

데이터그램
타이포그래피 세미나

타이포그래피의 기초

Typeface, Typography, Kinetic Typography

송한나 Hannah Sookyoung Song

2016.08.11.THU

Copyright © Cognitum Lab. All Right Reserved.

[COGNI_{TUM}] LAB

/
차례

1. Typeface
2. Typography
3. Kinetic Typography

들어가며 : 오늘 다룰 내용

낱개의 글자,
여러개의 글자,
움직이는 글자.

1

Typeface

1. 개념 정의
2. TYPE : 활자의 구조
3. TYPEFACE : 글꼴의 유형
4. TYPE FAMILY : 자족의 구성



1. 개념 정의(1) : type, typeface, font, type family



활자 type

A piece of type representing a particular letter or symbol, cast from a matrix mould.

[https://en.wikipedia.org/wiki/Sort_\(typesetting\)](https://en.wikipedia.org/wiki/Sort_(typesetting))

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@&#\$%

활자체 typeface

특정하게 디자인된 알파벳

폰트 font

A particular size, weight and style of a typeface

<https://en.wikipedia.org/wiki/Font>

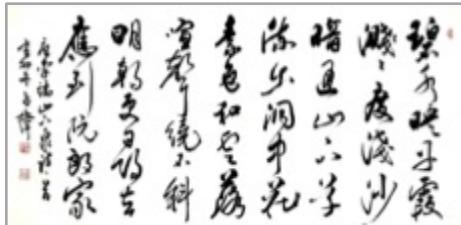
Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

자족 type family

A set of one or more fonts each composed of glyphs that share common design features.

<https://en.wikipedia.org/wiki>Typeface>

1. 개념 정의(2) : calligraphy, typography



서예 calligraphy

A visual art related to writing.
The design and execution of
lettering with a broad tip
instruments, dip pen, or brush.

<https://en.wikipedia.org/wiki/Calligraphy>

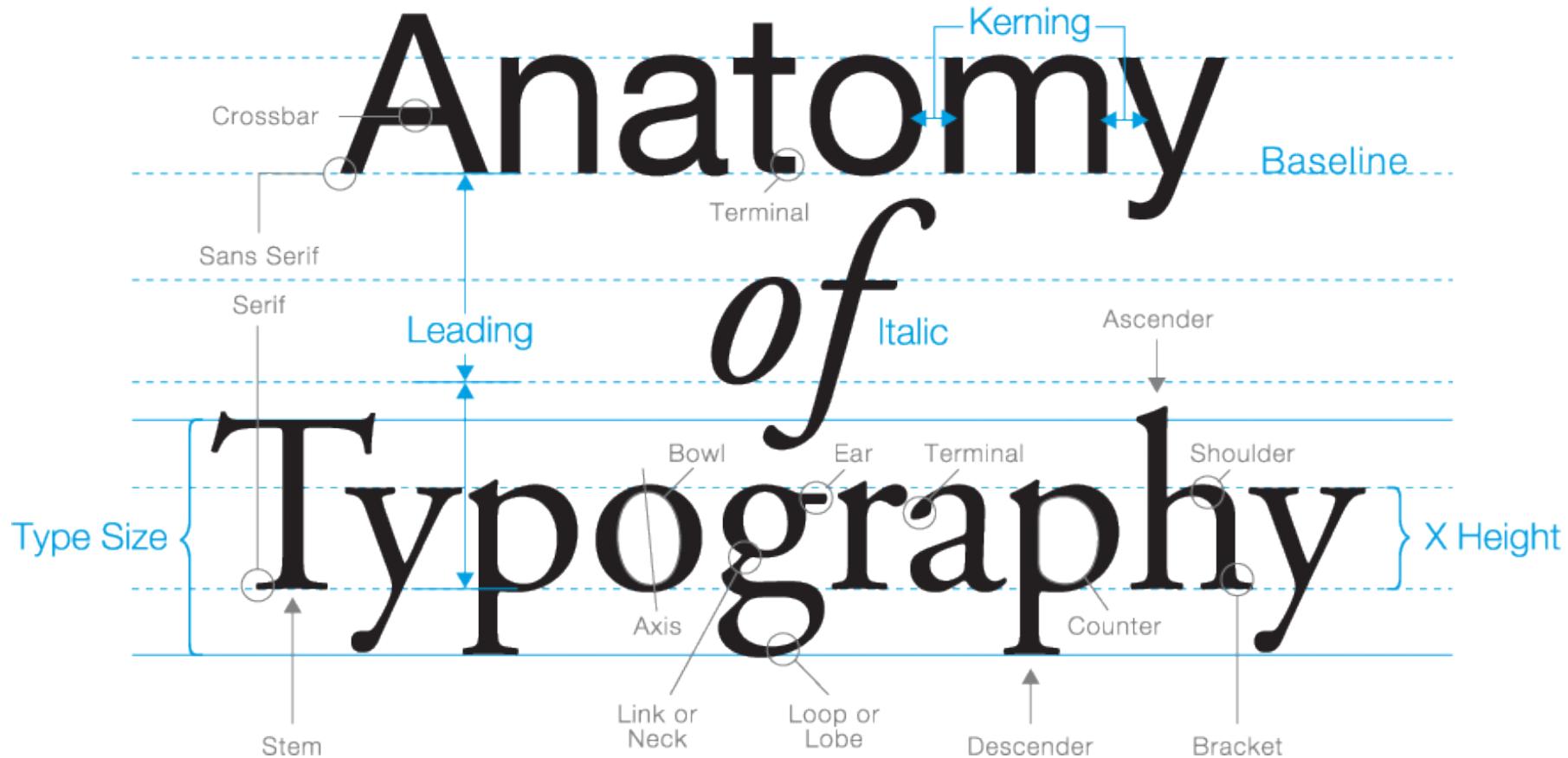


활판술 typography

The art and technique of
arranging type to make written
language legible, readable, and
appealing when displayed.

