

# 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–

# Brand migration on agnostic devices

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## The Guardian iPad edition Today's paper, beautifully delivered

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### Latest

#### The Guardian iPad edition: 'Put the newspaper on the iPad'



Andy Brockle from the Guardian's digital design team shares the key stages behind the design development of our new Guardian iPad app

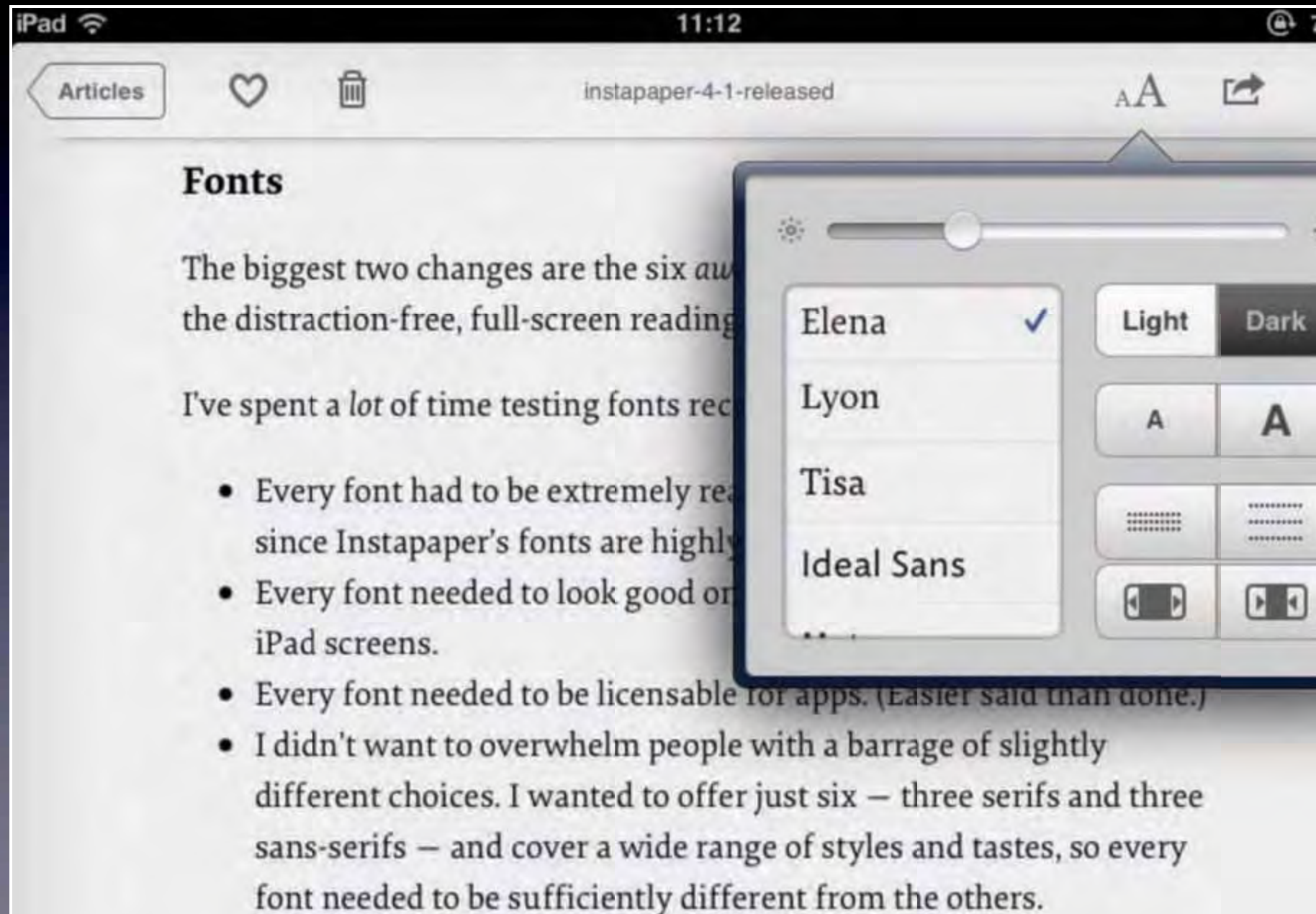
#### The Guardian iPad edition goes live



Editor-in-chief Alan Rusbridger introduces the



# Content aggregators (e.g. Instapaper)



# Rich hierarchies in global publications

## क कल्चर

casional and infrequent

बेवजह पूछे जाने वाले प्रश्न  
नागरी आसानी से कब टाइप होगी?  
या चारली डारविन की थ्योरी झूठ है?  
विज्ञानत्वता है?

