

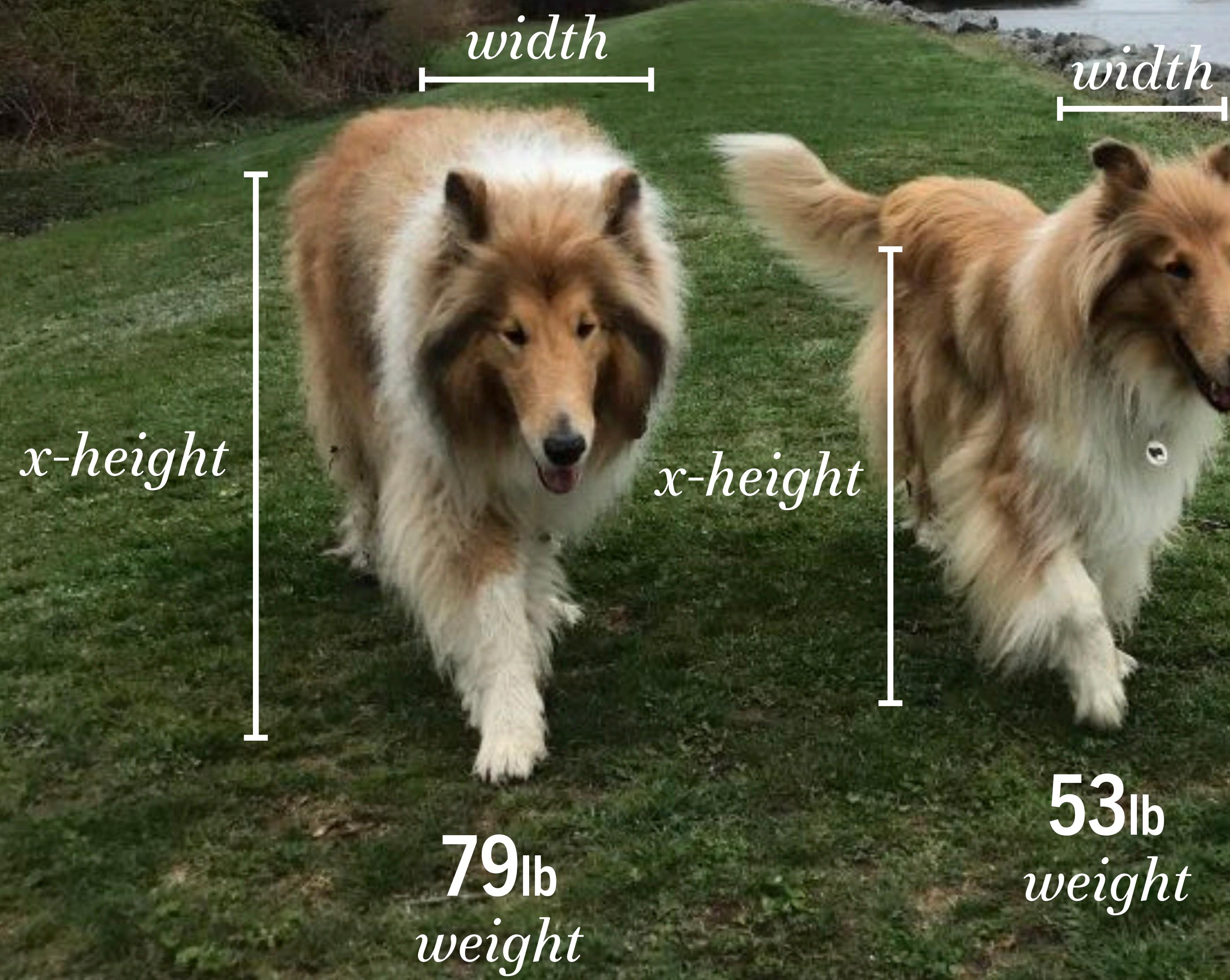
Variable Fonts & *the Future of Web Design*

a tale of slaying dragons, graphic design, and other improbable skills in designing for the digital world

Jason Pamental | @jpamental
Design/Technology Thinking & Tinkering
TypeCon Boston 2017



I'm Jason, and I'm a
web typographer



slant



Most of the web is words.

(and cat videos. but mostly words)

ps. Ipm. erorae. lñ. **B**enedictus deus
 israel. c. Ipm. erorae. m. j. **I**ubilemus

38 deo Salutari nro. lñ. Ut nō deliq. erome.

O ea custodiā vias meas:
 ut nō delinquā in lingua mea. **P**osui ori
 meo custodiā: cū 9 si
 steret peccōr adūsū me.

Oblutui et humiliatus sū et filii
 ab omnis: et dolor meus renouat' est.

Qualuit cor meū intra me: et i me
 ditatione mea exarcescit ignis

Locutus sū in lingua mea: notum
 fac michi dñe finē meū.

Ecnumerū dierū meorū quis est:

ut sciam quid desit michi
 Ecce mēsurabiles posuisti dies me
 os: et substantia mea tanquam
 nihilum ante te.

Verūptamen universa uanitatis:
 omnis homo uiuens.

Verūptamen i ymagine p̄misit
 homo: si et frustra turbatur.

Thesauriçat: et ignorat cui
 congregabit ea.

Et nūc que ē expectatio mea.
 nōne dñs: et substantia mea
 apud te est.

Ab omnibꝫ iniquitatibꝫ meis erue
 me: ob p̄braū i sp̄iēti dedisti me.
 Omittui et nō aperui os meū: qm̄
 ti fecisti amoue ame plagas
 tuas.

Afortitudine manus tue ego de
 feci in crepationibꝫ: ppter in
 quidatē corrupisti hominez.

Rimo procemium. Secudo quæad
tradēda fint. Tertio utrum utiliu
diātur. Quarto qua ratione in pa
& quæ tradēda fint. Quīto de gra
grāmatici. Septimo an oratori fu
artium scietia. Octauo de musicæ. Nono de g
ma pronunciationis & gestus institutione. V
tempore doceri prima ætas possit.



Unicode is relatively new, but many of the resources it catalogues are ancient. Composition software, communication links and keyboards are just starting to catch up.

9.2 THE SUBSTANCE OF THE FONT

Type metal is typically 60% to 80% lead, 15% to 30% antimony and 5% to 10% tin. Some founders also like to add a trace of copper.

Within the tiny confraternity of metal typefounders and letterpress printers there is a subtribe that can argue day and night about recipes for type metal. In such a company, the question of whether to add or subtract five per cent of tin or antimony, or one per cent of copper, can lead to a long and heated exchange. In the community of digital founders and programmers, there is a corresponding subtribe capable of arguing till death about the merits of one digital format versus another.

Between 1980 and 2000, several digital font formats were introduced. Each one's sponsors claimed their product was superior to its predecessors, and sometimes they had grounds to make such claims. In every case, however, it has turned out that what genuinely matters is not the format used so much as the level of hands-on workmanship, good sense and attention to detail. In metal and digital founding alike, the standard is set by the human who does the work, not by the recipe or by the brand name of the tools.

Bitmapped fonts came into use in the 1970s. Fonts of this sort are defined by simple addition and subtraction: *this pixel on, that pixel off, these pixels on, those pixels off*. In 1982, with the introduction of PostScript, bitmapped printer fonts rapidly gave way to fonts defined as scalable outlines. A decade later came the TrueType format, which differs from PostScript in two essential respects. First, PostScript and TrueType take a quite different approach to hinting (that is, they have different ways of addressing the problems caused by inadequate resolution). Second, their descriptive mathematics are different. Both interpret letterforms in terms of Bézier splines (that is to say, they rely on algebraic techniques developed by Paul de Casteljau and Pierre Bézier in

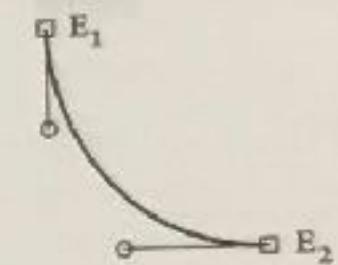
Think of a curve as a tensile line, bent by means of a lever attached to each end. Such a curve can be mathematically defined in terms of four points. Two of these are the *endpoints* of the curve. The other two, at the far ends of the levers, are known as the curve's *control points*. If the two imaginary levers can be controlled independently, then cubic equations [as for example, $f(t) = (1-t)^3 E_1 + 3t(1-t)^2 C_1 + 3t^2(1-t)C_2 + t^3 E_2$] will be required to describe the curve, and it is called a cubic spline.

