A CHINESE TYPOGRAPHY EXPERIMENT

By Chen Hui Jing / @hj_chen
Inspired by Jen Simmon's tweet
CHINESE CHARACTERS AND LAYOUT

Traditionally runs from top-to-bottom, right-to-left

2 types of glyphs, traditional and simplified

捨て為人 versus 舍己为人

Horizontal layouts are commonplace now though
FONT CLASSIFICATIONS - SONGTI

Sort of (but not really) the serif of Chinese fonts

MingLiU, SimSun
FONT CLASSIFICATIONS - HEITI

Sort of (but not really) the sans-serif of Chinese fonts

Microsoft JhengHei, Microsoft YaHei, SimHei, PingFang
FONT CLASSIFICATIONS - KAITI

楷体

Probably can think of this as a script font

DFKai-SB, KaiTi (SimKai), BiauKai
FONT CLASSIFICATIONS - YUANTI

圆体

Equivalent to rounded sans-serif fonts
YuanTi, doesn't seem to be a Windows default
FONT CLASSIFICATIONS - FANGSONG

仿宋体

Has slanted horizontal strokes, unlike SongTi
FangSong, STFangSong
All kinds of fancy display fonts
OSX has more of those included by default
USING CHINESE FONTS

Typical Chinese font family has at least 20,000 glyphs

System fonts are still the most practical option

2 webfont services available: JustFont and YouZiKu

Declare your target English fonts first
BASIC TERMINOLOGY (1/2)
BASIC TERMINOLOGY (2/2)

馬來西亞女子籃球队

Vertical flow

馬來西亞女子籃球队

Rotated horizontal flow
<table>
<thead>
<tr>
<th>writing-mode</th>
<th>从1987到现在</th>
</tr>
</thead>
<tbody>
<tr>
<td>horizontal-tb</td>
<td>从1987到现在</td>
</tr>
<tr>
<td>vertical-rl</td>
<td>从1987到现在</td>
</tr>
<tr>
<td>vertical-lr</td>
<td>从1987到现在</td>
</tr>
<tr>
<td>sideways-rl*</td>
<td>从1987到现在</td>
</tr>
<tr>
<td>sideways-lr*</td>
<td>从1987到现在</td>
</tr>
</tbody>
</table>
text-orientation (1/2)

陈慧晶

Rotate

陈慧晶

Translate

陈慧晶

陈慧晶
text-orientation (2/2)

从1987年至今

mixed

从1987年至今

upright

从1987年至今

sideways
TYPOGRAPHY SUGGESTIONS

- Use and declare the correct font-family
- Make sure the font-size is large enough
- Set line-height for sufficient breathing room
- Use text-align: justify
- Keep lines to around 30-40 characters
- Set a margin-bottom for the p element
To find out more...

- Online Vertical Layout
- CSS Writing Modes Level 3
- Requirements for Chinese Text Layout
- writing-mode on MDN
- Best Practices for Chinese Layout
- 汉字标准格式
THE END

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