Use Your Fucking Brain

Erik Spiekermann is a German born typographer that has in love with letter forms and type for longer then I've been alive. Erik himself has been quoted saying "I have been suffering from Typomania all my life, a sickness that is incurable but not lethal" (Spiekermann, 1). Typography is one of the most important parts of design because most of the things that we get information from has some sort of typographic element in it that helps us understand the meaning. This is part of the reason that Erik feel in love with typography in the first place and has said that it is the reason that he still works with it now because he likes the thought of making it easier for people to learn new information.

The start of Erik Spiekermann's career started when he attended the Free University of Berlin. While he attended the Free University of Berlin Erik also was running a print press out of his home basement to help fund his art works. After graduating from the Free University of Berlin he went on to do some free lance graphic design when he first got out of school. Most of the free lance work that Erik did was when he lived in London. The next step in the career of Erik Spiekermann started when he moved back to Berlin. When Erik arrived back in Berlin he started Metadesign along with two other designers.

Metadesign was a design firm that started in Berlin, but has over the years since its founding in 1979 moved to many different countries. Although Metadesign started as a small company it has grown into a well known design firm that has had some high end clients such as german car companies Volkswagen, and Audi. Erik and his wife. Joan Speikermann started the company Fontshop.

FontShop was one of the first mail order digital font distributors. The company then became the FontShop international and started to distribute fonts all over the world. Spiekermann is considered one of the best in the typographic field. Currently Erik Spiekermann has his own blog that he keeps up. Although Erik has moved on from the screen typefaces that he started his carrer with, and has actually reverted back to the old way of using typefaces. Erik has always been hands on with the production of his work, but in his later years he has reached back to the roots of type face and works now only with laying type on an actual print. Erik Spiekermann has created many fonts in his time as a typographer. The most famous of these fonts are Berliner Grotesk, ITC Officina Sans, ITC Officina Serif, FF Meta, FF Govan, FF Info, Nokia Sans, FF Unit, FF Meta Serif, FF Unit Slab, Fira Sans. Erik worked in the beginning of the Mac computer era and started making these fonts on those machines which is impressive because of the quality of the fonts. He also created one of the first workable mobile fonts when he created the "Nokia Sans" font for the Nokia cellphones. Erik Spiekermann has worked on and written several books and one of those being "Stop

Oh,

5 PT

17.5 PT THE LENGTHS I GO

to please you 44 PT

Stealing Sheep & Find Out How Type Works". This is one book that Erik has helped author and it is a book teaching people the history of fonts and typefaces along with how to make them. As you can see from the title it is not your usual book and has a lot of Erik Spiekermann's designs and personality are in the book. There is a quote in the book that talks about how font has been mastered for almost five hundred years and that the closer you can get to those classic fonts the better your font will most likely be "Chances are the more you pay for a book, the closer its

typefaces resemble good historical models that date back to the Renaissance. By the time we are adults, we have read so much that is set in what are considered 'classic' typefaces that we all think Caslon, Baskerville, and Garamond are the most legible typefaces ever designed…" (Spiekermann & Ginger, 2). This goes to show the love that Erik has for fonts, and not only the way that he can use them in the future to better the world, but the fact that how they were used well in the past. In "Stop Stealing Sheep & Find Out How Type Works" Erik Spiekermann also talks about the fact that

Don't work for assholes

Don't work with assholes