Growing a niche domain on an international scale

Gerry Leonidas
Typography & Graphic Communication

MA Typeface Design, 1999–

TDi two-week short course, 2009–

MA (Res) Typeface Design, 2013-

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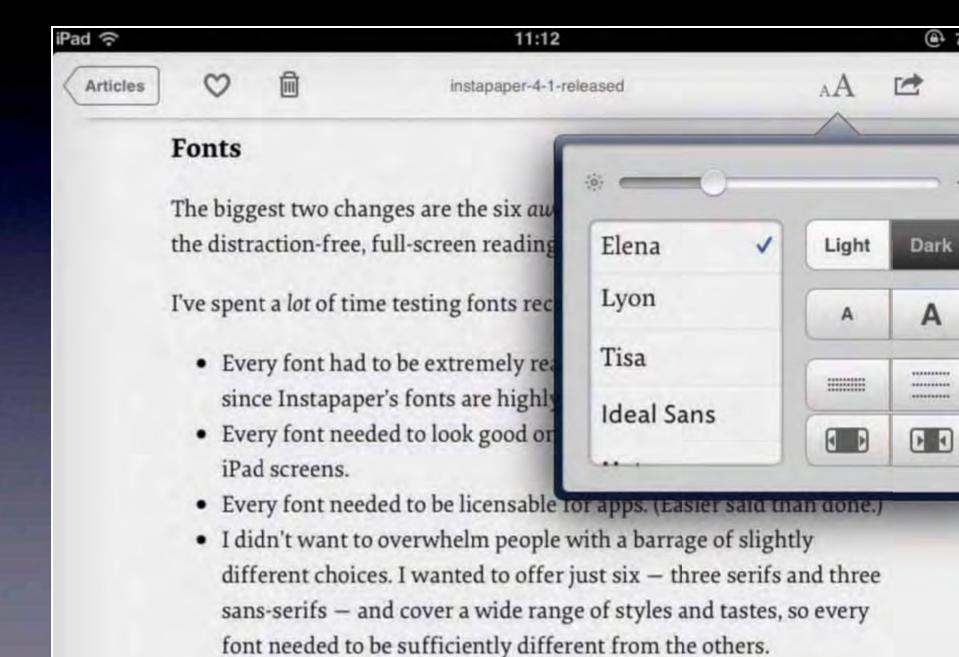


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الأمم المتحدة: انتهاكات من قبل القوات السورية والمعارضة منذ بدء وقف إطلاق النار



محققون تابعون للأمم المتحدة يقولون إن القوات السورية قامت بعمليات قصف واعتقال منذ سريان وقف إطلاق النار، كما أعدم مسلحون معارضون جنودا كانوا قد أمسكوا بهم.

سوريا: المر اقبون ببدأون عملهم بزيارات خارج دمشق والمعلم إلى الصين

قرار مجلس الأمن بشأن سوريا؛ مواقف وردود فعل

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أحدث التطورات

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فيديو

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تجدد القتال في المناطق الحدو دية بين السودان وجنوب

Specialist texts with complex typography

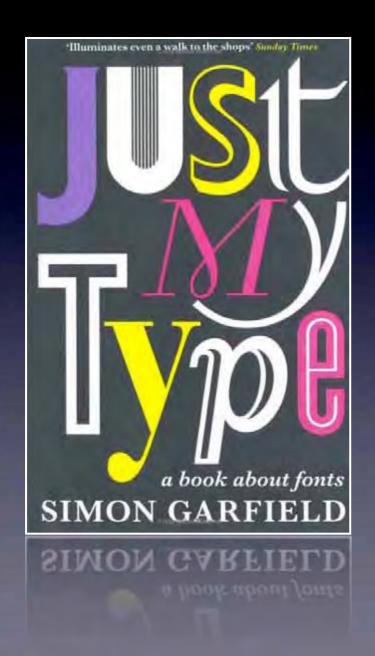
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2 (of a stone, of armour) weighing a talent Plb. Plu. τάλαντον ου n. [τλῆναι] 1 (sg. and pl.; in Hom. alway pair of scales, scales Il. Ar.; (of Justice) hHom. B.; (of for weighing the fortunes of mortals) Il. Archil. Then 2 definite (but unspecified) weight, talent (w.gen. of gold) Hom.

3 commercial weight (differing in different systems Attica, weight about 26kg, value 16 minas), talent HX. Arist.; sum of money represented by the correspondent of gold or silver, talent Hdt. +

ταλαντόομαι pass.contr.vb. [τάλαντον] (of Space) sw if in a balance, oscillate Pl.