The levers themselves are *not part of the curve*, and the control points are usually off the curve. In the simplest case, however, these imaginary levers have a length of zero. Then the control points and the endpoints coincide, and the curve is a straight line.

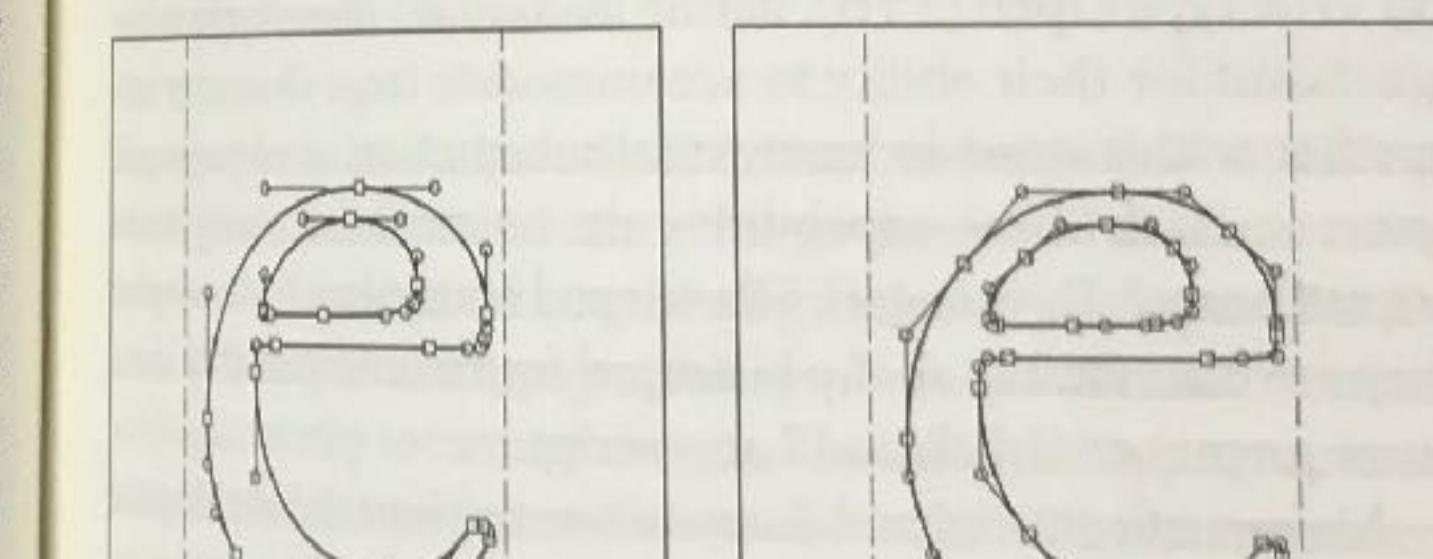
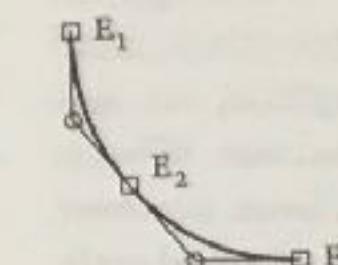
One way to simplify a cubic spline is to tie the levers together so that both control points coincide (or so that one control point has a fixed relation to the other). If that is done, the mathematical description can be simplified from cubic to quadratic [along the lines, $f(t) = (1-t)^2 E_1 + 2t(1-t)C + t^2 E_2$].

There are some other complications. A cubic spline, for instance, can have additional anchors or points of inflection; a quadratic spline cannot. In brief, cubic splines can be simple or complex; quadratic splines can only be comparatively simple. So translating a cubic spline to quadratic form can mean converting one spline into several (and the translation even then may be imperfect). A TrueType letterform will therefore often have more splines than the equivalent form in PostScript, but these are usually defined by fewer points, and mathematically speaking, the points are usually simpler to describe.

The State of the Art



A simple cubic spline, above, and the same curve (more or less) re-conceived as two quadratic splines, below.



All quadratic splines can be perfectly expressed as cubic splines, but not vice versa. In quadratic equations, the highest power is two (e.g., x^2); in

A Clean Sheet: the invention of papyrus

drop cap

Ever since Napoleon swept into Egypt at the tail end of the eighteenth century, ushering in the modern era of Egyptology, the outside world has thrilled to successive revelations of golden death masks and boy kings; of beautiful queens and matchless libraries; and of million-ton pyramids aligned to the points of the compass with uncanny precision.¹ In spite of all this, ancient Egypt's most vital commodity is treated nowadays as little more than a souvenir. Papyrus, the paperlike material upon which the ancient world wrote its books and conducted its business, is every bit as Egyptian as the pyramids or mummies that have since eclipsed it—and it was, in its day, considerably more important than either. The intertwined stories of paper, the page, the book begin not with the weeds that grew abundantly in the marshy shores.

Cyperus papyrus has always been

come one. To the south, beyond the

White Nile and the sh

Dragon N° 1

The practice of typography for
digital systems is *different*

Let's talk a little bit about why

How can't we control the web?

Let me count the ways

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vf Variable font and the future of x Jason

localhost/rwt-vf-demo/html/index_v1.html

Variable Fonts

[Menu](#)

- [Font Overload](#)
- [Variable Font Demo](#)

Variable fonts & the future of web design

Jason Pamental | Tuesday 02 October 2016 12.00 EDT

Our state of affairs

549k
amount of font data downloaded to render this page (18 different weights, widths & variants)

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These constraints have forced us as designers to make compromises when considering type size, line length, and overall visual hierarchy and differentiation. Considering things like a narrower font on smaller screens to achieve a slightly longer line length without sacrificing size. Or utilizing ultra-thin or ultra-heavy weights for added emphasis and variety of expression—all luxuries we can't embrace due to the burden it would place on site visitors—particularly those on shaky wireless connections.

Evolutions in layout systems for the web like Flexbox and Grid are coming along, but with only incremental improvements in compression of font formats, we're left wanting for more freedom of expression through greater variety of type. This page has been designed purposely with every weight of Roboto and Roboto Condensed available through Google Web Fonts. The goal is to showcase the variety of typographic expression that can be achieved with only width, variant, and weight.

A sea-change on the horizon

On September 14th, 2016, at the ATypI conference in Warsaw a curious collection of representatives from Adobe, Apple, Google and Microsoft took the stage to announce the new evolution of font format known as OpenType 1.8. With that came the demonstration of central showpiece of the release: *variable fonts*. There was much rejoicing, and no small amount of jaw-dropping and applause. While this is undoubtedly a huge thing for type and type design, the implications for the web are only just beginning to be understood.

I'm just going to say it:

This may be the most significant development for design on the web *since responsive design itself*

Allow me to elaborate. Type is the voice of your words. If we can only use a limited set of weights and widths, we have a limited range of that voice. So our ability to modulate that voice is extremely curtailed. The power of this voice is multiplied when we can go from 2 or 5 or 6 fonts to 10 or 15 or 20 or more, and that voice is what we live.

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Variable Fonts

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Design is Communication

And if you can't explain it, you're not done designing it yet

By Jason Pamental | Monday 12 September 2016 12.00 BST

Awhile back I wrote an article about one of my most influential experiences studying Graphic Design: the requirement of one of my instructors that we show up for any 'first crit' with no fewer than 30 thumbnails. But there was another experience, with another instructor, that perhaps had an even greater impact on me and on the way I guide and teach other designers.

While [Hee Mong Kim's requirement](#) centered on the start of any project, Nancy Bockbrader's signature element came at the finish: every project, no matter how big or small, had to include a paper explaining the 'why' behind the design decisions made in the course of the assignment. It could be as short as a paragraph or two, but if you couldn't explain in clear language the reasoning for your typeface selection, color palette or any other visual language, you just weren't done.

“Without explanation all we can do is evaluate execution, not effectiveness”

I'm not sure, but I may have been one of the only students who actually liked that part.

know what we know, or speak the same language we speak. We must be our own translators, and educate the client along the way. If we can't bring them along to the view we have created, why should they believe us when we say it's the right one?

At Isovera we've been bringing practices like this back into our daily routines. When we talk about work, we talk about why it's effective. When a designer works on a project, they present it to the client. If two designers are working, they each present their own. Not only does this provide opportunity to practice this kind of communication, it also gives them the credit they deserve for the work they have done. The solution comes from the team, so the team should have time in front of the client to shine.



