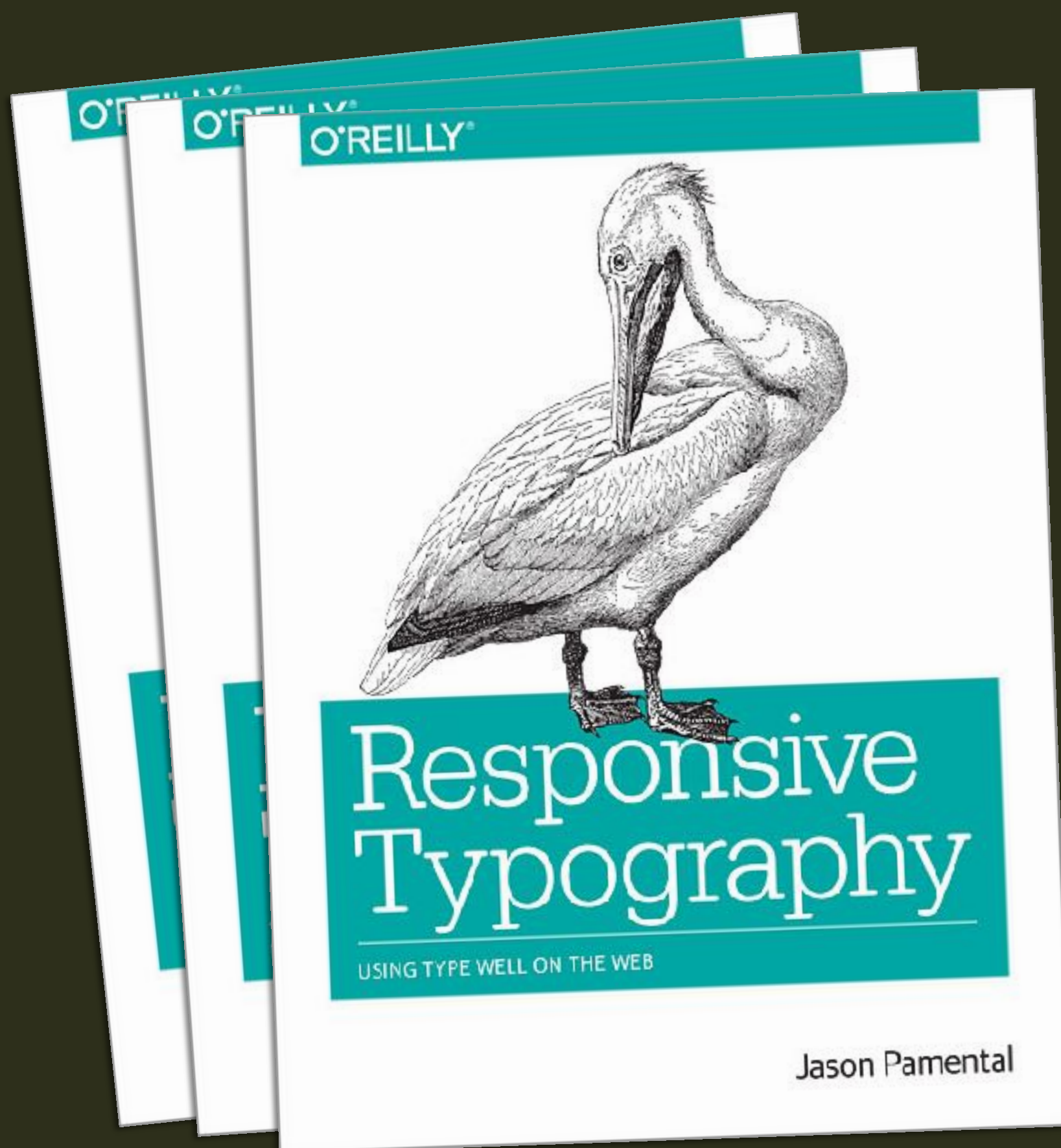


Responsive Type & Typography

An Introduction

my name is Jason, and I'm a

web typographer



“Mostly relevant”