**News today**

Thursday 21 June 2012 | गुरुवार २१ जून

## पुस्तक दहन बना लो

रे ब्रैडबरी ने टिप्पणी करने से  
रश्दी के उपन्यास The Satanic Verses के प

## किताबी कीड़ों की

किन्डल इत्यादि डिवाइसों  
विज्ञान (endangered spec



# Live text everywhere

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عربيآخر تحديث: الثلاثاء، 17 إبريل/ نيسان، 2012، GMT 00:30

الرئيسية الشرق الأوسط العالم شارك برأيك اقتصاد وأعمال ثقافة وفنون علوم وتكنولوجيا رياضة راديو وتلفزيون بالصوت والصورة تقارير خاصة عرض الصحف تعليم الإنجليزية

غينيا بيساو تغلق حدودها.. واتفاق على تشكيل هيئة انتقالية لإدارة البلاد

فيديو4321

كلاب إيرالية ضالة تجد ملاذاً في الولايات المتحدة

كوريا الشمالية تستعرض صواريخ حربية جديدة

أحدث التطورات

المحتوى يتحدث تلقائياً

01:35: وزيرة الخارجية الأميركية هيلاري كلينتون تحذر كوريا الشمالية من القيام بما وصفته باستفزاز جديد.

19:30: الجيش في غينيا بيساو يؤكد سيطرته على البلاد ويدعو المواطنين إلى الهدوء.


17:30: البنك الدولي يعلن في ختام اجتماع لمجلس

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 جنوداً كانوا قد أمسكوا بهم.

سوريا: المراقبون يبدأون عملهم بزيارات خارج دمشق والمعلم إلى الصين

قرار مجلس الأمن بشأن سوريا: مواقف وردود فعل



البرلمان السوداني يعلن حكومة جنوب السودان "عدواً" للخرطوم

أعلن البرلمان السوداني الاثنين حكومة جنوب السودان "عدواً" للخرطوم ووجه جميع مؤسسات الدولة للتعامل مع جوبا على هذا الأساس، وذلك بعد نحو أسبوع من احتلال تجدد القتال بين الجانبين واحتلال جيش جنوب السودان منطقة هجليج النفطية الحدودية.

