GD&M-VT24

Practical 4D — 24.05.07
Print: Layout and Type Design Exercise

+

Type choice matters + Monogram lecture + brief

DANIEL GAFFNER

Programansvarig för Graifsk design utbildningarna vid MAU

Konstnärlig lektor i design

Courses responable:

GD1 15hp, GD2 15hp, Arbeta som designer/ Portfolio 7,5hp

Lecturer:

Interaktion och design 7,5hp, GD4 15hp

Faculty Rep.

Council forGlobal engagement

INU International network of universities

Practical 4D: 240507
Print: Layout and Type
Design Exercise

Lectures:
"Type choice matters"
"Monogram"

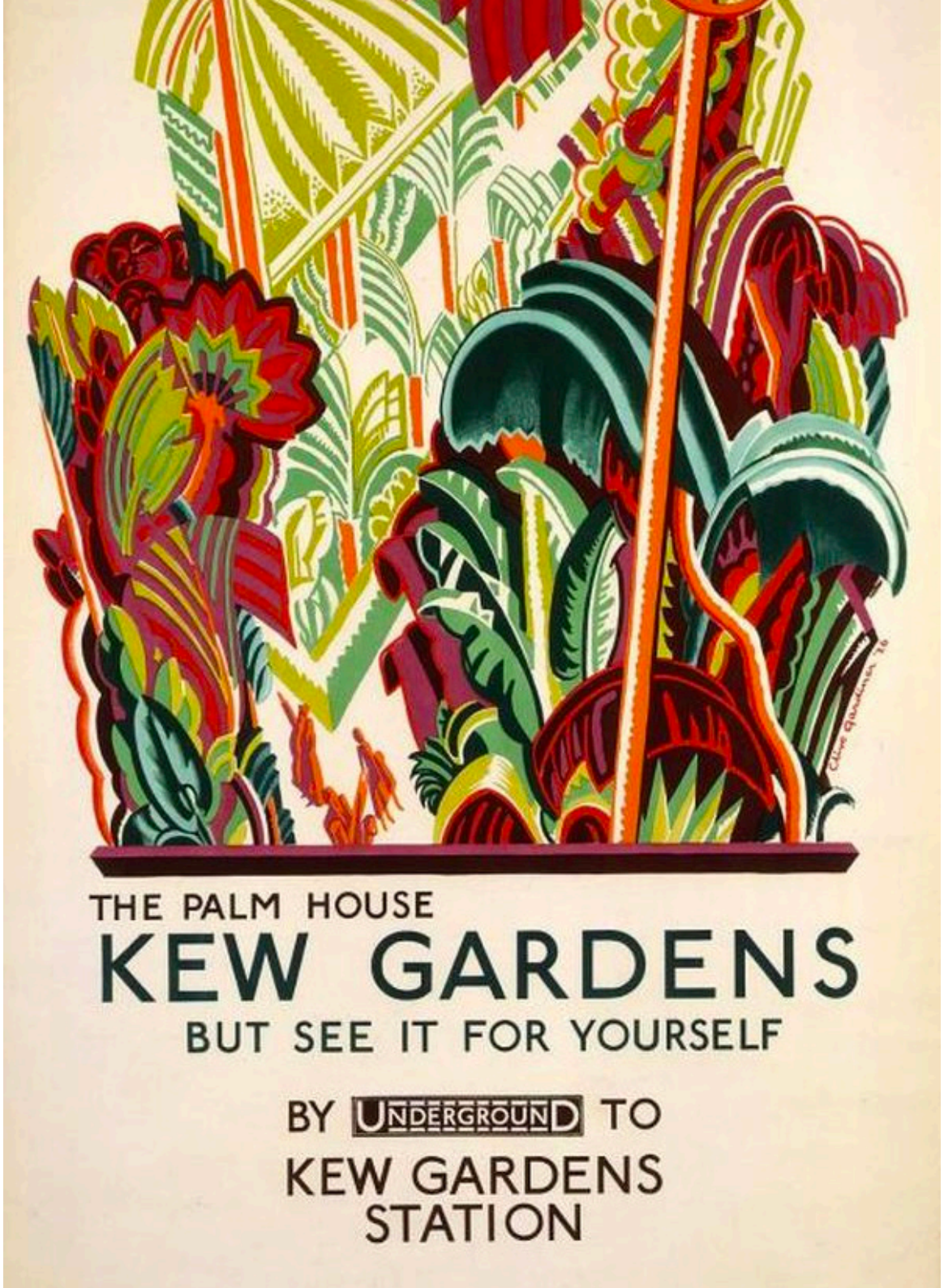
Demo:
Adobe InDesign designing three different social media profile icons / App icons or logotypes
+ Monogram i mån av tid.

