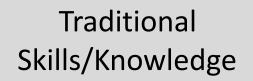
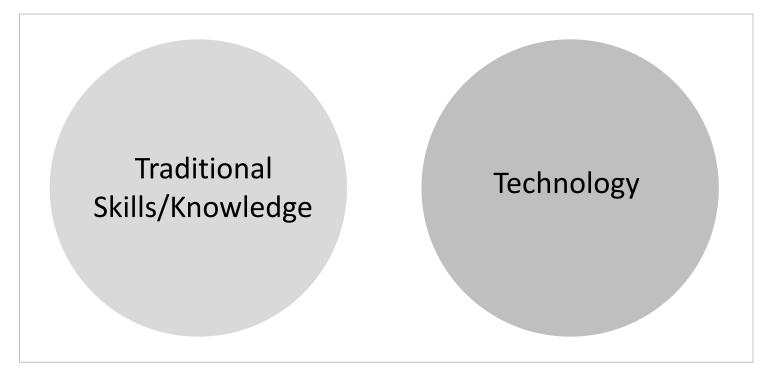
Web + Typography: Weaving Together Tradition and HTML/CSS

Laura Franz, Professor, CVPA at UMass Dartmouth

Traditional Skills/Knowledge



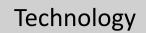
Technology



2-4 years

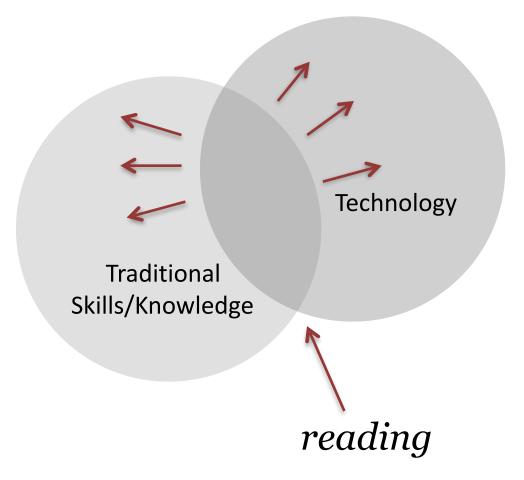
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Traditional Skills/Knowledge

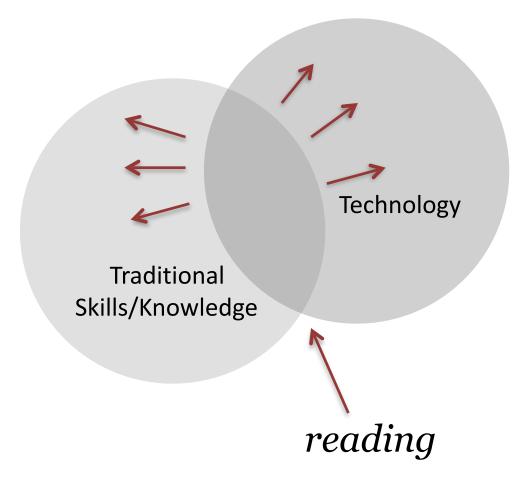


Traditional Skills/Knowledge

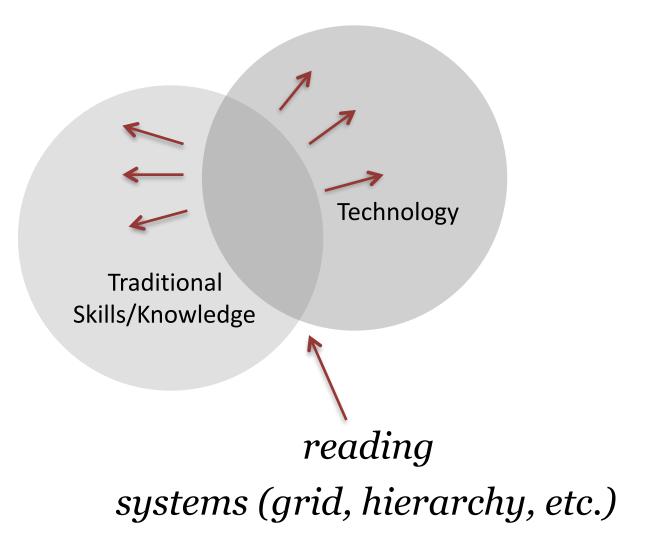
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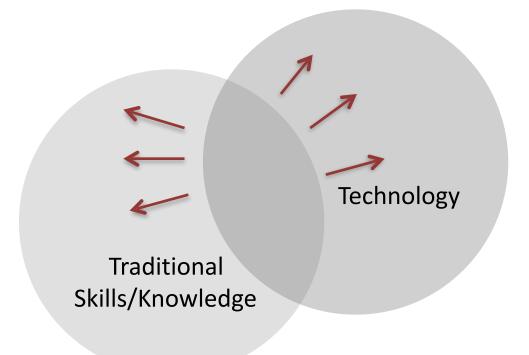


