The changing face of Type
hand-crafted blabbery from Matthew Smith of Squared Eye

http://twitter.com/squaredeye
http://slideshare.net/squaredeye
First things First
What is Typography
Learning to creatively use our own
Learning to creatively use our own a-holes?
No seriously though, what is Typography
From the top of our Heads
Typography is

“Making text look sexy”
Typography is

“Organizing & Arranging type in a legible and aesthetically pleasing manner (kerning, tracking, leading, line-height, etc...)”

@shanguymon
Typography is

“the art of using letterforms to convey emotion.”
What is Typography
From a Master of Typography
“In a world rife with unsolicited messages, typography must often draw attention to itself before it will be read. Yet in order to be read, it must relinquish the attention it has drawn.”

Robert Bringhurst - The Elements of Typographic Style
What does Typography actually do?
What does typography do?

Like a perfect mug for your favorite morning brew great typography delivers content and adds to its meaning.
What does typography do?

Whereas, poor typography is like putting your favorite morning brew – on a plate.
The Visual Language
Heavy Line
Thin Line
Texture
Movement
color
color
color
color
color
Reading

WAYS OF SEEING
JOHN BERGER

Seeing comes before words. The child looks and recognizes before it can speak. But there is also another sense in which seeing comes before words. It is seeing which establishes our place in the surrounding world; we explain that world with words, but words can never undo the fact that we are surrounded by it. The relation between what we see and what we know is never settled.
Choosing Fonts
“Using a typeface because it looks interesting might yield acceptable results, but really practicing the art of typography involves understanding typefaces and what they mean.”
Who are you designing for?
Business
or
Winsome
& Genuine
or
Winsome & Genuine
HISTORIC
Authentic
&
Trusted
or
Historic, Authentic & TRUSTED
On Choosing Fonts

“I catch myself associating clients with type from the get-go...to me the fun part is trying to know as much about a single typeface as I know about what the client does”
What content are you designing for?
on Choosing Fonts

“Get to know what the text needs to say before it says anything. Does it need to make a statement or convey information? Will it need to be read deeply, skimmed or absorbed?”
Heading One

This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them.

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NOTE:

Don’t use amazing display fonts like Zapata for body copy.
Choosing Fonts

For the Web
Core Web Fonts

MAIN SUITE
Andale Mono
Arial
Arial Black
Comic Sans MS
Courier New
Georgia
Impact
Times New Roman
Trebuchet MS
Verdana

"OFTEN" AVAILABLE
Lucida Grande
Lucida Sans Unicode
Baskerville
Palatino Linotype

http://jontangerine.com/silo/typography/web-fonts/
Web Services

@font-face

Review of Popular Web Font Embedding Services


http://fff.co.grahambird.co.uk/
Font Hinting

http://www.typotheque.com/articles/hinting
Font Hinting

Samples | Our Process
---|---

You're

Samples | Our Process | Our Services
---|---|---

You're not cookie cut

Microsoft Internet Explorer 7.0
Font Hinting

OSX Safari 4.0

You're

You're not cookie cut
Make a note

- What devices will my audience use?
  Operating System, Mobile, etc

- Is my client well aware of the issues?
  Avoid surprises. Help them take risks to receive new rewards.

- Test. Test. Test... and test again.
  (potentially available as a core web font depending on your audience)

Take it from me, I’ve learned from failures
Pairing Fonts
“As a type-centric designer, if I don't get the right typefaces at the start of a project, nothing else will come together.”
Start

Easy
Easy Cheesy

- **Museo / Museo Sans / Museo Slab**  
  (available as a web font stack from FontDeck and Typekit)

- **Centro Sans / Centro Slab**  
  (available as a web font stack from FontDeck)

- **Lucida Bright / Lucida Sans**  
  (potentially available as a core web font depending on your audience)

- **Meta Sans / Meta Serif / Meta SC**  
  (available as a web font stack from TypeKit)

Get

Geeky
Harmonious x-height

Impressum

Helvetica
Harmonious stroke weight

Ss

Impressum

Ss

Helvetica
Contrasting stroke weight

Impressum Bold

Gotham Light
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This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them. After all, you have many other things you should be doing.
Using the right side of Your Brain
Creative Pairing

“Principle of Combining Fonts: keep one thing consistent, and let one thing vary.”

