



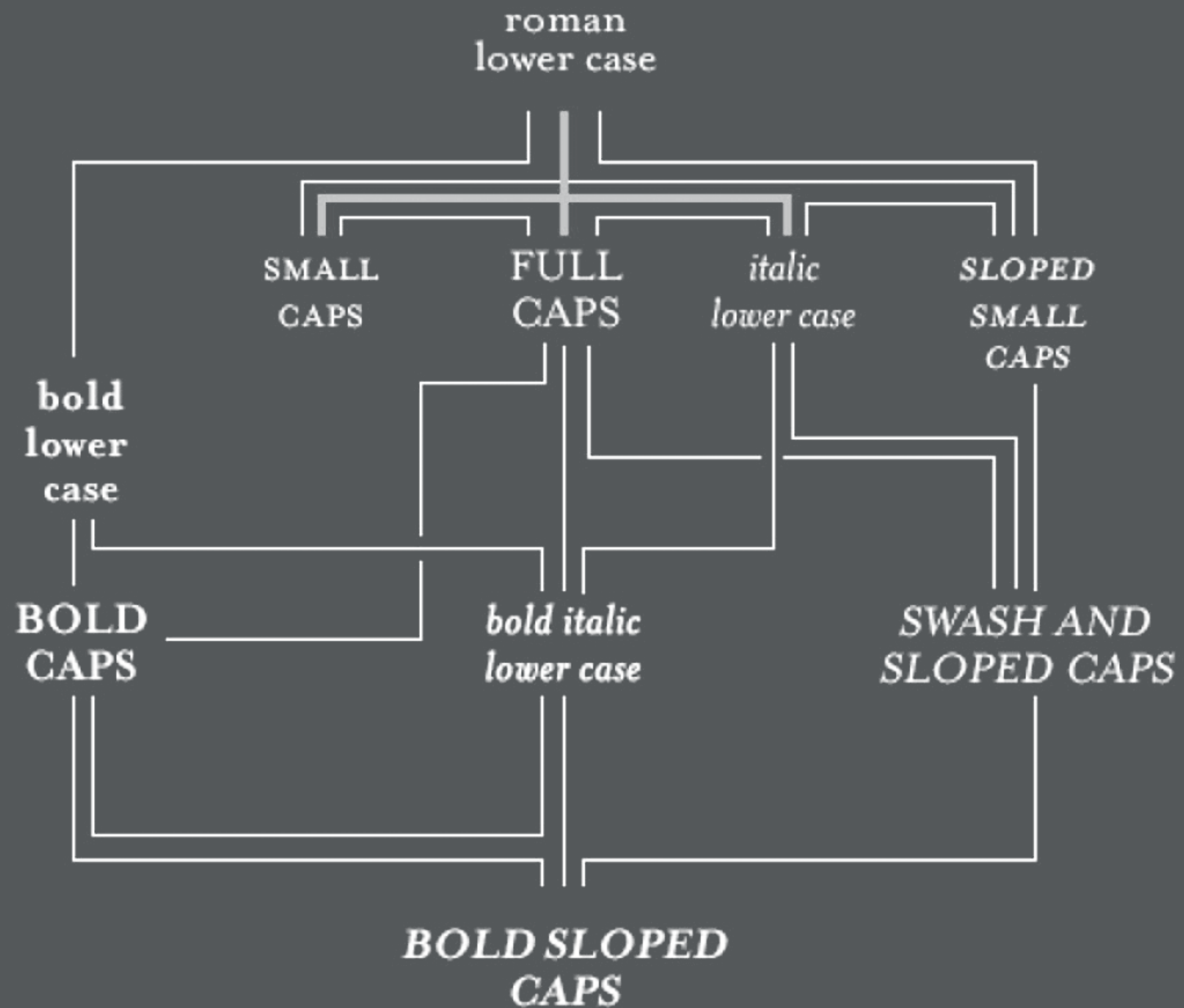
What is typography?