Detail of the matchbox
steel, oak & black-and
on acetate

§

BESIDES, AS MIKE MONTEIRO PUT IT SO WELL IN DESIGN IS A JOB: IF YOU'RE NOT THE ONE
selling it, you didn't finish designing. ☺

Intentional Typography

» [Top of Page](#)

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"Without explanation all we can do is evaluate execution, not effectiveness"

Dragon N° 2

Unstoppable force,
meet immovable object

or ‘how content showing up at all trumps pretty much
anything else in the way’

In **3** seconds, **53%** of your
mobile audience will leave
it's been **2.9** seconds—do you know where your web fonts are?

Chrome File Edit View History Bookmarks People Window Help

vf Variable font and the future of x Jason

localhost/rwt-vf-demo/html/index_v3.html

Variable Fonts

FONT OVERLOAD VARIABLE FONT DEMO

Variable fonts & the future of web design

by Jason Pamental | Tuesday 02 October 2016 12.00 EDT

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vf Variable font and the future of Advancing Smarter Healthcare

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Variable Fonts

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87k

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September 14th, 2016

ATypI Warsaw

Enter Sandman

Or at least Variable Fonts

2 dragons, 1 font

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vf Variable font and the future of ... Advancing Smarter Healthcare

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Variable Fonts

FONT OVERLOAD VARIABLE FONTDEMO

Requires using the [Webkit Nightly build](#) on MacOS

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One

Number of font files called for the text on this page

Hey Nick—thanks :)

handglove

Straight outta Compton

Er, Webkit

If type is the voice of our words
that voice just became a chorus

but wait—don't forget

Dragon No 5

Chrome File Edit View History Bookmarks People Window Help

vf Variable font and the future of x

localhost/rwt-vf-demo/html/index.html

Responsive 383 x 711 100%

Variable Fonts

☰ MENU

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Elements

```
<!-- Add your site or application content here -->
<header role="banner" class="banner clearfix" id="banner">...
</header>
<nav role="navigation" class="nav clearfix main-nav" id="nav">...
</nav>
...
<main class="content-area clearfix"> == $0
  ::before
    <div class="section-content border-top">...
      <!--.section-content-->
    ::after
  </main>
<footer id="footer" class="...
... body main.content-area.clearfix
```

Styles Event Listeners

:hov .cls +

element.style {

styles.css:1... .content-area {

padding-bottom: 5em;

styles.css:4... .content-area {

clear: both;

normalize.mi... article, .

margin -

border -

padding -

383 x 2693.500

80

Filter Show all

box-sizing border...

clear both

color #rgb(...

display block

font-fa... Roboto,..

Console What's New

Highlights from Chrome 59

CSS and JS code coverage

Find unused CSS and JS with the new Coverage drawer.

Full-page screenshots

Take a screenshot of the entire page, from the top of the viewport to the bottom.

Chrome File Edit View History Bookmarks People Window Help 57% Tue 5:45 PM

localhost/rwt-vf-demo/html/varfonts-gimlet.html

Responsive 1145 x 711 100%

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One

Number of font files called for the text on this page

Elements

```
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<body>
  ::before
    <!-- Add your site or application content here -->
  <header role="banner" class="banner clearfix" id="banner">...</header>
  <nav role="navigation" class="nav clearfix main-nav" id="nav">...</nav>
  ...
  <main class="content-area clearfix">...</main> == $0
  <footer id="footer" class="footer clearfix" role="contentinfo">...</footer>
    <script src="../js/vendor/...>
  ...
  body main.content-area.clearfix
```

Styles Event Listeners

:hov .cls + element.style {

styles.css:1 .content-area { padding-bottom: 5em; }

styles.css:4 .content-area { clear: both; }

normalize.min.css:1 article,

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This changes *everything*

But what about the future?

Unreleased Tax Returns May Doom Trump's Overhaul Effort

By ALAN RAPPEPORT

- Democrats have pledged not to cooperate on rewriting the tax code unless they know how it would benefit the billionaire president and his family.
- Republicans, more than a dozen of whom are also calling for President Trump to release his taxes, remain sharply divided on possible legislation.

584 Comments

- Spicer Argues Public Disclosure Is Unnecessary, Even Harmful

Trump Drifts Away From Populism, to Supporters' Dismay



Todd Heisler/The New York Times

Patrolling the Border on Four Legs

The Times tagged along for a shift of Border Patrol agents on horseback, who play an essential role in detecting illegal activity near hard-to-patrol areas along the Rio Grande.

Text by RON NIXON and Photographs by TODD HEISLER

Your Tuesday Briefing

By CHRIS STANFORD 7:22 AM ET

Here's what you need to know to start your day.

- New York Today: A Holocaust Survivor's Story, on Stage



The Opinion Pages

EDITORIAL

Democracy Loses in Turkey

The country's fate will be in the hands of an erratic and vengeful man.

- Editorial: A Stronger Transit Web, on the Water
- Brooks: How to Leave a Mark on People
- Leonhardt: You're Too Busy. You Need a 'Shultz Hour.'
- Have These Been the Best Two Weeks of Trump's First 100 Days?
- How America Is Losing the Credibility War
- What's Next After Turkey's Referendum?



BRITTANY BRONSON

What Happens When Women Legislate

Nevada shows why the gender makeup of state-level politics matters.

TIMES INSIDER »

My Own Private Easter Egg-Gate

THE CROSSWORD »

Play Today's Puzzle



1h

The Indian tycoon Vijay Mallya was arrested in London on Tuesday. He fled his home country more than a year ago under an avalanche of unpaid bills and fraud allegations.



[In the News](#) [American Airlines](#) [First 100 days](#) [Arkansas executions](#) [N-word resignation](#) [Space trash video](#) [Sarah Palin](#) [Prince](#) [McDonald's uniforms](#) [Aaron Hernandez](#) [Rajon Rondo](#)

'Big announcement' on tax reform unlikely to reveal details, official says

President Trump's statement indicated he is trying to accelerate one of his most ambitious campaign promises — though specifics remain undetermined — and it caught many aides off guard. A White House official said although an announcement is coming, it will be broad.

By Damian Paletta

@PKCapitol Analysis

History tells us the GOP is taking on too much this week — and it isn't likely to end well

Lawmakers face a Friday deadline to keep federal agencies funded through the year. Yet President Trump is also pushing for revisions on health care and the tax code.

By Paul Kane · 2 hours ago

At least 160 dead after Taliban attack on Afghan army base, official says

A group of 10 fighters raided the base in the bloodiest single incident involving the militants since the war began in 2001. Authorities said the massacre targeted people at mosque for prayer, but the Taliban denied killing soldiers inside the mosque.

By Sayed Salahuddin

March for Science



(Video: Earth Day Network; photo: Astrid Riecken for The Post)

March for Science brings out demonstrators on six continents: 'There is no Planet B'

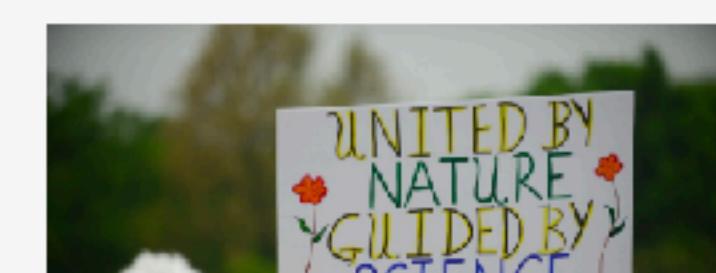
Thousands gathered on the grounds of the Washington Monument: "The very idea of evidence and logic and reason is being threatened by individuals and interests with the power to do real harm," one of the rally emcees said. The crowd in the District will march down Constitution Avenue to the foot of Capitol Hill.

By Joel Achenbach, Ben Guarino and Sarah Kaplan · 43 minutes ago

• Photos: The scene in Washington

Here are some of the best signs people are carrying around the world

Funny, serious or geeky, the March for Science — which coincides with Earth Day — prompted people to head into the streets to share their opinions.