1 consistentency, 1 variation

Come Browse
With me
Issue 3: Sex & Death

Issue 3 is the product of months of work by dozens of people. It is 60 pages, 8.5x11, perfect bound, offset printed on FSC-certified paper. It includes 28 original illustrations, 18 true stories, one interview, and a full-page spread of 36 lips. It includes the phrases: opposed to cunnilingus, atrocity before dinner, sticky wetness on my palm, volcano of inappropriateness, and zipping up the darkness. Buy it now.

Contents

Sunglasses Man
Story by Lindsay Champion
Illustration by Andrew Wilson

Sucks To Be a Straight Guy
Dan Savage on Sex, Drugs, and Santorum
Interview by Jesse Thorn
Illustration by Ramsey Sibaja

Braces
Story by Daniel McDermott
Illustration by Chad Essley

Seeds of Love
Story by John Halcyon Styn
Illustration by Chris Bishop

Five Rules for Living
Story by J. Tarin Towers

The Letters Project
Both Sides of the World’s Oldest Profession
By Susannah Breslin
Illustrations by Jim Unwin

Of Silence and Oranges
Story by William Hastings.
Illustration by Ray Freiden

Fucking Death
Story by Derek Powazek
Illustration by Ana Benaroya

Dead Sexy
36 Playboy Bunnies’ Last Centerfold
By Jennifer Daniel

The Opened Hand
Story by Ed Wolf
Illustration by Jim Unwin

A Day in the Life of a Killer
Story by Xep Levy
Illustration by Paul O’Sullivan

Orphans
By Steve Silberman

Introduction

I’d long considered doing a sex-themed issue of Fray, but I was worried that it would end up sounding like an alternate-reality version of Penthouse Letters. Dear Fray, I can be...
Welcome to the portfolio of Rik Catlow, Internet Product Designer & Developer.

Creativity + Technology

Developing a product on the web requires many different skill-sets, from information architecture, user interface design, website design and development, to usability analysis, content management, search engine optimization and more. It’s not enough to have a great design or a strong technology platform; these need to be seamlessly integrated. In the last 12 years, I’ve worked for ground-floor start-ups to multi-national corporations and gained the experience for managing, building and developing web products from concept to launch.

Enjoy! — Rik Catlow

About Rik Catlow

This site is designed, coded and updated by me, Rik Catlow. I live with my wife Wassa, daughter Becca, and a fat tabby cat named Bo in Charlotte, NC. I currently work for Bank of America as

http://www.rikcatindustries.com/
Repaying the Favor
by Donny Shaw  October 25, 2010

The real problem with too-big-to-fail is that in a post-
Citizens United world there is virtually no limit to the amount of money these enormous companies can spend on making sure their favorite lawmakers get elected. Too big to fail is primarily a political problem. It's a self-perpetuating cycle whereby huge companies are allowed to grow indefinitely (i.e. not fail organically) because they have the financial muscle to buy-off the lawmakers in a position to protect them from regulation and bail them out when they get into trouble.

Not surprisingly, in this election cycle, companies that have taken money from the 2008 TARP bailout are focusing their political giving on candidates who support the bailout, oppose new financial regulations, and are most likely to be in positions of power in the next session of Congress.

http://opencongress.org
Spot the Differences

**IMAGE SCOPE**

Spot the smallest retouch, that 2 pixel nudge and the slightest color change in a heartbeat.

**Four Layouts**

- Two-Up
- One-Up
- Split
- Difference

**Incredibly Fast**

With four different layouts and exceptional performance, Kaleidoscope makes reviewing image files that much easier and quicker.

**SPOT ON**
The human eye is really good at spotting differences, but sometimes it can use a little help. Each layout aids the eye in a different way, to help

**RESPONSIVE**
Simply put, the image scope is really fast. Scrolling and zooming is always responsive, whether you use multi-touch gestures or your

30-day Free Trial on All Accounts
Start giving real website feedback in less than 60 seconds.