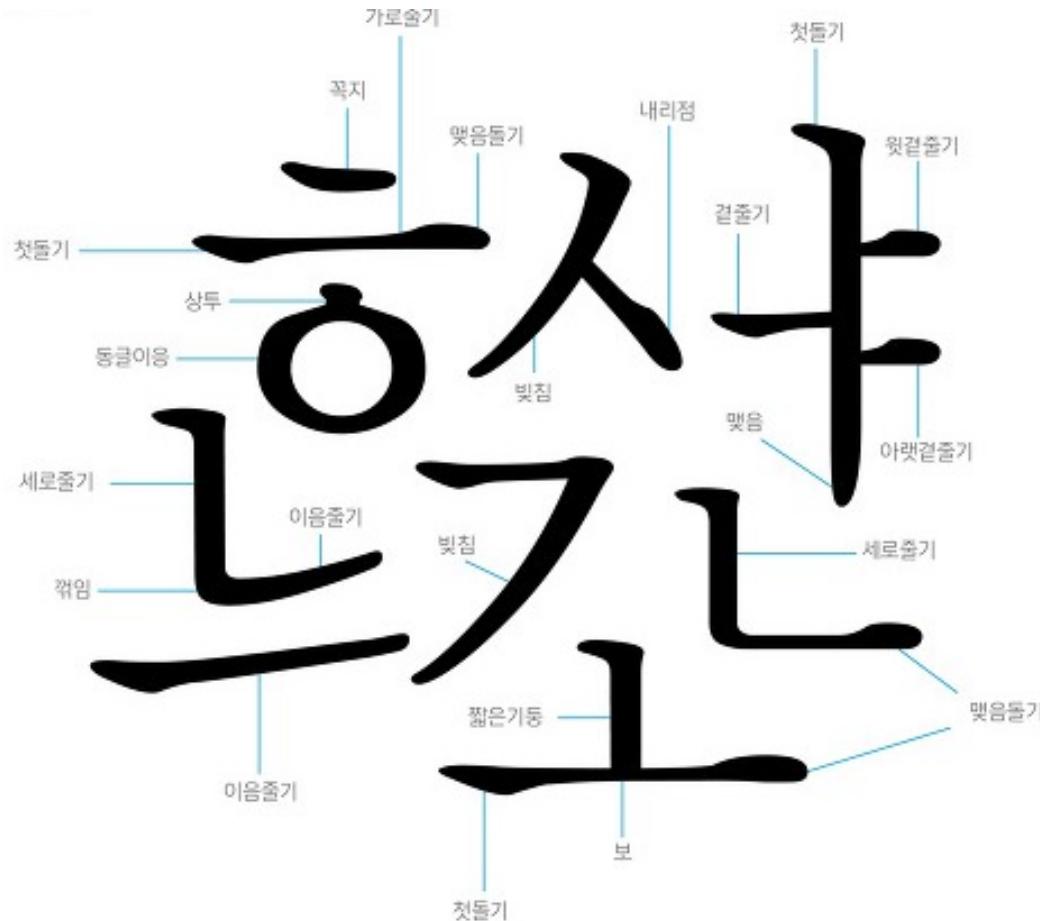
<https://en.wikipedia.org/wiki/Typography>

2. TYPE : 활자의 구조(1) 영문



<http://www.designersinsights.com/designer-resources/anatomy-of-typography>

2. TYPE : 활자의 구조(2) 한글



<http://yoon-talk.tistory.com/217>

<http://shop.fontclub.co.kr/atTypo/typoview.asp?boardtype=46&subtype=00&boardnum=6116>

3. TYPEFACE : 글꼴의 종류

Serif

San Serif

Decorative

Script

Serif

Old Style
Transitional
Neoclassical & Didone
Slab
Clarendon
Glyphic

Script

Formal
Casual
Calligraphic
Blackletter & Lombardic

Sans Serif

Grotesque
Square
Humanistic
Geometric

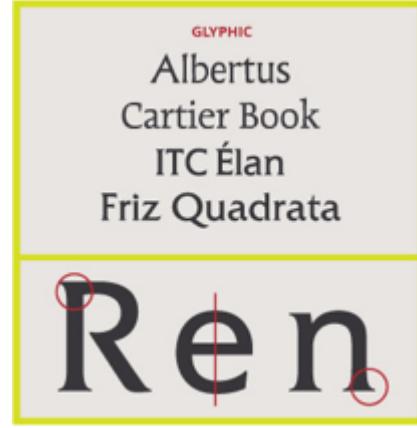
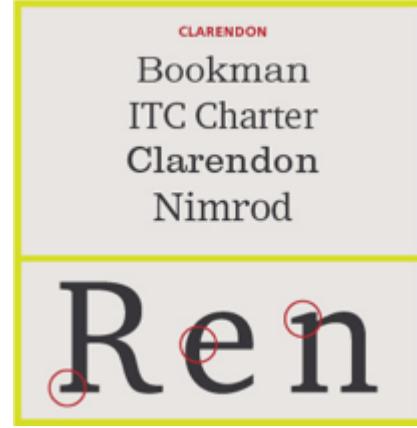
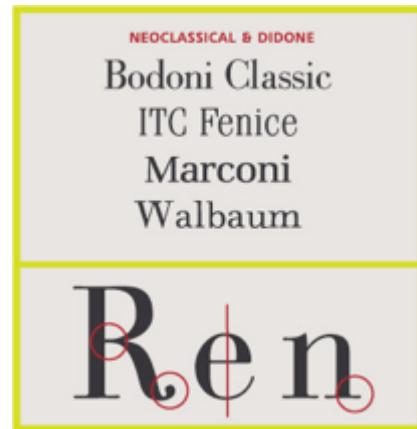
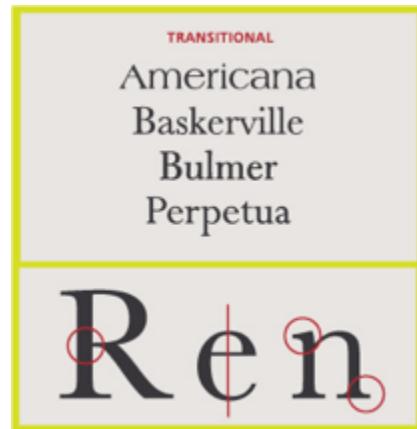
Decorative

Grunge
Psychedelic
Graffiti

<https://stephenjohnson.wordpress.com/2009/11/23/typographic-categories/>

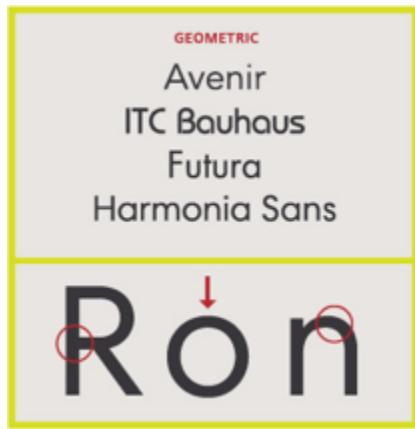
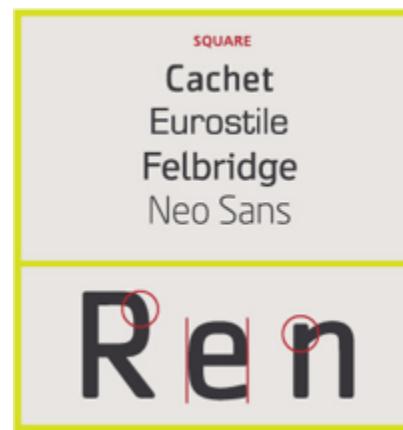
<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

3. TYPEFACE : 글꼴의 종류(1) Serif



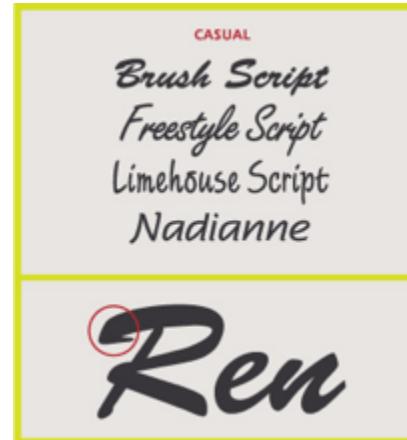
<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

3. TYPEFACE : 글꼴의 종류(2) Sans Serif



<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

3. TYPEFACE : 글꼴의 종류(3) Script



<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

3. TYPEFACE : 글꼴의 종류(4) Decorative



<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

4. TYPE FAMILY: 자족의 구성(1) 영문

Neue Helvetica

	extended oblique	extended oblique	regular	italic	condensed oblique	condensed oblique
ultra light	23	23	25 26	27	27	
thin	33	33	35 36	37	37	
light	43	43	45 46	47	47	
roman	53	53	55 56	57	57	
medium	63	63	65 66	67	67	
bold	73	73	75 76	77	77	
heavy	83	83	85 86	87	87	
black	93	93	95 96	97	97	
	bold outline	75	extra black	107	107	