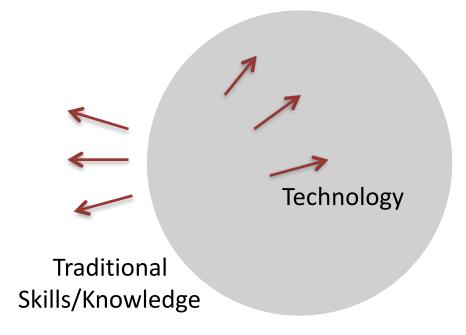
Book + Web Class



Book + Web Class







Technology

Traditional Skills/Knowledge

Technology

Traditional Skills/Knowledge

Quick overview = big picture

Early fonts Based or based on ideas penforms rather that hand. how write scribes Refine NORTH SOUTH primarily books * originally, no stalic. first italic in 1501 - fit more mpage, sill cheaper books to Students (Action Press

3 early 1800's Also see first ·more ready made S/ab serifs goods to sell · cheaper, faster printing · cheaper paper acted as the display · more literate work force first bold fints. · more neuspapers And a few, · more proadsides Sans seril fonts · more advertising · FIRST TIME TYPE LISS REFINED. SHIFT. lots of broadsides <0 and advertising (plus books, magazines, newspapers)

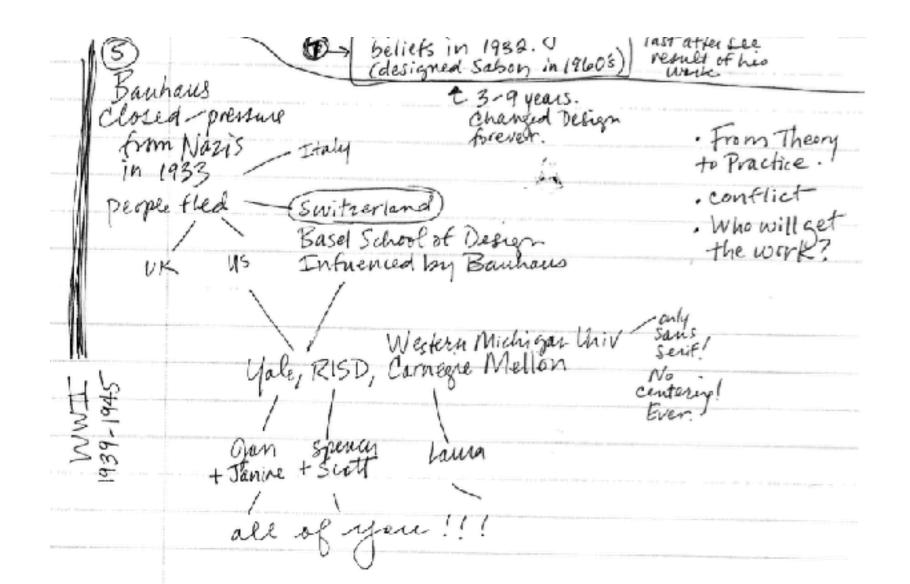
designed Sabon in 1960's

4 WWI forgeton home soil · RUSSIA . have . Germany · Austria Hunspry Increase in technology led to more deaths -lethal weapons - human-wave a tacks - IND REAL BOURSE - lack of fuel to transport food, heat buildings. Many civilians died too.

remember - Germany after WWI in an economic down spiral.

german designers use grid Lose faith / trust in humanity Want to rely on science. have · Kesult Modernism . reason for Beatrice Tchichot VS (designer as (designes as edita) Scribe) 1429 1932 · converted in 1923 after visiting Banhaus -Save fir · abandoned his ridid last affer see beliefs in 1932.

result of his



10) Vienne 1995 Reedy 1993 computes Suddenly, We could do so many things ! Post Modern = layers of meaning = designer as author = we can do it! 19805