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- Editorial typography & art direction

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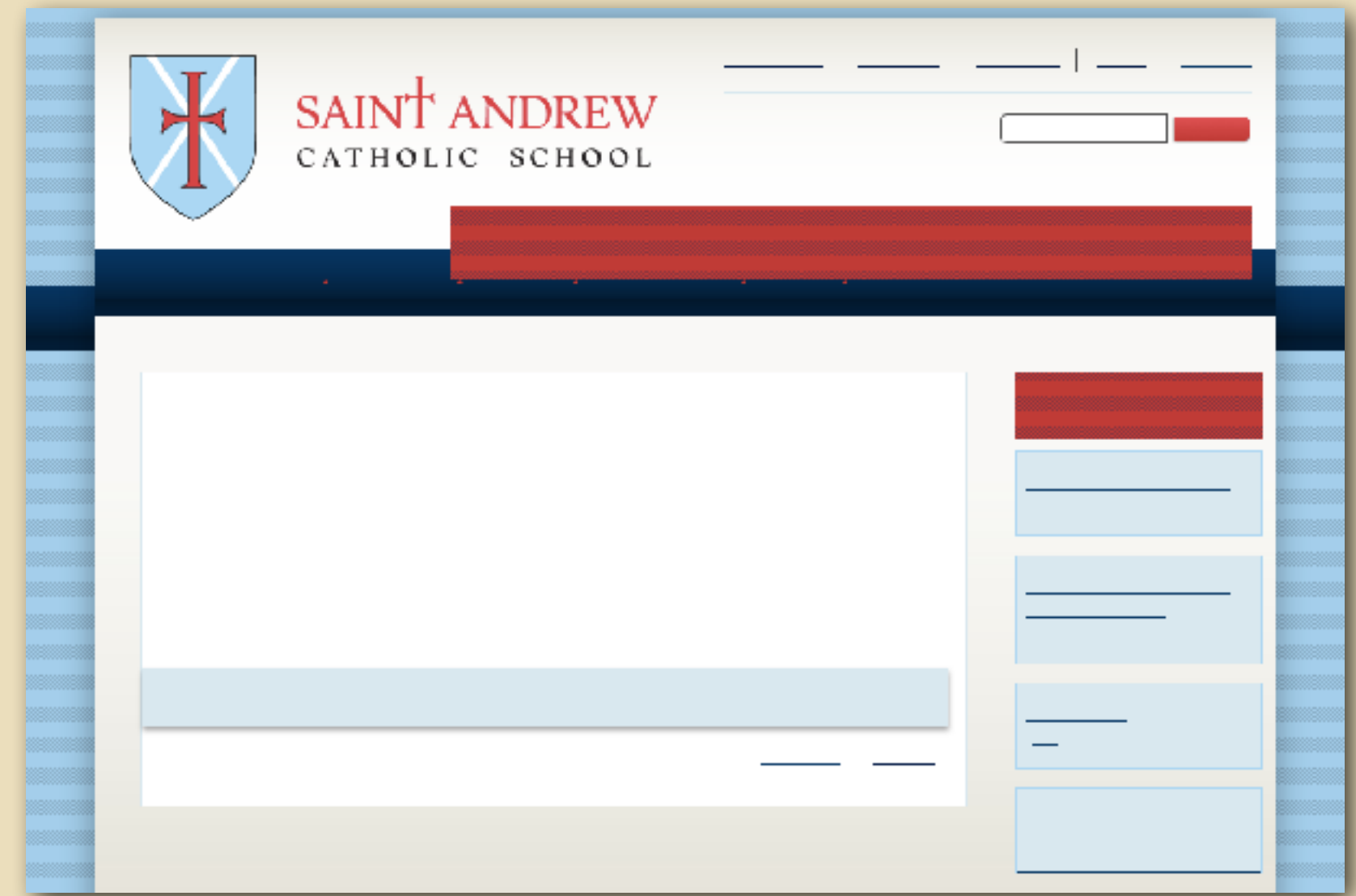
