

The FUtURe of TypographY

Jeena Kim

Blackletter
Blackletter

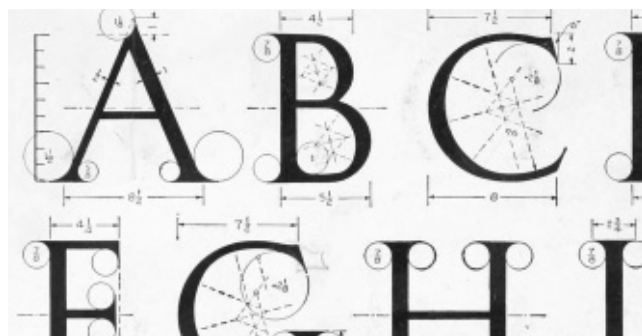
Black Letter

Caslon

Caslon

Heavy

Bodoni



Roman Type

o p q r s t u v w x y z

Baskerville

Baskerville

Garamond

Garamond

Rialto Italic
Didot Italic

Italic

Didot

Didot

Georgia

Regular | *Italic* | **Bold** | **Bold**
The five boxing wizards jump quick
Georgia

No serifs
Sans Serif
Very little or no thick/thin transition
Helvetica

Sans Serif

GillSans
for text and display work

Gill Sans

Regular *Italic* **Bold** ***Bold Italic***
Verda

Verdanca

Little or no difference between thick and thin strokes
Avenir
No serifs anywhere

Avenir

Kunsthalle
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Helvetica

Alte Haas
Grotesk
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alte Haas Grotesk

