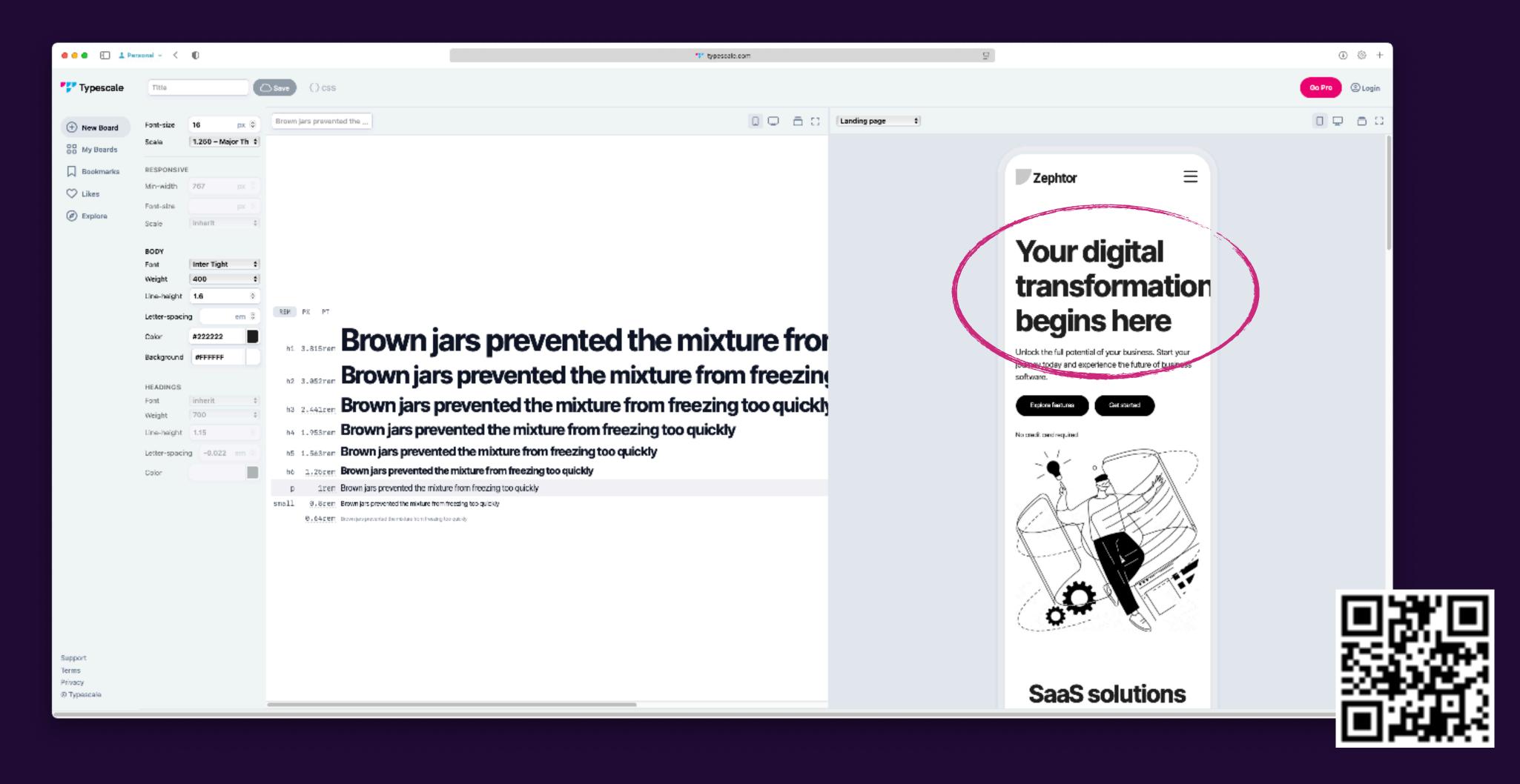
Test type scales ...



... up one step ...



