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Learn to craft type in Singapore

Singapore



Photo courtesy of Crafting Type

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text Justin Zhuang

When Mark De Winne shared his hope of holding a typography workshop in Singapore one day with an acquaintance he met at a conference, the graphic designer did not realise who he was talking to. Eben Sorkin is one of the instructors of Crafting Type, a workshop that aims to introduce font design to graphic designers and also non-professionals.

Started in 2012 by a team of professional type designers, the workshop first held in Canada has since travelled to cities in the US and even Ukraine. In mid-July, Crafting Type came to Asia for the first time when it held a three-day workshop in Singapore, led by Sorkin and Octavio Pardo, who both hold a Master's in Type Design from the University of Reading. De Winne, who helped bring the workshop over after following up on the casual discussion with Sorkin at the annual typography conference ATypI last year, said there is no better time to do so in Singapore than now. "I believe there is a growing interest in

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typography and the craft of type design, so it seems right to encourage that interest," says the designer who runs 'typography-led' design studio Relay Room.

Since returning from a summer course in typeface design at New York's Cooper Union college last year, De Winne has tried to grow a typographic community in Singapore's design scene by organising a "Type & Beer" event, where he and other designers presented their own typeface creations. However, he adds that while there is no community of typeface designers yet, there are several individuals designing typefaces casually, although many are not formally trained or practice often.

At Crafting Type's three-day workshop held in the LASALLE College of the Arts, the 42 participants were taught the fundamental issues in type design and encouraged to create their own typeface so they can learn via experience. Similar to other workshops, there were discussions on the industry, tools, licensing as well as how to make money designing type. Besides the workshop, Sorkin, who also runs independent type foundry Sorkin Type Co., also gave a public talk on 15 July on how to choose typefaces and use them. Says De Winne, "Every typeface, every letter carries a voice, and conveys a feeling. Typography can say so much with very little, and its relevance and importance in design communication should not be underestimated."



Crafting Type
www.craftingtype.com

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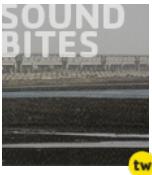
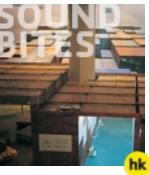
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