

TDi: a week of intensive typeface design

Course information

6-10 July 2009

Full-time attendance Local accommodation, or within reasonable commuting distance

Participants Typeface designers, typographers, graphic designers, researchers

Contact details

Further information Gerry Leonidas
Course director

email g.leonidas@reading.ac.uk

www www.reading.ac.uk/typography

Five days of design and learning

For the past ten years the Department of Typography & Graphic Communication has been offering a world-class MA programme on Typeface Design. On the back of that successful programme, we have put together a very intensive five-day course that is intended to give participants some of the strongest features of the MA programme in a condensed – but not abbreviated! – form. We will work very closely with a small group of people to build an understanding of context and perspective in design, both on the theoretical level and through feedback on participants' work. Our feedback will concentrate on how participants make design decisions, and how they identify quality in their design work. There's no hand-holding: we will expect people to work quickly, be independent learners, and expect their questions to be answered with more probing questions.

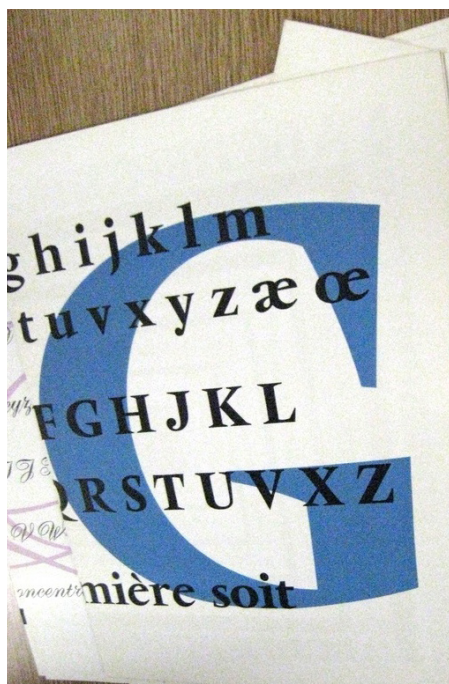
The people you will meet

For the duration of the course participants will have near-constant access to Gerry Leonidas, Fiona Ross, and Gerard Unger, the core teachers on the MA programme. These three will share both hands-on sessions on design artefacts, and feedback sessions in the studio. We are also planning additional sessions with other members of staff (for example, Paul Luna on typefaces for dictionaries), and a couple of surprise events.

Topics we will cover

We will look closely at typeface design for specific applications (such as newspapers, reference works, signage), identifying suitable design procedures and testing approaches. We will deal in depth with the design issues surrounding the rapidly growing area of world scripts, highlighting the contribution of research to new designs. And we will address the critical balance of originality and utility in typeface design, the development of quality throughout an extended family, and the capture of personality in a finished typeface.





Look at this!

We have world-class collections on typography and typeface design (see www.rdg.ac.uk/typography/collectionsandarchives). These we will make frequent use of, depending on the seminar topics and the theme we are exploring (imagine handling the best from Estienne, Dwiggin, and Vanderlans in your hands, and you get the picture).

Who should come?

We expect that established graphic designers and typographers, and researchers in related fields will benefit most from the course. Although people do not need to have designed typefaces before, we would welcome experienced designers who want to extend their understanding of the field, and develop their skills. (If you have work in progress, do bring it along!) We expect people driven by intellectual curiosity and the desire to work hard in order to develop highly specialized skills rapidly.

We provide a range of studio spaces, seminar rooms, and study areas. We will also make use of our exhibition space, and the workshops for letterpress. There are printers, scanners, and cameras that you will have access to. We expect participants to have their own Wi-Fi-enabled laptop, and licenses for Fontlab and InDesign. A breakdown of the week is published at bit.ly/rdgtdi and can be subscribed to at bit.ly/rdgtdisub.

How much will it cost?

The course cost of £1,540 covers all tuition and material, and lunch on the first day. You will need to factor in travel costs to Reading, and accommodation. (There are several options, about which we can advise.)

What you should do now

Get in touch with the course director, Gerry Leonidas to declare your interest. We will then proceed to make a firm booking with you, and help you with all other arrangements.

Typeface Design at Reading

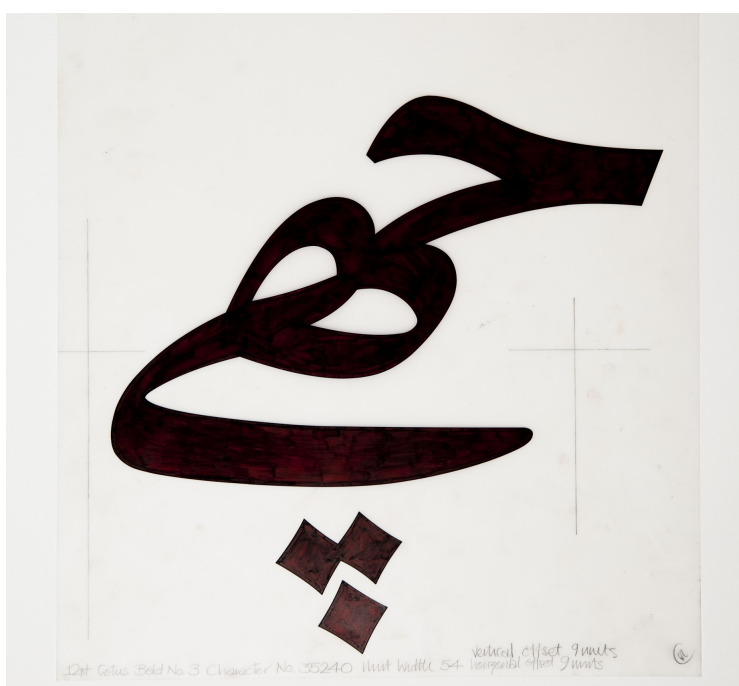
For more information, please contact:

Gerry Leonidas

University of Reading
Department of Typography
& Graphic Communication
2 Earley Gate
Whiteknights
Reading RG6 6AU

g.leonidas@reading.ac.uk
Tel (0118) 378 6397

www.reading.ac.uk/typography



Linotype Arabic Detail from a drawing for a 12pt typeform from the Lotus Bold No 3 typeface, now in our Collections. We integrate such material in our sessions.