... especially on mobile



xl

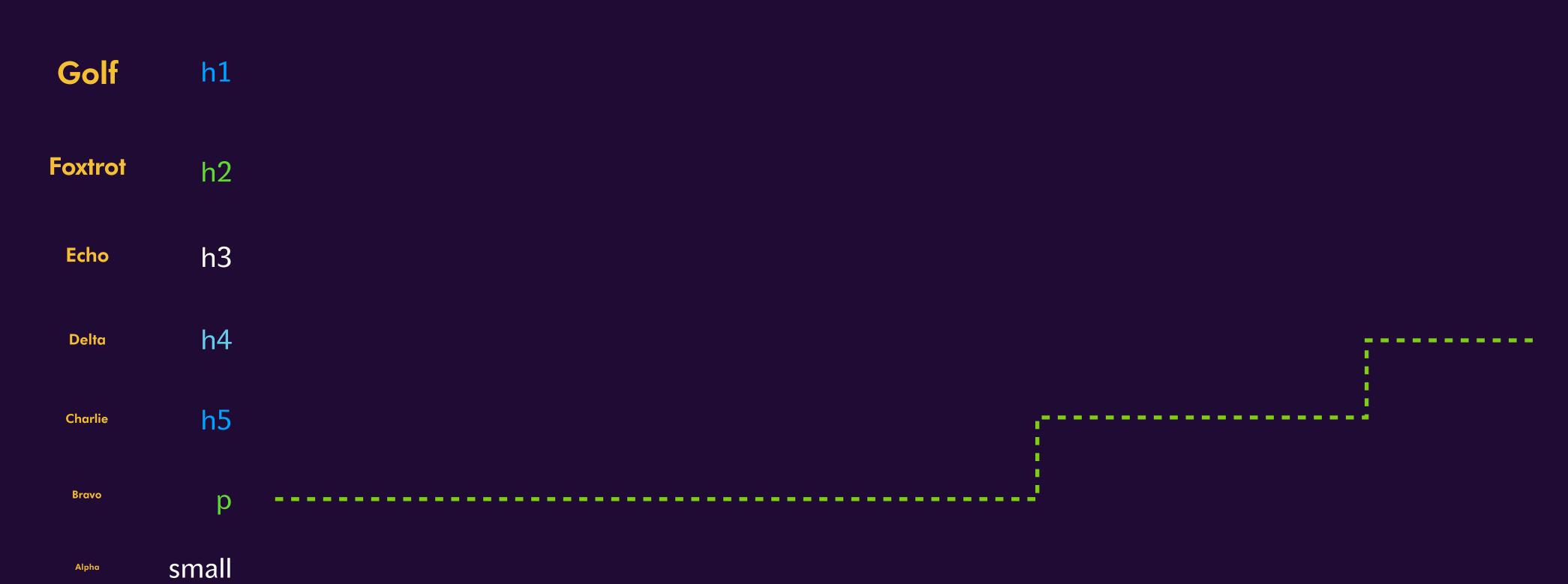
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h4	Delta	Delta	Delta	Echo	Foxtrot
h5	Charlie	Charlie	Charlie	Delta	Echo
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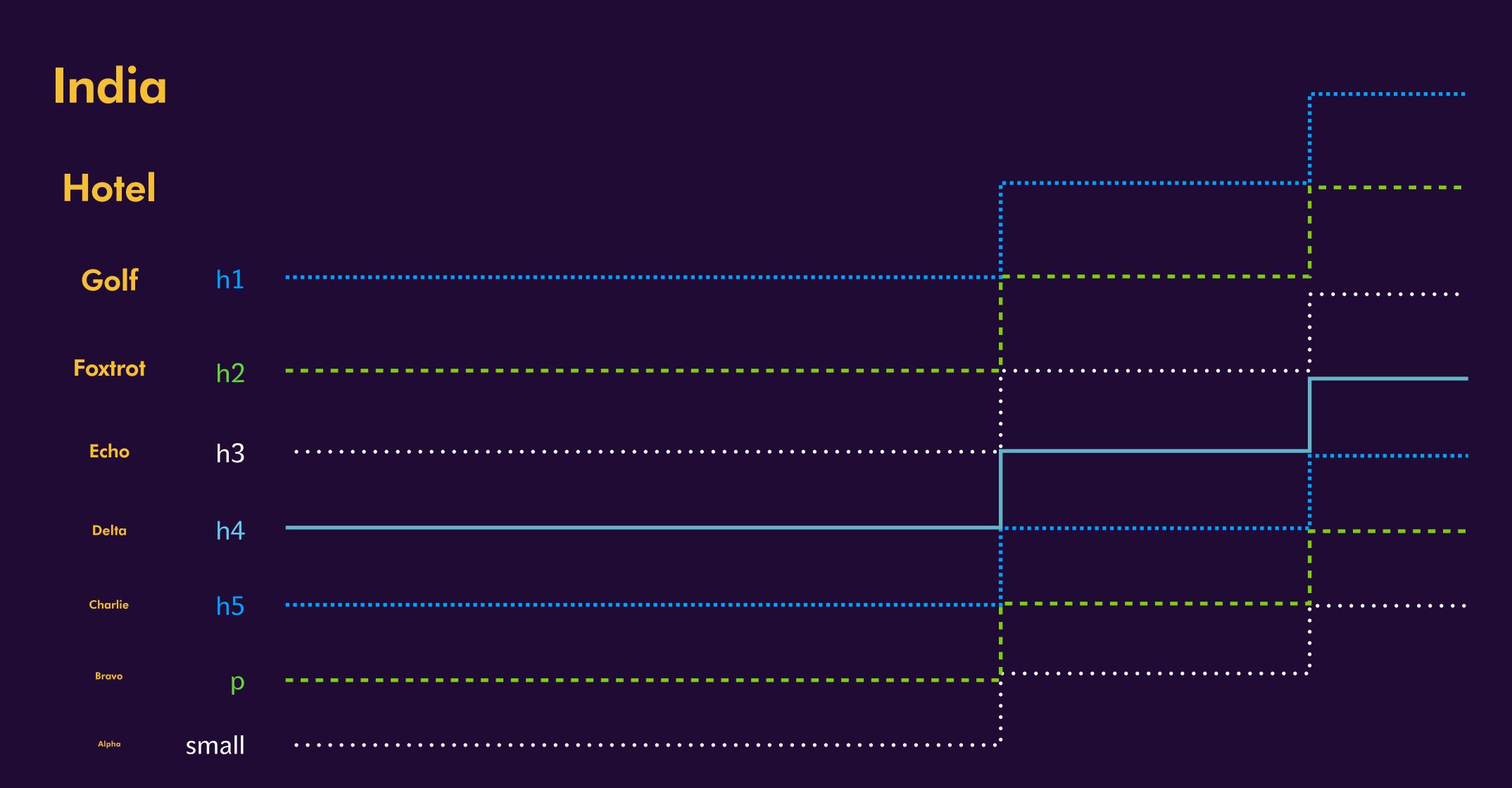
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India