Video

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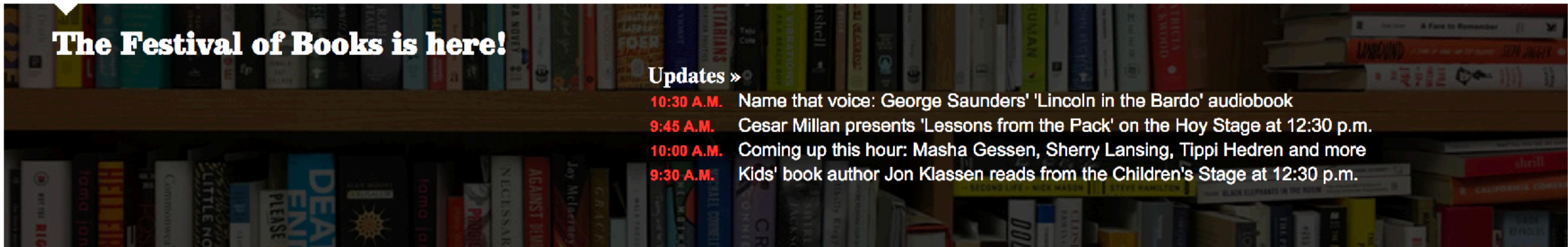
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L.A. NOW

Giving driver's licenses to those here illegally transformed many lives. Then came Trump

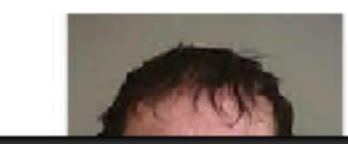
By [Benjamin Oreskes and Ruben Vives](#)

The president's crackdown on illegal immigration has spawned worries that the licenses will be used to identify and deport people.



SCIENCE 10:40 AM

L.A. March for Science updates: Thousands are expected in downtown. And they're not alone



L.A. NOW 9:35 AM

Teen allegedly kidnapped by teacher suffered 'severe

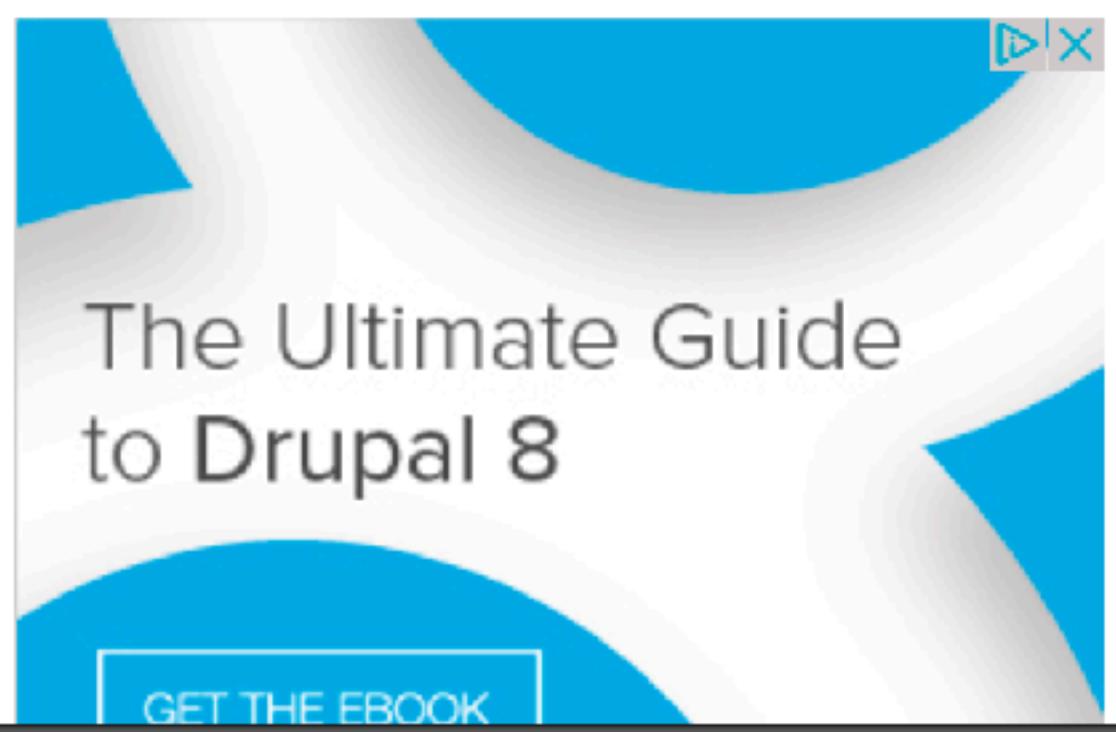
Weekend Report

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Militants in army uniforms kill more than 100 Afghan soldiers at northern base, officials say

CLIPPERS 8:55 AM



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TRAFFIC Southbound I-5 lanes have reopened near NE 130th Street in North Seattle. Northbound lanes remain closed.

Police say robbery suspect was killed by Seattle officers' gunfire  [WATCH](#)

Southbound lanes on Interstate 5 reopen in North Seattle, after power lines fall across highway [Updated 10:44 am](#)

With deadlock in Olympia, Inslee calls special session

Boeing issues new layoff notices to 429 workers in Washington state

Felony DUI bill and gun-safety measure pass Legislature

More traffic snarls this weekend, and westbound I-90 is the hot spot

American flight attendant to angry passenger: 'Hit me'

[Updated 10:19 am](#)

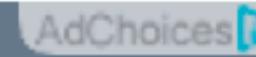


The rebuilding of 23rd Avenue in Seattle's Central District is among the projects that benefited from the Move Seattle transportation levy. (Ken Lambert / The Seattle Times)

Traffic Lab

Seattle transportation levy spending less than projected, but city says no problem

After voters passed the Move Seattle transportation levy in 2015, Seattle spent less than half the money planned for levy projects last year. But the city says it's still on track to complete projects on time.

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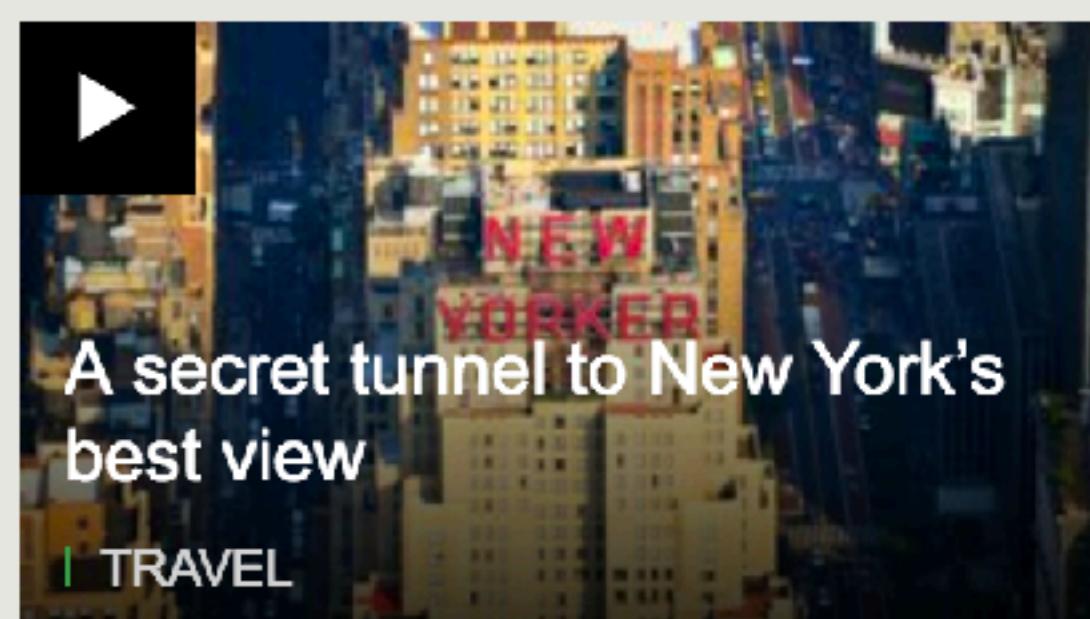
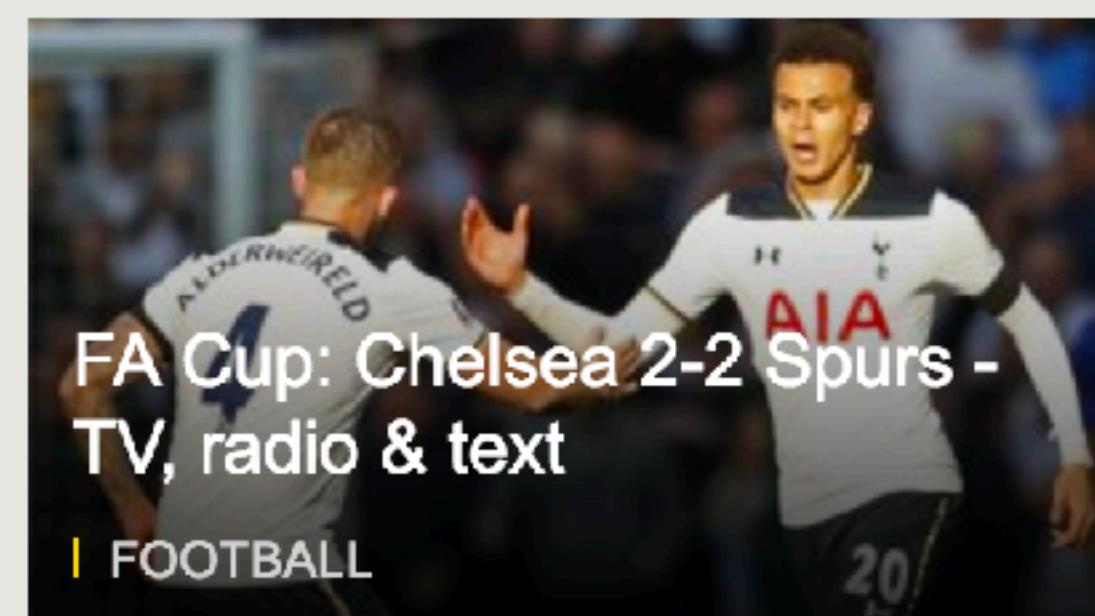
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Thousands of leftwing demonstrators



