

**Workshop:**

**“Tailored typeface design”**

By *Veronika Burian & José Scaglione*

**Short description:**

The advanced type design workshop will explore methods on how to develop custom typefaces for a specific application and client.

**Length:** About seven hours per day, 5 days in total.

**Group size:** Up to 25 participants

**Who can participate:**

This workshop is open to students, professionals and aficionados in the field of type design, graphic design, graphic communication and editorial industry. Proficiency in computer-based design and basic knowledge of type design tools is required.

**Materials:**

A computer with type design applications (TypeTool, FontLab, etc...) installed per student, laser printer (1200DPI preferred), white board, paper, pencils and markers.

**Methodology and objectives:**

This workshop will make use of four different working methodologies:

1. brief analysis and discussion,
2. short theoretical lectures,
3. hands-on lettershape drawing and
4. open design critiques.

By means of a brief for a hypothetical project, participants will be introduced to the complexities and limitations inherent to designing custom typefaces. The initial stage will involve defining guidelines that will be used throughout the project, according to the given brief. The students will learn to draw conclusions from the brief that influence the design of customized lettershapes for a logotype and ultimately a whole typeface family. This will be complemented with a series of short lectures that will establish the theoretical framework for the different tasks of the workshop. Students will learn how to successfully draw alphabets that are part of a corporate identity program, and how to further expand these into larger type families that observe the highest technical standards and maximum efficiency when reproduced in different media.

**Results:**

By the end of the workshop participants will have gained knowledge and practice in the following main areas:

- Lettering for branding.
- Role of typefaces in a corporate ID program.
- Stemming a type family from a logotype. Similarities and differences.
- Alphabet drawing.
- Adapting letterforms to different media and reproduction methods.
- Expanding type families.
- Extending knowledge in font production.

## Workshop leaders:

*Veronika Burian*, born in Prague, got her first degree in Industrial Design in Munich, Germany, before she moved on to Austria and Italy to work as a mix between a product and graphic designer. Discovering her true passion for type, she graduated with distinction from the MA in Typeface Design in Reading, UK, in 2003 and started to work as full-time type designer at DaltonMaag in South London until 2007.

After a 3-year stay in Boulder, Colorado, she is now living and working in Prague and dedicates her time fully to TypeTogether, that she co-founded with *José Scaglione*. She also continues to lecture about typography at international conferences and universities. Her typeface *Maiola* that she created during the MA, received the TDC Certificate of Excellence in Type Design 2004, was selected in the Type Design competition from Creative Review 2005 and was part of the touring exhibition e-a-t. *Karmina* and *Bree*, two collaborative typefaces from TypeTogether, also won a merit at the ED-Awards competition 2007 and 2009.

*José Scaglione* is an Argentinian graphic and multimedia designer, and a graduate from the MA in Typeface Design at the University of Reading, UK. He's working in branding, editorial design and multimedia projects since 1995. He was co-founder of Vision Media Design Studio in Argentina and art director Multiplicity Advertising and The Prepaid Press in USA.

José currently leads his own design studio, consults and lectures on typography and graphic communication matters. He also teaches typography at post-graduate level at the National University of Rosario. José is a board member of ATypI (Association Typographique Internationale).

## About TypeTogether:

*Veronika Burian* and *José Scaglione* met at the University of Reading whilst completing their MAs in Type Design, launching the independent type foundry *TypeTogether* (TT for short) in 2006. TT developed out of the desire to publish high quality typefaces and work on new type projects together (hence the name). The foundry provides common grounds for intense cooperation with other type designers, creating an interesting and diverse platform.

TypeTogether's main interest is finding innovative and stylish solutions to old problems for the professional market of text typefaces, with a focus on editorial use. This is where the greatest challenges are faced: creating typefaces that perform well in continuous reading, that also have a high degree of personality.

The aesthetic and functional efficiency of TT's fonts are accompanied by excellence in technical performance. This is achieved using the latest font software, creating cross-platform OpenType fonts with extended character sets including: broader language support and all kinds of typographic refinements, such as small caps, ligatures and multiple numeral sets.

In addition to TypeTogether's high quality library of retail fonts, TT also provides custom modifications and specially tailored typefaces; these can serve as vital elements of a company's visual identity, by communicating a unique feel. Custom typeface projects are developed from solid foundations, based on the client's brief, targeted research and the open dialogue between all parties. A big advantage of being a small and specialized company is that this allows for closer, and more direct, collaboration with clients; this is often necessary to accomplish their goals, and respond quickly to their needs.

The quality of TypeTogether's work has already been recognized in several international competitions, including TDC and ED-Awards.