تجدد القتال في المناطق الحدودية بين السودان وجنوب السودان

الولايات المتحدة تؤكد بقاء العقوبات على إيران نشر قبل 13 د

كرزاي: هجمات طالبان دليل على فشل الاستخبارات والنااتو

مجلس الامن يندد بالتجربة الصاروخية لكوريا الشمالية

سجناء يحتجزون 100 رهينة في سجن برازيلي

استمرار تهديد اسهم الخليج مع ضعف الاسواق

# Specialist texts with complex typography

**ταλαντιαῖος** *ā on adj.* [τάλαντον] **1** (of property) worth a talent D. Plb.

**2** (of a stone, of armour) **weighing a talent** Plb. Plu.

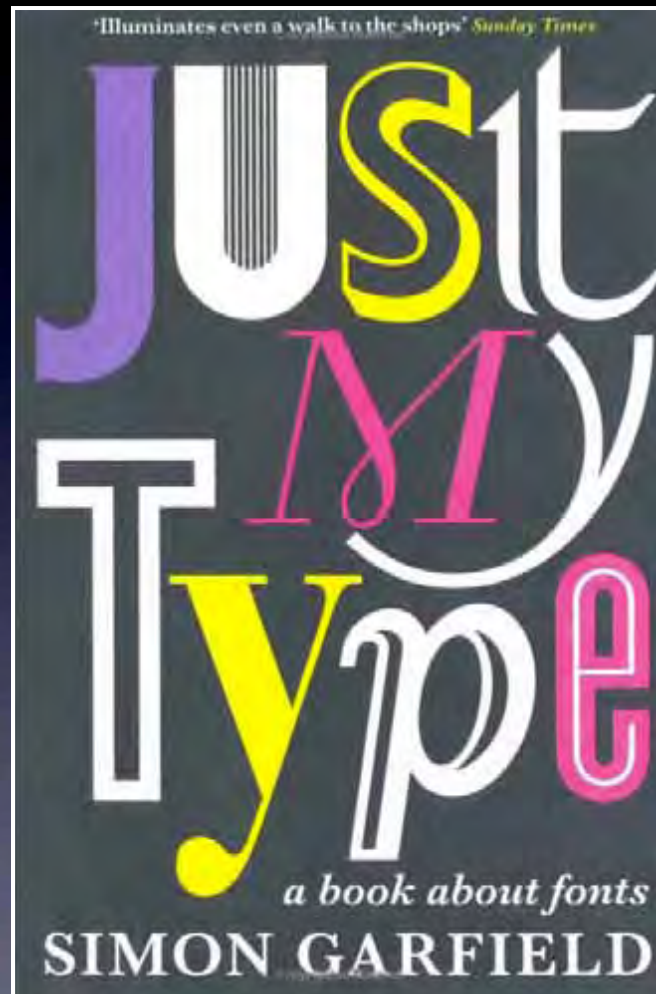
**τάλαντον** *ou n.* [τλήναι] **1** (sg. and pl.; in Hom. always pair of scales, **scales** Il. Ar.; (of Justice) hHom. B.; (of a pair of scales for weighing the fortunes of mortals) Il. Archil. Thgn. **2** definite (but unspecified) weight, **talent** (w.gen. of gold) Hom.