Max
$119/month
Great for teams within large companies.
- Up to 50 users
- 50 GB storage
- Unlimited Sets
- Unlimited Workspaces
- iPhone App
- Private URLs
- Enhanced Security

Premium
$69/month
Best for consultants and corporate teams.
- Up to 25 users
- 25 GB storage
- Unlimited Sets
- Unlimited Workspaces
- iPhone App
- Private URLs
- Enhanced Security

Plus
$44/month
Most Popular Plan.
- Up to 10 users
- 10 GB storage
- Unlimited Sets
- Unlimited Workspaces
- iPhone App
- Private URLs
- Enhanced Security

Basic
$24/month
Best bet for any freelancer.
- Up to 5 users
- 5 GB storage
- Unlimited Sets
- Unlimited Workspaces
- iPhone App
- Private URLs
- Enhanced Security

Personal
Free!
Getting started is a breeze!
- Up to 3 users
- 3 GB storage
- Unlimited Sets
- Unlimited Workspaces
- iPhone App
- Private URLs
- Enhanced Security

How the 30-day Free Trial Works
Sign up for one of our paid plans with no obligation. Cancel within 30 days of your sign up and we won't charge you a dime. If you cancel outside of the 30 day period, you'll only be charged for the service through the month you cancel.

Is there a contract involved? No. Notable is a pay-as-you-go service with no contracts. Pay month-to-month, and if you decide to cancel, you'll be billed for the current month, but you won't be billed again.

Are there per-user fees? None. The prices you see above are all inclusive.

Can I change plans at any time? Sure thing. Simply click on the “Account” tab on your dashboard to see your options.

Questions before signing up? We're happy to answer any questions you have. Just drop us a note and we'll get right back to you.

http://www.notableapp.com/plans
DonQ Heritage

At DonQ, our Heritage shows up at the Destileria Serrallés every single day.

Our company legacy is a living force that drives our constant quest to perfect the art of distillation. It is the collective wisdom passed down through six generations of the Serrallés family in over 145 years of crafting rum.

Our commitment to the people and techniques that define DonQ have made us the #1 rum in the Land of Rum: Puerto Rico. Now available in the US, we’re confident you’ll enjoy our steadfast devotion to the excellence of DonQ.

Visionaries & Innovators

http://donq.com/about/heritage/
We look from the Milky Way into the universe beyond.

Life and time are enriched by science and technology. The pearl of our night sky welcomes Earthlings to reflect on our past home and prepare us for a future of exploration, discovery, and the marvels of space.

In the name of friendship and prosperity.

http://lostworldsfairs.com/moon/

Menschliche Kultur begann – jedenfalls soweit sie schriftlich erfasst und überliefert ist – mit dem strengen Top-Down Management Stil, den die Theokratien Samarra, Assur, Babylon und so weiter im Zweistromland etablierten und der in den nächsten Jahrtausenden rund ums Mittelmeer oft und gerne nachgeahmt wurde. (Die Chinesen waren hier ausnahmsweise mal nicht die Nachahmer, sondern haben diese Art der Gesellschaftsordnung nach allem was wir wissen, recht zeitgleich selbst erfunden.)

Zum Zweiten hatte sich die Führungsschicht mal wieder soweit von Recht, Ordnung und vor allem der Realität entfernt, dass sie die Versorgung breiter Bevölkerungsschichten mit dem Lebensnotwendigen nicht mehr garantieren konnte oder wollte. Zu guter Letzt sorgte die oben erwähnte Erfindung des Buchdruckes dafür, dass sich die Ideen der Aufklärung auch im sogenannten einfachen Volk breit machen konnten: die Befreiung von hergekommenen Dogmen und Vorurteilen. Kant der »Ausgang des Menschen aus seiner selbstverschuldeten
You have no more

Excuses
The changing face of Type
Thank you notes

I am amazed by my colleagues and friends who are always willing to lend a hand in my education, even if it occasionally costs me a pint... or three.

Specifically those whose typographic illuminations have helped me find my way among over the ascenders and under the descenders. Elliot Jay Stocks . Jon Tan . Trent Walton . Samantha Warren . Dan Rubin . Richard Rutter . Jason Santa Maria . Ian Coyle
What a family

Thank you Amy, Brighton & Levi

Thank you Jesus.
Whose love has the beauty and hinting of FF Meta, but is totally open source. He gives me GNU life.

#LameHumor