Aa

**Typography exists to honour
content.**

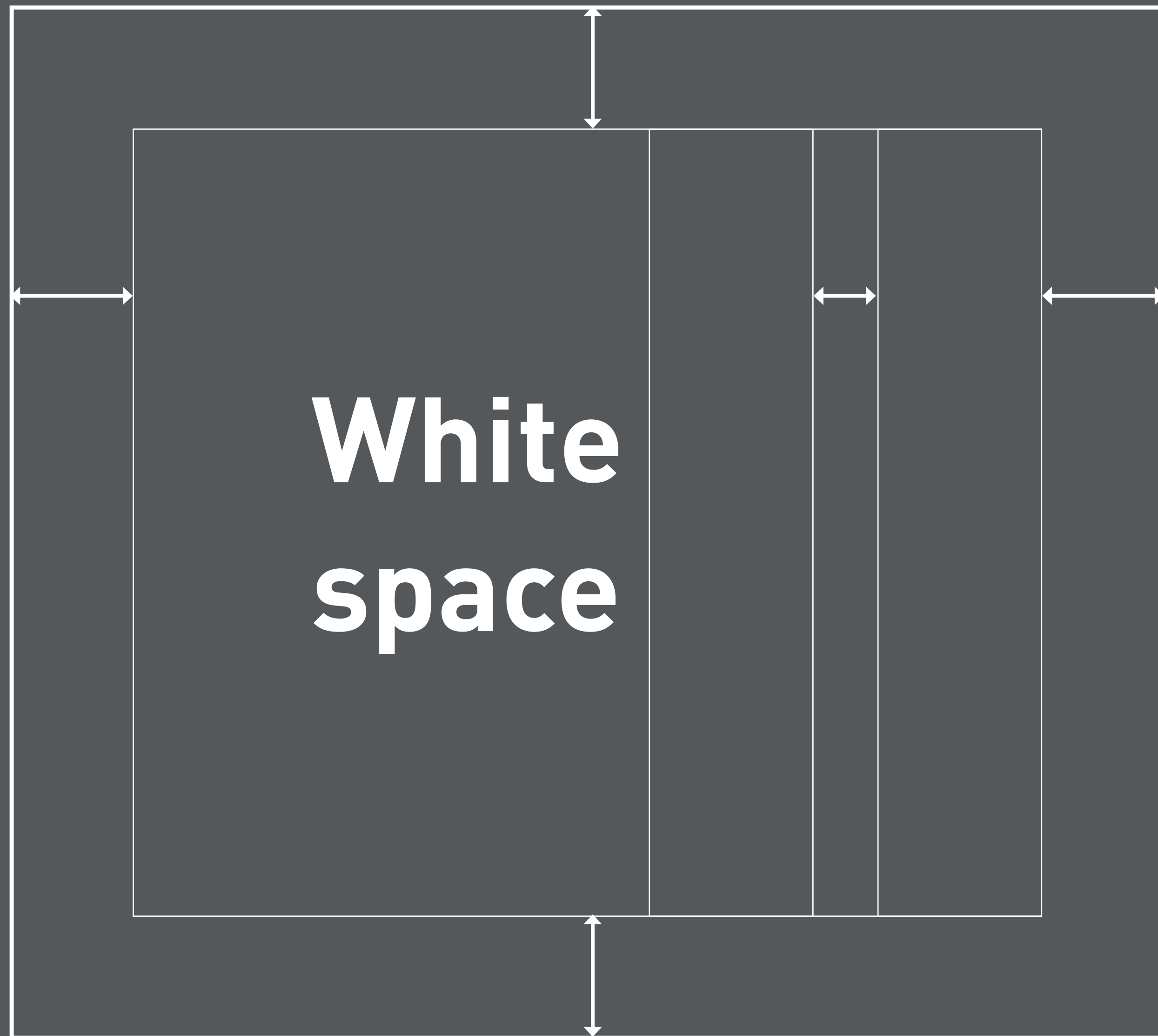
Elements of Typography



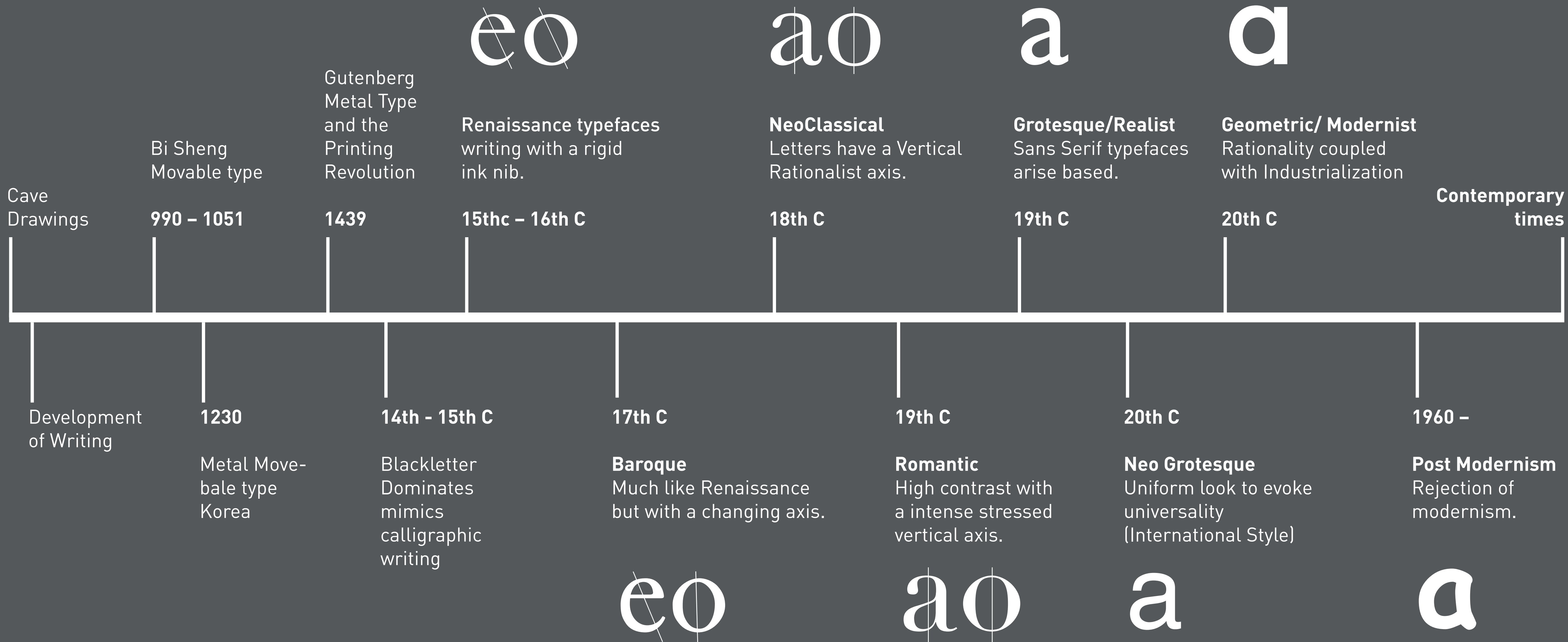




Page Sizes



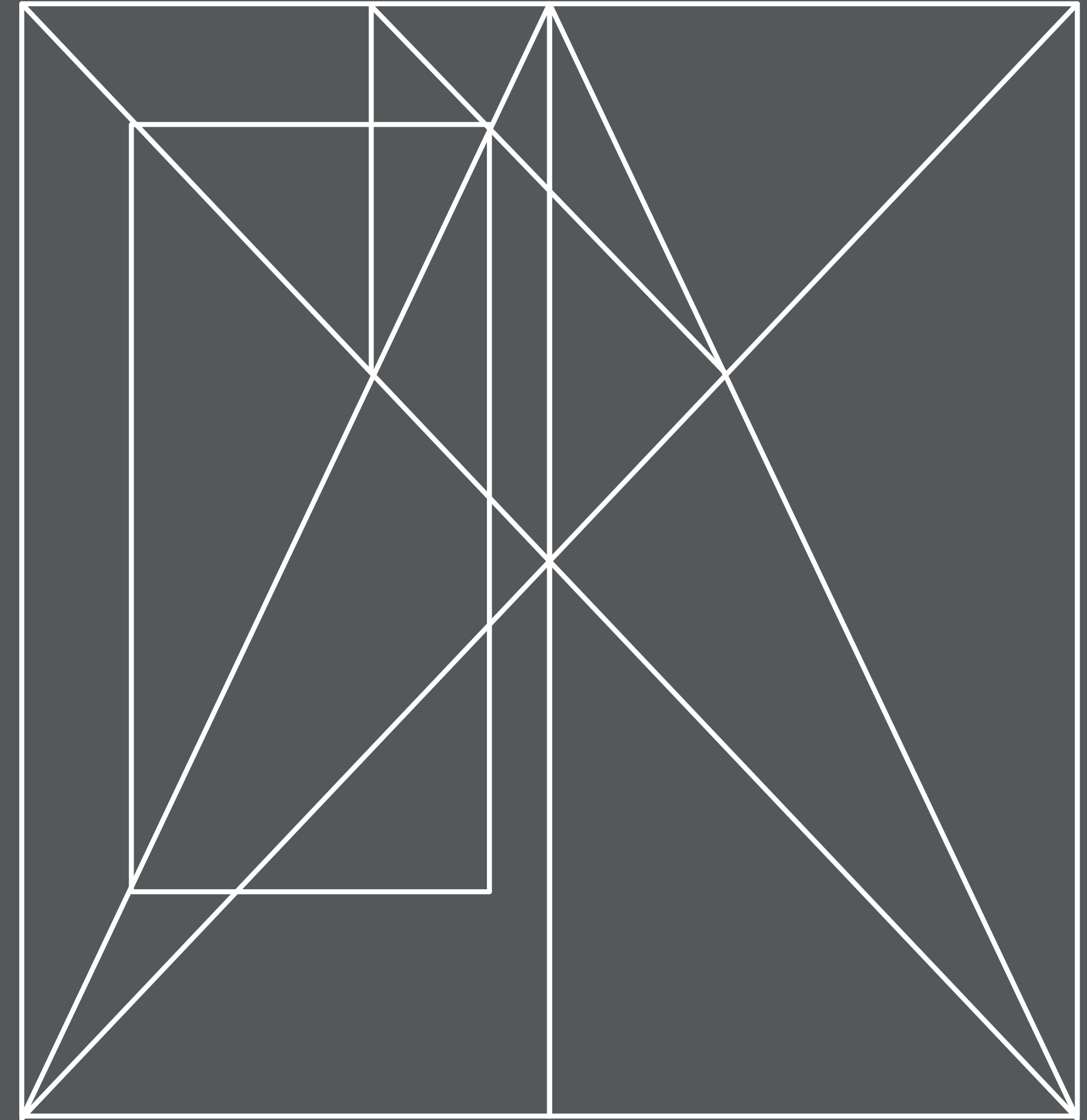
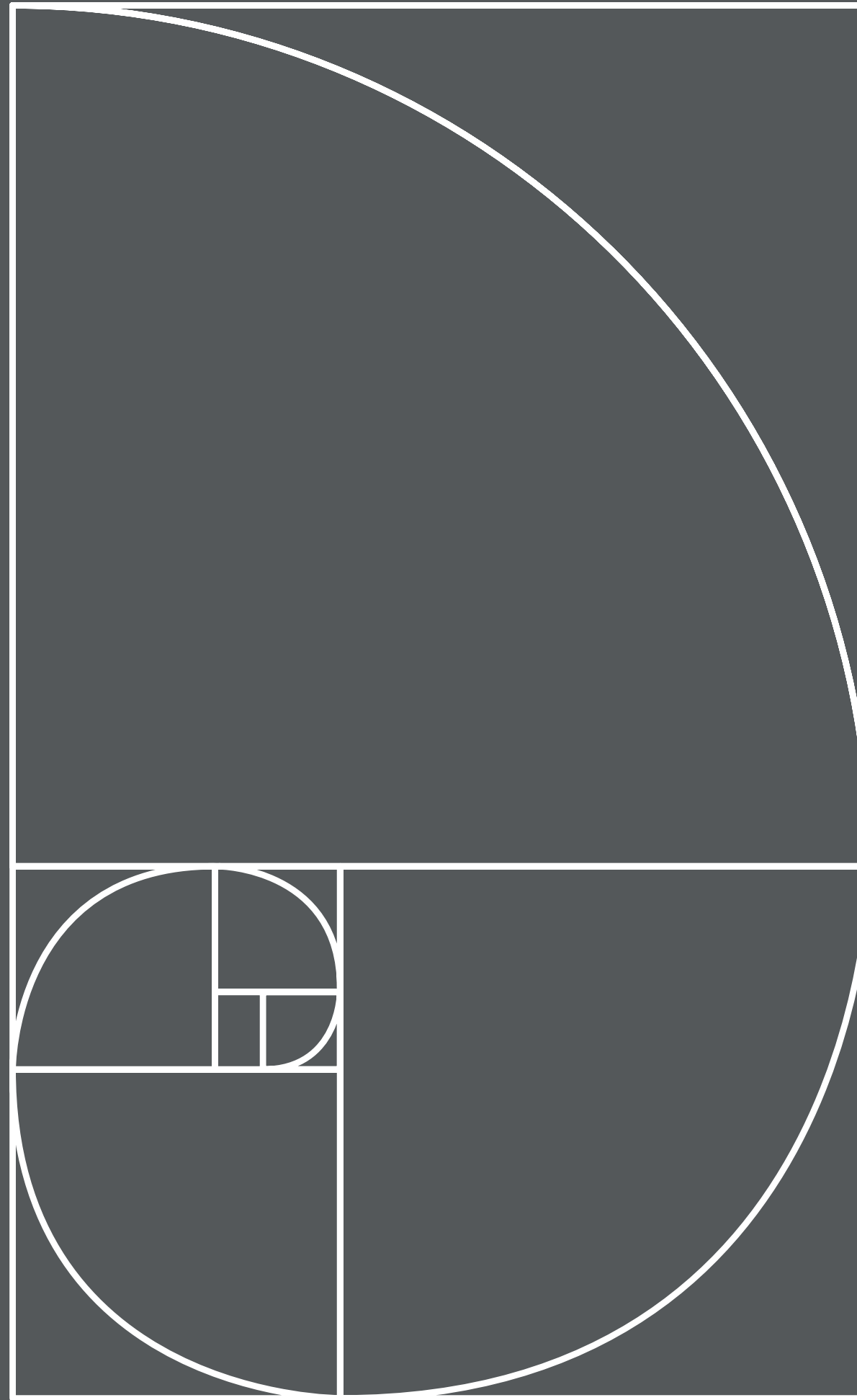
A Brief History of Typography



humanist

abcdefghijklmn
opqrstuvwxyz

Bembo



Romantic

abcdefghijklmn
opqrstuvwxyz

Didot

VAL

ENT

INO

Eau de Parfum

Modern

abcdefghijklmn
opqrstuvwxyz

Helvetica

garden
the
modern
way



Nulla facilisi. Etiam viverra risus eu nisi gravida dignis-
sim. Proin faucibus facilisis nisi, vel egestas odio su-
scipit in. Lorem ipsum dolor sit amet, consectetur adi-
piscing elit. Nulla in purus gravida, sodales mauris in,
volutpat neque. Nunc lacinia, lorem at sollicitudin ma-
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gula sit amet elit. Phasellus non quam nec lectus mole-
stie feugiat sed ullamcorper quam. Aenean dui magna,
cursus sed elit non, hendrerit sollicitudin tellus. Nam eu
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eu dui condimentum, sollicitudin nisi dignissim, mole-
stie dui. Suspendisse leo tortor, posuere ac commodo
vitae, mattis et ligula. Phasellus viverra quam ipsum, ac
porttitor lorem pellentesque in.