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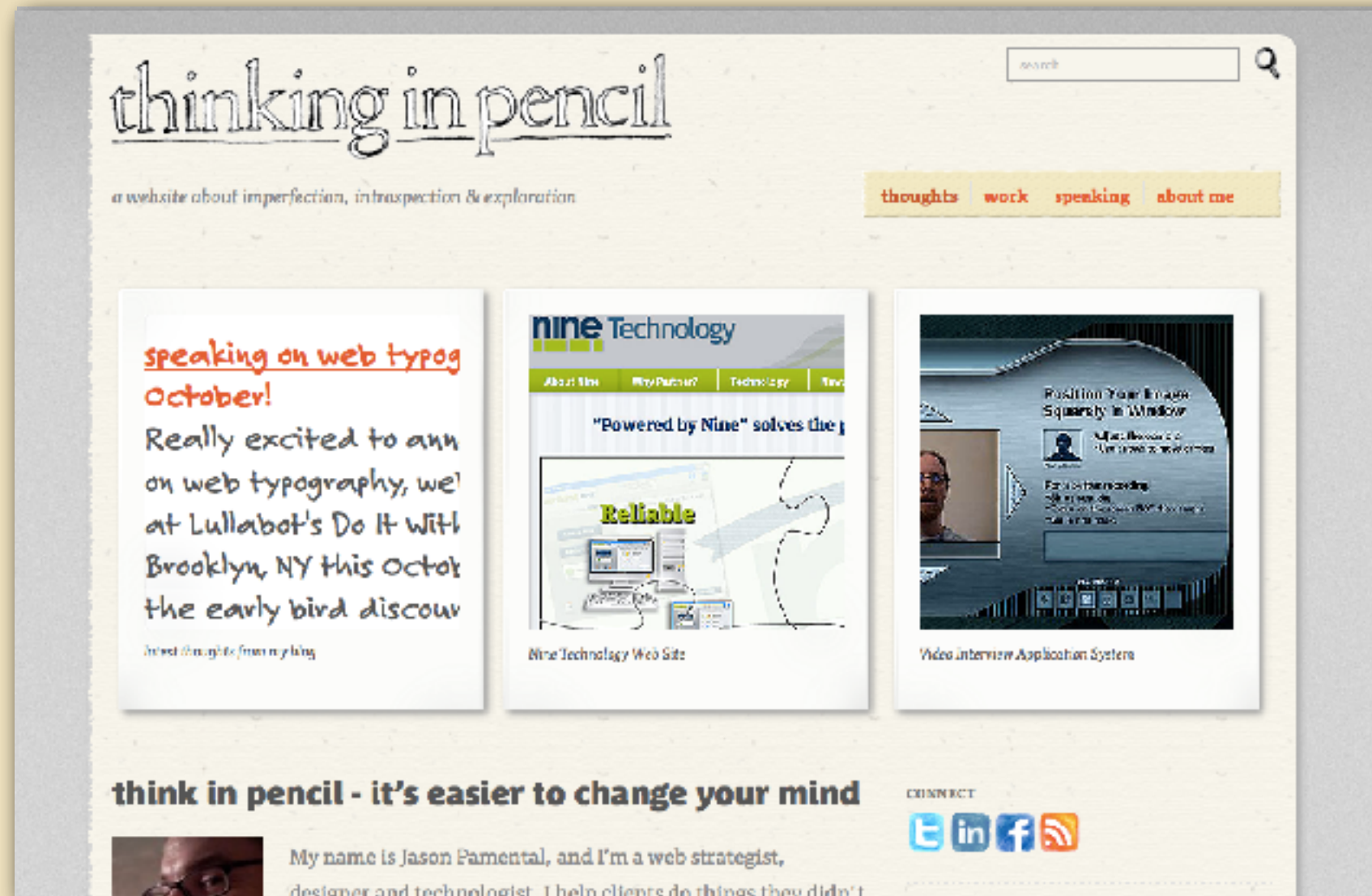
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- **Polish:** Design **IS** the details: **OpenType** & then some