Ultra Light
Thin
Light
Roman
Medium
Bold
Heavy
Black

Ultra Light
Thin
Light
Roman
Medium
Bold
Heavy
Black

Ultra Light
Thin
Light
Roman
Medium
Bold
Heavy
Black

<https://www.linotype.com/1823/neue-helvetica.html>

<http://weandthecolor.com/helvetica-neue-font-family-linotype/32889>

4. TYPE FAMILY: 자족의 구성(2) 한글

산돌고딕Neo1 Heavy

산돌고딕Neo1 ExtraBold

산돌고딕Neo1 Bold

산돌고딕Neo1 SemiBold

산돌고딕Neo1 Medium

산돌고딕Neo1 Regular

산돌고딕Neo1 Light

산돌고딕Neo1 UltraLight

산돌고딕Neo1 Thin

산돌명조Neo1 ExtraBold

산돌명조Neo1 Bold

산돌명조Neo1 SemiBold

산돌명조Neo1 Medium

산돌명조Neo1 Regular

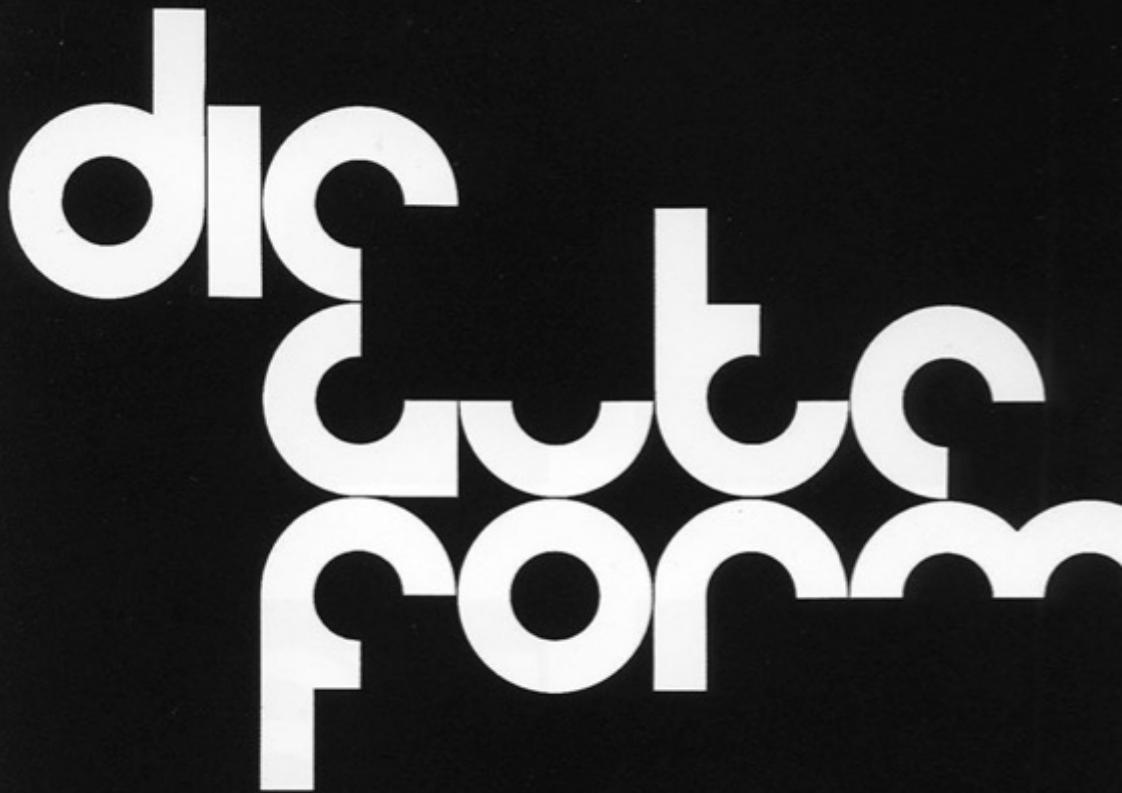
산돌명조Neo1 Light

산돌명조Neo1 UltraLight

2

Typography

1. 타이포그래피의 응용 : Logotype
2. 타이포그래피의 응용 : Poster
3. 타이포그래피의 응용 : Editorial



SWB-Sonderschau
Die gute Form
Veranstaltet
vom Schweizerischen
Werkbund
und der
Schweizerischen
Mustermesse
Mustermesse Basel
8. bis 18. Mai 1954

1. 타이포그래피의 응용 : Logotype(1)



1. 타이포그래피의 응용 : Logotype(2)

Google



Microsoft

eBay

facebook.

skype™

twitter

1. 타이포그래피의 응용 : Logotype(3)

V&A

M
'0
Musée
d'Orsay

cK

ZARA

Dior

EMPORIO  ARMANI



BURBERRY®
L O N D O N


CHANEL


LOUIS VUITTON


HERMÈS
PARIS




BALLY
S W I T Z E R L A N D

1. 타이포그래피의 응용 : Logotype(4)

Disney

Coca-Cola



Ray-Ban®



Johnson & Johnson

Unilever

1. 타이포그래피의 응용 : Logotype

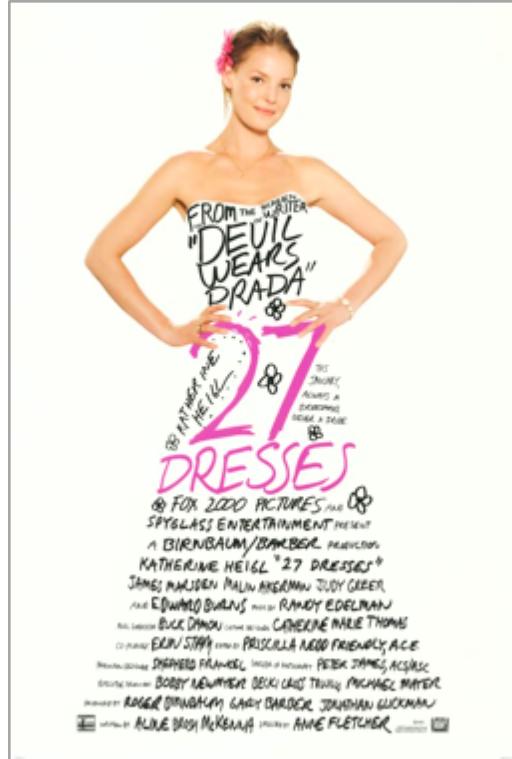


글자의 이미지와
주제의 메시지를
일치시킨다.

2. 타이포그래피의 응용 : Poster



VS.



