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# Typographics

**Typographics is a design festival for people who use type.** The annual event series, now in its 4th year, takes place June 11-21, 2018, and is devoted to contemporary typography, with talks, workshops, and tours focusing on where typography is today and where its future may lie. It will be held at The Cooper Union in New York City.

<b>Conference:</b> June 15-16 The highlight of Typographics is a two-day conference centered	<b>Workshops &amp; Tours:</b> June 11-21 Workshops and tours are	<b>TypeLab:</b> June 16-17 The TypeLab at Typographics 2018 will host a series of technique	<b>Book Fair:</b> June 16-17 The Typographics festival includes the Typographics Book Fair
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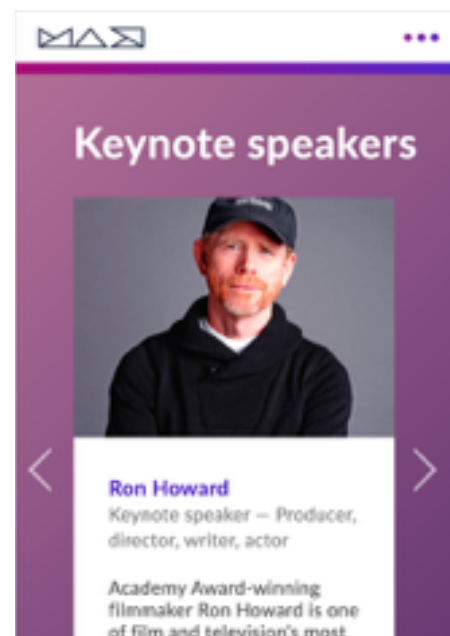
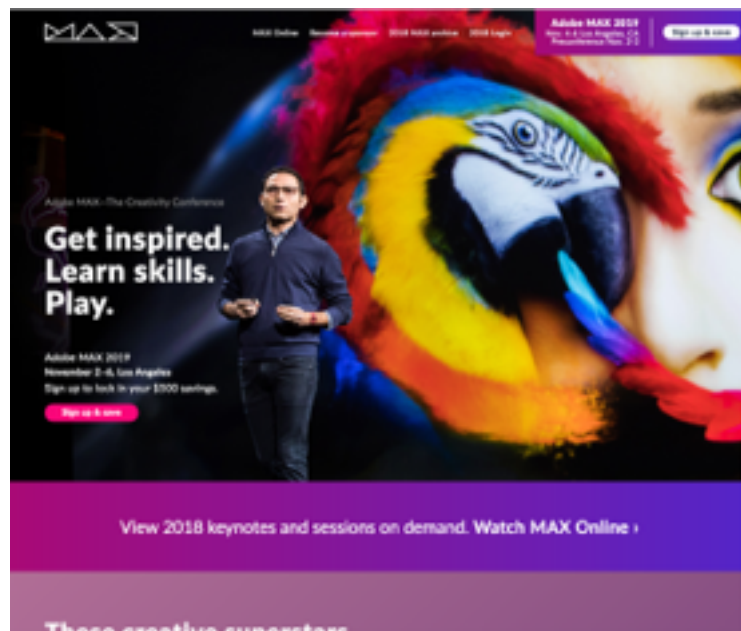
## Conference Speakers