Type choice does matter!*

Futura bold

Designed in 1928 by Paul Renner
as “The typeface of our time”

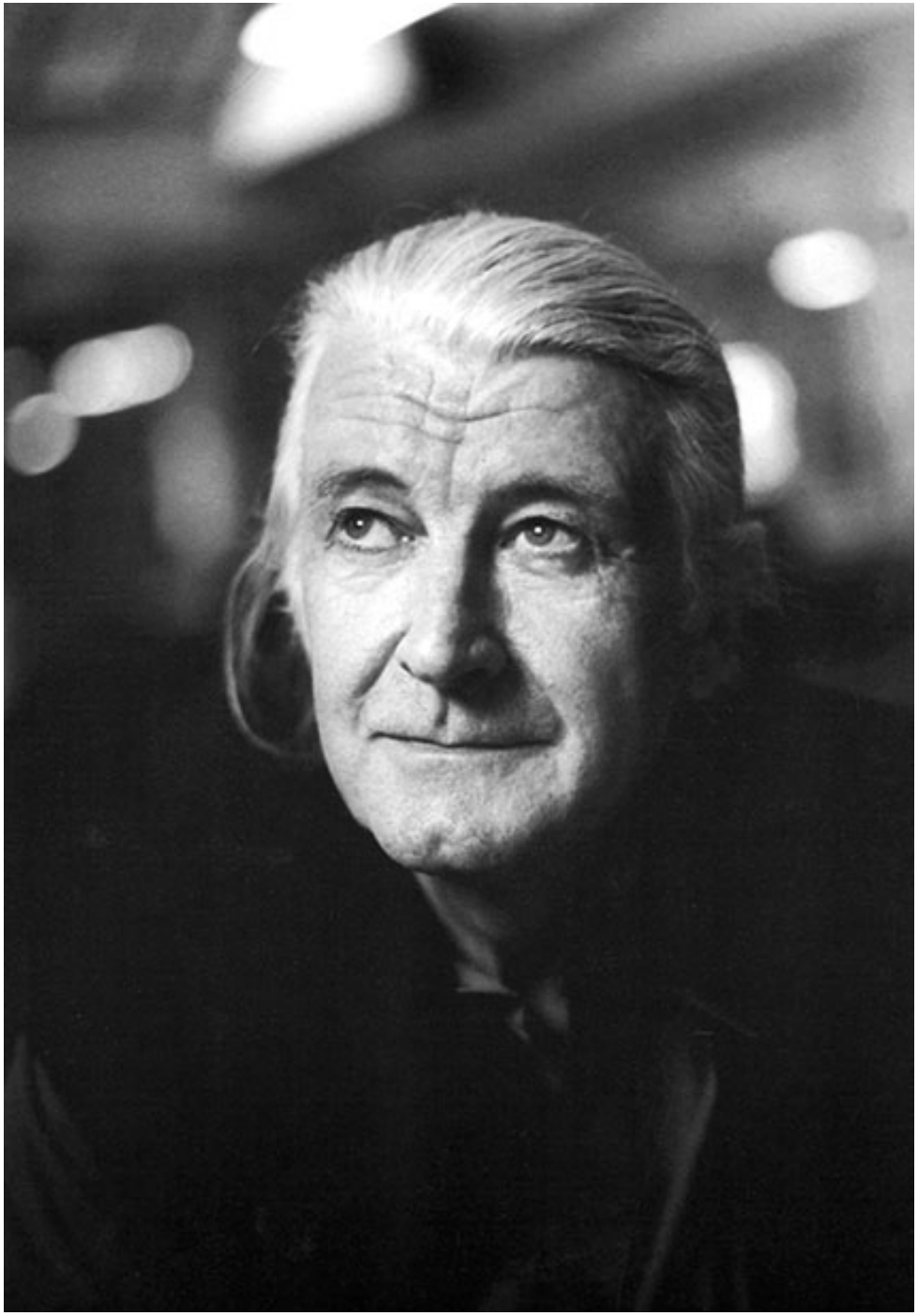
P22 Johnston Underground
Regular FREE VERSION
Find on Fontgeek >>>>