Post Modern

abcdeghijklmn
opqrstuvwxyz

Triplex



Contemporary

abcdefghijklmn

opqrstuvwxyz

Trebuchet

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nec lectus molestie feugiat sed ullamcorper
quam. Aenean dui magna, cursus sed elit non,
hendrerit sollicitudin tellus. Nam eu lacus sce-
lerisque, hendrerit lectus nec, laoreet ligula.
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porttitor sem. Nam eu dui condimentum, solli-
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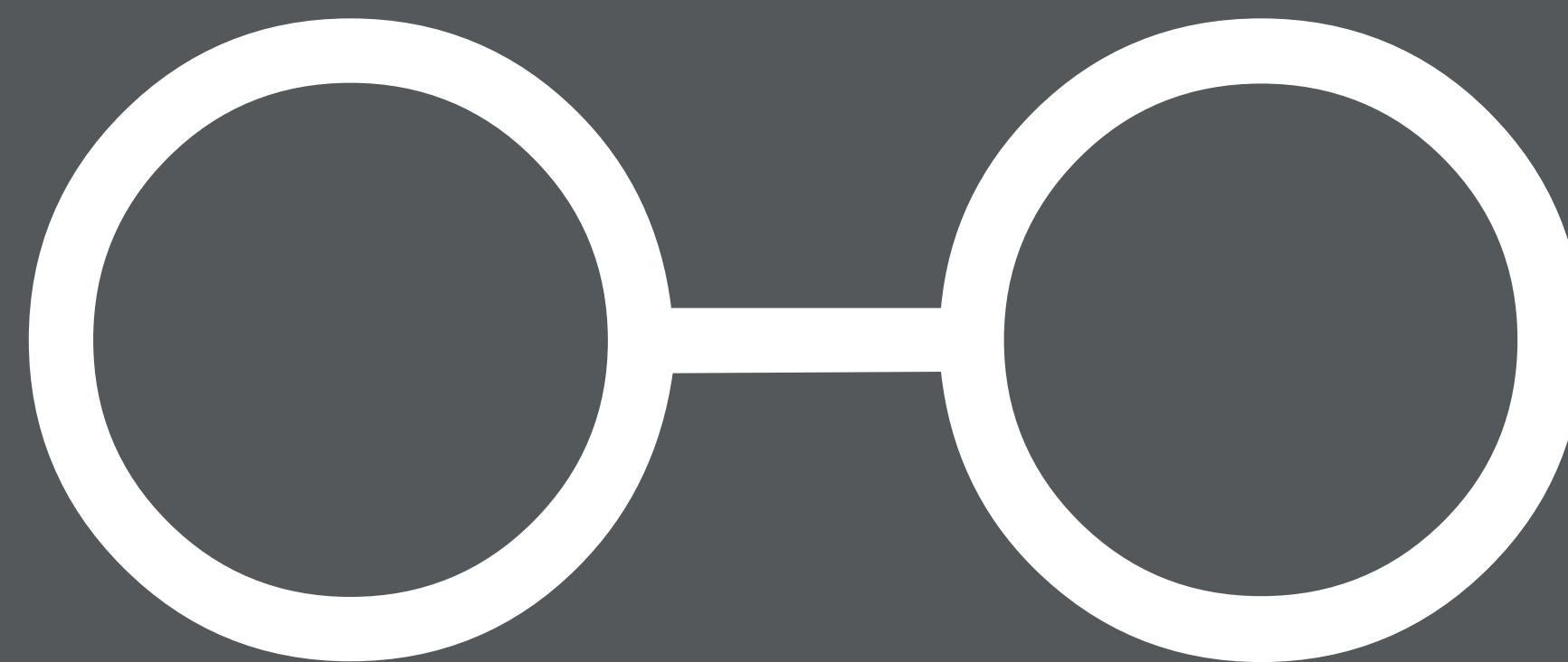


*Phasellus viverra quam
ipsum, ac porttitor lorem
pellentesque in.*

History Provides Context

Suggestions

Read the Content



Structure

Tone

Content

Legibility

Choosing a Typeface

hello, my name is

hello, my name is

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hello, my name is

Context

Choosing a
Typeface

Literature

Science

Product

Literature

Science

Product

Literature

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Literature

Science

Product

Literature

Science

Product

Tone

Choosing a
Typeface

Utilitarian

Dynamic

Luxury

Utilitarian

Dynamic

Luxury

Utilitarian

Dynamic

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Utilitarian

Dynamic

Luxury

Structure

Choosing a Typeface

Apricot Hazelnut Brown Butter Hamantaschen

Haman, the villain in the biblical story, was said to wear a tricorne hat — with the brim turned up on three sides, something that was wildly fashionable in the 1800s which means it's due for a hipster revival any day now — and this is where the cookies get their shape.

TIP

To make these cookies dairy free, simply use a non-dairy butter, olive oil or another cookie oil of your choice instead of the of butter in the dough.