글자와 그림이 분리된다

글자와 그림이 결합된다

2. 타이포그래피의 응용 : Poster



글자와 그림이 분리된다

2. 타이포그래피의 응용 : Poster



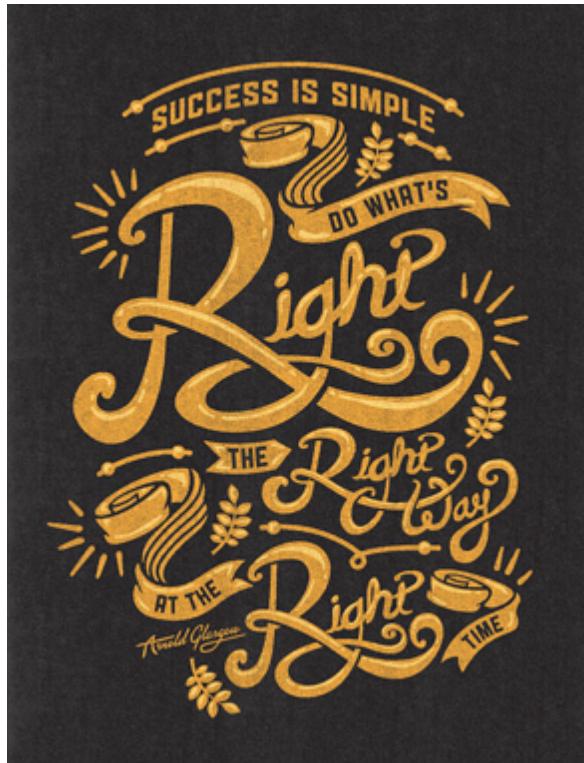
글자와 그림이 결합된다

2. 타이포그래피의 응용 : Poster



글자와 그림을
하나의 메시지로
결합해본다.

2. 타이포그래피의 응용 : Poster



대칭적이다

VS.



비대칭적이다

2. 타이포그래피의 응용 : Poster



대칭적이다

2. 타이포그래피의 응용 : Poster



비대칭적이다

2. 타이포그래피의 응용 : Poster



대칭보다는
비대칭 레이아웃으로
구성해본다.

3. 타이포그래피의 응용 : Editorial



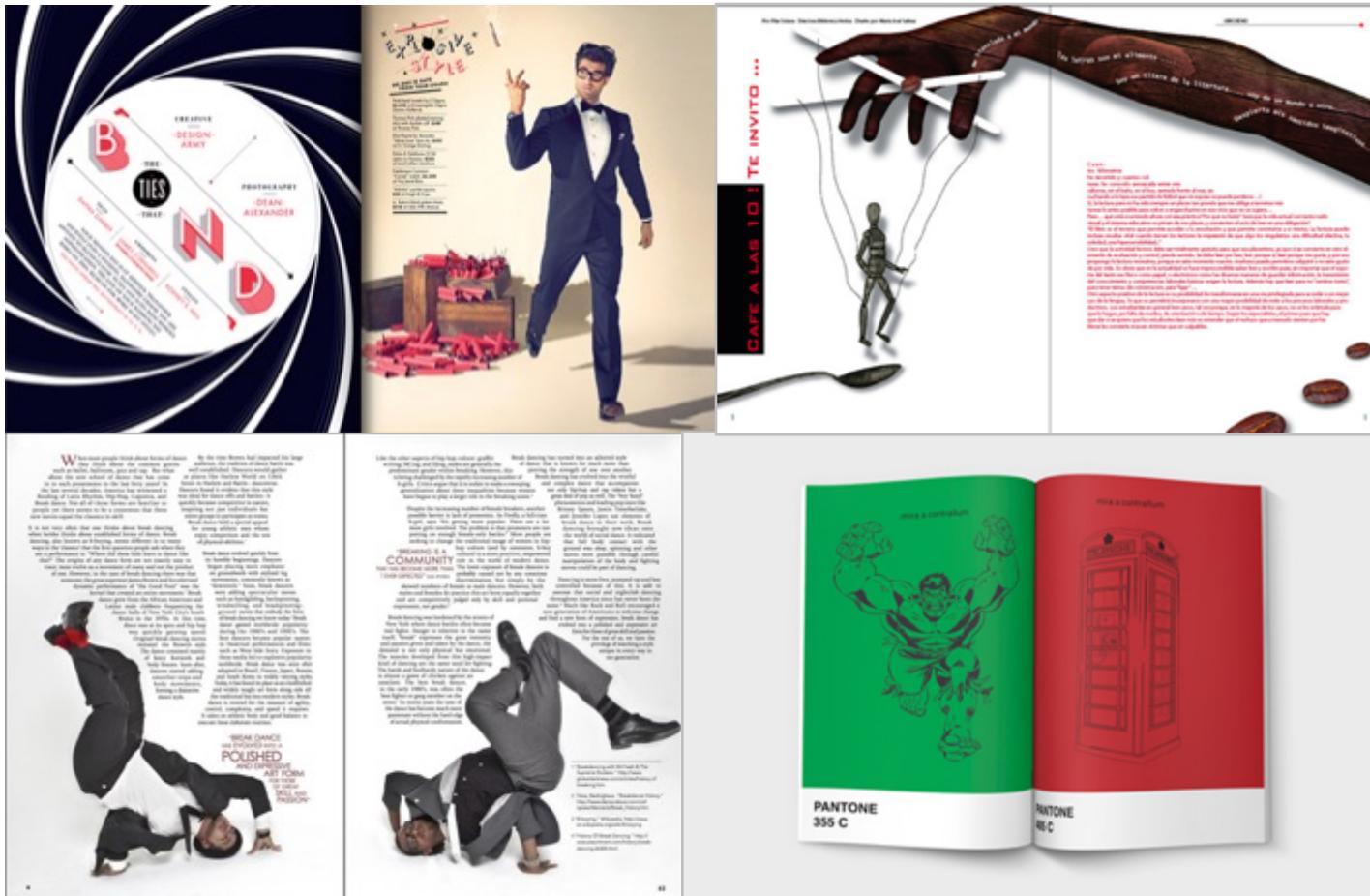
VS.



