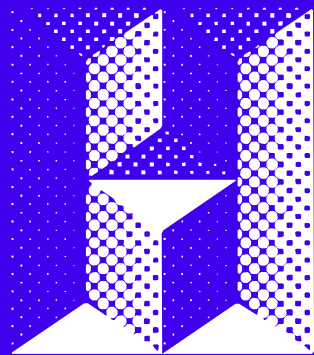




Typography (2026)
Introduction

This is Week One of Three Whole Years.

In which time you will hone your craft; find your voice; find your visual style;
find joy in the process of looking; build confidence; **laugh**.

**If you know it all on Monday,
by Friday you definitely won't.**

Michael Bierut

{ Research. Process. Final Work. }

Research.

No one creates anything out of thin air. You create through a constant process of digging, learning and understanding. This is a major part of your design education.

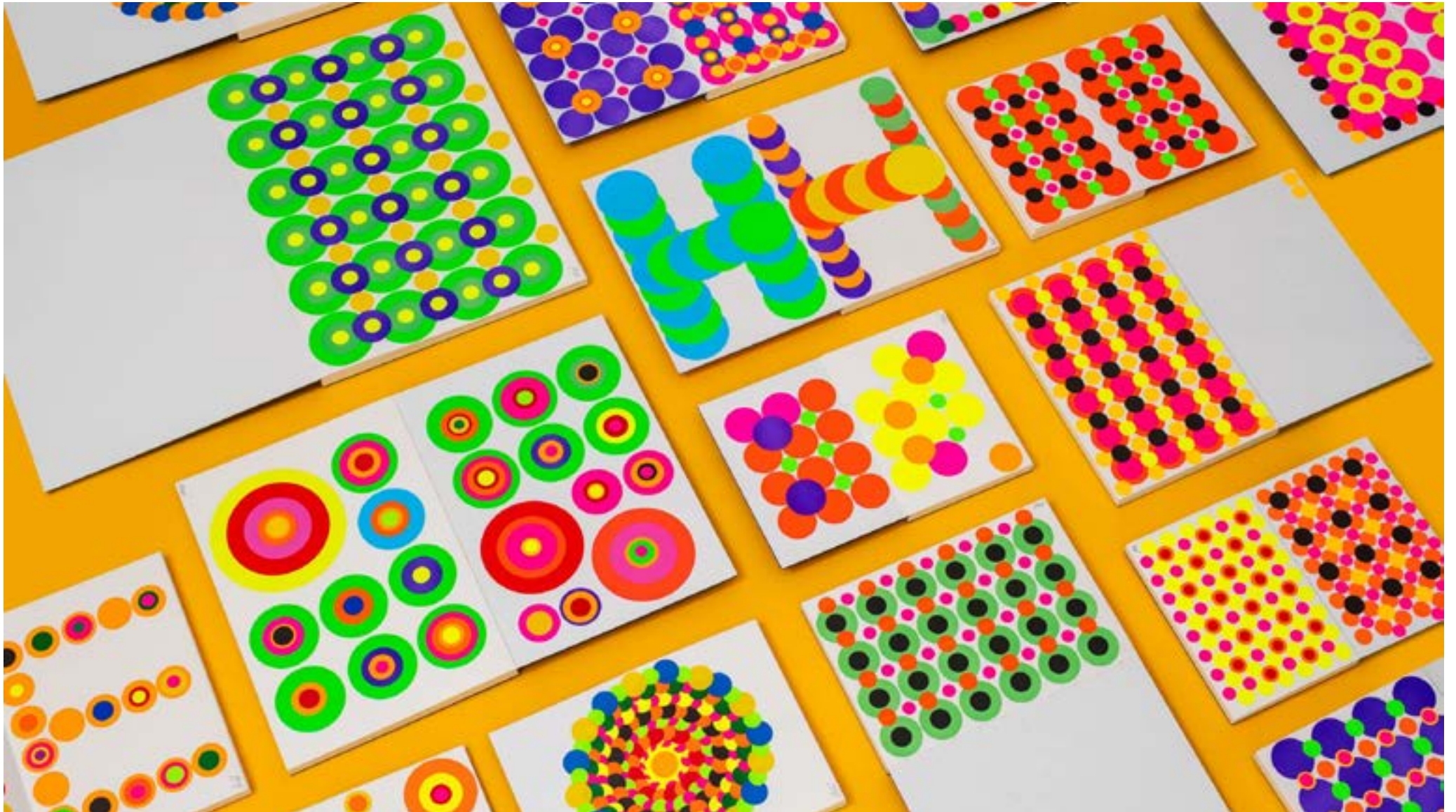


Marina Willer - Overlooked (London 2024)

The Visual & Cultural Magpie.