KEEP
CALM
USE
GILL
SANS

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789





Matthew Carter
* 1937, London

"The most widely read man in the world"
by considering the amount of text set in his commonly used fonts



SNELL ROUNDHAND
1965

SHELLEY SCRIPT
1972

Shelley Script

M ķ ÿ ŷ

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZÀÂÉ



ITC GALLIARD
1978

ITC Galliard

Aa Ee Gg

Aa Ee Gg

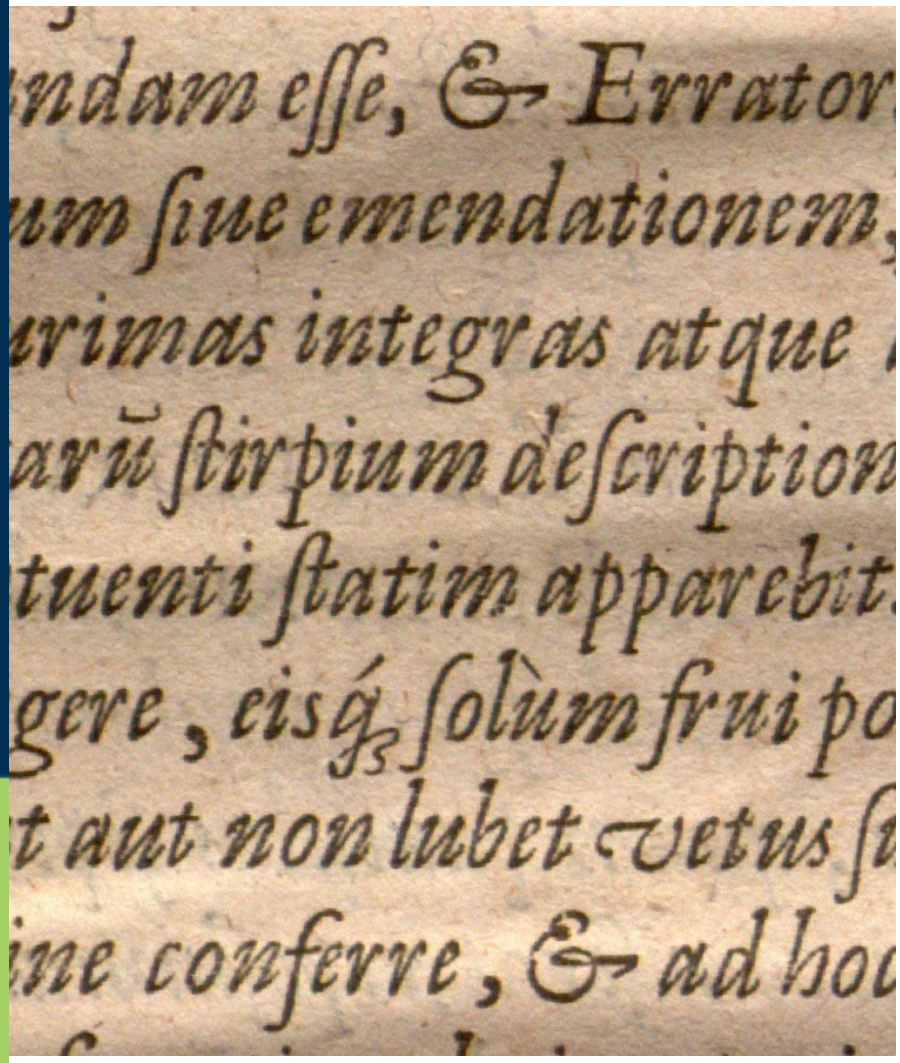
a

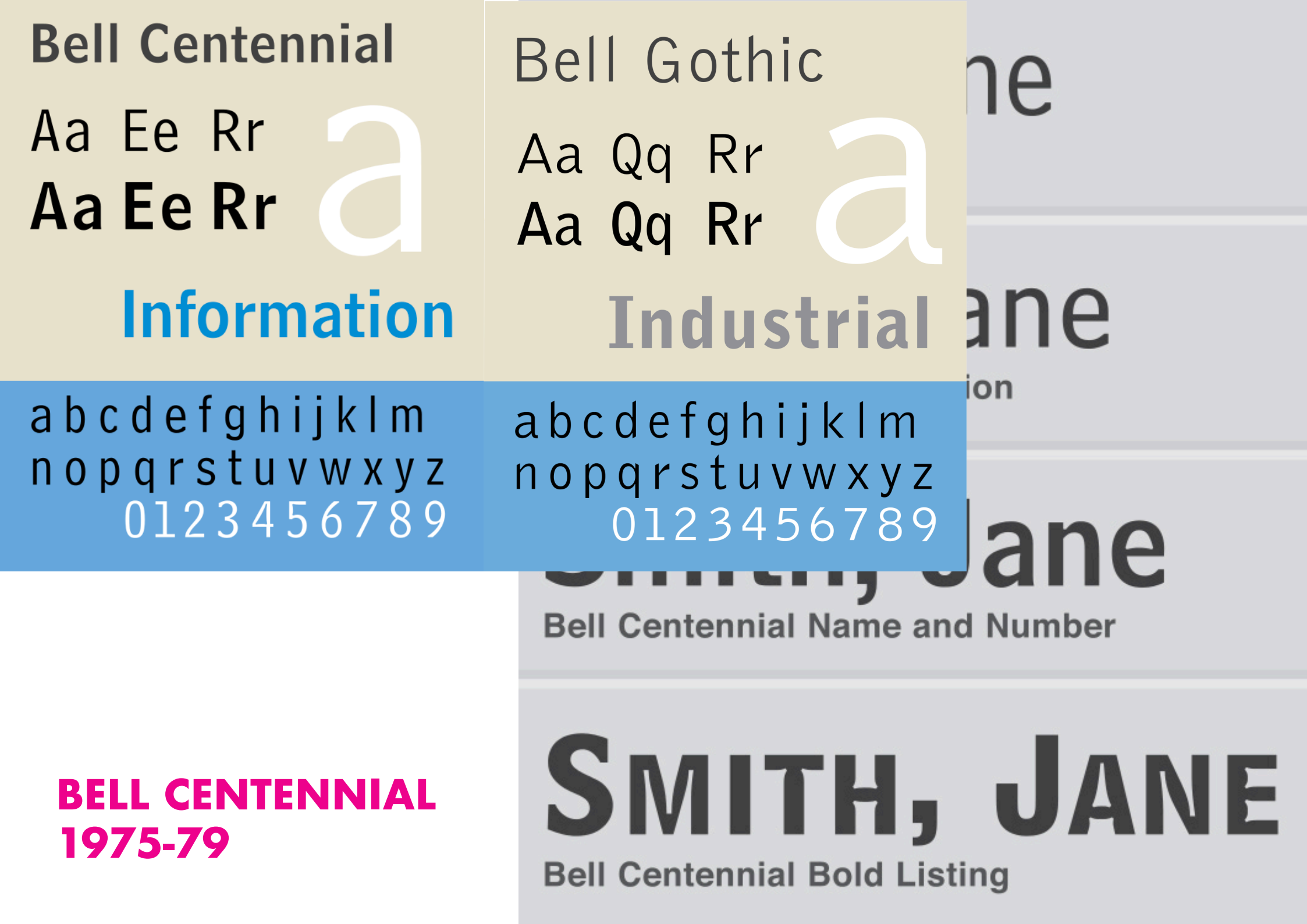
Analytical

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9