- 7 ·Today · What do We think about type? · What do readers + Clients + authors need? UX Cusabilit

Readings from the field

Beatrice Warde

Beatrice Warde Jan Tschichold

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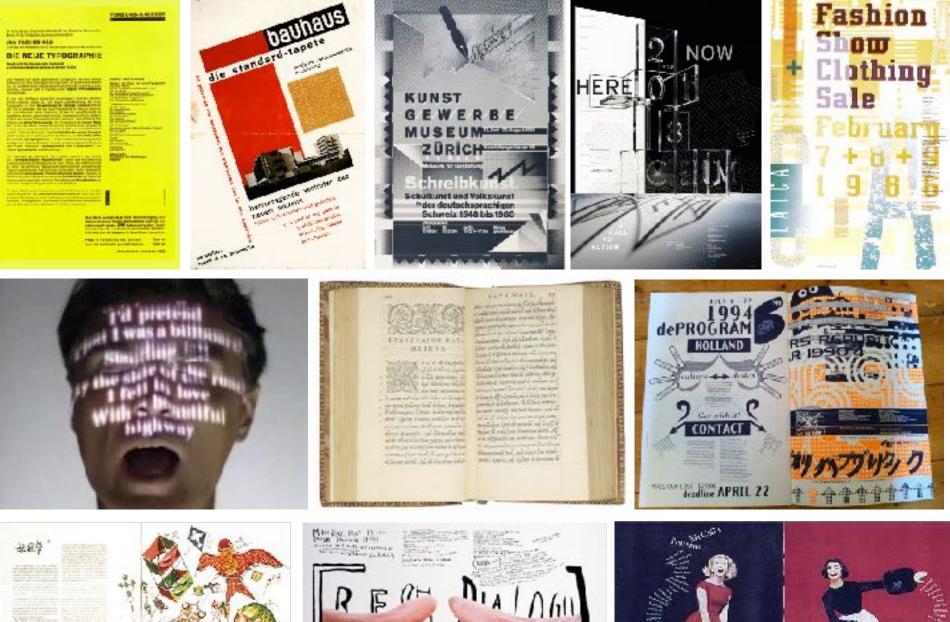
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Beatrice Warde Jan Tschichold Jeffery Keedy Karrie Jacobs **Tibor Kalman** Josef Müller-Brockmann Wolfgang Weingart Katherine McCoy Véronique Vienne



- UIA CLEN

CONTRACTOR AND









Making

Making

Use theories in a real-world situation

Kristin Darcy Graphic Designer

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Kristin Darcy Graphic Designer

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TERESA HUYNH Work Experience

The Torch Newspaper

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thuynh i @umassd.edu teresahuynh.com

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Education

UMass Dartmouth

Bachster of Arts in Crophic Design Asthboard Agent 26 (4 May 2019)

Bachsler of Science in Markeling As followed August 26.14 May 2019

Relevant Skills

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Summers and community sorting. Experimental working with HTHL and

CSU or ins coding Knowledge of variating stategies

Achievements & Awards

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thuynh i @umassd.edu teresahuynh.com

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ENI BFA

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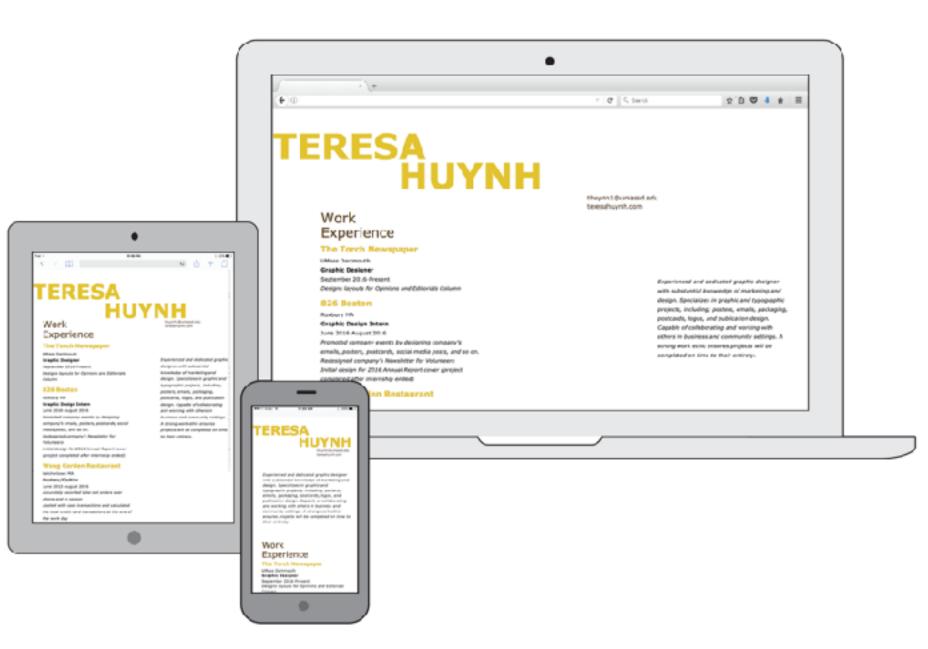