Collect. Form opinions. Discuss. Everything is relevant.

Everything is interesting, you just need to find out why.



“Purposeless Creativity.”



Tools for the job.

You are the designer, not the machine.

Know the limitations of the technologies, and don't nail your colours to the mast too soon (or ever!)

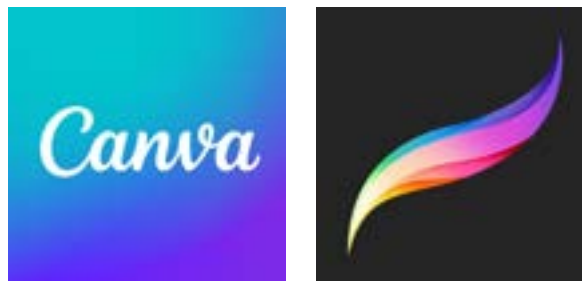
Industry Standard Digital Tools.



Be aware of its limitations.



Caution!!!!





Typography (2026)

What will we cover in this module...?

“Typography is the **art of taking written language and making it appealing to the audience.”**

Creative Bloq

**“The details aren’t the details.
They make the design.”**

Charles Eames

A Typeface is a family of Fonts.

Helvetica is a Typeface

Helvetica

The weights are all fonts

Bold

Italic

Light

What makes a good typeface?

Which typefaces do I use?

Which do I stay away from, and why?

Why does one work better than another?

Can I use free fonts?

**Howto
piss off
your
designer
friends
and give
them a
migraine.**

**Selecting the right
typeface for the job**



“Fonts give words, voices”

Sarah Hyndeman

BURGER BURGER





Serif

The name given to typefaces that have little 'feet' at the end of the strokes. Good examples would be Baskerville or Bodoni. Historical context evoking tradition.

Aa

The image shows the letters 'Aa' in a bold, black, sans-serif typeface. The capital 'A' is on the left, and the lowercase 'a' is on the right. A pink dotted circle is drawn around the bottom left corner of the capital 'A', highlighting the clean, unadorned end of the stroke.

Sans Serif

The name given to typefaces that do not have little 'feet' at the end of the strokes. Good examples would be Helvetica or Univers. The influence of technology.