BELL CENTENNIAL
1975-79


Skia
Aa Bb Cc
Qq Rr Zz
ATHENÆUM
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
Virginia Graham
Nature
History of Britain and Northern Ireland
ll-loved and
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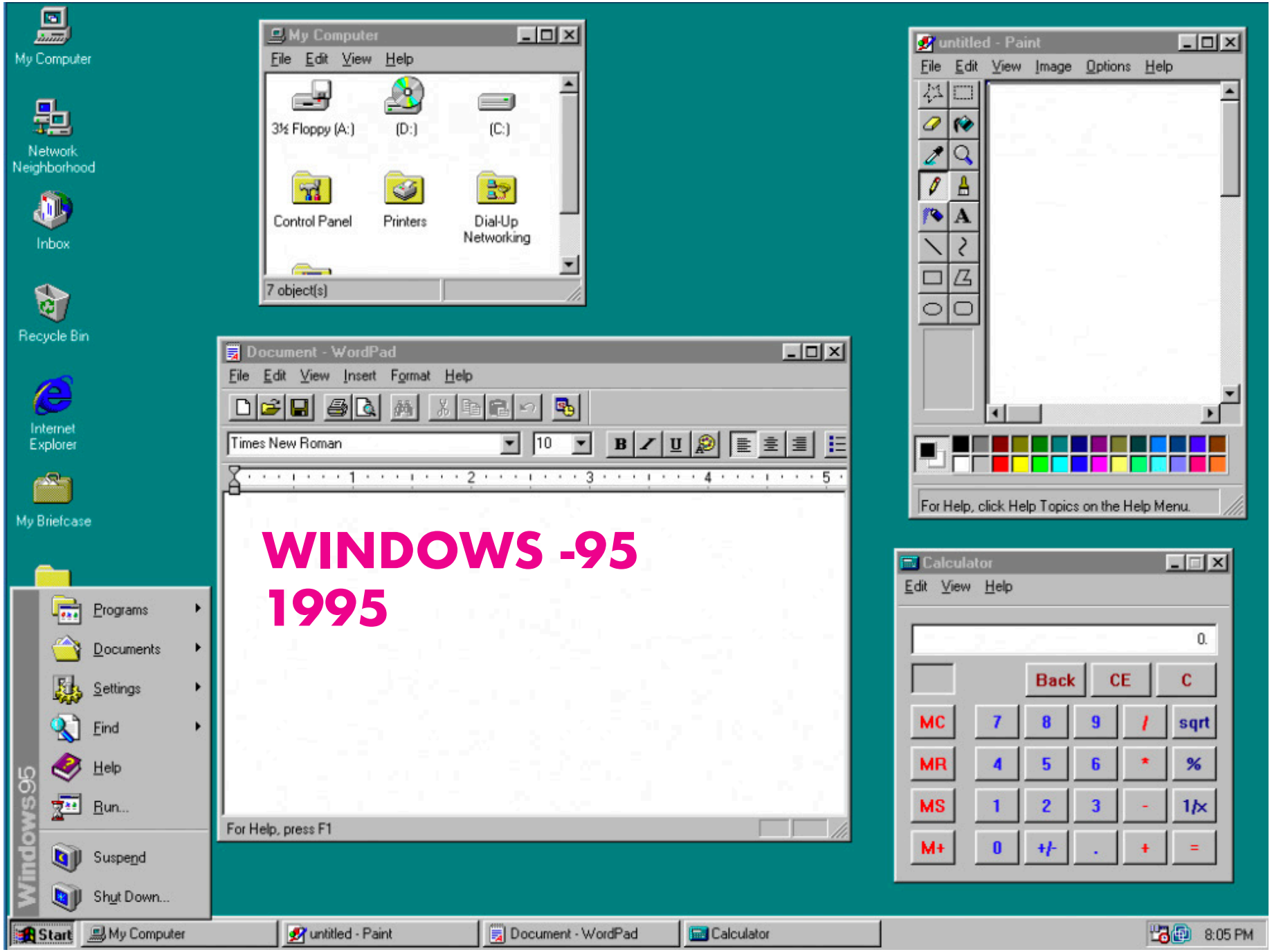
ndscape of
The Natural History of Britain
and Northern Ireland

SKIA
1994



GEORGIA + VERDANA
TAHOMA WINDOWS -95
1995


My Computer
Network Neighborhood
Inbox
Recycle Bin
Internet Explorer
My Briefcase
My Computer
File Edit View Help
3½ Floppy (A:)
(D:)
(C:)
Control Panel
Printers
Dial-Up Networking
7 object(s)
untitled - Paint
File Edit View Image Options Help
For Help, click Help Topics on the Help Menu.
Document - WordPad
File Edit View Insert Format Help
Times New Roman
10
WINDOWS -95
1995
For Help, press F1
Calculator
Edit View Help
0.
Back CE C
MC 7 8 9 / sqrt
MR 4 5 6 * %
MS 1 2 3 - 1/x
M+ 0 +/- . + =
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Documents
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Find
Help
Run...
Suspend
Shut Down...
Windows95
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8:05 PM