THE ALL NEW
The Futura
YET ORIGINAL
is now
VERSION
Futura ND Alternate

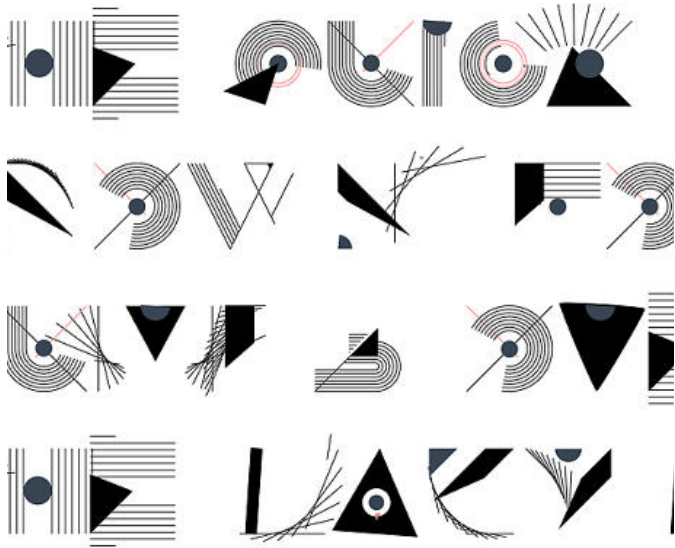
Futura

Arial

Arial

ABCDEFGHIJKLM
TUVWXYZÀÁÊË

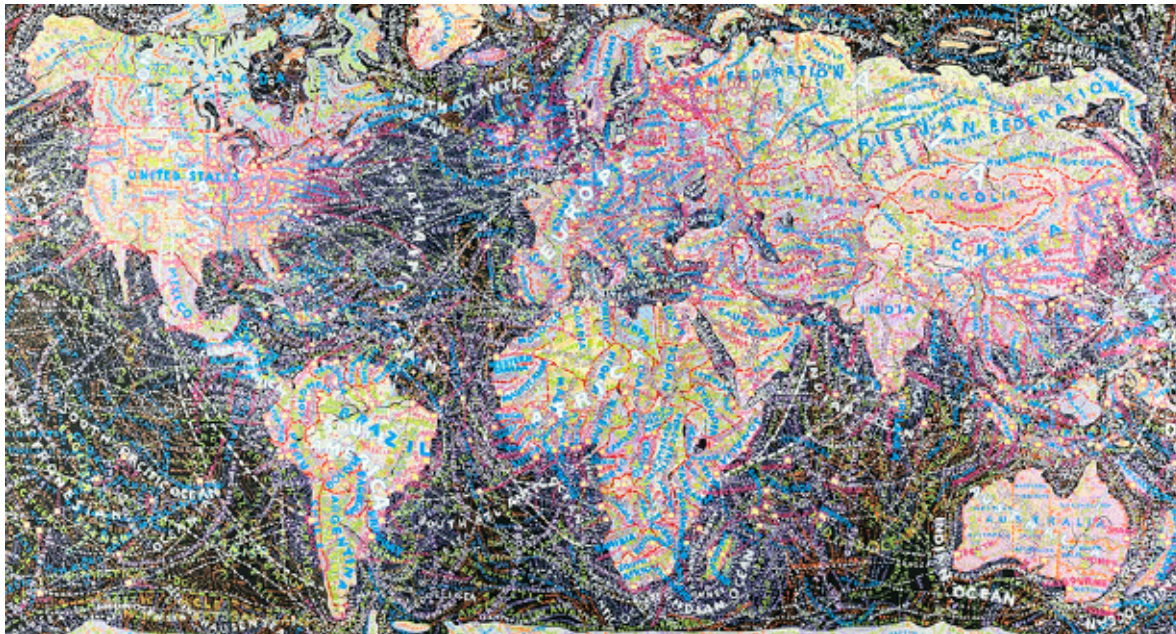
Din

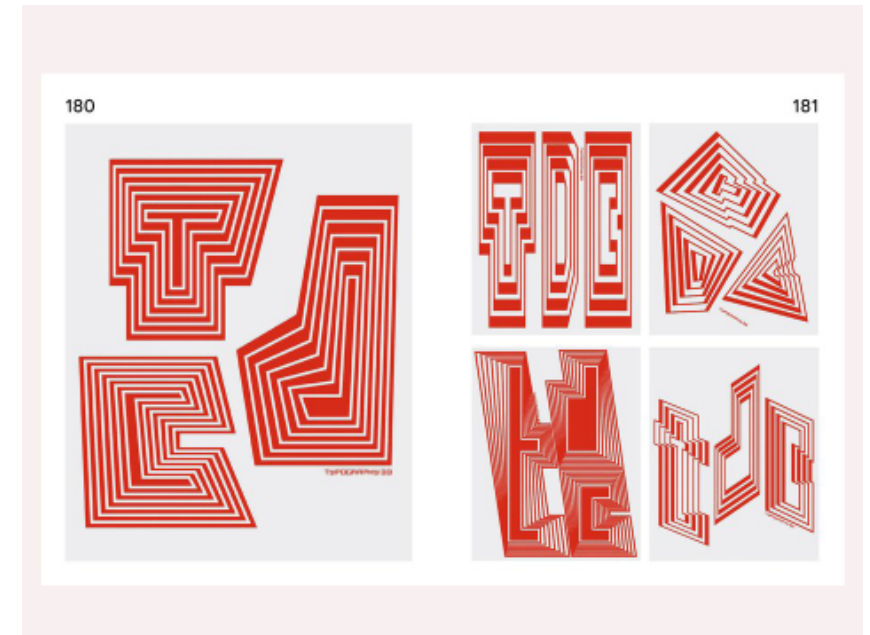




Paula Scher

**WORDS HAVE MEANING,
TYPE HAS SPIRIT**

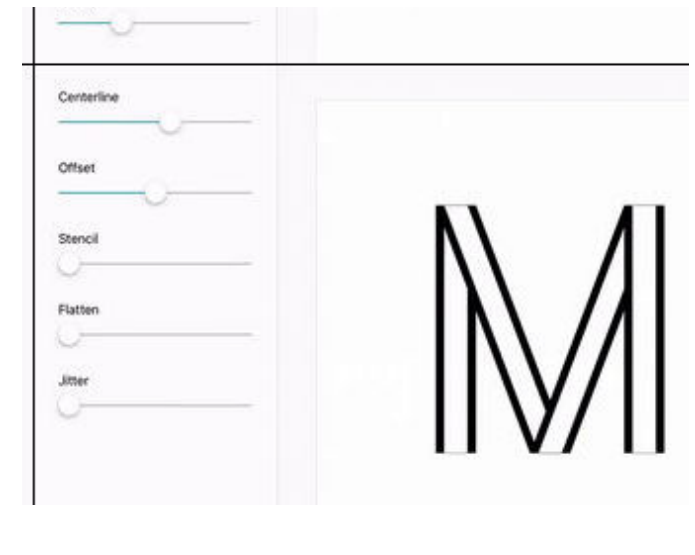
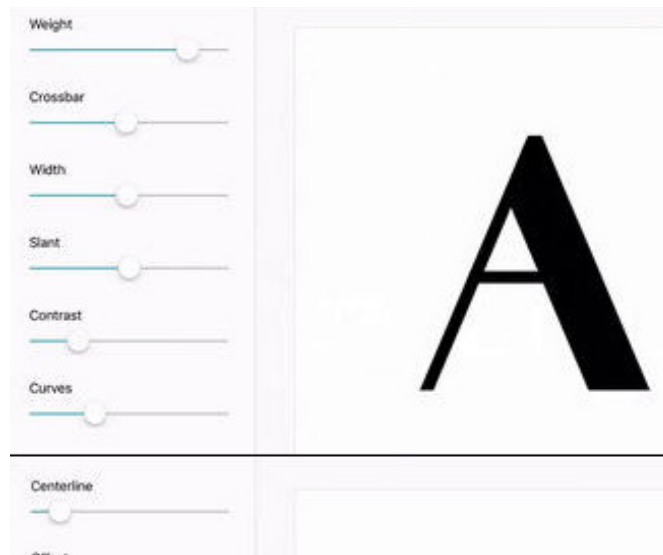
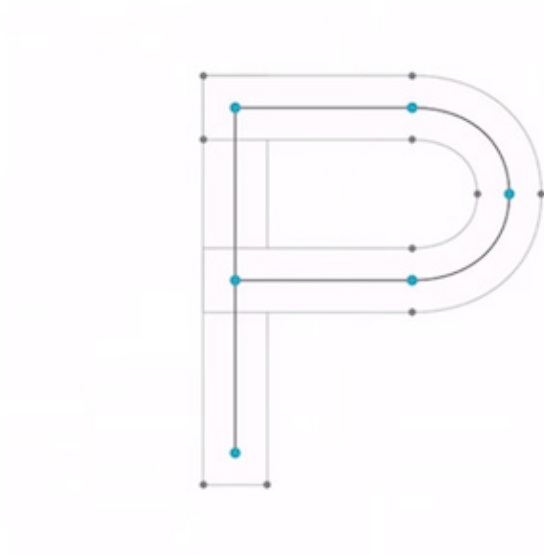