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

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



# Fonts are hitting mainstream



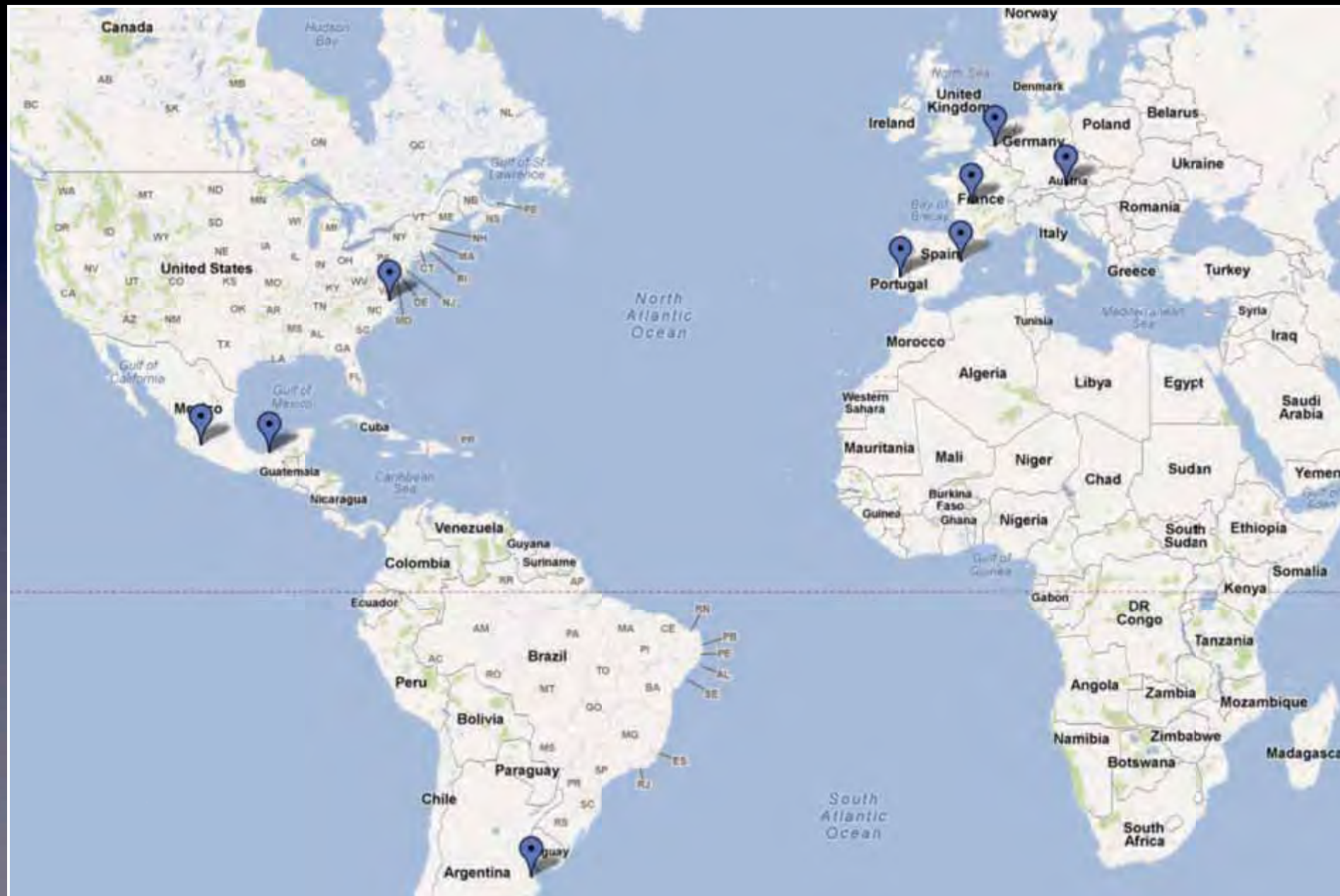
SIMON GARFIELD  
a book about fonts



Discipline-defining approach

Intensely international audience

# Competitors are springing up



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- Universities are living things...
  - ↳ starts a quote by this University's first Vice-Chancellor, selected by the current VC - Sir David Howell CBE

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**TFLcourse.in typeface design:**  
A) interactive short course in Latin and non-Latin typeface design, over 1000 or less words

study day is being organised by the Centre for Epigenetics Studies to take place on Wednesday 4 July 2012. To register your interest in attending, please contact Gail Hilbey [g.hilbey@reading.ac.uk](mailto:g.hilbey@reading.ac.uk)



1000

**Abstract:** This study examined the effects of a 10-week training program on the self-efficacy of 100 teachers in a public school in Turkey. The teachers' self-efficacy was measured by the Teacher Self-Efficacy Scale (TSES) before and after the training. The results showed that the teachers' self-efficacy significantly increased after the training. The findings suggest that the training program was effective in enhancing the teachers' self-efficacy.

It's a 15-minute drive, but you can see some of the best of the city from the car.

TABLE 1. CHANGES IN BODY WEIGHT, BODY FAT, AND MUSCLE MASS OF THE STUDY GROUPS

28 Jan 2012 © 2012 by the translator

Should offensive images be congruent to history? On Wednesday 4 July, we host a unique conference that will examine five book images that have caused controversy in printed material from the 1600s to the 21st century, organised by the Centre for Religious Studies and Inclusive Christianity and cultural historian Patrick Vernon.

An accompanying *playlist* of everyday sounds, including packaging, advertising, guitars, and street noise, all offer insights into the ways in which black people in Africa decided how they were depicted over the years, typically through stereotypes that we now recognize as offensive. Delegates will hear from historians of black culture and music, creators and collectors of recordings.

**Professor Michael Torgans**, Director of the University of Cambridge's 2nd-Eighteenth Studies Unit, 'Torgans, Judith, and behavioural stereotyping will see a deeply entrenched advertisement depicted twice, people that given follow with an particular racist agenda left and the trap. But what actually people in that stereotypical traps for the purpose of advertisement, however, in 1910 order to make political or social points. The conference will see if we should even with trapped under the target as not addressing the viewers, whether there is value in removing ourselves of the dangers of any potential kind of racist stereotyping.'