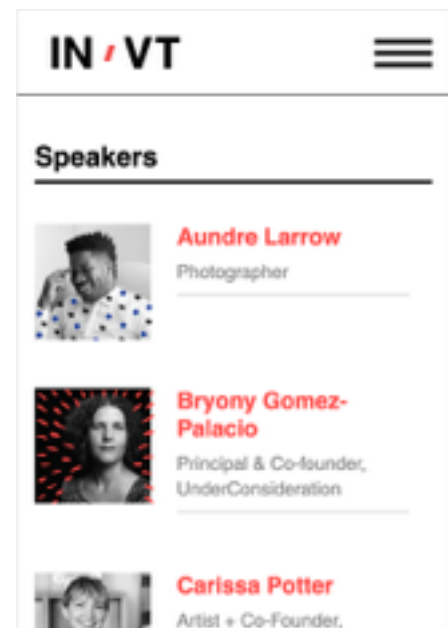
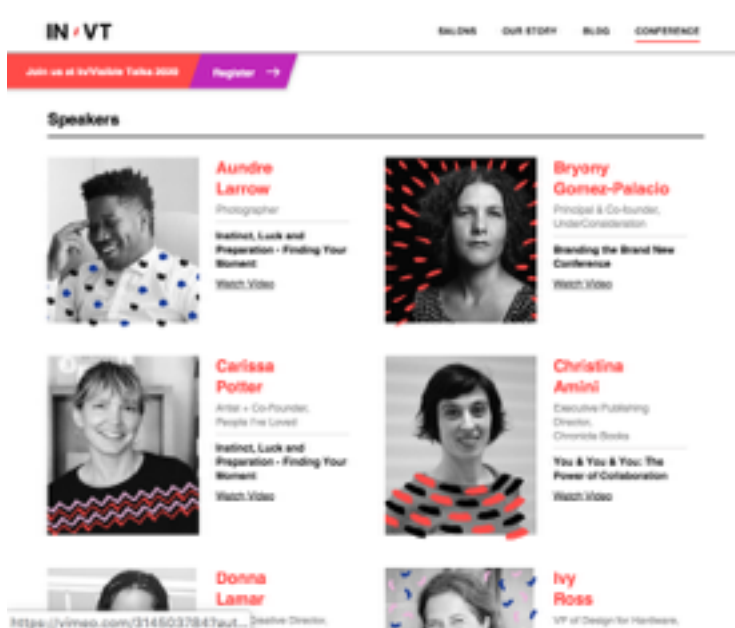
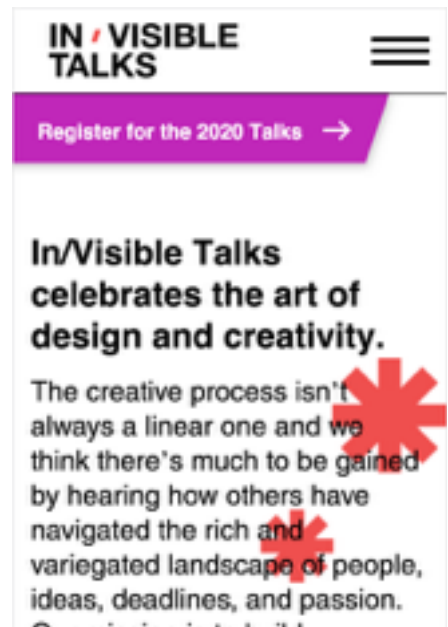
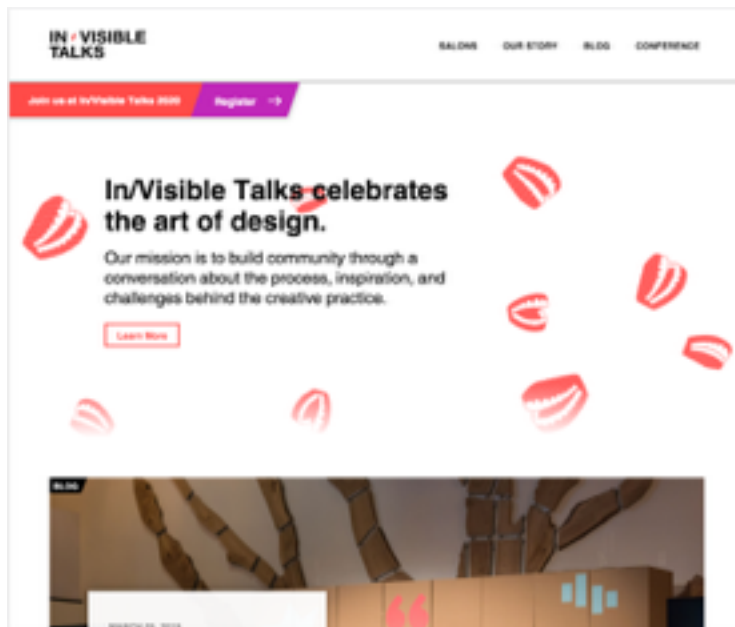
 <b>Ellen Lupton</b> Cooper-Hewitt, MICA <i>Design Beyond Vision</i>	 <b>Ken Barber</b> House Industries, Type & Lettering <i>A Tribute to Rich Root, Co-founder of House Industries</i>	 <b>Massimo Pini</b> Pini <i>On the Typographic &amp; Handmade for Contemporary</i>	 <b>Jennifer David</b> July 10-11
 <b>Mr. Keady</b> Cooper-Hewitt, MICA <i>Design Beyond Vision</i>	 <b>Tamara Shoppin</b> Shoppin & Co. <i>Design Beyond Vision</i>	 <b>Peter Riffle</b> Riffle <i>Design Beyond Vision</i>	 <b>Amy Lee Walton</b> Walton <i>Design Beyond Vision</i>