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44

[Photos](#) / Ten of the best March for Science signs

[Bill Nye on Trump](#) / 'We are in a dangerous place'

[Opinion](#) / Science is threatened. Protest is the right response



France's identity crisis / 'People don't know what to think any more'

France votes on Sunday in a presidential election shaped by economic insecurity, cultural paranoia and terrorism. **Natalie Nougayrède** travels to the south-west to try to make sense of the most important vote of her life

The first 100 days of
Trump

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Nights spent at
White House

73



[Congress](#) / Daunting tasks include avoiding shutdown and an angry Trump



Rodney King riots 25 years later / A view from the corner where it all began

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[American Airlines](#) / Company apologises to woman hit with buggy by crew member

[Bonobos](#) / As more buy clothes online, Walmart eyes a piece of the action

[Declaration of Independence](#) / Rare parchment copy found in England

115

All system, no soul

Let's get graphic design back in the room

10
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Benedictus deus
israel. cā. Ipm. erorae. m̄t. Jū. I
ubilemus

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O ea custodiā vias meas:
ut nō delinquā in lingua mea. **P**osui ori
meo custodiā: cū 9 si
steret peccōr adūsū me.
Obmutui i humiliatis sū i filii
ab omīs: i dolor meus renouat' et.
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ditatione mea exarcescit ignis
Locutus sū in lingua mea: notum
fac michi dñe finē meū.
Ecnumerū dierū meorū quis est:

ut sciam quid desit michi
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as: i substātia mea tanquaz
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omnis homo uiuens.
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congregabit ea.
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nōne dñs: i substātia mea
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Typography is design

Typography is communication

Typography is an *intentional* act

FINANCE & MARCHÉS

indices

+ 1,61 %

EN HAUSSE

VIRBAC

Les investisseurs ont salué le rachat par la société de 51 % du chilien Centrowet, spécialiste des soins aux poisons d'élevage.

- 4,35 %

EN BAISSE

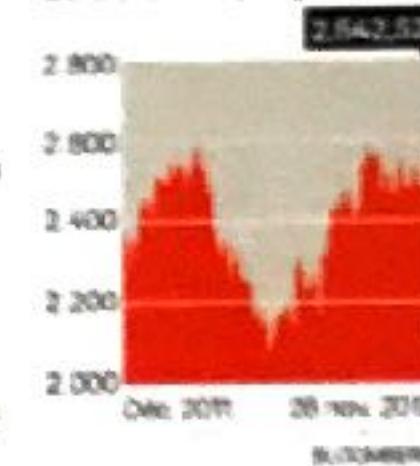
BARCLAYS

La banque britannique a chuté après que Qatar Holding a monétisé des bons de souscription sur les titres Barclays (des warrants) qu'il détenait.

LES BOURSES EUROPÉENNES REPRENnENT LEUR SOUFFLE

Les principaux marchés européens ont fini en repli. L'Euro Stoxx 50 a perdu 0,57 % hier. Les investisseurs étaient prudents dans l'attente de la conclusion d'une réunion des ministres des Finances de la zone euro consacrée à la Grèce. Les marchés reprenaient leur souffle après la forte hausse de la semaine dernière : l'Euro Stoxx 50 avait gagné plus de 5 %.

Euro Stoxx 50, en points

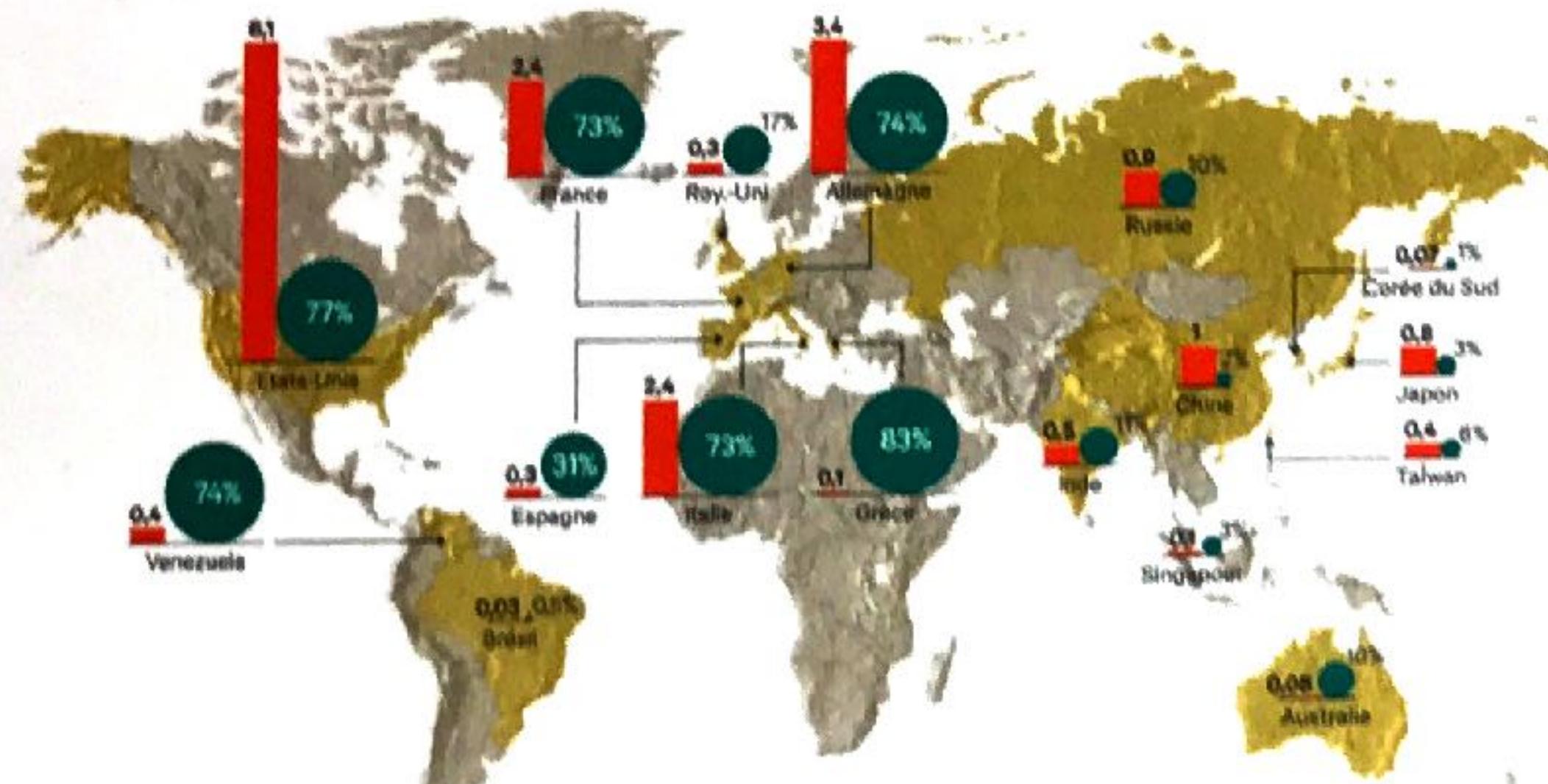


L'or superstar de la crise : douze ans de croissance ininterrompue des cours

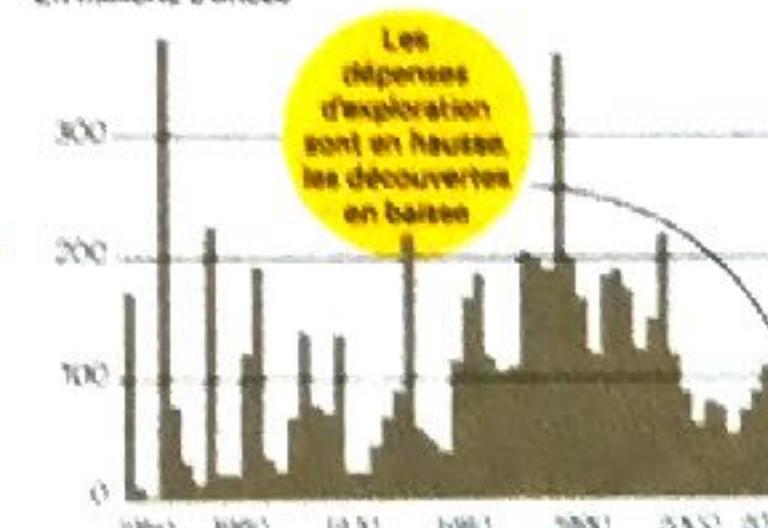
- Le prix de l'or a été multiplié par 6,5 en douze ans alors que la demande mondiale a doublé.
- Presque tous les feux sont au vert pour une treizième année de hausse de l'once d'or en 2013.