Hotel

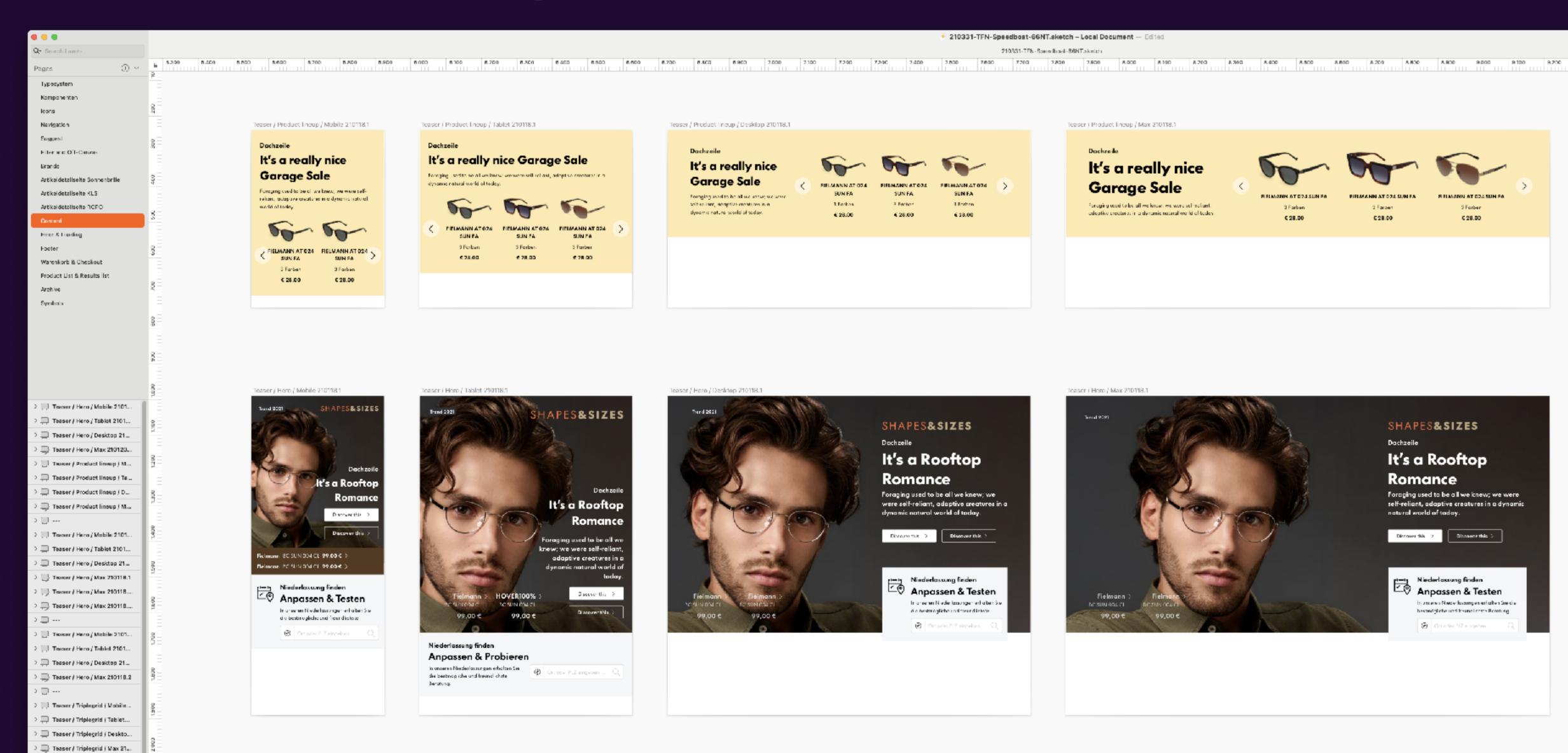




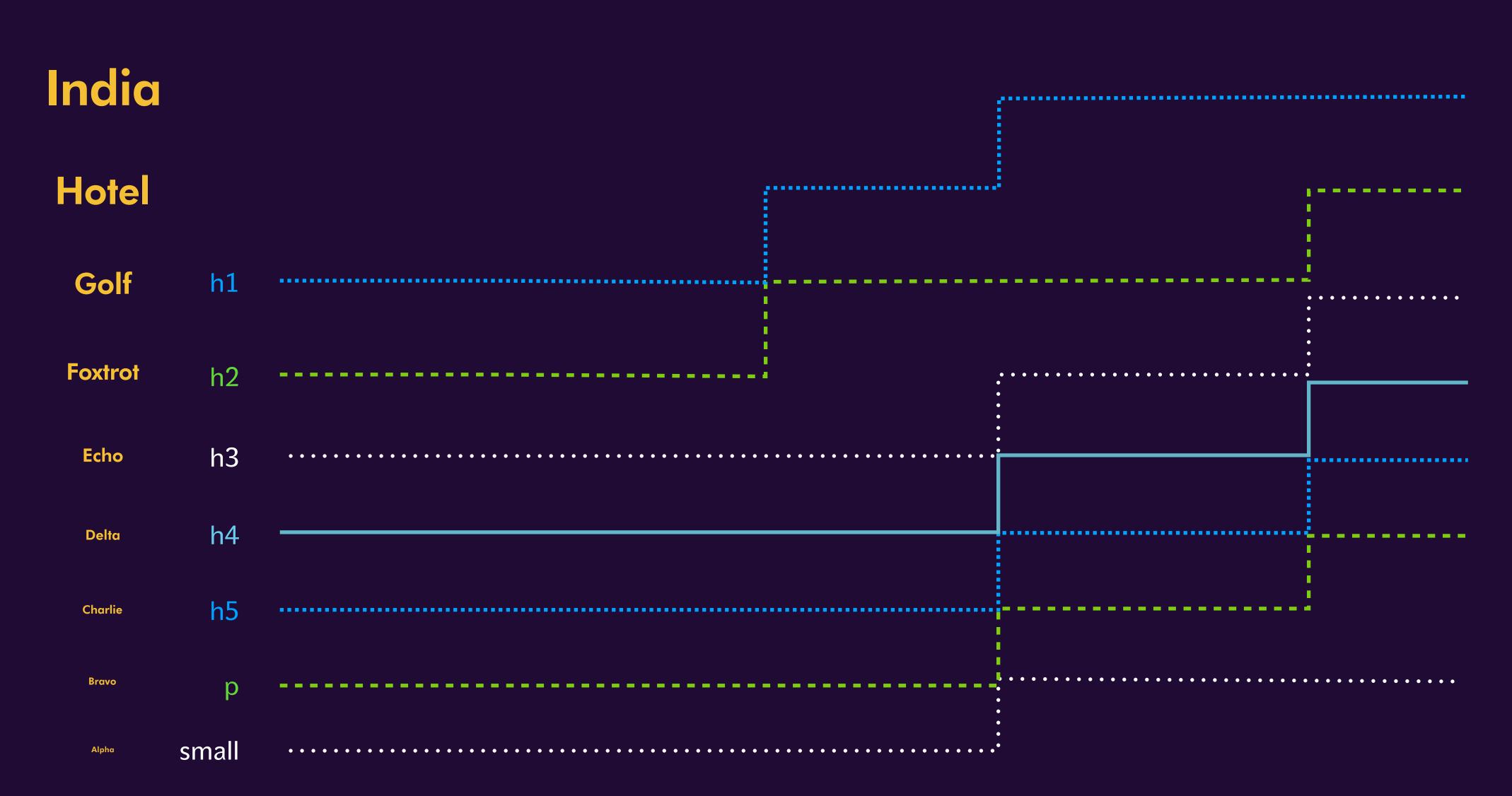


A demo from the past

Teaser / Triplegrid / Max 21...