Build in HTML & CSS

Build in HTML & CSS

Shifts in thinking and technology

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| Kristin Darcy Jogen Degree | NarnsoffOffee Silasons Panagraphy Quid banner Callabaration Fastburging | WOEK EXPERIENCE Sprendw and-Press Graphic Dolmer Sudow Arthitists Involvement & Leasiendep Office, Dermound, MA | |
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| IDUATION Report Caling of Name Annual | | | |





Technology

Traditional Skills/Knowledge

Read theory + *print* = *vocabulary*

reading leisurely:

Text to frame Low contrast Warde's clear-glass window



Kristin Darcy Guphic Designer

508 971 2868 Waspert, M4 Idates Sugnations Esistindare com SKILLS. Adds: Thursson Adobe Index 28 Addse Theradap HTMLCSS Microsoft Ott or Silk Sevening Ploing aples Quice learner Calibrative. Hanhandeir g HONORS

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Adam Sciebintin

Colder Key Mercent

Copial design ou leur with a background in fine-our. Experience working on a dar go team as wel autrelependensity. Earge of dellour sytography gette doign frankling and sets design. Decal-oriented, highly consider and these process to expand our gradiate.

May 3015

REDUCTION.

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WORK EXPERIENCE.

Openand MMC Penan Stagets Designer Stedart Arthrizz, Dasherritte & Lindards & Office, Damasath, MN

Designing promotion demokering materials and an Free's for programs, datas for TVs and possible social media assume. Also production of to admissive education and owner designs

Moof (2015), Present Function of Science Associate Wilgeners, New Badlord, Mile

Cash report considers, easi other set say place appartment operations, new investory and maintaining new signage and chapter.

Spinister 2014-405 2015 Digital Assistant Visual Resource Conter Departments MA

Digital production of studing in approximate for absorber instruction and presentation, detective control preterior in daily office tasks, filing, protocopying, providing networks and day tail collections, and with the day and outleness of date studies and strylers.

skimming text:

White space as an element High contrast Asymmetry to guide the eye



TERESA HUYNH Experience

The Torch Newspaper

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B16 Buston

Acobary MA

Graphic Design Intern. to a 2015 August 2014. Pressons company events to choloning company's emails potters, potyrada such a spice press and so an

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> Especiescul and Judicanes graphic. designer with substantial large lefts of the backy and parity. Specializes in graphic and typographic project, helvelog portare, arwite herebeging. portconds, logos, and publication design. Capable of colleborating and working with others in business and community activity A strong week white resource projector will be save. phylest on same to their websits.

Education

UMass Dartmouth

Bacheler of Arts in Crophic Design Asthboard August 36 (4 May 2019)

Bachaler of Science in Markeling Antisbund August 26.14 May 2019

Relevant Skills

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Confortable working with others in a Sublease and community sorting.

Experimented working with HTML and CSU or its coding.

Showledge of variating stanogical

Achievements & Awards

Doub. ite 2015.2014 Chancellor's L to 2014-2015 Westering Mats full League Transit Report 2014. Palmar High School Terris MAT Award 10 1 4 2014

National Honora Society 2011-2014

il/legibility:

experiment limits of readability if you can't read it, it's not for you desktop publishing = perfect type





Web / print = see differences

Web / print = see differences

Availability of print vs web fonts

Web / print = see differences

Availability of print vs web fonts Font size (9 pt vs 15 px)

Web / print = see differences

Availability of print vs web fonts Font size (9 pt vs 15 px) Orientation (tall page vs wide screen)