그리드가 없다

그리드가 있다

3. 타이포그래피의 응용 : Editorial



그리드가 없다

3. 타이포그래피의 응용 : Editorial



그리드가 있다

3. 타이포그래피의 응용 : Editorial

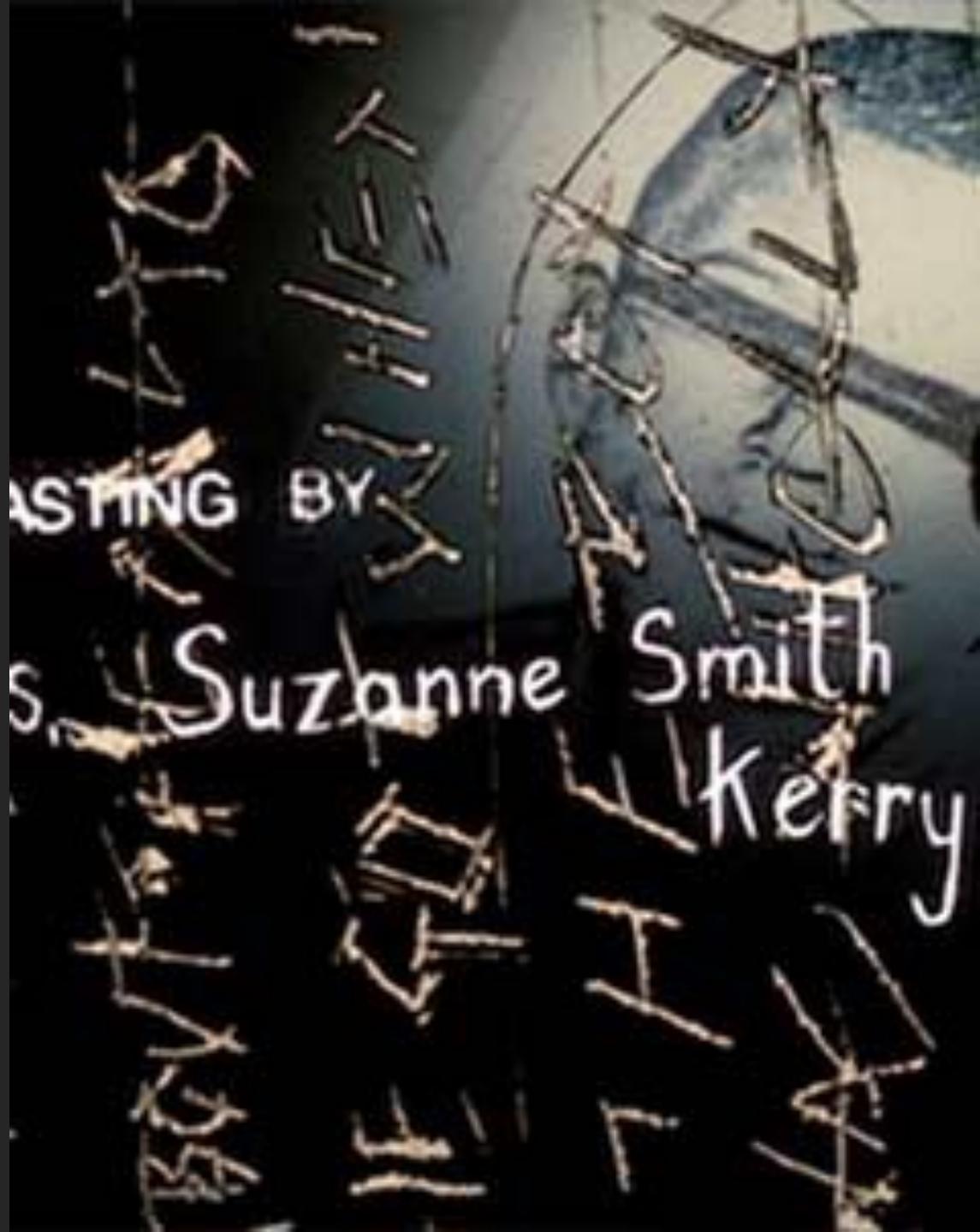


그리드를 활용해
복잡한 컨텐츠를
정리한다.

3

Kinetic Typography

1. 키네틱 타이포그래피
2. 영화 : 타이틀 시퀀스
3. 미디어 아트 : 텍스트 활용



1. 키네틱 타이포그래피

Kinetic Typography

The technical name for "moving text"—is an animation technique mixing motion and text to express ideas using video animation.

https://en.wikipedia.org/wiki/Kinetic_typography

Music



Movie



WHEN I WAS AT
MY WORST
DOWN ON MY
KNEES

1. Music : Maroon 5 – Maps

WHEN I WAS AT
MY WORST
DOWN ON MY
KNEES

<https://youtu.be/1iaW3lsBkfI>

1. Music : One Republic

I'm
just doing
what we're told

I'm
just doing
what we're told

<https://youtu.be/8YoYHCJeyig>

1. Movie : Sherlock Holmes

THIS
MUSNT
REGISTER
ON AN
EMOTIONAL
LEVEL

**THIS
MUSNT
REGISTER
ON AN
EMOTIONAL
LEVEL.**

<https://youtu.be/uJ1uxNl2fUg>

1. Movie : Black Swan



IN 4 YEARS
EVERY TIME I SEE
YOU DANCE
OBSESSED
GETTING EACH
EVERY MOVE
BUT IN EVER SEE
PERFECTLY RIGHT
YOU LOSE YOURSELF. ALL
THE DISCIPLINE FOR WHAT?
I JUST WANNA BE PERFECTION
IS NOT JUST ABOUT CONTROL... YOU
IT'S ALSO ABOUT LETTING GO
SURPRISE THE AUDIENCE SO YOU CAN
TRANSCENDENCE I THINK I DO BETTER
AND very few have it in them
AAHH...
REACH ME
I CANNOT BELIEVE
I CAN'T BELIEVE I'M SORRY.

<https://youtu.be/2ajgdx06RSU>

2. 영화 : 타이틀 시퀀스

Title Sequences

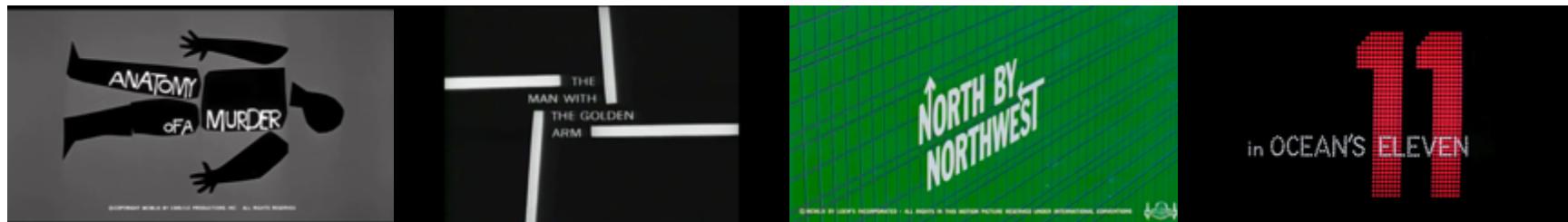
The method by which films or television programs present their title, key production and cast members, utilizing conceptual visuals and sound.