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> Black ephomera: depictions of people of African descent. 8 study say in being organised by the Costro für Eghemera Shuden til Like place or Wednesday 4 July 2012. Teregular your interest in attending. please perhapt Diane Silber

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Typography at Reading



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Professor Highest Tolymon, Director of the University's Covery by Ephanton Studies. sand. "Perjot, buttly, and behaviousal storastyping may as dataly embedded at an artists dispirted tours, people from siven those with on particular recoil manufa fall outthe train fluit effects withink placed on each started again, frame for the narpests of wheertisting, harmour, or its order to make political or nacial quarte. This conforms will any if we should peem published while the darget or too abtraction the viscosts, or whether there is value in reminding purseivers of the dangers of any personnel and of praging standardyging

"Some thirties," particularly meninciple acting black and white on these and dirty, were mintering in advertising. The study day will reflect the many wark and momentum structure, its after the extrapes of \$1400 people from been discoveraged from the days. of smorely Medaugh 45 retains firest."

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We found on type, but from a work, transplacements the appropriate ability formation for distributed transport for sold in familia. For technic per and his type arms to receiving the sear combined for realing, and the lastering and deviate behavior to be a second or the sear processor. and you. For managin, if we are discussing the national leakure for everlying proviptions of its Corn tripology, we must not not purper then to free presidents for partiest. Alternations have By Breaking 44 a debte flut of resilicited that above 2004 unit points (from somine Caleston Health Name that 1570s, he Promote bright from the 1750s, to have \$100 particular, to a recover of 200, material, to article partiet on Enterpolitic for an elect 400 floor quality for providing which extract with people prove Harrisolves at said proclamies. We see the Approach especially attribute move sessions for our Commistration in seleging an understanding of Now the script learns is exceptful. For that we also use (and by and butte, and example a lot of artificed material that shoes light on only some scraps have the form they do, below

The epon of the first week are full of alternating practical passame, and hance-on seminary, affer to proups of two to three, students per staff resceiler. We make Poins Role, Garand linger, and Gerry (appropriate little from main portribution to the PATE) exemple of weak, all this terror, and bring it a morehal of additional participative for specific seasons. The practicals are both in group-criti (on the part) and are-ta-aire, the have a few evening fectures in the first week, usually to round off the day's teaching, about by Gerard Unper and Darry Leukista. A typical day starts with the killion having a juminum season, their spilling for profer group assisting, then vectors me. The small group stress above us be not the futurate and antiver introdely. From moundalin, to entered type drawings, and hart DN Alcher's original parties for the Hungit Olympics to a full but of Octoor and Elitipe, inner, dertopolitic have ungrecisately access to transposition measures. It is deficient to discuss the impact on A damptor autopopulary the forms of their right of being presented with Connectors. Taplerbr's organizations missed, Althorists the, we can assess questions about the purrent state of hypothex design in a range of arms, with our own-work and case intuities of Regulate ODM projects. By the end of the first week, we aim to have helped participants. develop a every writerstanding of typeface devices, a solid set of seels for type slevelopment, and a pool recease, based precess for expending your breakings and practice in new even.

The second work lakes these foundations, and focuses on developing the practical work riseled at the first work, gathed more he the ethnology set by the student for their sunproject. (Offen pospil dance with a specific typetion for more on, or a script they must be build regeriess in and so on a

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Preparation for Greek typeface design

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Case conversion for monotonic Greek

The basic rules for case conversion of monotonic Greek are simple-

t. sill aerented letters lose the tonos; and

z. all instances of the discress remain.

Difficulties arise with round-trip conversion (reversing to lower-case), capital-to-lower-case summersion, the handling of proper names with accepted initial letters, and diphthongs or double vowels. We will look at such case below.

According to the first rule, the muversions are:

 $\hat{u} > A$, $\hat{v} = E$, $\hat{u} > H$, $\hat{v} > L$, $\hat{v} = V$, $\hat{u} > D$, $\hat{u} > \Omega$

(When a c o are not parts of a dipthoog with if See below for these cases.)

Here are some examples:

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φέγε μόνα επό > ΦΥΤΕ ΜΟΝΌ ΕΣΥ

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1 = 1, 0 = Y, 1 = 1, 0 = Y

Here are some examples:

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Work from the 2011 class

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A few things I've learned about typeface design