Web / print = see differences

Availability of print vs web fonts Font size (9 pt vs 15 px) Orientation (tall page vs wide screen) Fluid vs static layout

Web / print = see differences

Availability of print vs web fonts Font size (9 pt vs 15 px) Orientation (tall page vs wide screen) Fluid vs static layout Sequence of information

Students stretched comfort zones

Students stretched comfort zones

boring,

Ann Bryant Mattapoisett, Massachusette 508-441-8567 annebryant@yaboo.com www.combryant@yaboo.com

MULTIFACETED DESIGN MAJOR

A versetile Graphic Dasign student, blending a background in writing wife reasting memorarilie and timeless identifies for businesses, products and services. Works independently with stassactional tensolity or happily with a group. Earlier corrects and volunteer opportunities include customer service, managerial and team-intensive environments.

EDUCATION

University of Massachusetts Darbase is College of Visual and Performing Arts Graphic Design Anticipated Graduation May 2008 Carries (CPV, 359)

Manuset Conversity College Bookdon, Missachunette Associates in Liberal Artic English Jamany 2015 CPA 3.97

STUDENT PROJECTS Owated packaging and a logo for Lav8ag Cat Texts.

Designed a logo for RE, a truck delivering necessited could supplies to schedul and artists.

SKILLS Adobe InDesign Adobe II unitation Adobe Photoshop Unitational access

Students stretched comfort zones

boring, rigid,

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| EDUCATION Animed J of Massachaseth Darbasach Galege et Visual and Performing Arts Englist Destan Maticipated Ecodesation May 2008 Earries CPA 359 Hassaset Community College Readow, Massachaseth Suscepts in Liberal Arts: English Emany 2005 (PA 367 | STUDENT PROJECTS Created packaging and a logo for LovBag Carl Porth. Designed a logo for BEs, a track defineting nergefield cold supplies to schedils and artists. SKILLS Addee for Design Addee II autoster Addee Phoneshop Logo II access | EXPENSENCE | BARTHOUSE PORCHATT BRANNE DESIGNER STUDENT ACTIVITIES, NOTE VENNET A Designed proceedings of a software the comparison of painted porters, propared poet for social media matters appared poet for social media media media matters appared poet for social media media media media media media media media media appared poet for social media m | LEXEMPENDE OFFICE, deside the reards and 1 vibranter TV screams, and ng. russ gregated bisuzherec, |

Students stretched comfort zones

boring, rigid, not my style

| Anni Bayant Mattapoleett, Massachusette SSA41-8947 Annatificaantificaantificaanti | KRISTINDARCY Graphic Designer | Nitoren 1 disempoteorn onstandardy.com bisedynet, stat S20-675-8060 | | Education |
|---|--|---|--|--|
| MULTIFACETED DESIGN MAJOR | | lias independently. Range of skills in g. and web design. Detell-colorited, | | tern Sahu |
| A venetile Graphic Design student blending a background in writing with meaning memorable and timeless identifies for businesses, products and survices. Works independently with streamlined teaching to happily with a graph. Eather survers and volunteer opportunities include customer service, managenel and team-intensive environments. | AND FERFORMAD ATTO A 1979 Review IC an unit of the Madana Horse Society mantee. Design, Case Theory Internation | TE DATEMOUTH, COLLEGE OF WEARL INI Houses of we endow. Analosi Key Related commen. Icon and Packaging | Red | Construction of the second seco |
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Leading student discussions

Leading student discussions

Open-ended opinion = too vague.