https://en.wikipedia.org/wiki/Title_sequence

Kyle Cooper



Saul Bass



2. Se7en(1995) by Kyle Cooper



<https://youtu.be/OEq-4fua3IM>

2. Mission Impossible(1996)

MISSION

MISSION

<https://youtu.be/PeKW0stTThk>

2. Gattaca(1997)



G A T T A C A

<https://youtu.be/vfeWn9usiD8>

2. Spiderman(2002)



<https://youtu.be/1f5ykkGJvMU>

2. The man with the golden arm(1955)



https://youtu.be/eGnpJ_KdqZE

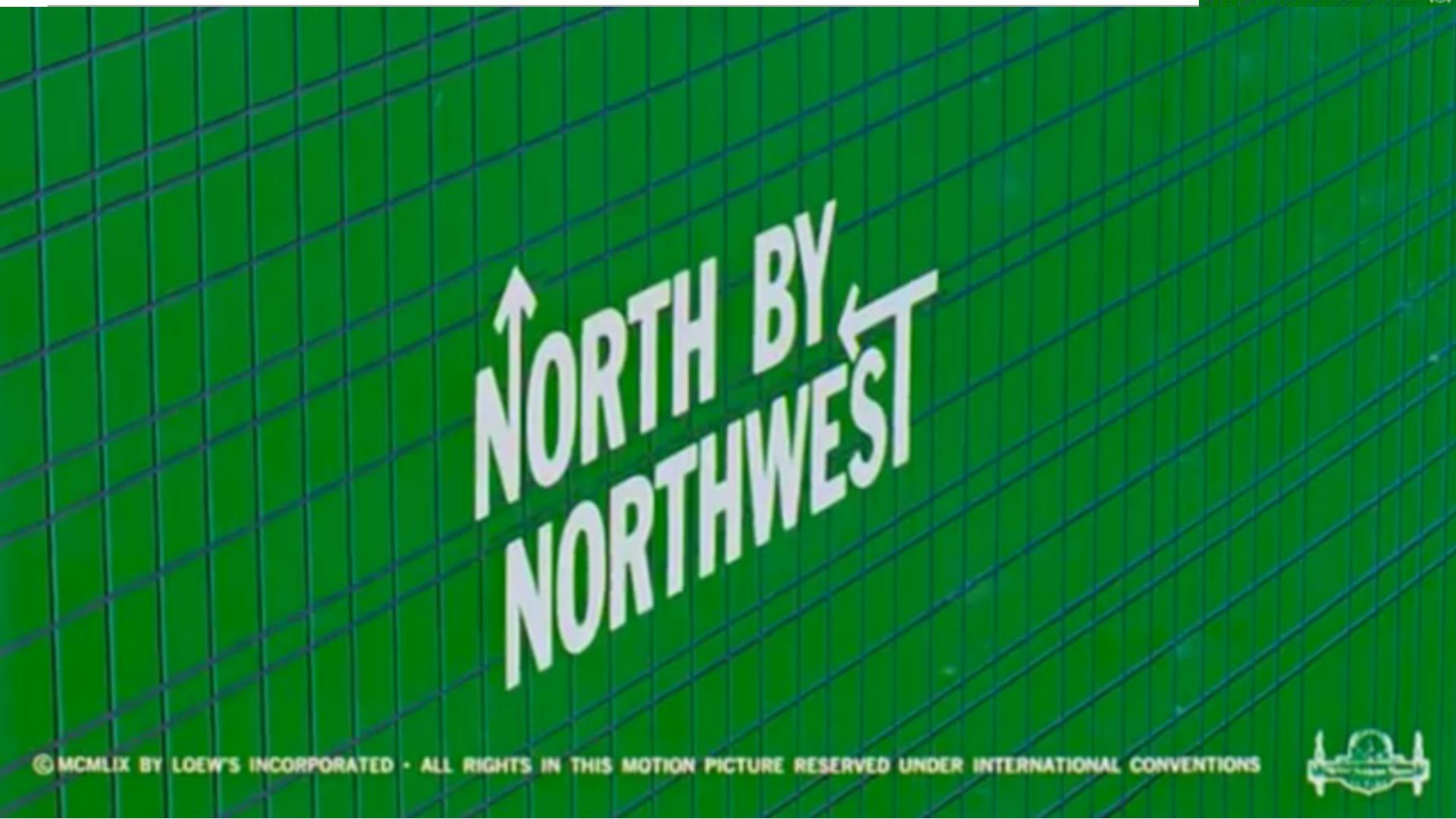
2. Anatomy of Murder(1959)



©COPYRIGHT MCMLIX BY CARLYLE PRODUCTIONS, INC. ALL RIGHTS RESERVED

<https://youtu.be/3sA1en26sgM>

2. North by Northwest(1959)



https://youtu.be/xBxjwurp_04

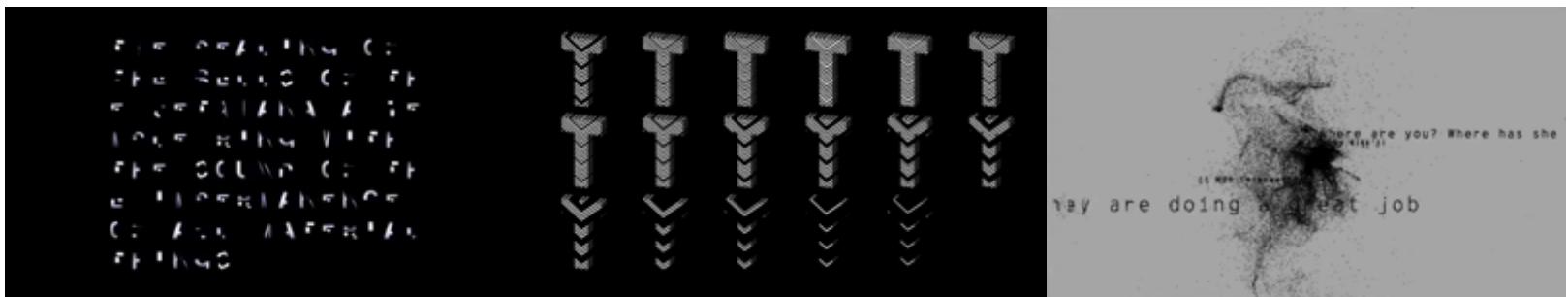
2. Ocean's Eleven(1960)