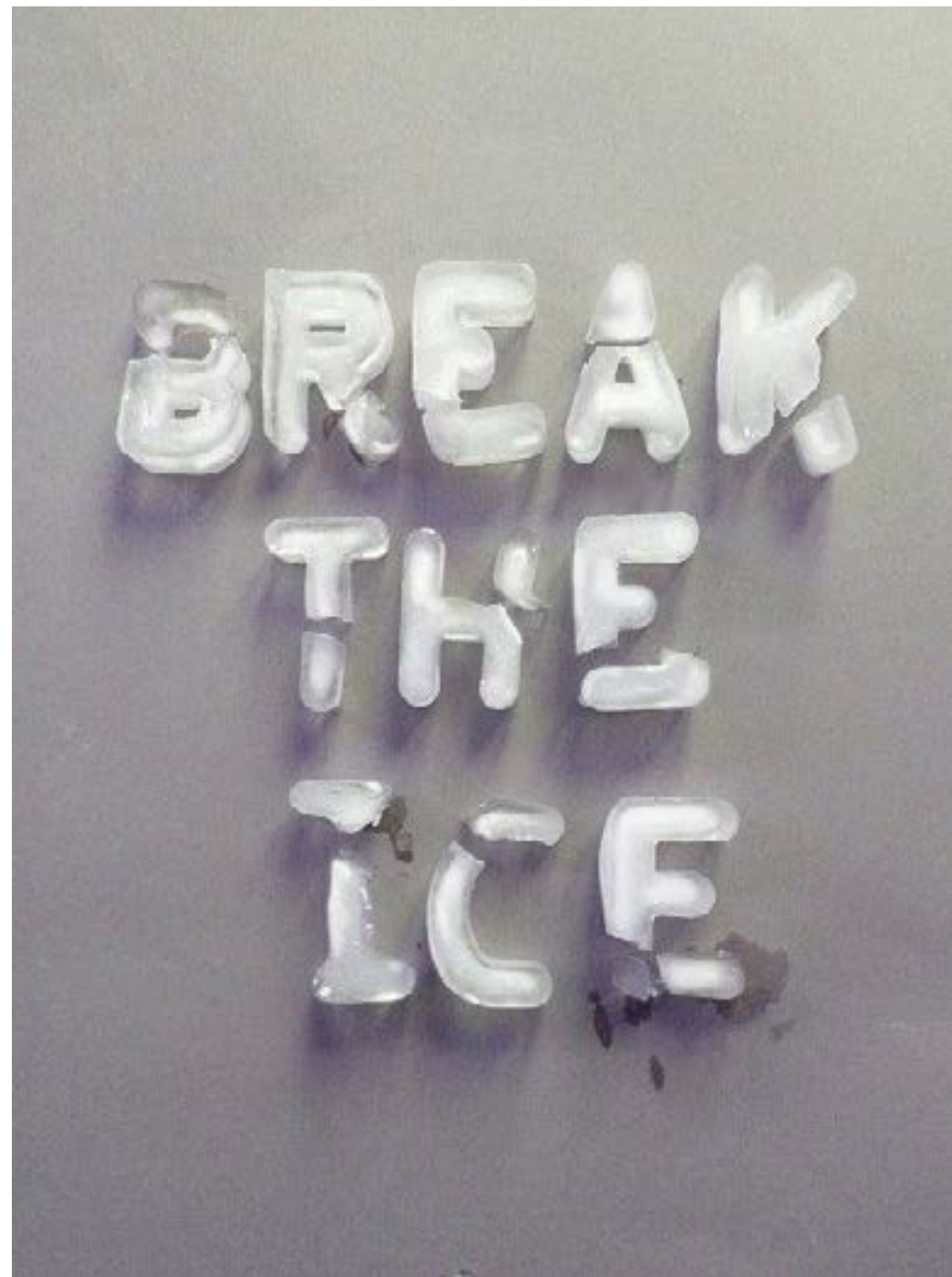
Hierarchy to Guide the Eye

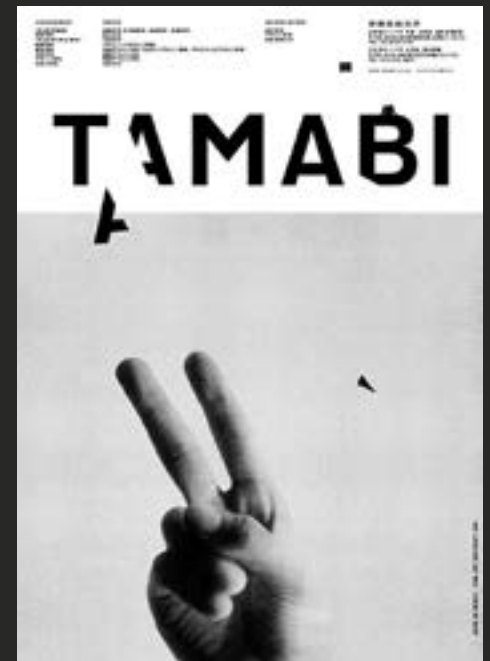
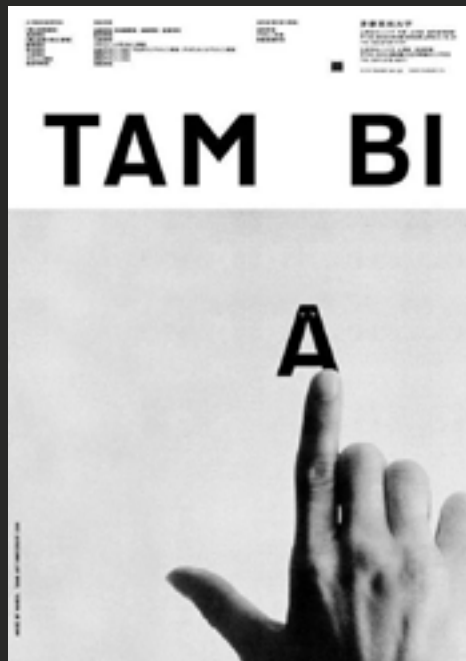
Creating an order within
a piece of design.