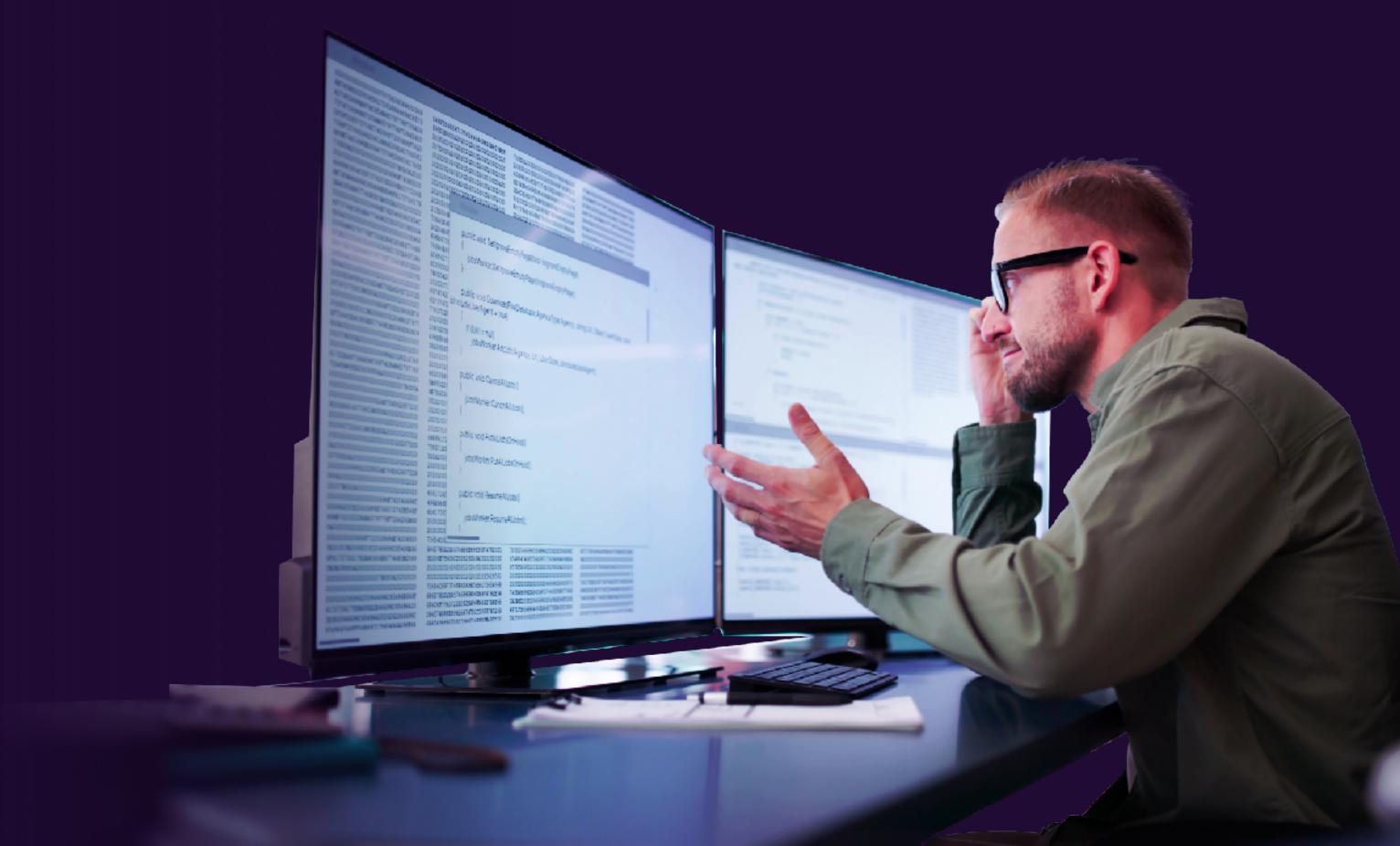




Mix & Match...

... 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



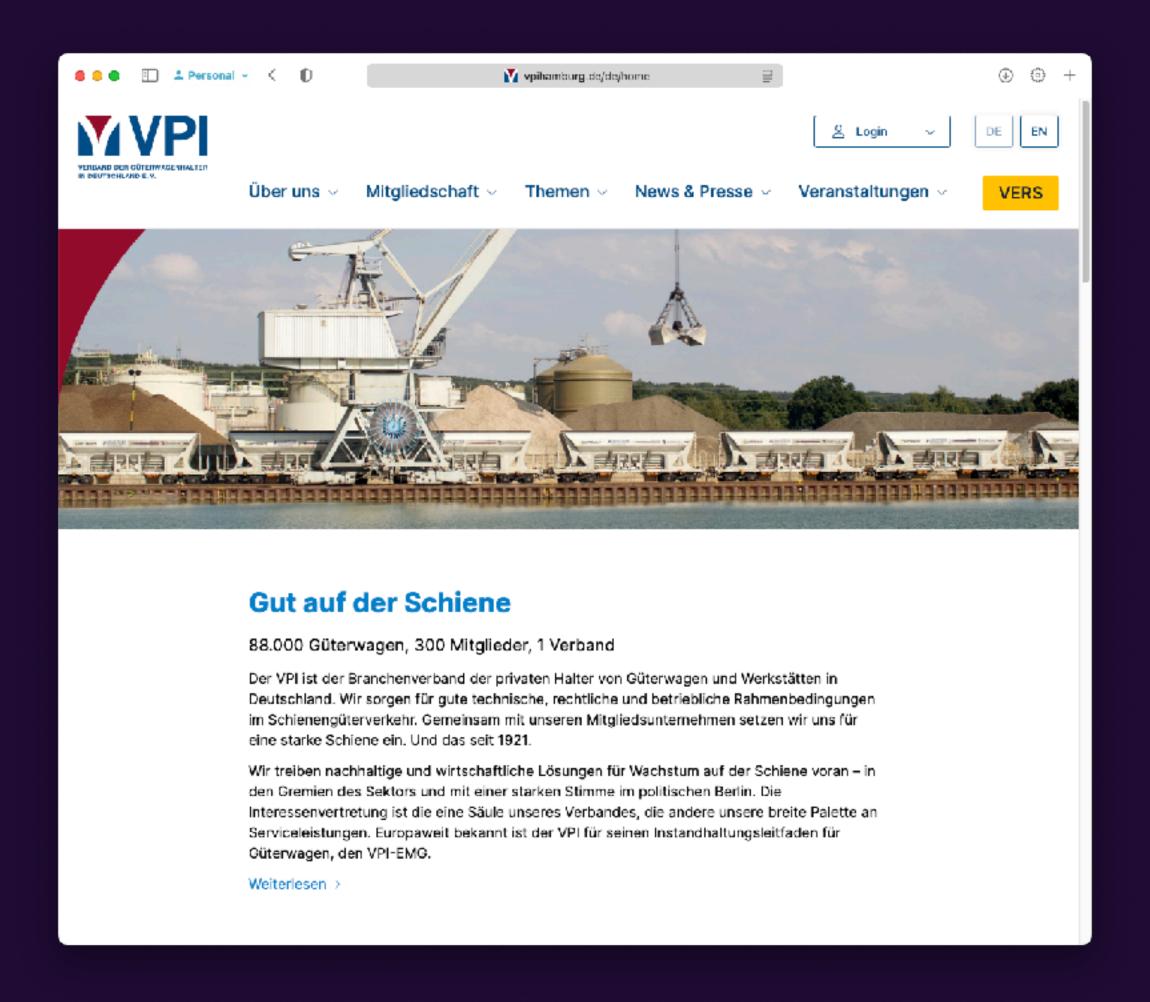
749 projects

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

Enter Utopia

Chapter 2

Awesome client 🕰







(a) sarasoueidan www.sarasoueidan.com

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



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





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Phase 1

Introduction

Introtext zu einer Seite

Geschäftsführender Ausschuss

Labels

Vorsitz

Beirat

Service

Introtext zu einer Seite

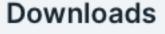


Research

Phase 2

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Summary and downloads





Geschäftsbericht 2020 231 Seiten · PDF · 4,6 MB



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



Tabellenheader

42 %

Europaweit

274 Downloads

Platzhaltertexte ca. 12

Linking things

Unterpunkte mit Charme

Sicherheit durch Hyperlinks

Vorstandsplan

Struktur Mehr Struktur Bereich V Links

Dachzeile oder Kategorie

Ein Titel auf Gleisen

Subheading als Ergänzung zu bestimmten Themen und komplexen Dokumenten

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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

O Phase 2

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Summary and downloads

Termine >

11. VPI Symposium 13.1.2021 · Online



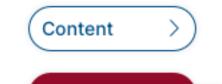


Workshop Lagerhaltung
28.2.2021 · Kassel

Die DAK ist der Schlüssel für einen effizienten Schienengüterverkehr!