DOUGH

1/4 cup browned butter, from above

2/3 cup granulated sugar

1 teaspoon vanilla extract

2 large eggs

1 teaspoon baking powder

1/4 teaspoon kosher salt

2 1/4 cups plus 2 tablespoons

cups all-purpose flour

FILLING

3/4 cup (3.6 ounces) toasted hazelnuts, skins rubbed off

1 tablespoon all purpose flour

Few pinches of sea salt

1/3 cup granulated sugar

4 to 5 tablespoons browned butter, cold, from above

1 large egg

1/4 teaspoon vanilla extract

1/2 cup apricot jam

Let the 1/4 cup browned butter cool slightly in the bottom of a large bowl, then whisk in sugar, vanilla extract, scraped vanilla bean seeds (if using). Whisk in eggs, one at a time, followed by salt and baking powder. Switch to a spoon and add first cup flour, stirring to combine. Repeat with second cup of flour, then 1/4 cup. Dough is going to become stiff, just do you best. Add the last 2 tablespoons flour and if it's too stiff to stir with a spoon, knead it in with your hands.

Divide dough into two parts and wrap each in a flattish disc in plastic in the fridge for 2 hours, or up to a few days. Impatient? So am I? Place discs in freezer until firm but not frozen, 20 to 30 minutes.



Vanilla bean-flecked brown butter dough with a hazelnut brown butter and apricot jam filling.

Place nuts, flour, salt and sugar in the workbowl of a food processor and run the machine until the nuts are finely ground but not yet forming a paste. Remember that browned butter you froze? Scrape it into the machine and run it until combined. Add egg and any flavorings and run the machine until a smooth paste forms. Scrape hazelnut paste back into that browned butter dish (fewer dishes) and place it in the fridge until needed. It doesn't have to be cold to work, but it is easier to scoop.

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Structure

Typeface sizes

Generally, keep it simple with less sizes and less fonts.

A “scale” of font sizes

a a a a a a a a a a a a a

Structure

Choosing a Typeface

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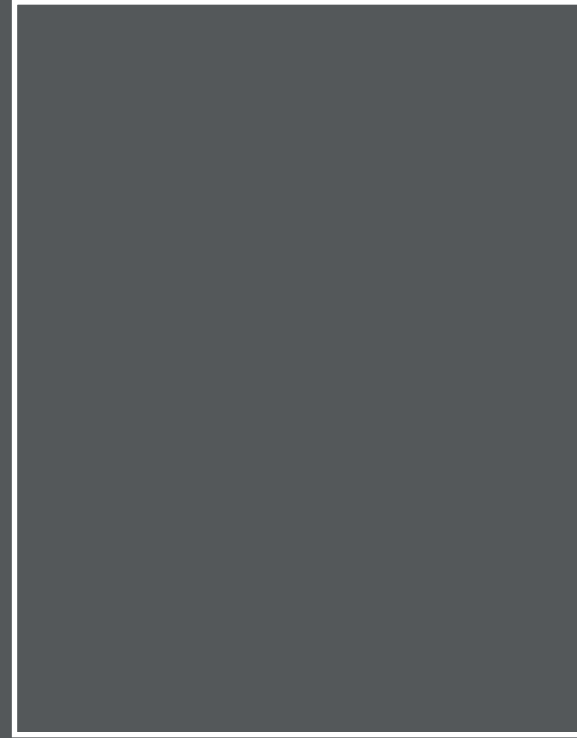
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Layout Size