<https://youtu.be/xnG3OjlcN8M>

3. 미디어아트 : 텍스트의 활용

generative art



Interactive art



Projection mapping



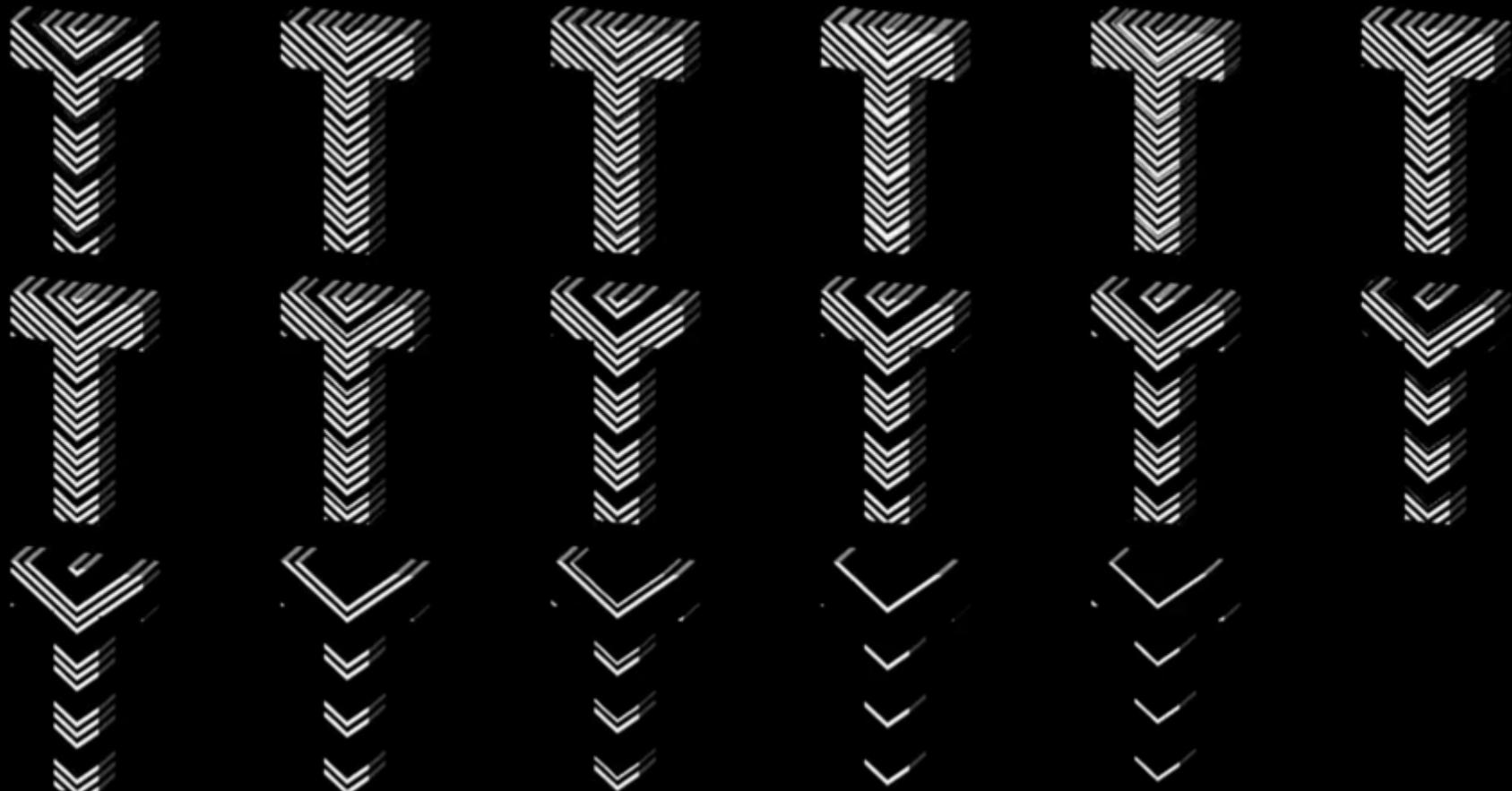
3. MUJYO TYPES / text data

Font: Mujiyo
Font Family: CJK
Font Style: Regular
Font Weight: 400
Font Subfamily: Regular
Font Version: 1.000
Font License: Open Font License
Font License URL: <http://www.myfonts.com/fonts/cognitum/mujiyo/>
Font License Text: Open Font License
Font License Text: Version 1.1
Font License Text: Copyright © 2012 Cognitum Lab
Font License Text: All rights reserved.
Font License Text: http://www.myfonts.com

Font: Mujiyo
Font Family: CJK
Font Style: Regular
Font Weight: 400
Font Subfamily: Regular
Font Version: 1.000
Font License: Open Font License
Font License URL: <http://www.myfonts.com/fonts/cognitum/mujiyo/>
Font License Text: Open Font License
Font License Text: Version 1.1
Font License Text: Copyright © 2012 Cognitum Lab
Font License Text: All rights reserved.
Font License Text: http://www.myfonts.com

