This course is an introduction to the techniques and processes used in professional type design. Students will create their own original typefaces as they gain an understanding of the methodologies and software used to produce high-quality digital type.

It is often difficult to know where to begin when tackling this kind of large-scale design project. The primary goal of this course is for students to learn how to think about type systematically and how to successfully structure the type design process. The course will focus on techniques and best practices for designing and spacing type, but will also introduce students to the conceptual foundations of type design, Python programming in RoboFont, kerning, OpenType features, and font production.

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Principles of Typeface Design   & more

About Graham Bradley

Graham Bradley is a type designer and visual designer. He is a graduate of the University of California, Berkeley, and Type@Cooper. He was a designer at Frere-Jones Type, where he worked on Mallory and Retina, created specimens and illustrations, and developed custom tools.

Previously, he worked independently from Santa Monica, California, designing type, lettering, identities, websites, and printed pieces. He is currently working on a cookbook with his wife,

This course is suitable for designers just starting to think about type and for designers with some type design experience hoping to develop their skills and design processes. Some experience with drawing Bézier curves (in Adobe Illustrator, for instance) and with typography is recommended but not required.

Workshop at Letterform Archive Offered by Type@Cooper West

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Typography is one of the keystones of graphic design, but mastering typographic skills can be a daunting task.

Fear no more, in this 5-week class you will learn about typography on both macro and micro level – such as making good type selections, pairing typefaces, solving intricate typographic hierarchies, fine tuning long passages of text, and building typographic grids. Through a series of lectures, assignments, discussionsand demonstrations, you will complete this class to be a more typographically savvy designer. You will learn how and when to properly use dashes, get acquainted with OpenType features and master the glyph palette.

About Tânia Raposo

Tânia Raposo is a type and graphic designer from Portugal. She received her Graphic Design BFA at ESAD.IPL, Portugal and her Type and Media Master's degree at KABK, Netherlands. At the moment she is the Program Coordinator for Type@ Cooper West and works as a freelance graphic and type designer. After moving around Europe and the US she has now settled in the Bay Area. She has a hard time controlling her addition to buy books, stamps and travel ephemera.

A workshop offered by Type@Cooper West, a collaboration between Letterform Archive and Cooper Union, and held in the Monotype Classroom at Letterform Archive.

Wednesday, September 27, 2017 | 6:30pm–9:30pm

THE PAST

SFPL Main Library
Co-presented by Type
@Cooper West

Wed, Sept
13, 2017

6:00pm
7:30pm

Aaron Marcus reviews the last century of movies and some television shows. He analyzes their views about user experience, human-computer inter-action, user-interface design, information-visu-alization, and typographic communication. Film and TV directors are both very creative as well as seemingly completely ig-nrant about user-centered design. He discusses some of the high points and low points of some of the best-known blockbusters like Star Wars, 2001, and Avatar, as well as lesser known films from India,

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China, and Japan, to introduce cross-cultural issues. This lecture is based on the invited key-note lecture for Mensch und Komputer, Technical University of Chemnitz, Germany, 12 September 2011. Mr. Marcus has pre-sented this lecture as a tutorial at APCHI 2012, Matsue, Japan, at Us-er-Friendly 2012, Beijing, China, and frequently at HCI International over the past six years. He has also published a free, downloadable ebook of the same name, available at his company's website.

This event is part of the Letterform Lecture series, co-presented by Type@Cooper West
and the San Francisco Public Library, and sponsored by Adobe Typekit.

THE FUTURE