Tahoma

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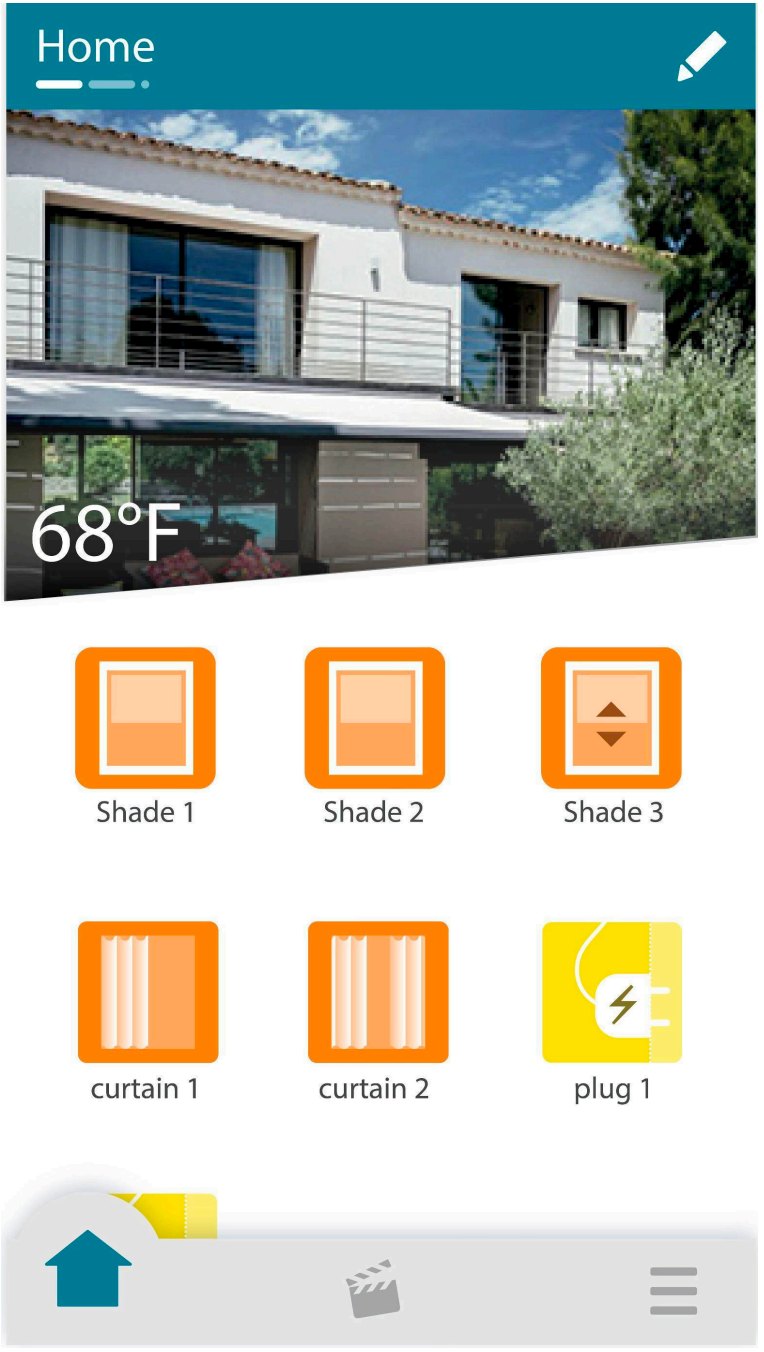

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reg $29.99

$14.99

Verdana

Aa Ee Rr

Aa Ee Rr

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Sylvestris

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nopqrstuvwxyz
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Newake

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÕ
abcdefghijklmnopqrst
xyzàå&12345678
3456789o($£€.,!?)