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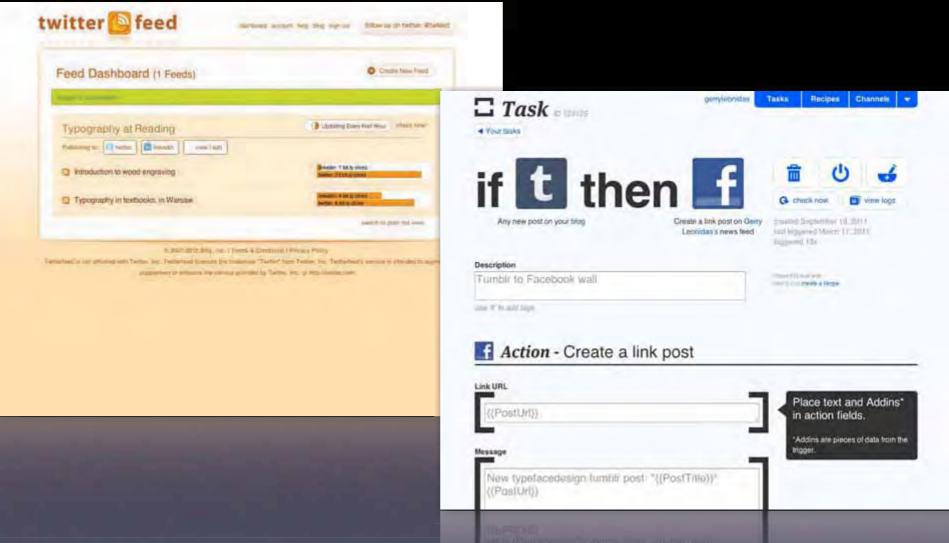
Teaching on a pextgraduate course feels very much like a spiral; the annual repetition of projects, each a vehicle for a journey of education and discovery for the student, blurs into cyclical clouds of chapes, paragraphs, and personalities. There seems to be little apportunity for reflection across student cohorts, and yet it is only this process that improves the process from one yet; to be next. Having passed in opportunity as any to reflect, and HT's offer is publish the result an opportunity as any to reflect, and HT's offer is publish; the result in their assumment to get some ideas out in the open. Although my perspective is inservatiably linked in the course at Reading, I displict for one points I enake have water relevance.

Our students, beth young and manuse often find themselves for the first time in an environment where research and rigorous discussion inflicts design practice. The strong focus or identifying user needs and designing within a rigorous methodology is often at adds with past experiences of design as a self-expensive emistrature, in other words, design with both less on the ground, in response to replewfuld briefs, in addition, students are expected to immerce themselves in the literature of the field, and, as much as possible, contribute to the emerging discusses. (There are many more books and articles on typeface design than people generally think, some are not south the paper they're printed on, but some are real genus, I i shouldn't need to argue that research, experimentation, and reflection on the design process lead out pedy to better designs, but better designers.

In recent years, two significant factors have started influencing attributes in designs. Firstly, as generations grow up using computers from primary achoed cowards, it is more difficult to identify the influence of the computer as a tool for enaking design decisions, either than implementing specifications. Secondly, the torul in higher education to restructure courses as collections of discrete modules results in a compartmentalisation of students skills and knowledge, it is beauting more difficult for the expension on one class to have an impact on the work door in another, (A third less ubspiritures factor small be the plinning importance of manual skills in rendering and form-making in design Foundation and BAARFA courses, a subject worths of discretises in itself.)



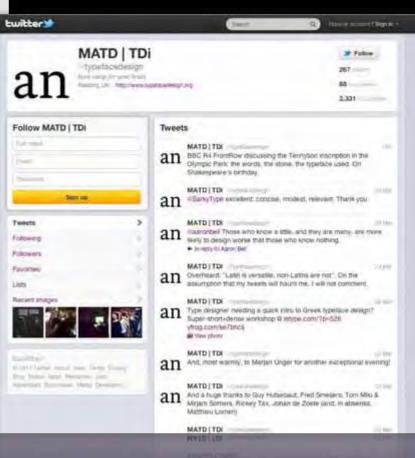
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Opinions are all my town.

Finally, Burmese begins to click

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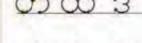
the at the problems with designing for some type had been magning me one of the start. faceboye actipt serioutly challenges a type designed because there are not enably viry from Occupyou can do prife a circle make them termine, or make them ramphe? At the end of the day, a cords in still a cords: talerroug back to ins brief, those words action floid, leady and (Asterful' assessed free astronomerous with drawing a coole. Who ever brand of a lively cocle? and with lettertions or complainly present from the Latric what could be translated across to harmonia the screen? The interesting lobins your forming to and beyond these hostaness, think about how there adjusting could be implemented in different ways, and design at a fuguer lesso. Old try to applied him

ဂုဏ်အားဖြင့် ဖြစ်စေ စ်ဦး တစ်ယောက် ေ ပြည့် အချင်းချင်း ဆို

of Hilmoritights, using a first called Myanmar2. we can see that a good proportion of the cycles up that ment any i i benefit and facily record of the consectors for each basis soft implementally. My first resource was to look at how y'd michthe longitum street fatio letters and transperse This trees the Russian Union. This recent sufferingerial ferritory at the sunctions to brighten the form. At the same time, I'd very maked to the requirement of Yout' ha smoothing (fix home Into-line and interest strate-



Conference (etc), they hash represented enderemorary The stress of the second city is but now moved inward to the right side of the chaps, and more converting in the shape may know an existing in the way it to drawn

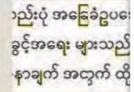


This arrange to not father than the coding possible Ramon: en lastidaction to de arror de sa clearly the cumintant Taxin compound of two stroker, with the tend lifted off the page Softween strainer & Mongheso species is not structure of all of the little and investigation in contracted the tenths contemporary only builties to would seem flood to also be pused that Species and Calif. Son Sarrano.