"Some themes, particularly ones contrasting black and white or then and now, were common in short fiction. The story may well reflect the many ways and numerous situations in which stereotypes of black people have been disseminated from the days of slavery through to today."

**Get It?** 2 seconds back

**Typical image:**

**Image:**

**Eric Aronow:**

**Copy keywords:**

Patrick Vernon said, "We scholars provide an opportunity for people of African descent to reexamine and recast this period in the life of America, communities after slavery, but before the Civil rights movement and the struggle for independence in Africa and the Caribbean. When you look at a range of black experiences from distant, make a self-referential, anthropological and newspapers, most of these images tend to be racist and stereotypical. Tens of thousands of these negative images are still in circulation today on and down the country at postcard, bookshelves and fair and in the museum of negative images."

**Full name:** The study (ie, 'Black sphenoid: diagnosis of groups of African descent' - \$100 to 10,000, years 150 (including birth and death). Application and response to **Diene**

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 103–110





ΕΡΓΑ ΚΑΙΡΟΥ > ΕΞΕΙ ΑΥΤΗΝΑ



# MA Typeface Design at the University of Reading

RDS Read

2011

## Work from the 2011 class

Download PDF specimens of the typefaces, Reflection-on-Practice essays on the development of the typefaces, and contact the designers.

Read more about the course at the Department of Typography and

Graphic Communication website

## Group specimen

Download the 2011 group specimen (1.7 MB)

**TheHerald** Θαλασσινός

Priya Adewumi (India) | [contact](#) | [view](#)

The Herald | [specimen](#) | [PDF](#)

**Arlecchino**

Luiza Banta (Brazil / Portugal) | [contact](#) | [view](#)

Arlecchino | [specimen](#) | [PDF](#)

**Saja** 사자 Regular Book Display

Aaron Bell (USA) | [contact](#) | [view](#)

Saja | [specimen](#) | [PDF](#)

**clint.** ΚΛΙΝΤ. ΚΛΙΝΤ.

Bianca Berrong (Germany) | [contact](#) | [view](#)

Clint | [specimen](#)

**Intone** απαγγελία ποιημάτων

Elisi Beveratou (Greece) | [contact](#) | [view](#)

Intone | [specimen](#) | [PDF](#)

**Cassiope** Κασσιόπη Κασσιόπη

Marian Delenc (France) | [contact](#)

Cassiope | [specimen](#) | [PDF](#)

**Bubblegum** عربية

Ferran Milan (Catalonia, Spain) | [contact](#)

Bubblegum | [specimen](#) | [PDF](#)

**Lemona** (Λεμόνι)

Julián Moncada (Colombia) | [contact](#)

Lemona | [specimen](#)

**Marco** Μαρκο Μαρκο

Toshi Onagami (Japan) | [contact](#)

Marco | [specimen](#) | [PDF](#)

**Naej**

Blandina Elms Pasker (Barbados) | [contact](#) | [view](#)

Naej | [specimen](#)

**Eskorte** εσκόρτα εκκورت

Elena Schneider (Germany) | [contact](#) | [view](#)

Eskorte | [specimen](#)

**Artigo** आर्टिगो आर्टιγκο

Joana Correia da Silva (Portugal) | [contact](#) | [view](#)

Artigo | [specimen](#) | [PDF](#)



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## Articles & Essays

### Frederic Warde: New York State of Mind

Written by: Jonnet Larky  
Jonnet Larky and her design, Frederic Warde, a letter foundry specialist, is most known for her type, Monotype, for creating the typographic design and for being the designer of the Monotype Foundry, located in The United States. Beyond that, she is also known for her work with the Monotype Corporation and the British Monotype Corporation, through and with the Monotype Corporation, for her work in researching the story and publishing the findings in a book in 2008, in the context of her research on the early history of the Monotype.

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### Aesthetic Innovation in Indigenous Typefaces: Designing a Lushootseed Font

Written by: Juliet Shen  
Juliet Shen is a type designer and a member of the Lushootseed community. She is currently working on a project to design a typeface for the Lushootseed language, which is a Native American language. In this article, she discusses the challenges of designing a typeface for a language that has no written form and the importance of working with the community to ensure the typeface is accurate and respectful.