45

Georgia

Aa Qq Rr

Aa Qq Rr

a

Bobwhite

abcdefghijklm
nopqrstuvwxyz
0123456789



GEORGIA PRO +
VERDANA PRO
2011



Erik Spiekermann
* 1947,
Stadthagen, Tyskl.

You have to have a strategy, and you also have to be able to visualize it – one doesn't go without the other.

Erik Spiekermann

BERLINER GROTESK BQ

Kaffeeverband

BERLINER GR.
1979

LO-TYPE
1980

The Quick Brown
Fox Jumps Over
The Lazy Dog.



abcdefghijklmnopqrstuvwxyz0123456789 [ ] ( ) { } / \ < > ? !

BLOCK
1979

Block

Aa Gg Ww

Aa Gg Ww

y

Currywurst

abcdefghijklm
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ITC OFFICINA
1990



26 Synthesizers

relevant to proprioception

Rodomontade is my favorite. Means boastful.

FF META
1991

FF Meta aaaaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

jklmnopqrstuvwxyzß

HIJKLMNOPQRSTUVWXYZ

jklmnopqrstuvwxyzß

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The Weather Channel


FF Meta 3 Serif
Headline
Correspondence

FF Transit

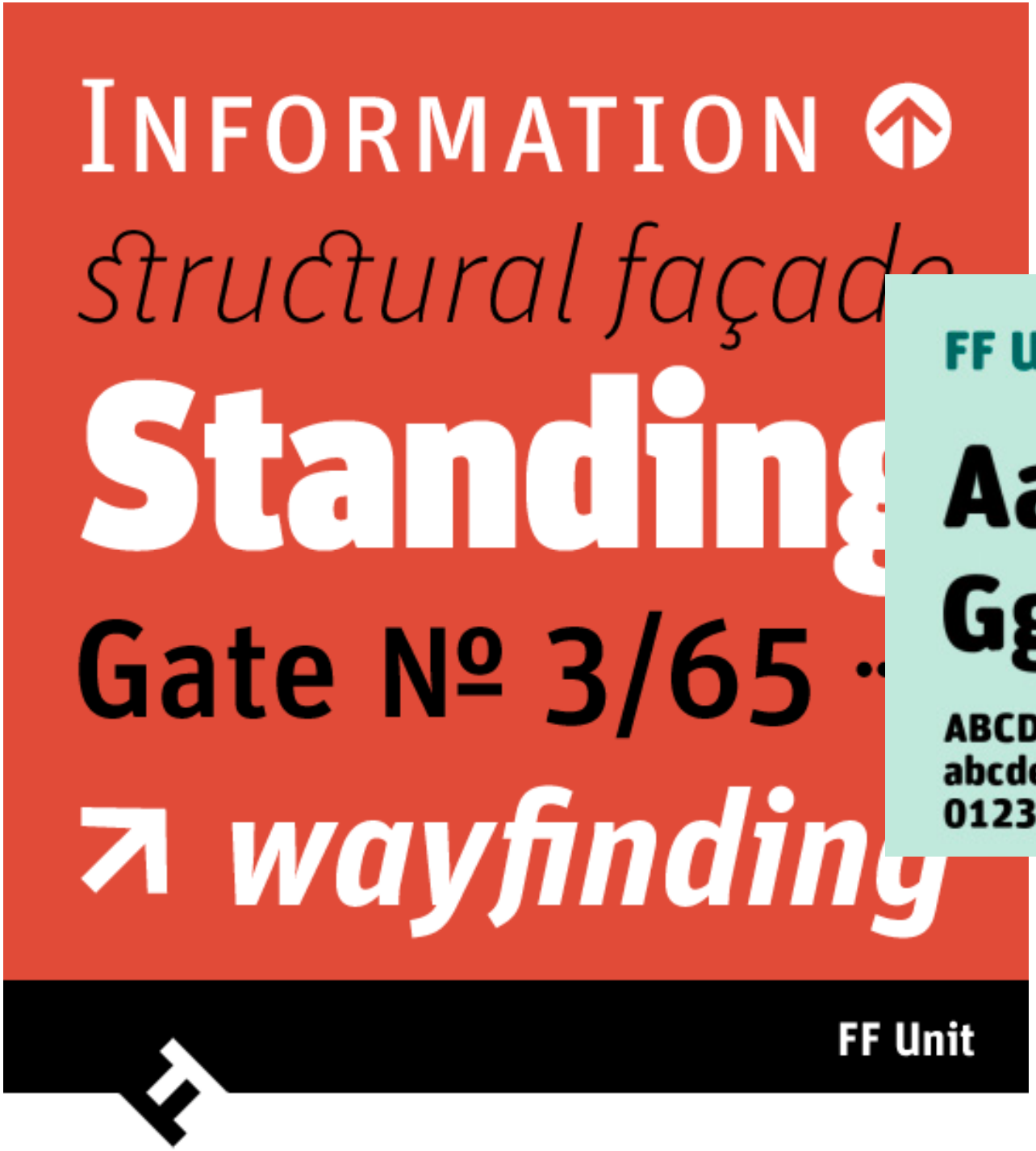


FF TRANSIT
1997


◂Pankow
Zoologischer Garten
gang exit
apester Straße
tscheidplatz
ächtniskirche
← Zoo
Aquarium
M
BUS
Bahn
S
U9
TAXI
WC
Harde
Joachims


FF Transit Promo
For signs lit from the front
FF Transit Front Negativ Regular
FF Transit Front Negativ Italic
FF Transit Front Negativ Bold
FF Transit Front Positiv Regular
FF Transit Front Positiv Italic
FF Transit Front Positiv Bold
FF Transit Back Negativ Regular
FF Transit Back Negativ Italic
FF Transit Back Negativ Bold
FF Transit Back Positiv Regular
FF Transit Back Positiv Italic
FF Transit Back Positiv Bold
For backlit signs

FF UNIT
2003


INFORMATION
structural façade
Standing
Gate № 3/65
wayfinding
FF Unit


FF Unit Rounded Pro Black
Aa
Ff
Gg
Qq
a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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Bauwelt 44.10

www.bauwelt.de
19. November 2010, 101. Jahrgang

THEMA

Sichere Verwahrung