Plant Partially officeron common from Spatiatory at

Wennersunds and verticals



There toght at the parts or digast form served at out of alteractor for such a serior, and my arrand investor wire their much less extreme by second or attempt have med things become any for pitches would be clarge, with my my was and shaky service a dy the form my most record persons third from beg residual the problem with other facts the surmable of the forms, but then and drap arrive.



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A direction for the modulated Devanagari

After investing at least a trauple of false starts, at the end of ateriary Elizabethic construct for my Decaraged design. That was a good lifes to find it tim; because I was feeling like I was going nowhere. with the Labric Littlerfunderly, that feeling persisted larger than Lebuild have liked, but on the pager ands, progress on the mesh, lained December was forth swift and samplying. Here is what the latest will away repetit for the reserve

कौन जाए ज़

Baring a sougle of comments that I to got to draw, the remarking basic sharions set (magainters cowers, conscrients, dependent viewel signs, is few half forms and common conjunctio are working decently well. There are a few trial, as Fronk pointed pad in the feedback today, not as arrang as others. on the page, and I play to leave! their after I does the conjuncts. After Miguel Source's AFDED workshop a couple of weeks ago, I also wrote loons simple Cipel Type features to see how they are work. There is much to figure out them for instance, what reget be petre to one... YOUT or AFDRICE but it make me very fully to see even the artist things such at the previous without

Like what you see?

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If warran They is one off teature seem! It

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Stationarthy Stern have a broad's app-

16 Agency Vine Assures/New Asserts Speed tohardwilling from which typographic flame. can be pretty recoused. E hours ago:

B, vacan Here: Sity? E Yours Apr.



Descriptioning lenter and read Devanagar for an many years, there were some notions of proportions that amply ship not come halfunity to me. How shore sero reconcile with the large countries of it and it is



Q Browne TV Shows Mirror Uplant





Gerry Leonidas-,,To typografia, Jim..."/ "It's typography, Jim..."





PARVEY POST COMMENT



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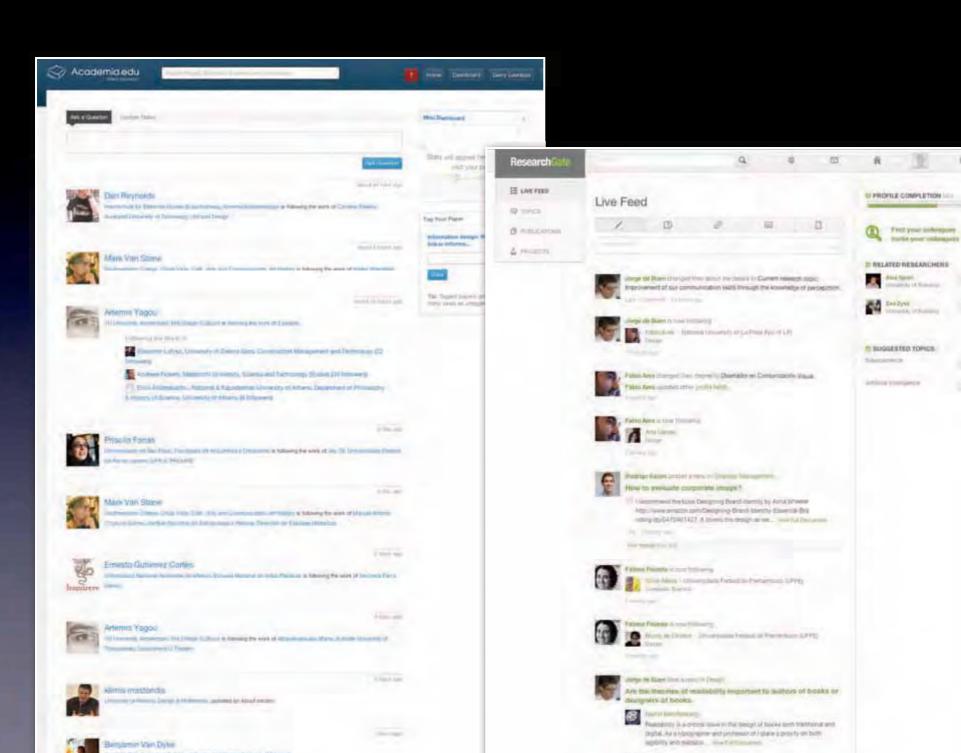
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