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Proportion: measure & scale

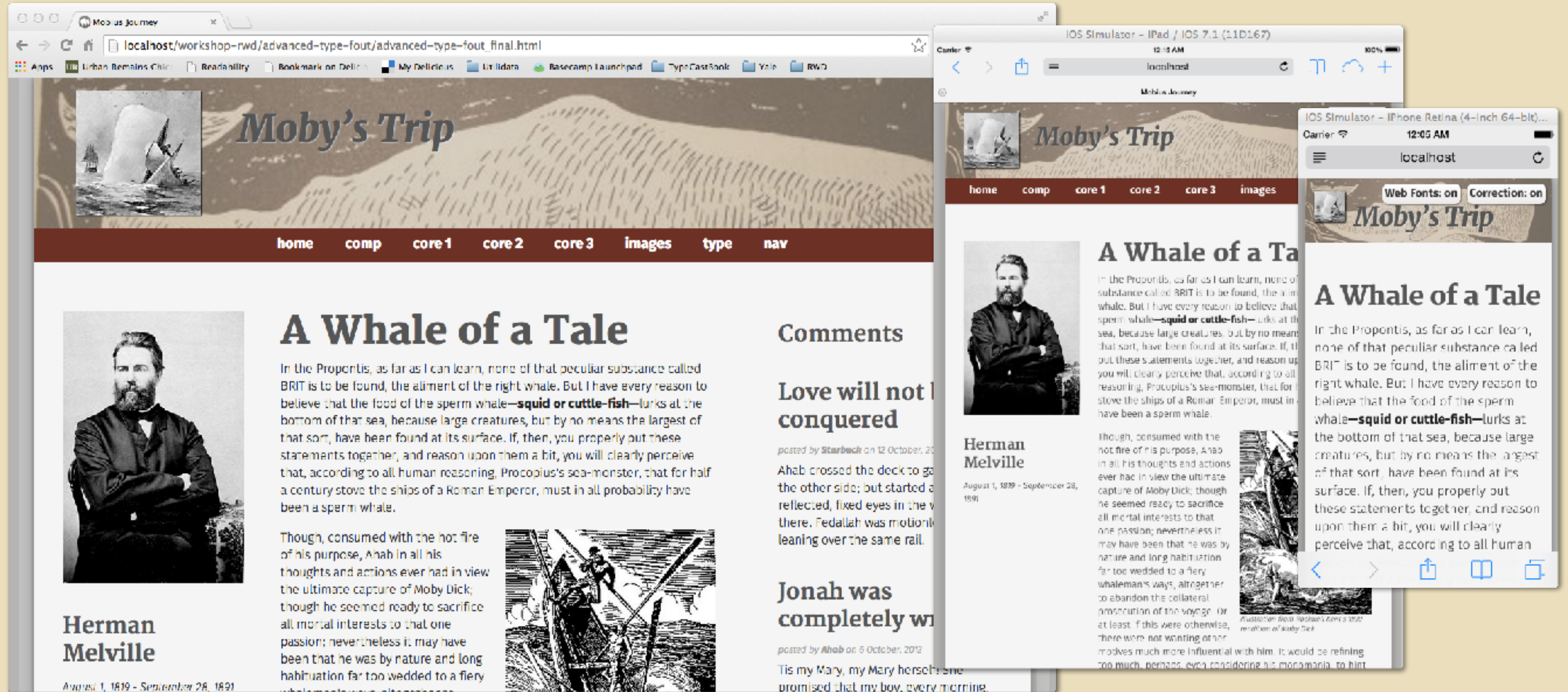
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We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of

Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.¹

“Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away.”

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The future of responsive typography

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- **Variable fonts:** new technology, new possibilities
- **More modern CSS**
- **Even better performance**
- **Going beyond** the basics

Now let's make some stuff.