**And much more ...**  
 Further programming will be announced over the coming weeks. For news and updates, join our mailing list and follow @TypographicsNYC on Twitter.

## Conference Speakers

 <b>Ellen Lupton</b> Cooper-Hewitt, MICA <i>Design Beyond Vision</i>	 <b>Ken Barber</b> House Industries, Type & Lettering <i>A Tribute to Rich Root, Co-founder of House Industries</i>
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## **Typographics**

- Date: June 11 – 21, 2018
- Location: New York, NY
- Conference Website: <https://2018.typographics.com/>

### **Analysis**

This website is visually very interesting and I understand that, because it is focused on typography, the front page features interesting letter forms. Despite the effectiveness of the content, the title is given a hypnotic effect that makes me, as the viewer, rather dizzy and makes me not want to stay on that page very long. Despite this, its layout is successful through the way it tells you exactly what this event is and if you scroll down the dates, and if you scroll down further, the speakers. In terms of getting people to come to your event, the top bar has the option to “Plan your Visit” and “Register” which I think are helpful additions in navigation. Also, in some of the event descriptions, there are hyperlinks to register which would be very effective. I feel like this design is better smaller, because of how dense the info gets when on a 1280 screen.

## **In/Visable Talks**

- Date: January 17th, 2019
- Location: San Francisco, CA
- Conference Website: [www.invisibletalks.com](http://www.invisibletalks.com)

### **Analysis**

Immediately, the front page grabs the viewer with a cute animation. On the front page though, it hardly has any information about the specific conference. The button register is very accessible and bold but to learn more about the event you have to keep clicking down a rabbit hole of “learn more”s. The illustration and graphics are very eye-catching but the information is a little tricky to navigate through. The layout on the page is very interesting and leaves room for the eye to breathe. This being said, although nice to look at and encouraging to scroll, the information that continues isn’t always what you are looking for as there are quite a few “related events” and “read more” blog posts. Once the “register” button is selected, you are immediately directed to a pop-up to select and pay for tickets. I think this webpage is quirky and fun but could display more info about the event.

## **Adobe MAX**

- Date: October 15 – 17, 2018
- Location: Los Angeles, CA
- Conference Website: [max.adobe.com](http://max.adobe.com)

### **Analysis**

This website is laid out starting with a full spread photo of what looks like an image of a speaker at the convention. There is a small amount of text to the left that states the name of the convention, its date and time, and a sign up button. Once you click “sign-up” it redirects you to a page where it briefly describes what you will get from the event as well as a few registration questions. What I like most about this design is the difference between the arrangement of speakers in 1280 vs 375. In a bigger display, they are all lined up, 3 across and 2 down, medium sized photos. On a phone screen there is a large cover image and arrows on either side to swipe through the line up of speakers.

## **Design Conference focusing on Thoughtless Design**

### *event details*

**name:** ABCDesign [Actively Brainstorming Calculated Design]

**location:** Georgia World Congress Center

**date:** November 5th 2020

**time:** 12:00-4:00

### **Speakers:**

Shantell Martin

Sam Barclay

Sarah Hendren

Brian Glenney

Through analyzing these websites, I think that it is important in my design, (specifically because it is about accessibility and universality), to make it easy to use and to think beyond what I would consider easy and normal. Although having interesting graphics are important, having links, similar to the typography website, that allows you to register after the description of each event would be helpful to the viewer. I also think that having a symbol as a menu may look simple and pleasing, but having all sub-groups written out is easier to understand.