-Richard Weinsmeyer
CEO Kupplungstech GmbH

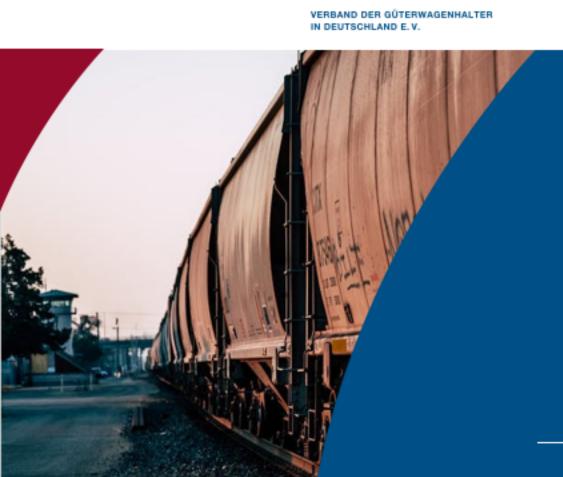
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Innovation und Digitalisierung

Digitale Kupplung in Erprobung

Unterstruktur

Links in Bereichen

Something

Linklinklink

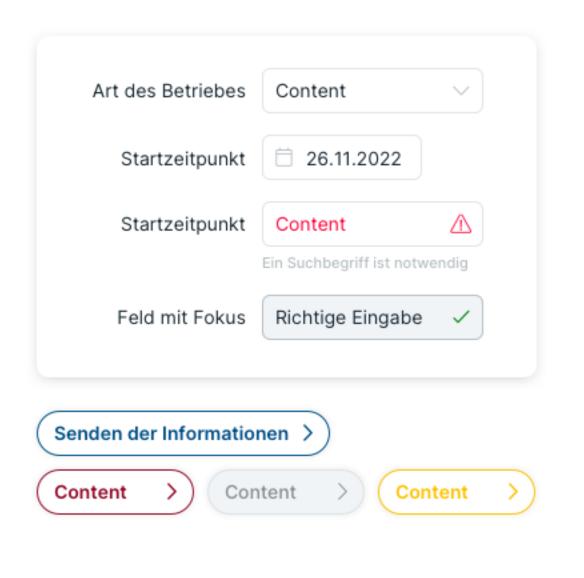


Externe Links

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

Die DAK ist der Schlüssel für einen effizienten Schienengüterverkehr!







Digitale automatische Kup

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Pressemeldung · 13.4.202

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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 Logistikoptimierung (Mainz)

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Labels	Tabellenhead
Vorsitz Introtext zu einer Seite	Platzhaltert
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