Creative Lettering
A tool for image-making







Type & Image Interaction

Typographers

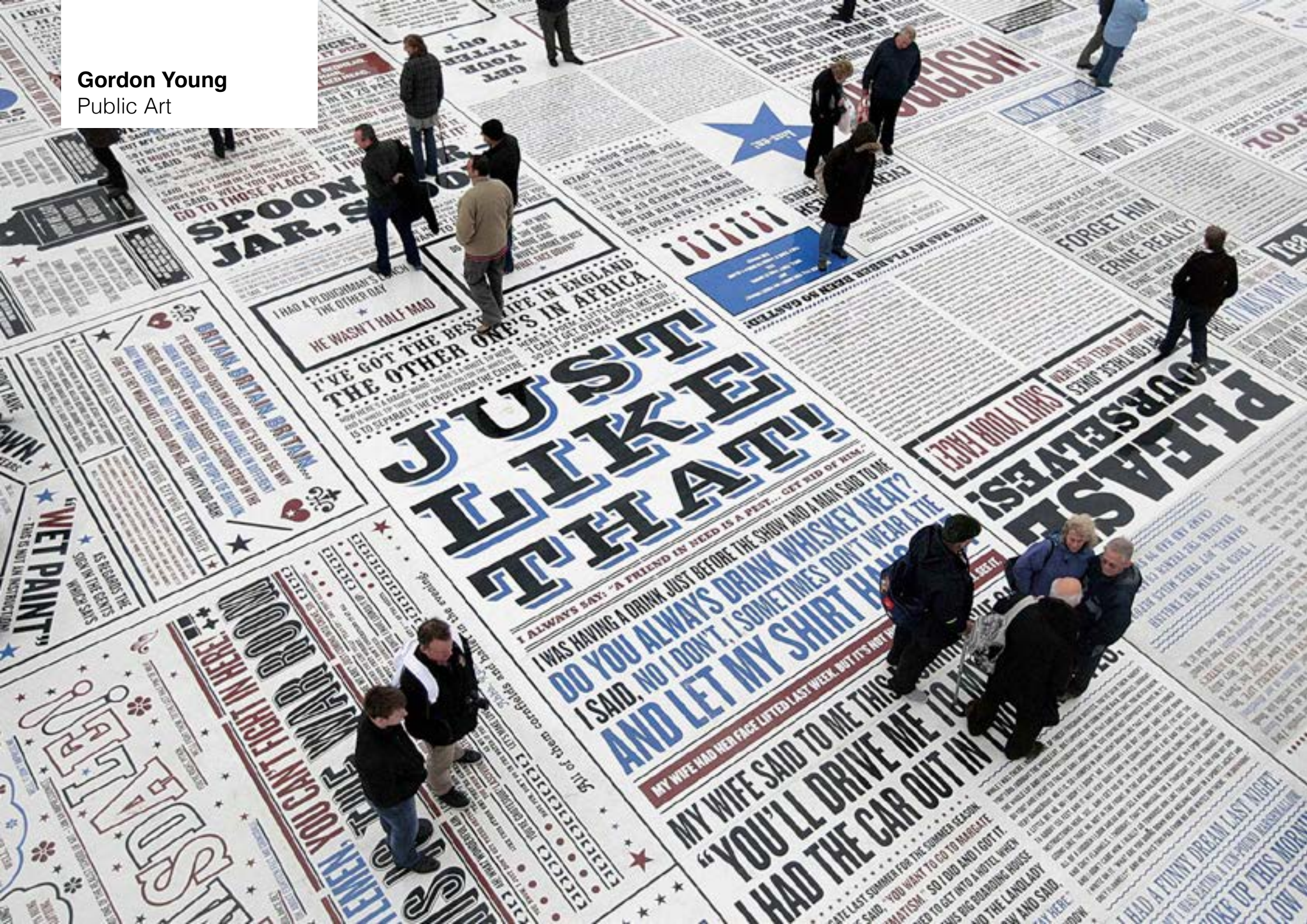
**Recommendations to check
out for your research**

[illegible]

Anthony Burrill
Power In Simplicity



Gordon Young
Public Art





Corita Kent

Messaging the Masses



Paula Scher
 Typography in Branding



Abstract

THE ART OF DESIGN





Industry Standard Software - Adobe Indesign

How will the Module Work?

- **Weekly Sessions (Fridays 10 - 3)**
- **2 Projects set between now and Christmas with supporting workshops**
- **Each brief has a set of requirements to meet**
(See Assessment Specification for these)
- **The module has a formative, and a summative deadline**

Week One - Brief One