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### Coptic Script, Design of a Coptic Font for Science and Publishing

Written by: Jonathan Perez  
The design of a typeface for a script is a task that is often overlooked and given less attention than the design of a script. The design of a typeface for a script is a task that is often overlooked and given less attention than the design of a script. The design of a typeface for a script is a task that is often overlooked and given less attention than the design of a script.

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### The Scribe and the Silhouette

Written by: Mark Jones  
Mark Jones (1774-1834) was an Englishman of letters and a member of the Lushootseed community. He is known for his work in the design of a typeface for the Lushootseed language, which is a Native American language. In this article, he discusses the challenges of designing a typeface for a language that has no written form and the importance of working with the community to ensure the typeface is accurate and respectful.

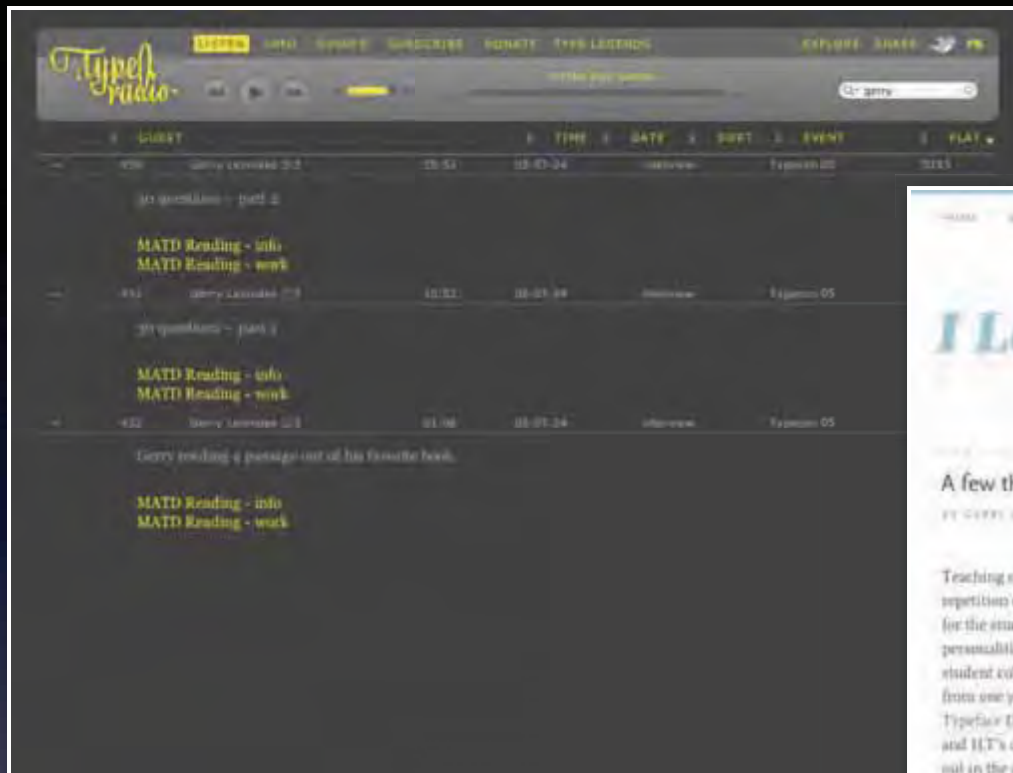
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### Of What Consequence, Design?

Written by: Juliet Shen  
The article is an exploration of how the design of a typeface can be a reflection of the culture and the values of the community that it serves. It discusses the importance of working with the community to ensure the typeface is accurate and respectful, and the role of the designer in this process.