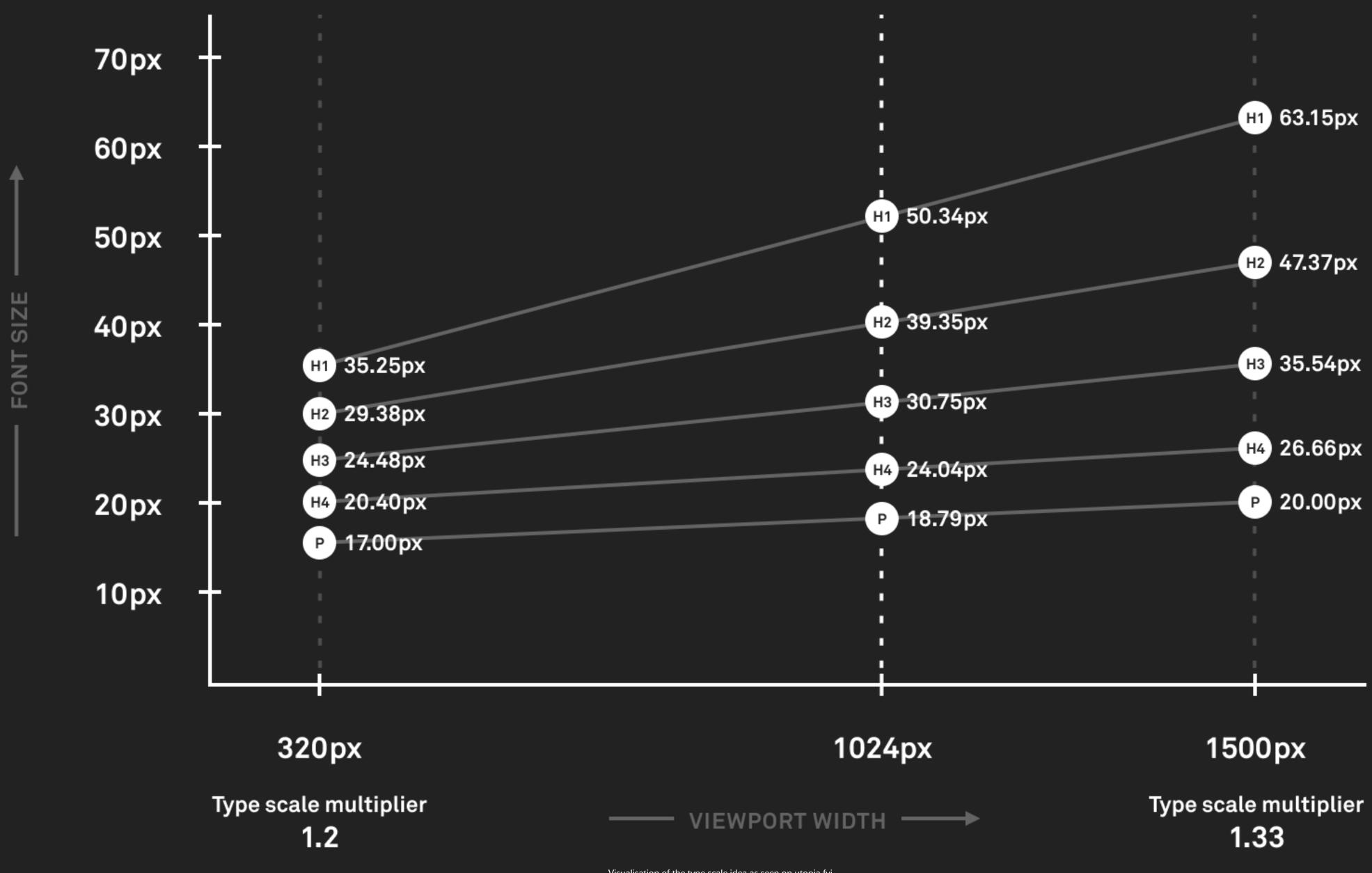




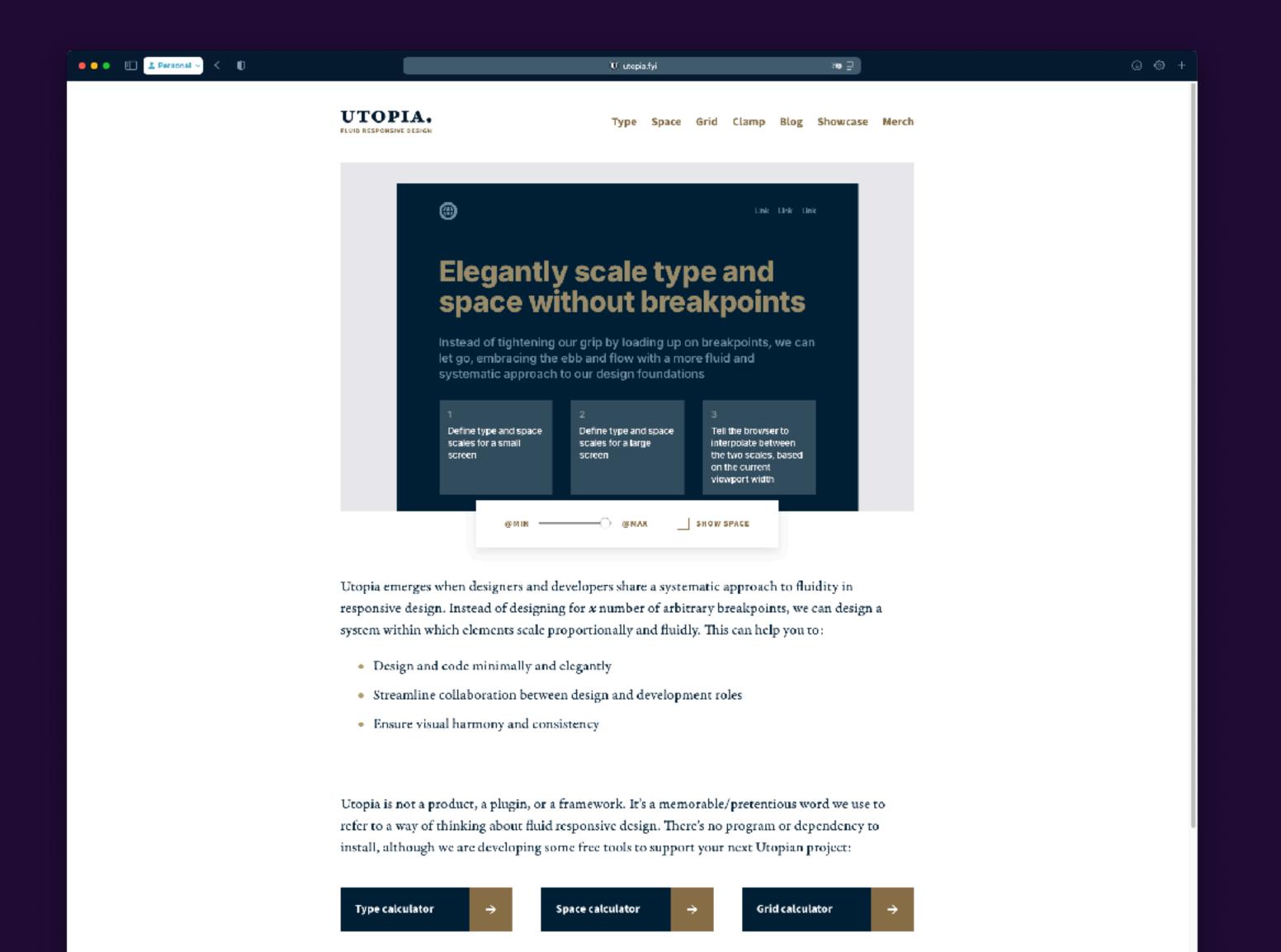


clamp(min, val, max)

Get a preferred value limited by a minimum and maximum

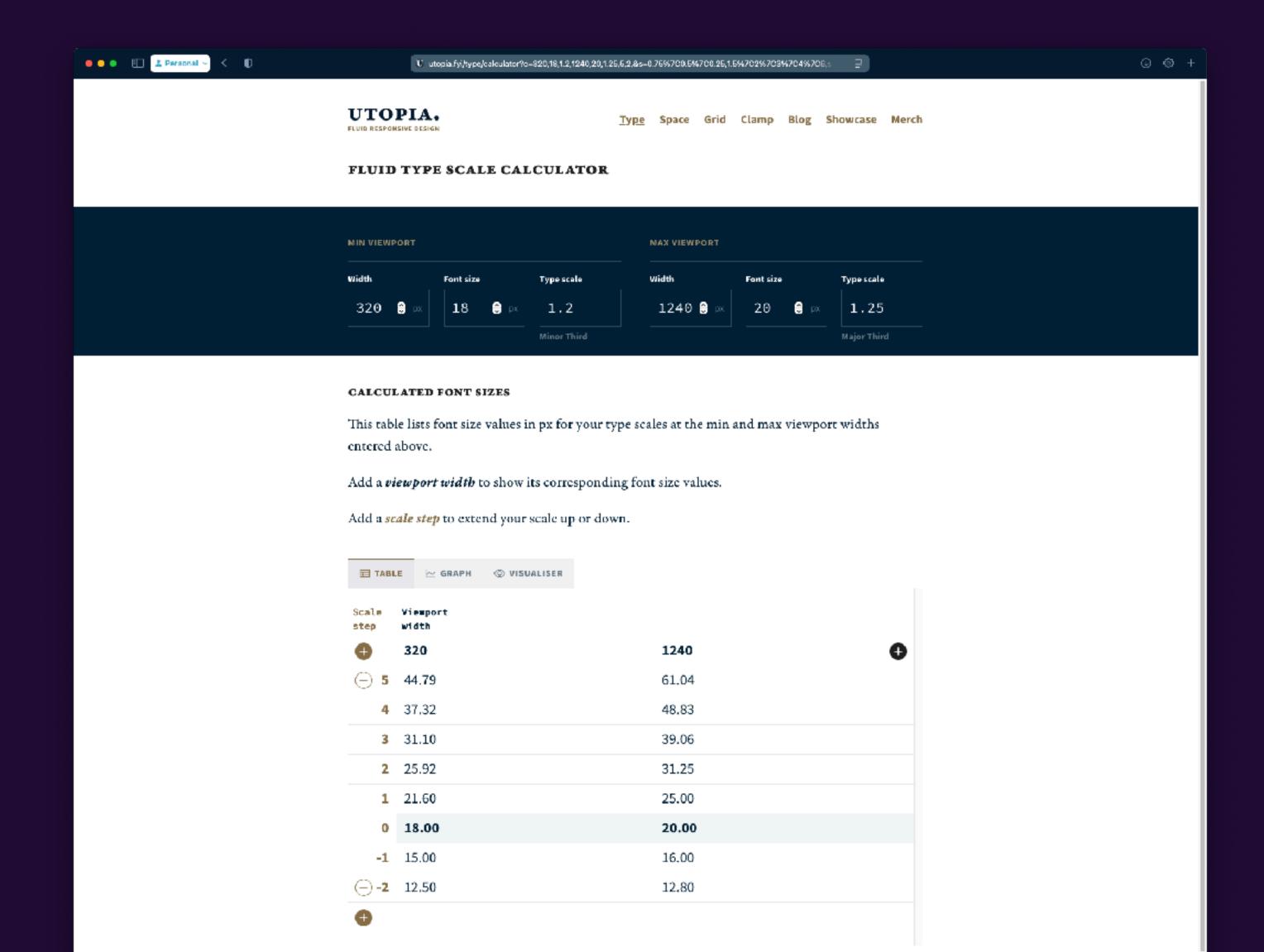


Let's take a look:



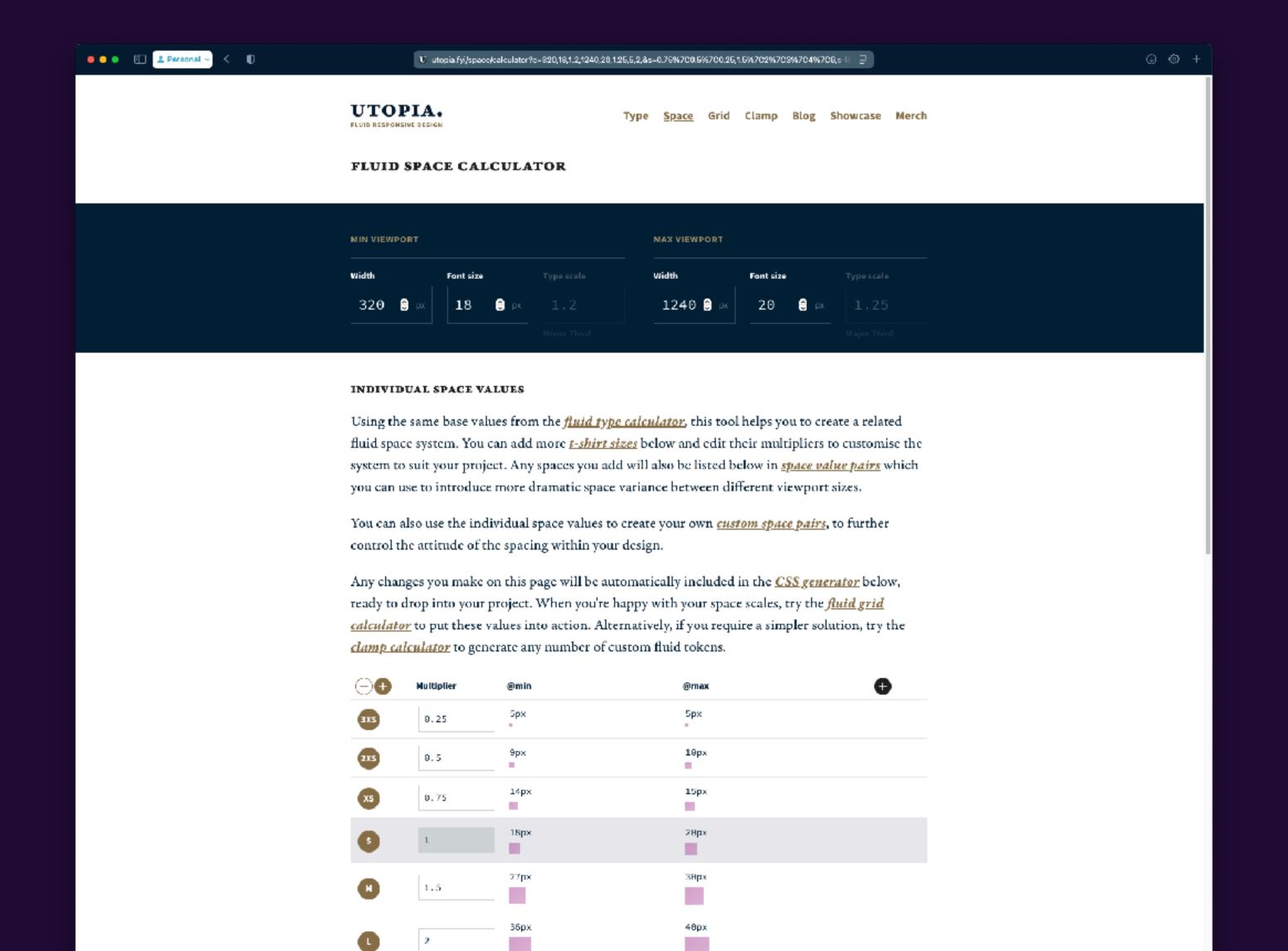


Type



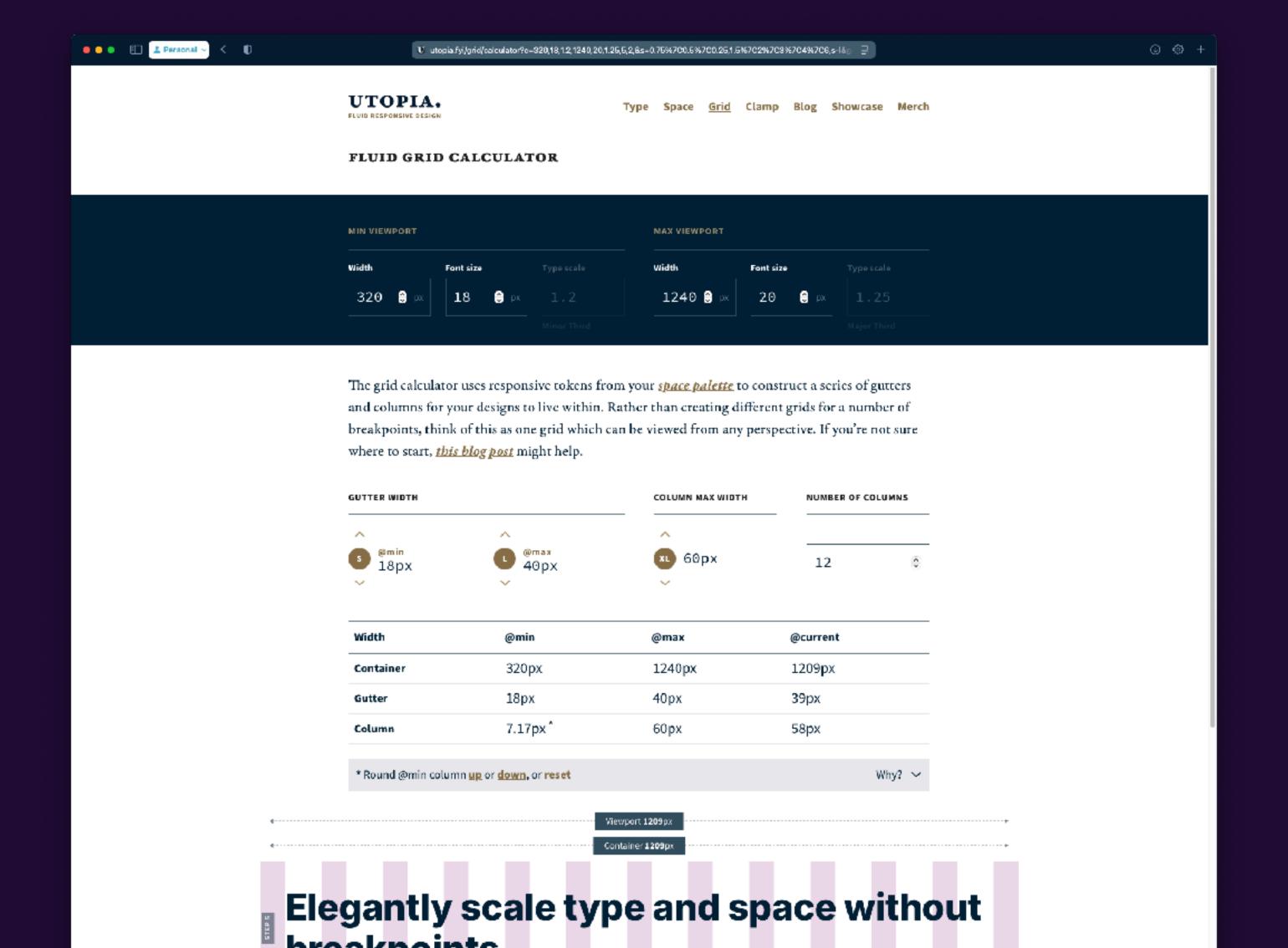


Space



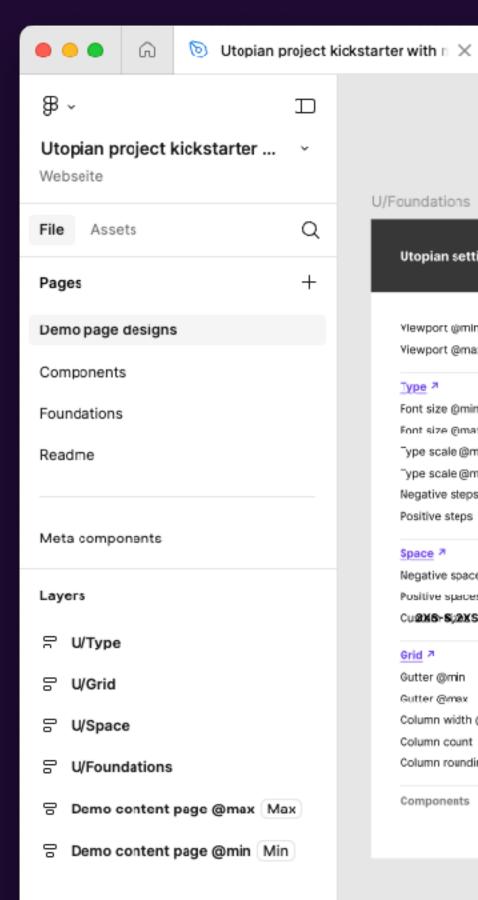


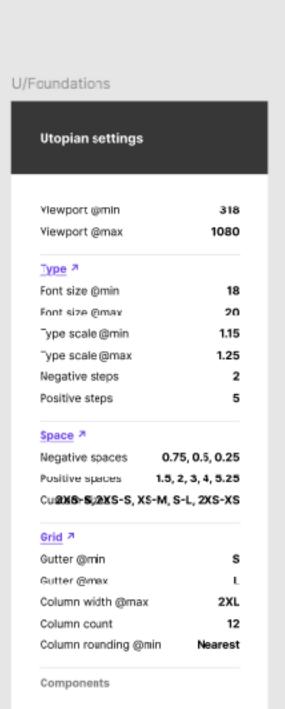
Grid





Figma





Demo content page @min design.

Company ← Parent section Article showing content flow item spacing

A layout grid is a useful aid for a designer organising information in a given space. Although these grids have their roots in print design, where dimensions are fixed, fluid layout grids still have some utility in responsive

Fluid grid calculator

This post aims to contextualise the Utopia fluid grid calculator which helps you to define a layout grid by clicking a few

Declarative design

Utopia is a declarative design approach, where we describe some rules and let the browser interpret those rules according to its current situation. In 2022 our design tools are still based

Demc content page @max

Company

← Parent section

Article showing content flow item spacing

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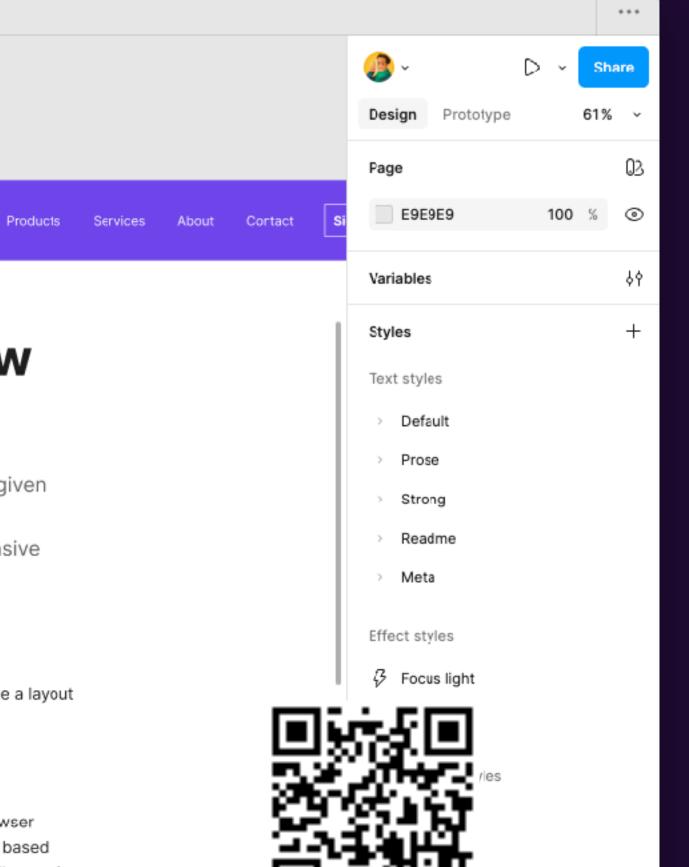
Fluid grid calculator

This post aims to contextualise the Utopia fluid grid calculator which helps you to define a layout grid by clicking a few buttons.

Declarative design

Utopia is a declarative design approach, where we describe some rules and let the browser interpret those rules according to its current situation. In 2022 our design tools are still based around fixed-size artboards, while we're trying to cesign products which scale gracefully to suit any screen. It's like trying to draw all six sides of a 3D cube on a flat surface: we can either draw the cube unfolded, or from multiple angles.

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Export

Rubberband space design demo code

Chapter 3

Take this with you. It's free!

Bonus

Generation a is mobile only. Deal

Start to coae. Orteach them.

Trust each other. Even a designer.

Trust each other. Even a developer.

Leave your comfort zone... work in a browser.

Jse real aevices 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