Réerves d'or : les pays émergents doivent rattraper leur retard

Les réserves des Banques centrales... ■ en milliers de tonnes ■ en % des réserves des Banques centrales, pour chaque pays



Les nouvelles découvertes d'or En millions d'onces



Le prix de l'or En dollars par once



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Exil fiscal : Depardieu répond à Ayraut en rendant son passeport

Le décret de l'Assemblée nationale, qui a été validé par le Sénat, a été publié au Journal officiel. Il prévoit que les contribuables qui ont obtenu un passeport belge ou luxembourgeois pour échapper à l'impôt sur le revenu doivent verser une taxe de 100 000 euros au trésor public. Gérard Depardieu, qui a obtenu la nationalité belge, a déclaré qu'il ne se souciait pas de ce décret et qu'il continuait à vivre au Luxembourg.

Singapour et l'Union européenne concluent un accord de libre-échange

Le ministre de l'Économie, Pierre Moscovici, a déclaré que l'accord de libre-échange entre l'Union européenne et Singapour devrait être finalisé dans les prochains mois. L'accord prévoit des réductions de droits de douane et des facilitations pour les investissements dans les deux régions.



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Nathalie De Meyer:
'Nu sta ik er elke dag
voor mijn zoon'

► 6



EU delibereert Belgische
begroting na smeekbede

Regering engageert zich voor
structurele hervormingen

Toegeven aan sociaal
protest lijkt nu onmogelijk

En nu ook betogen tegen Europa?

Nieuwe vakbondsacties na Nieuwjaar

LIEVEN DESMET EN BART EECKHOUT

België krijgt vandaag van Europa groen licht voor zijn begroting, zo bevestigen bronnen binnen de Belgische regering en de Europese Commissie. Daarvoor heeft het vorige vrijdag nog wel een 'smeekbede' moeten schrijven aan de Commissie met nadruk op de hervormingen die de regering nu moet volgen.

De kans is groot dat er na de nationale stakingsdag op 15 december nieuwe vakbondsacties volgen. Dat zeggen bronnen bij zowel het ACV als het ABVV. De bonden staan open voor overleg, maar ze maken zich weinig illusies dat de werkgevers en de regering bereid zijn een opening te maken. De tijd is beperkt, want de eerste actiegolf loopt binnen een tweetal weken af.

'Als de zaken blijven zoals ze nu zijn, hebben we geen andere keuze dan onze acties verder te zetten', zegt Ferry Wyckmans van ACV. Wat die acties zullen inhouden is nog niet bekend, maar een tweede stakingsgolf is twijfelachtig.

'We gaan ook niet woekeren met onze krachten', zegt een ABVV-topper. De liberale vakbond wil nog geen uitspraken doen over wat er na de nationale staking moet gebeuren.

Met de kwalificatie 'At risk of non compliance' verkeert ons land in het gezelschap van nog zes andere lidstaten: Frankrijk, Italië, Spanje, Malta, Portugal en Oostenrijk. Al bij het indienen van de begrotingen midden oktober was al duidelijk dat Frankrijk, Italië en België onder de loep zouden worden genomen. Parijs ziet zijn financieringstekort dit jaar op zowat 4,5 procent uitkommen, ruim boven het plafond van 3 procent. Rome kijkt dan ook naar een voorlopige begroting voor 2015.

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WOCHEZEITUNG FÜR POLITIK WIRTSCHAFT WISSEN UND KULTUR



28. NOVEMBER 2013 N° 49

Lesen im Winter

Das Vermächtnis des Kultautors Wolfgang Herrndorf,
das fantastische Leben des Richard Burton
und die besten Bücher zu Weihnachten

Literaturmagazin

Illustration: Jan Fricker für DIE ZEIT / www.janfricker.com

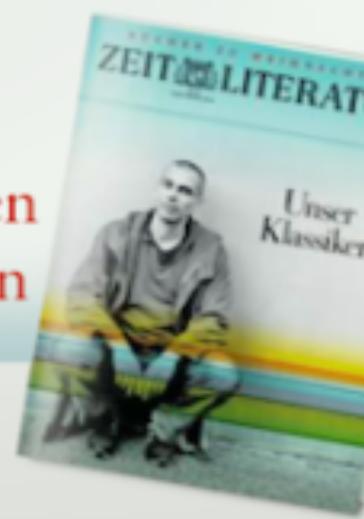
GROSSE KOALITION

Ahoi Freunde!

SPD und CDU sind sich einig. Unfassbar, wofür so ein
Koalitionsvertrag alles gut sein soll **VON BERND ULRICH**



56 Seiten
Buchmagazin



DER WESTEN UND TEHERAN

Aus Schwäche stark

Auch wenn Netanjahu die Einigung mit dem Iran kritisiert:
Israel hat den Durchbruch erst möglich gemacht **VON JÖRG LAU**

»Krebs – das hat
mir noch gefehlt«



Helmut Dietl über
seinen Kampf um
Leben und Tod

Dossier, Seite 15



**Anna Netrebko,
Placido Domingo:**
»Oper macht
glücklich«

Feuilleton, Seite 49



*This is where graphic design
gets involved*

A more modern redux



Author



Editor



Designer

A more modern redux



Designer



Author



Editor

A more modern redux



Author



Editor



Designer

The Winter Olympics Gear Guide



The New York Times has been doing a great job covering the 2014 Winter Olympics, but also a spectacular job of giving the games a bit more context. Their [Interactive Stories](#) help explain the details of the events, especially for ones that can feel a bit more cryptic. I also really enjoyed their

MONKEY NUTS, BARMBRACK AND APPLES

by JEREMY KEITH

I grew up in Ireland, the home of Halloween.

I know that it seems like a quintessentially American holiday, but Halloween has its roots in the Celtic feast of Samhain. The Americans embraced and extended Halloween, adding the tradition of trick-or-treating, which in turn made its way back to Ireland.

I spent many of my childhood Haloween's trick-or-

And what of this [barmbrack](#) of which I speak? That was a cakey bread that my aunt would bake. It was filled with raisins and much more besides. An inventory of the ingredients would reveal such incongruous items as a pea, a coin, a stick, a rag, and a ring. If you found one of those items in your slice of barmbrack, it prophesied your future. The rag meant that you would be poor, but the coin promised a life of riches. If you got the ring, you would be getting married soon, but if you got the pea, then your marriage prospects were bleak. Oh, and the stick: that meant you were going to beat your wife.