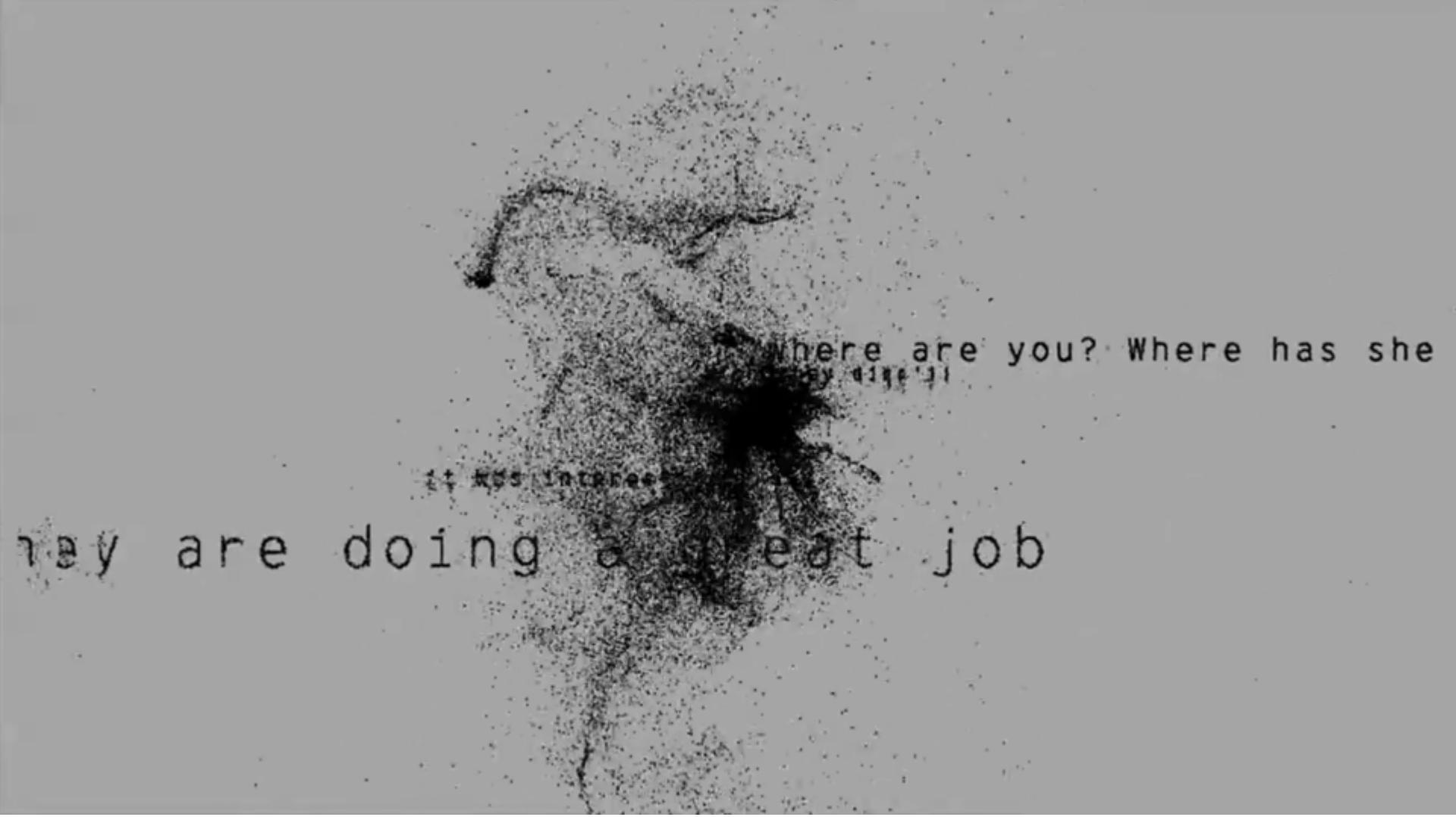
<https://vimeo.com/61103553>

3. Reactive Type



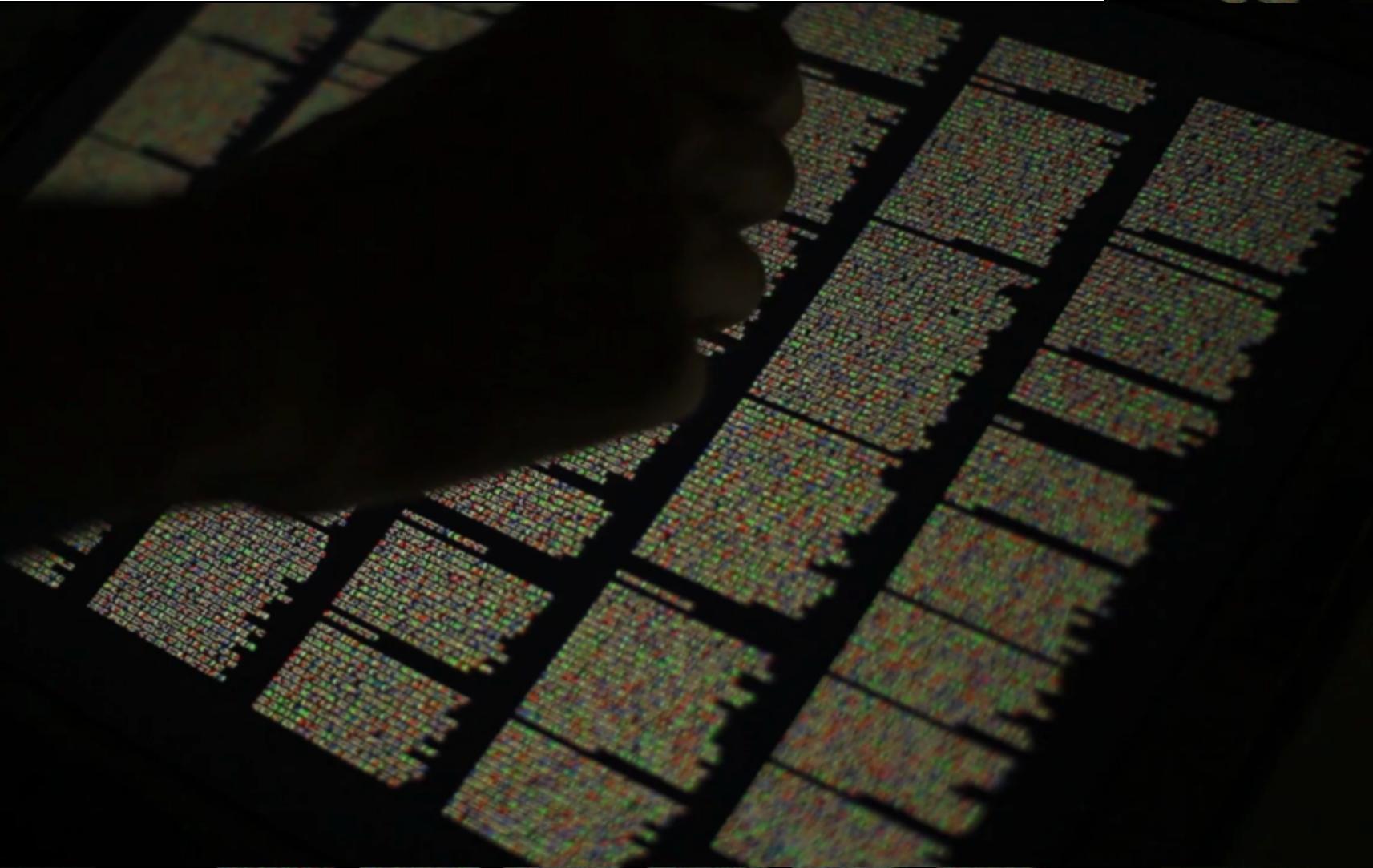
<https://vimeo.com/104522905>

3. Experience Mimeisthai



<https://vimeo.com/43086229>

3. A New Aesthetic for Text



<https://vimeo.com/70517773>

3. Floating numbers - Berlin



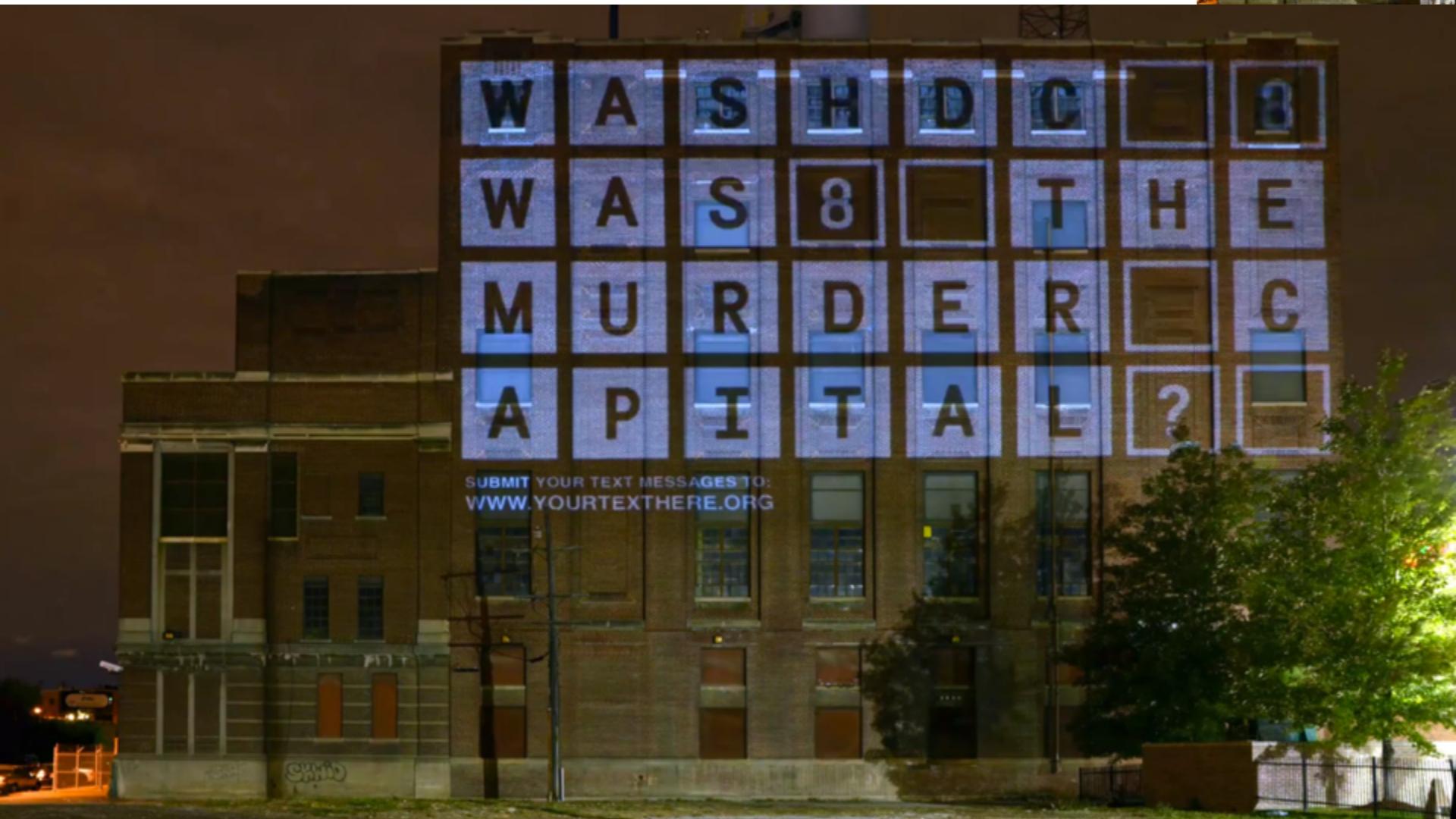
<https://vimeo.com/8613108>

3. In Order to Control



<https://vimeo.com/43257999>

3. Your Text Here - Detroit



<https://vimeo.com/80647589>

3. Time Drifts – Montreal



<https://vimeo.com/12816319>

3. Spielraum - Lichtrouten



<https://vimeo.com/76873366>

나오며 : 타이포그래피를 잘 하려면

타이포그래피는
글자인 동시에 그림이다.
두 가지 성질을
컨텐츠에 맞게 융합하는 것이
좋은 타이포그래피의
기본 조건이다.

Q&A

Thank you.

e-mail : cognitumlab@gmail.com

web : www.cognitumlab.com