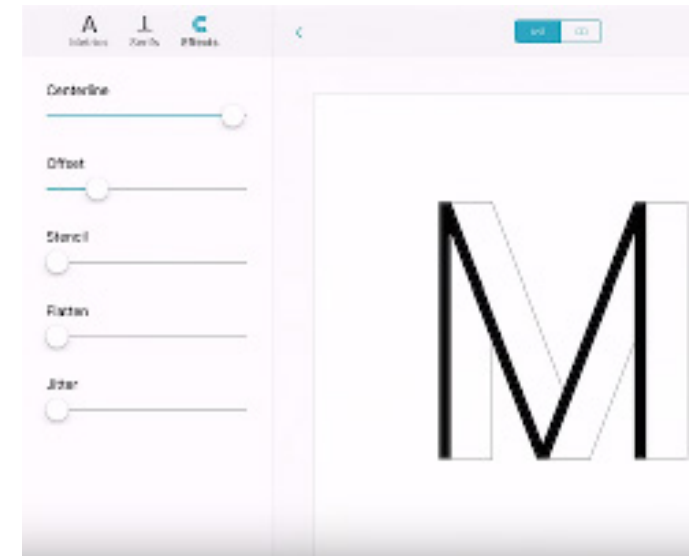
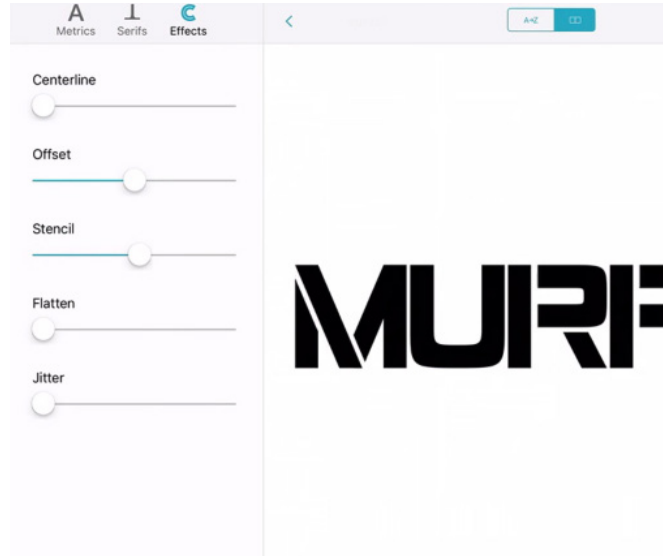
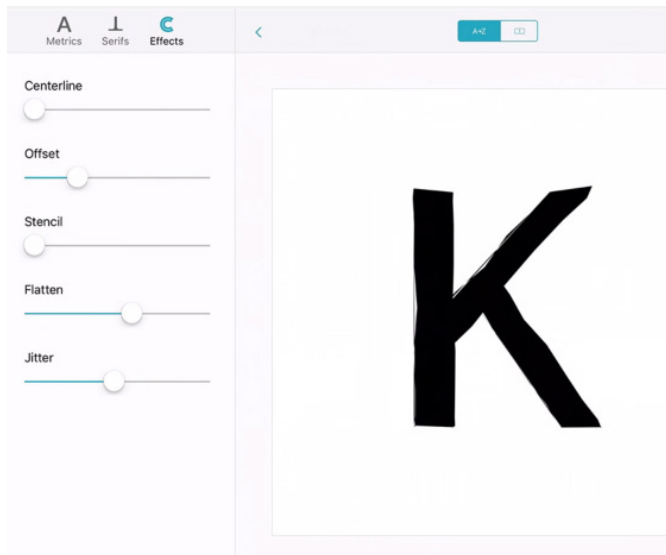




Project Faces

**users to create bespoke typefaces
on the fly just by manipulating a
handful of parameter sliders**

users can quickly able to generate
a completely new font



**Future Type would be more
dynamic and decorative**

Typography concept

- movement
- speed
- variety of color