Leading student discussions

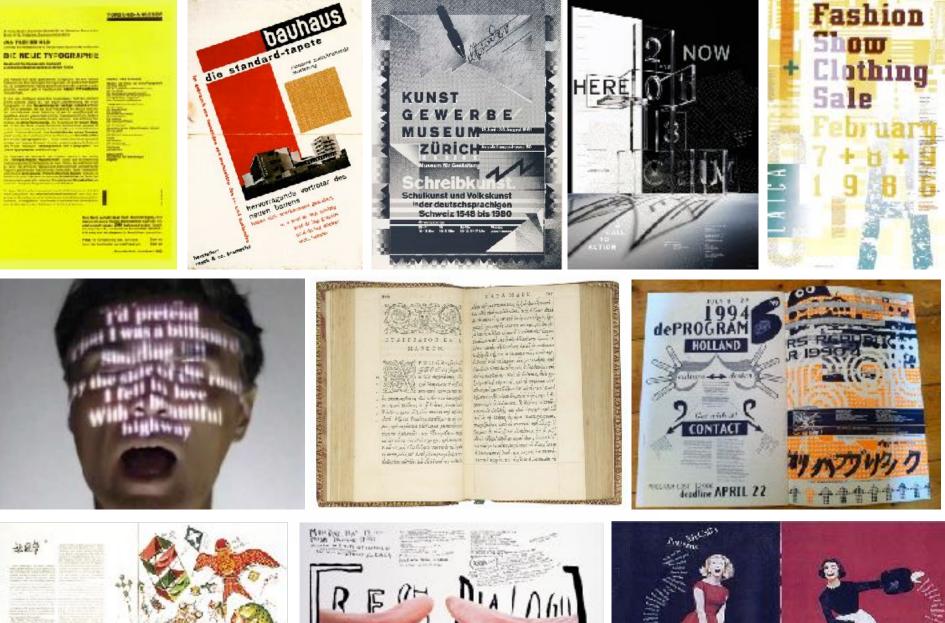
Open-ended opinion = too vague. One right answer = too specific.

Leading student discussions

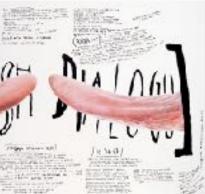
Open-ended opinion = too vague. One right answer = too specific. "Do you agree with..." or "what do you think the author meant by..." = just right.

What I've learned: Making

Helping students connect readings and making







- UIA CLENC

100





Preparing students in HTML & CSS

Preparing students in HTML & CSS

Small steps

Preparing students in HTML & CSS

Small steps

Build skills sequentially

Preparing students in HTML & CSS

Small steps Build skills sequentially Start early

Preparing students in HTML & CSS

Small steps Build skills sequentially Start early

readings print resumes web exercises

6 weeks

Preparing students in HTML & CSS

Small steps

Build skills sequentially

Start early

| readings print resumes web exercises | web resumes |
|--|-------------|
| 6 weeks | 4 weeks |

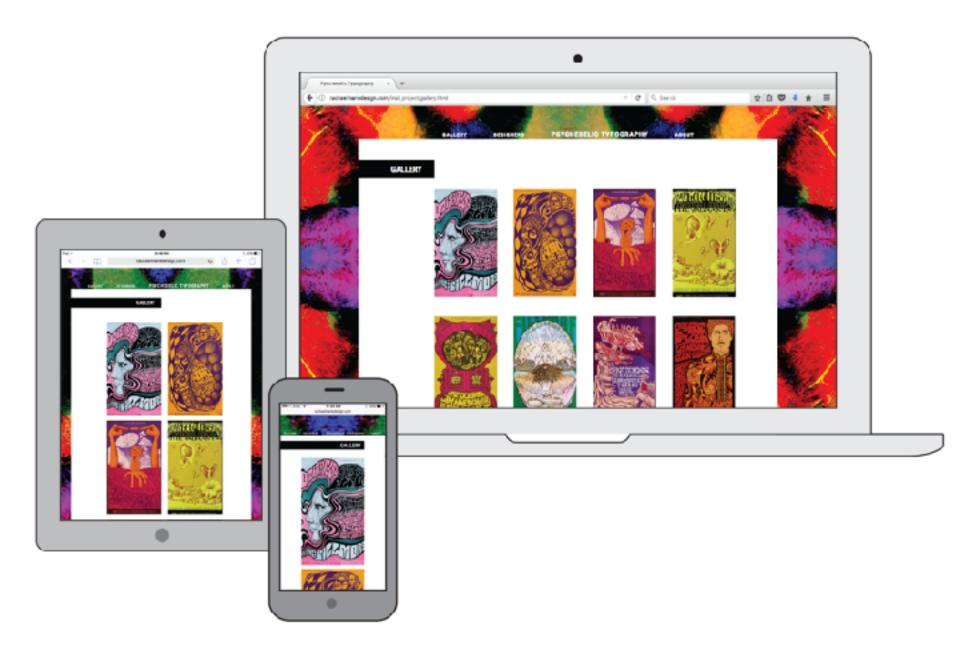
Preparing students in HTML & CSS

Small steps

Build skills sequentially

Start early

| readings print resumes web exercises | web resumes | final project |
|--|-------------|---------------|
| 6 weeks | 4 weeks | 5 weeks |







Thank you.