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ifttt.com



twitter

Gerry Leonidas  
@gerryleonidas  
Reading, UK · <http://gerryleonidas.org>

967  
296  
1,884

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Tweets

Gerry Leonidas  
New school, new set of bid forms. (With branding water: "Please let me lick a box... it wants me but I can't not lick")  
pic.twitter.com/h5JGeme  
#Vesperto

Gerry Leonidas  
It's typography, Jim, but not as we know it... The slides from my talk at the Old "Aik Ma Kats" Do E-Matruy confer...  
@typrorffs

Gerry Leonidas  
Ord "Aik Ma Kats" Do E-Matruy slides: bit.ly/KDS7rt

Gerry Leonidas  
At @tasmakats many speakers with keynote @had-ArPlay+Apple TV, but problems with WiFi collectively. Promising for perambulating presenters.

Gerry Leonidas  
The jobsite of John Erik Rasmussen of mikros.dk is "Educational Farmer" @tasmakats

Gerry Leonidas  
@RUSUCourseRep, @gerryleonidas at ...  
In reply to @RUSUCourseRep

Gerry Leonidas  
At @tasmakats the ultimate party kick for pre-emptive lunch is served at edible planet [pic.twitter.com/15aF36Vn](http://pic.twitter.com/15aF36Vn)  
#dewphoto

Gerry Leonidas  
Akiyoshi back to awesome tech at @tasmakats for @tasmakats

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@typefacedesign  
Reading, UK · <http://www.typefacedesign.org>

267  
55  
2,331

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Tweets

MATD | TDI  
BBC R4 FrontRow discussing the Tennyson inscription in the Olympic Park: the words, the stone, the typeface used. On Shakespeare's birthday.

MATD | TDI  
@SarkyType excellent: concise, modest, relevant. Thank you

MATD | TDI  
@AaronBell Those who know a little... and they are many... are more likely to design worse than those who know nothing.  
In reply to Aaron Bell

MATD | TDI  
Overheard: "Lafie is versatile, non-Lafie are not". On the assumption that my tweets will haunt me, I will not comment.

MATD | TDI  
Type designer needing a quick intro to Greek typeface design? Super-short+dense workshop @ [type.com/?p=526](http://type.com/?p=526)  
[yfrog.com/ke7bhcj](http://yfrog.com/ke7bhcj)  
#View photo

MATD | TDI  
And, most warmly, to Marjan Unger for another exceptional evening!

MATD | TDI  
And a huge thanks to Guy Hubbert, Fried Smijers, Tom Mik & Marjan Somers, Rikky Tax, Johan de Zoete (and, in absence, Matthew Lomen)

@typefacedesign > 3,400  
@gerryleonidas > 2,000



A screenshot of a Facebook profile page. The profile picture is a circular image of a woman with dark hair. The cover photo is a dark, blurry image. The name 'Mikaela' is visible at the top. There are several posts visible, including a photo of a group of people and a video thumbnail. The interface elements of the Facebook app are visible, including the top navigation bar and the right-hand side menu.





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

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Published on Jun 1, 2013 by orkkalkulacja i typografia

PEŁNY TYTUŁ: „To typografia, Jim, ale nie od tej, która cherry...” FULL TITLE: "It's typography, Jim, but not as we know it..."

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Responded to this video.

Hi Gerry! You are awesome!

4 days ago



Kampanie de Hier - Projektowanie edukacji



Roman De Podręcznik



Patricia Su Zambora



Elyzabeth R



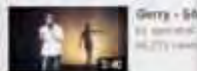
Bulent Ak



Gerry Ruff



Gerry Ruff



Gerry - 50



Trailer for



Gerry De



gerry and



Bakerman - Gerry



Spiegel im



Gerry Multi



70's Hits -

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## Results after Day 2

Day 2 of John Hudson's visit saw us make real progress with our group typelists. By the end of the day, we had an almost workable Latin 1 character set with only a few stylistic peculiarities and wonky spacing but definitely something with a direction for future development if we have time.

For me this really demonstrates the benefits of working together with other people. Not only was progress really fast, but the compromises and group decisions meant the whole design was stronger with better considered.

## Comments and faves

Recent comments showing the progress of the project.



Hi Gerry! You are awesome!



Thank you :)



Hi Gerry! You are awesome!

Visit to finish your comment!