Apples were omnipresent at Halloween, which is unsurprising given that it was apple season. Of course we indulged in the game of bobbing for apples, but there was another game we played in Kerry called [Snap Apple](#). In this game, an apple was suspended from a string. Holding your hands behind your back,



chunky in Fury

by MIKE MONTEIRO

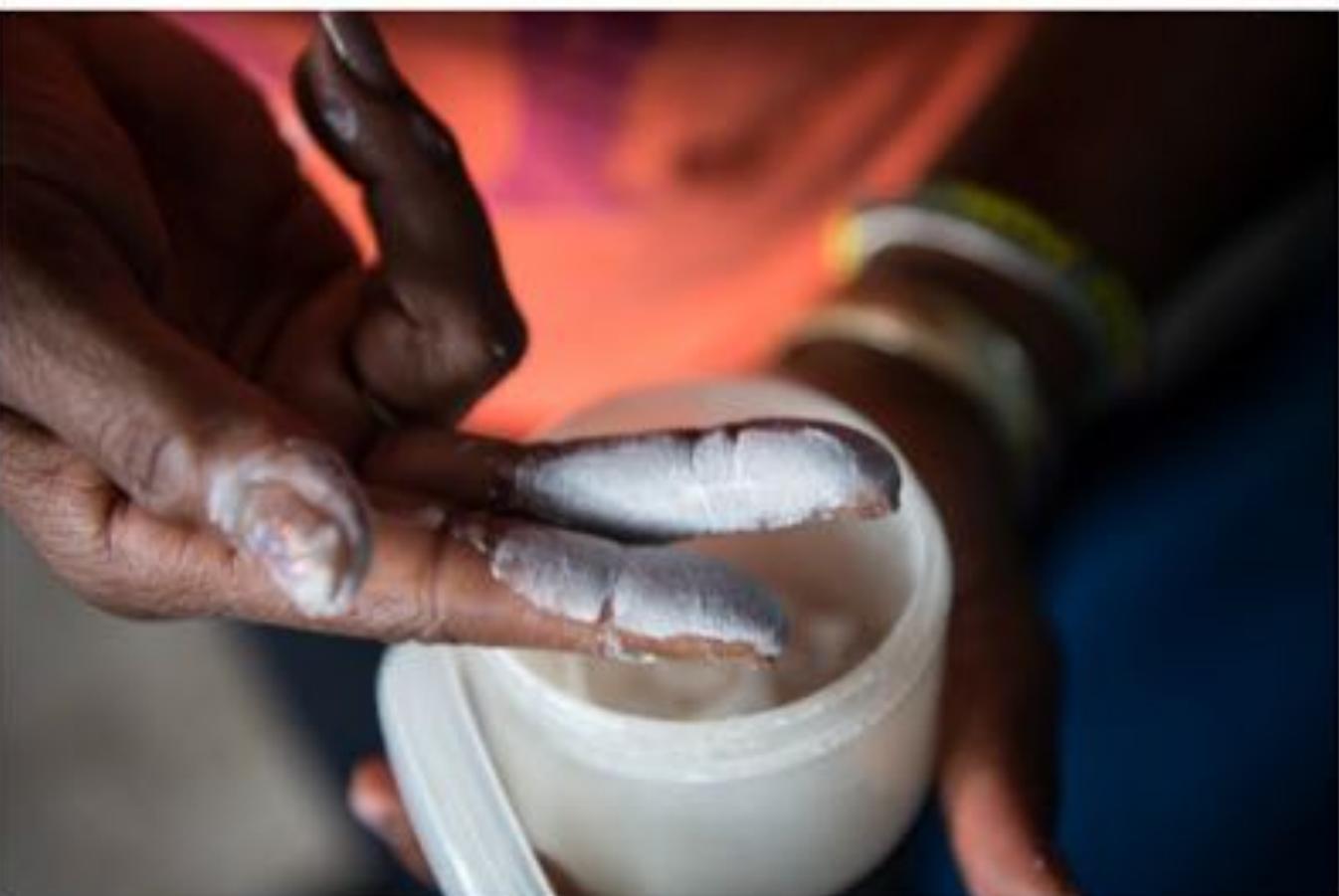
It's January of 1979 and we're
sitting inside the Plymouth Fury
outside an AM/PM Mini Market

CHOCOLATE IS FOR GIRLS



by JESSICA HISCHE





An altar in Jameelah El-Shabazz's apartment in the Bronx. El-Shabazz had to repeatedly fight to keep her apartment after police mistook crushed cashews for cocaine. (Edwin Torres for The New York Times)

Shabazz, her teenaged sister Najah El-Shabazz, and Shakoor, then 21, and took them outside past the handcuffed residents of four other apartments that were raided that morning.

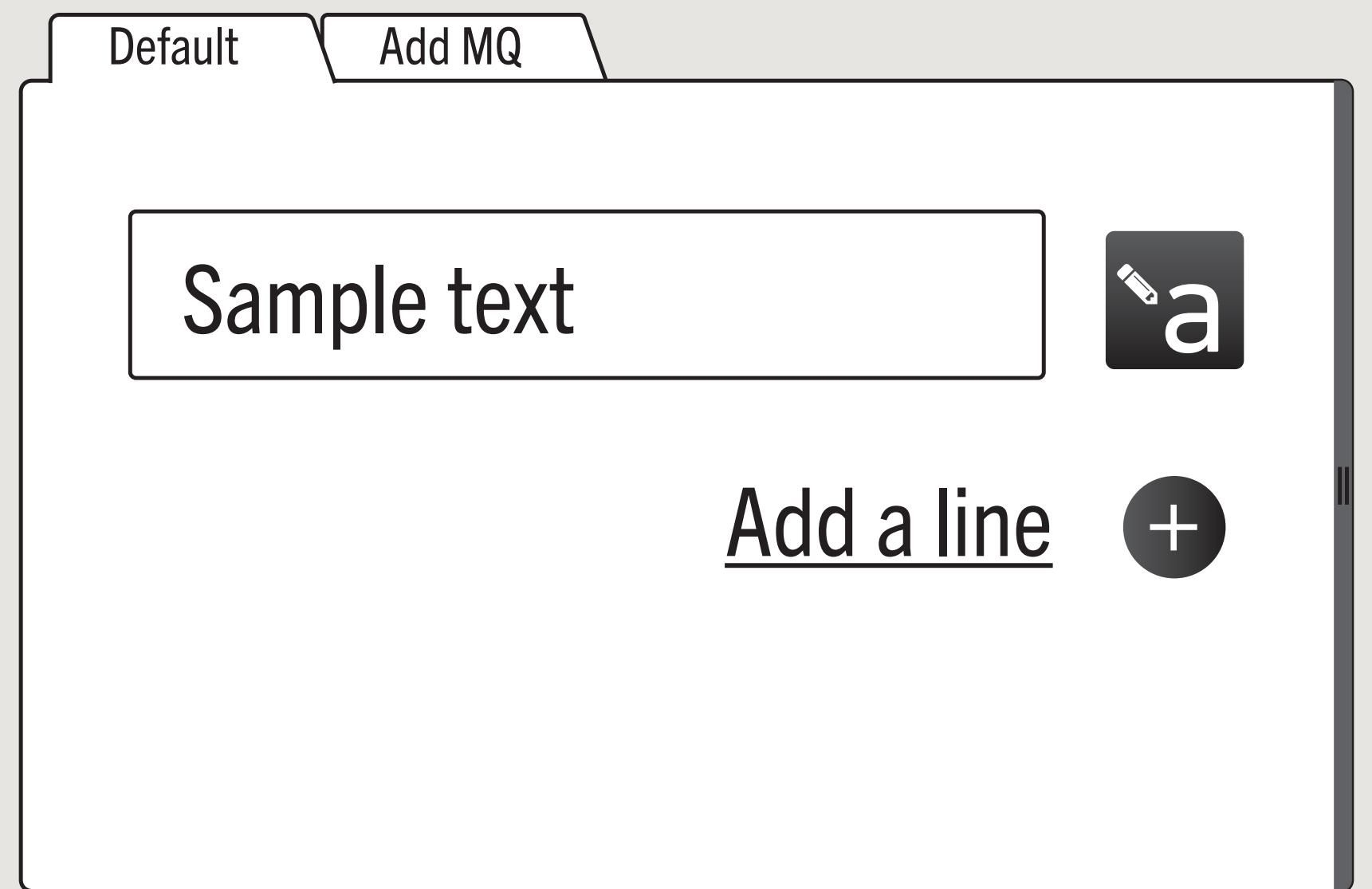
Najah was released, court filings say, but Jameelah El-Shabazz and Shakoor sat in cells on Rikers Island for the next week awaiting the results of police lab tests. Finally, the results confirmed what she had told the officers all along: the wooden tray and the 45 paper cups of powder were drug-free. Jameelah El-Shabazz and Shakoor were released from Rikers and fully exonerated.

But El-Shabazz's battle with New York's legal system was only beginning. That September, another of her sons called to say the police were back, this time with a lawyer and a court order to seal the Bronx apartment. Her entire family had to leave — immediately.