Die dreiflügelige Faltkonstruktion für das Polnische Luftfahrtmuseum in Krakau und eine Betrachtung der Sammlung ▸ **Seite 16**

BETRIFFT

Kuma im Kreisverkehr. Das Lichtspiel mit einer offenen Mauer für Casalgrande Padana ▸ **Seite 8**

WOCHENSCHAU

Barocke Leitbautenkultur. Die Rekonstruktionspläne für den Alten Markt in Potsdam ▸ **Seite 2**

WETTBEWERBE

Im Mendelsohn. Die Architektenkammer Berlin zieht ins IG-Metall-Haus. ▸ **Seite 10**

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durch bekannten Gelenkverschleiß

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2003

HITTA TYPSNITT:

TYPE FOUNDRIES:
MyFonts.com >>
Linotype
Monotype
Berthold
Hoefler&Co
+ many more...

PART OF THE ADOBE CREATIVE SUITE LICENCE:
Adobe Fonts

FREE:
Googel Fonts

OTHER FREE FONTS WEBSITES:

Dafont.com
Dafontfree.com
1001fonts
Fontsgeek

ALSO:
Fontsquirrel
Typewolf

FIND A FONT:
whatthefont from MyFonts

YTTERLIGARE LITTERATUR >>>





UPPGIFT:

Create 3 different social media profile icons for the case study High5girls.dk, or your own case study.

Using the existing current High-5girls.dk components. For example the arrow.

Experiment with color, type, and layout within the icon.

Create a postcard (A6 105x148mm) with the social media icon and the following content to be included:

Hashtag #High5girls.dk #High-5girls

Text, Photographs or illustrations that support which text you select.

Select only one sentence to be included as the title on the postcard:

Tech & Science Camps for Teen Girls

Technology and Science Camps for Teen Girls in Denmark

Help sponsor STEM camps in Denmark

Partner with a STEM camp in Denmark


III


M
R

Arbetsuppgift Practical 4 - 240507

Skissa fram ditt eget monogram. Använd dig av dina initialer, det är upp till dig om du även vill använda initialen för ditt mellan namn i monogrammet.
Presentera din skiss 240508 så ska vi föra över den till InDesign och spara den som EPS fil.