PREVIEW POST COMMENT

By Dan Mitchell2009

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Dan Reynolds

Assistant of Electronic Games & Animation, University of Technology is following the work of Caroline Fleming



Mark Van Stree

Academician, College of Arts, Design & Architecture, University of Technology is following the work of Mark Van Stree



Artemis Yagou

PhD Student, Department of Design & Architecture is following the work of Artemis Yagou

Following the work of:



Kostas Lofas, University of Zografos is following the work of Artemis Yagou



Andrew Fokas, Massachusetts Institute of Technology is following the work of Artemis Yagou



Eleni Antoniou, National & Kapodistrian University of Athens, Department of Philosophy & History is following the work of Artemis Yagou



Priscila Farias

University of Rio de Janeiro, Faculty of Architecture & Urbanism is following the work of Priscila Farias



Mark Van Stree

Academician, College of Arts, Design & Architecture, University of Technology is following the work of Mark Van Stree



Ernesto Gutierrez Cortes

University of Rio de Janeiro, Faculty of Architecture & Urbanism is following the work of Ernesto Gutierrez Cortes



Artemis Yagou

PhD Student, Department of Design & Architecture is following the work of Artemis Yagou



Alina Cristoforidis

University of Technology, Design & Architecture is following the work of Alina Cristoforidis



Benjamin Van Dyle

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## Live Feed



Jorge de la Haza changed their profile picture to Current research topic: Improvement of the communication skills through the knowledge of perception.



Jorge de la Haza is now following: University of Zaragoza (UNIZAR)



Pablo Arellano changed their display name to Pablo Arellano



Pablo Arellano is now following: Pablo Arellano



Rodrigo Rivas posted a new project: How to evaluate corporate image?

I recommend the book: Designing Brand Identity by Alina Shawer  
http://www.amazon.com/Designing-Brand-Identity-Alina-Shawer/dp/0470461427/ It is a very good design book... [View Full Document](#)



Fabiana Farias is now following: Fabiana Farias



Fabiana Farias is now following: Fabiana Farias



Jorge de la Haza is now following: Jorge de la Haza

Are the theories of readability important to authors of books or designers of books?



Readability is a critical issue in the design of books both traditional and digital. As a typographer and professor of I share a priority on both legibility and readability... [View Full Document](#)

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Jump to: 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 1999 | 1998 | 1997 | 1996

Number of items at this level: **157**.

### 2013

Luna, P. (2013) *The Press is a world of technological change, 1970-2000*. In: Robbins, K. (ed.) *The History of Oxford University Press*. Oxford University Press, Oxford. (In Press)

Luna, P. and Ould, M. (2013) *The printed Press and the printed page, 1904-1990*. In: Gold, J. (ed.) *The History of Oxford University Press*. Oxford University Press, Oxford. (In Press)

### 2012

Barham, A. (2012) *Commercial publishers: production and marketing books in England, 1771-1848*. *Journal of Historical Research in Marketing*, 8 (1). ISSN 1755-750X (In Press)

Barham, A. (2012) *History for and in the press, 1796-1896*. In: *The history of Oxford University Press*. Oxford University Press, London. (In Press)

Gilman, K. (2012) *20 years for The Phaidon Archive of Graphic Design*. In: *The Phaidon Archive of Graphic Design*. Phaidon Press Ltd. ISBN 9780714848676 (In Press)

Gilman, K. (2012) *New migration: references & references for Eric Galt and his son, Eric Galt, from 1940 to 1990*. (Artifact)

Kendall, E. and Smajers, F. (2012) *Between letters and type: the etched letter*. (Show/Exhibition)

### 2011

Burke, C. (2011) *The linguistic status of images*. In: *Image and Imaging in Philosophy, Science, and the Arts*. Ontos Heidegger, pp. 21-58. ISBN 978303911160

Dyson, M. C. (2011) *The design and production of printed text*. *Visible Language*, 45 (1-2), pp. 193-220. ISSN 0022-2224

Gilman, K. (2011) *The design of letters by Eric Galt*. (Book design by Katherine Gilman). (Artifact)

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