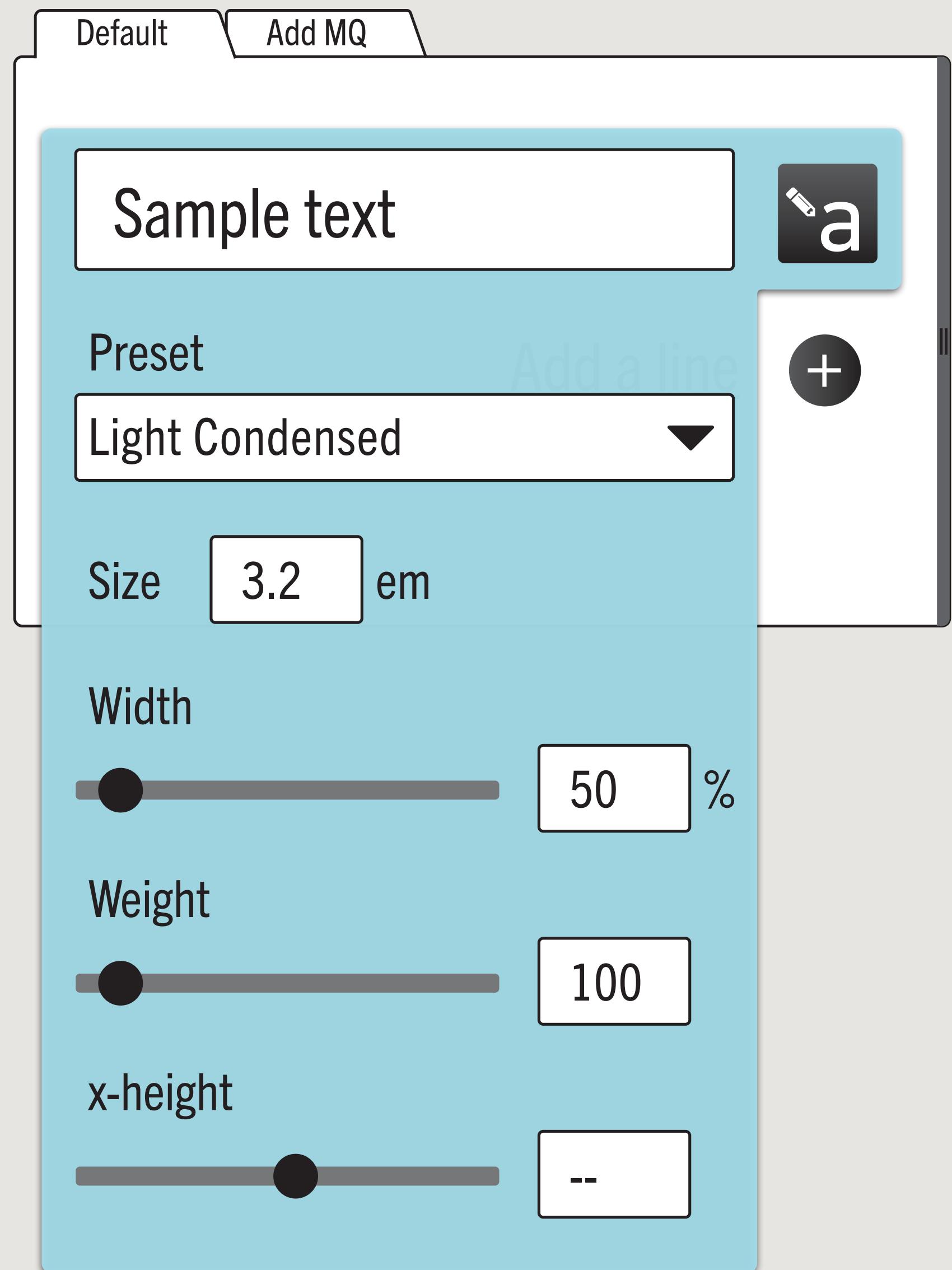
El-Shabazz was facing a nuisance abatement action, a little-known type of lawsuit that gives the city the power to shut down places it claims are being used for illegal purposes. The case against her was based on the same drug allegations that had been dismissed in May. Incredibly, the filing, signed by a New York Police Department attorney, stated: “recovered during the execution of the search

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The current state of design on the web is stalled. We made a huge leap forward with the widespread availability of web fonts starting in 2009, and then were confronted with the advent of responsive design just a year or two later. While many interesting things have come from that evolution, we've also struggled with coming to grips with the complexity of designing for infinite screen sizes whilst being equally concerned with performance. Contending with ever-shortening attention spans ([Google research gives you about 3 seconds](#) before you lose half your audience) we've had to constrain our typographic systems to just a few fonts to keep the impact on load time to a minimum.

These constraints have forced us as designers to make compromises when considering type size, line length, and overall visual hierarchy and differentiation. Considering things like a narrower font on smaller screens to achieve a slightly longer line length without sacrificing size. Or utilizing ultra-thin or ultra-heavy weights for added emphasis and variety of expression—all luxuries we can't embrace due to the burden it would place on site visitors—particularly those on shaky wireless connections.

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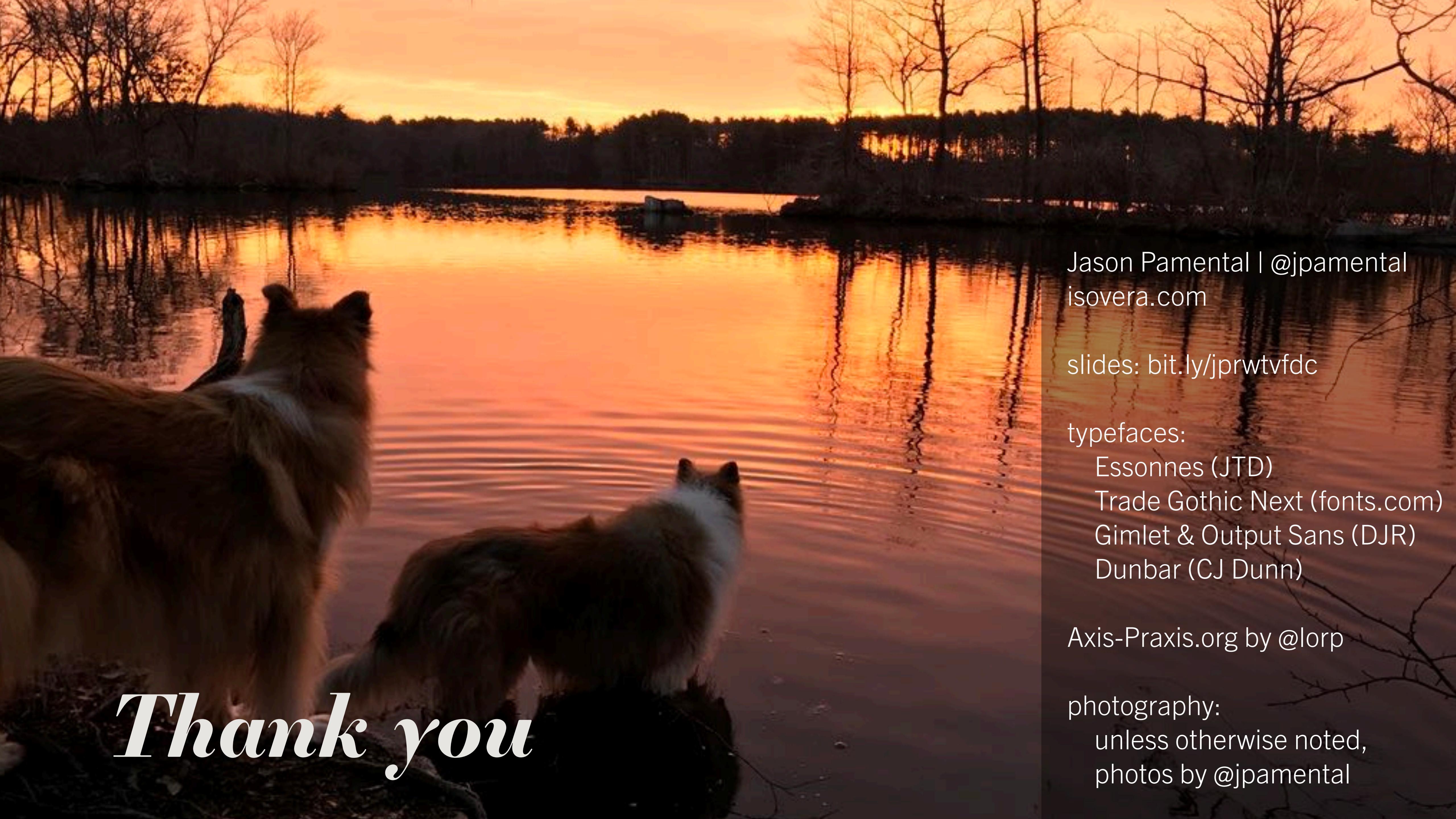
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A photograph of two dogs, a dark-colored one on the left and a white one on the right, sitting on a grassy bank and looking out over a lake at a sunset. The sky is a warm orange and yellow, reflected in the calm water. Bare trees are silhouetted against the sky in the background.

Thank you

Jason Pamental | @jpamental
isovera.com

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