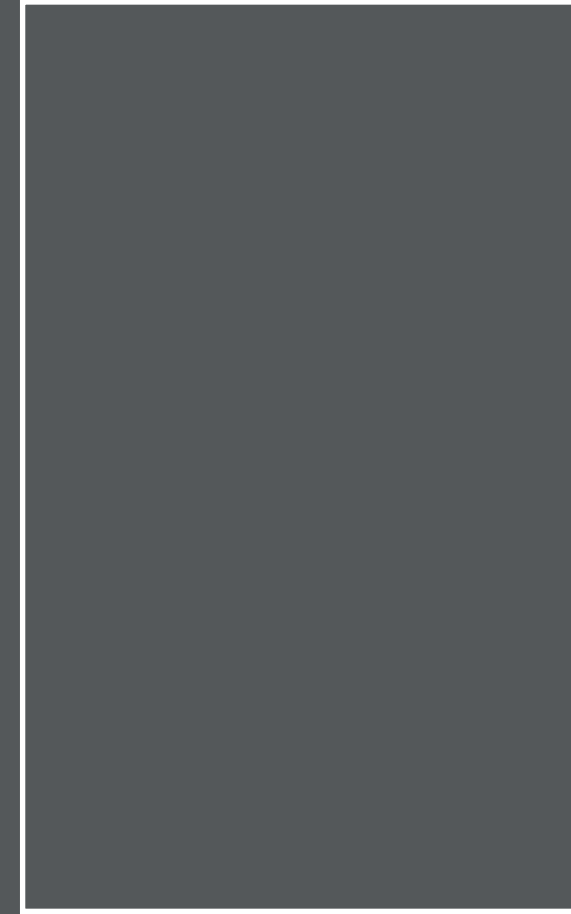
1:1



letter



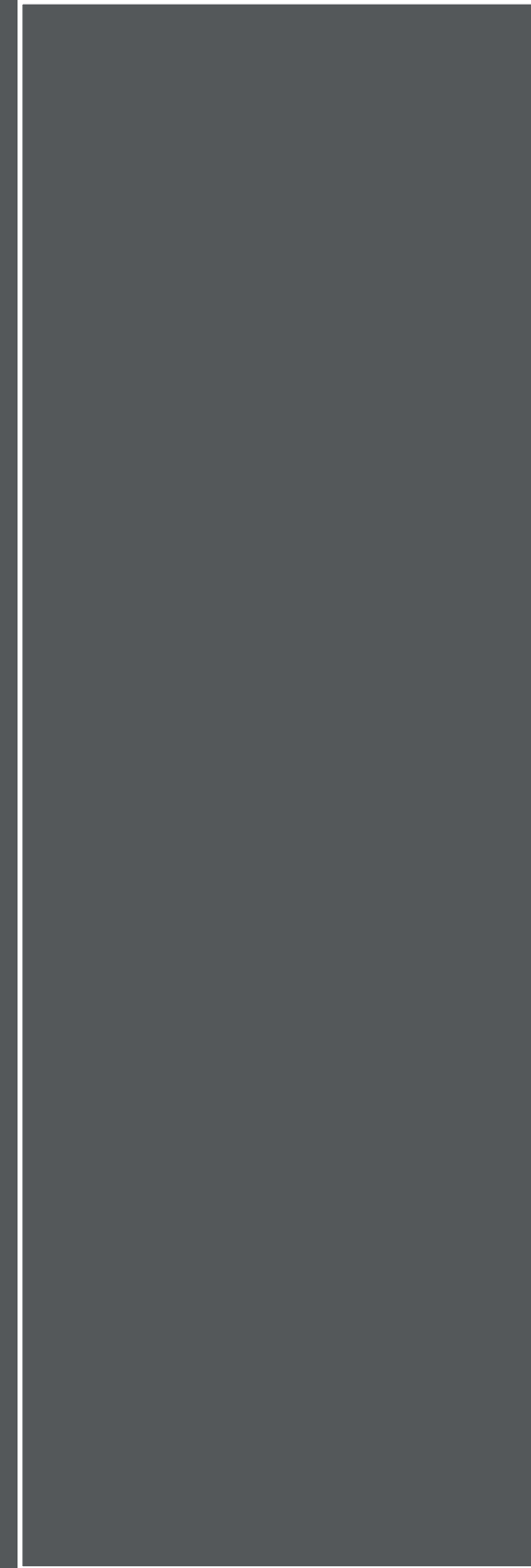
a4



golden section

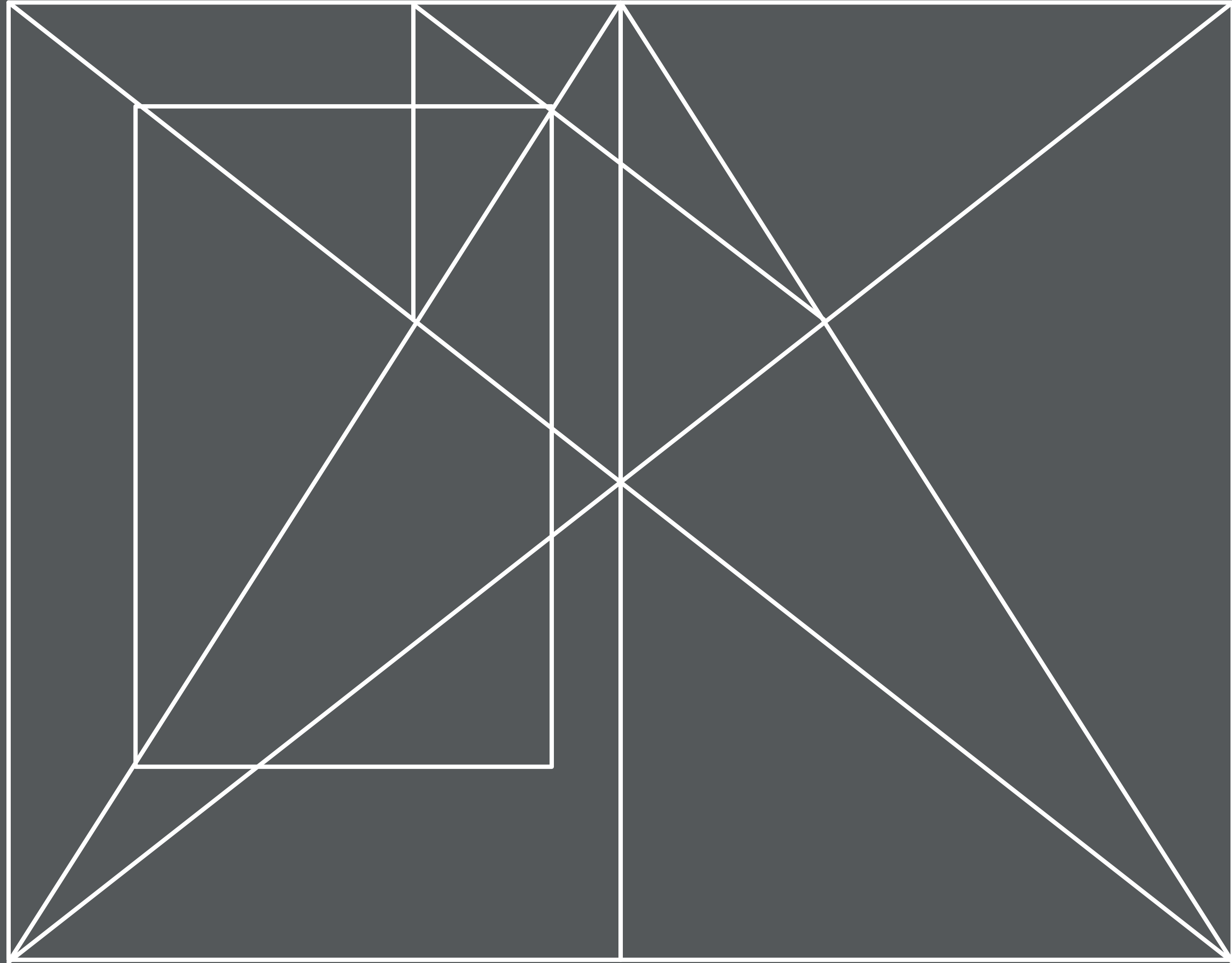


1:2



1:3

Making a Grid



Making a Grid

garden
the

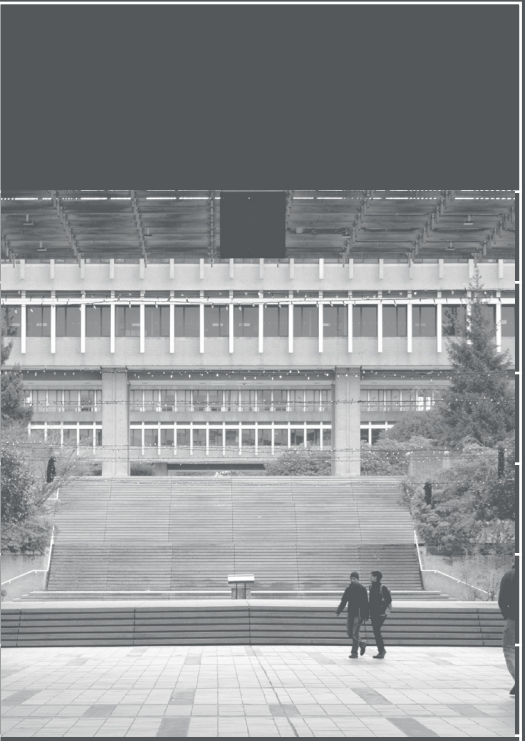
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Nulla facilisi. Etiam viverra risus eu nisi gravida dignis-
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Making a Grid

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<i>Phasellus viverra quam ipsum, ac porttitor lorem pellentesque in.</i>

Margins

Apricot Hazelnut Brown Butter Hamantaschen

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DOUGH
1/4 cup browned butter, from above
2/3 cup granulated sugar
1 teaspoon vanilla extract
2 large eggs
1 teaspoon baking powder
1/4 teaspoon kosher salt
2 1/4 cups plus 2 tablespoons cups all-purpose flour

FILLING
3/4 cup (3.6 ounces) toasted hazelnuts, skins rubbed off
1 tablespoon all purpose flour
Few pinches of sea salt
1/3 cup granulated sugar
4 to 5 tablespoons browned butter, cold, from above
1 large egg
1/4 teaspoon vanilla extract
1/2 cup apricot jam

Let the 1/4 cup browned butter cool slightly in the bottom of a large bowl, then whisk in sugar, vanilla extract, scraped vanilla bean seeds (if using). Whisk in eggs, one at a time, followed by salt and baking powder. Switch to a spoon and add first cup flour, stirring to combine. Repeat with second cup of flour, then 1/4 cup. Dough is going to become stiff, just do you best. Add the last 2 tablespoons flour and if it's too stiff to stir with a spoon, knead it in with your hands.

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Tweak!
Tweak!
Tweak!

Resources

general resources

<http://fontsinuse.com/>

<http://practicaltypography.com/>

<https://prowebtype.com/>

<http://www.myfonts.com> Fun to look at new typefaces

identifying typefaces

<https://www.myfonts.com/WhatTheFont/>

<https://www.linotype.com/catalog>

Wikipedia is excellent to find the providence of typefaces

A quick typography timeline

<http://www.counterspace.us/typography/timeline/>

Deeper end

<https://www.typewolf.com/resources>

Robert Bringhurst, Elements of Typographic Style (The Bible)

Ellen Lupton, Thinking with Type