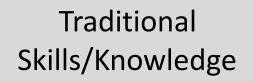
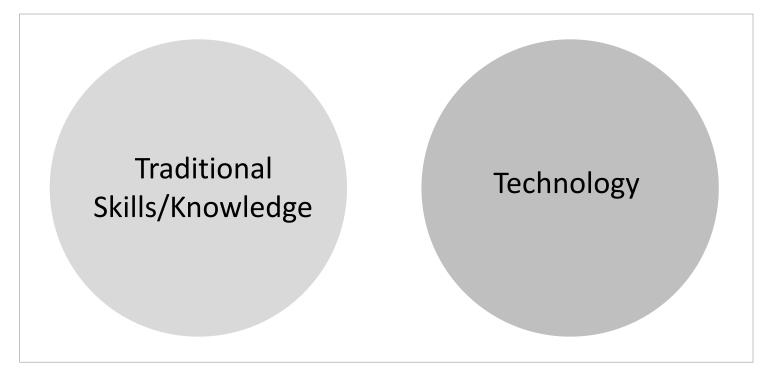
Web + Typography: Weaving Together Tradition and HTML/CSS

Laura Franz, Professor, CVPA at UMass Dartmouth

Traditional Skills/Knowledge



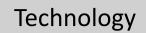
Technology



2-4 years

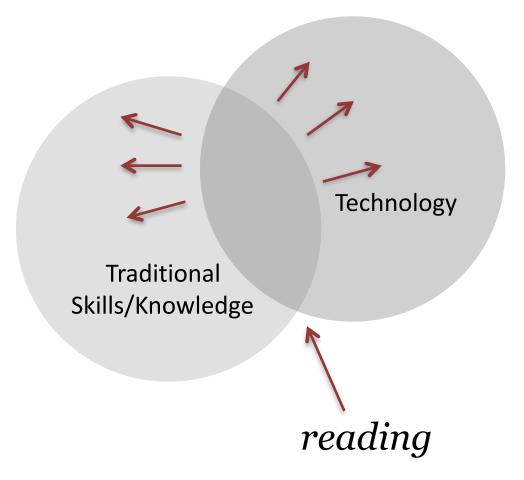
Technology

Traditional Skills/Knowledge

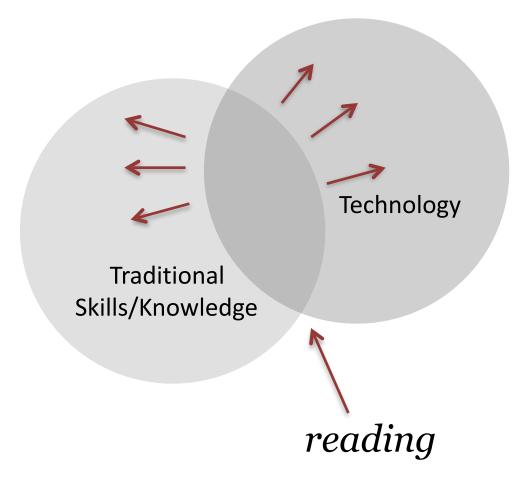


Traditional Skills/Knowledge

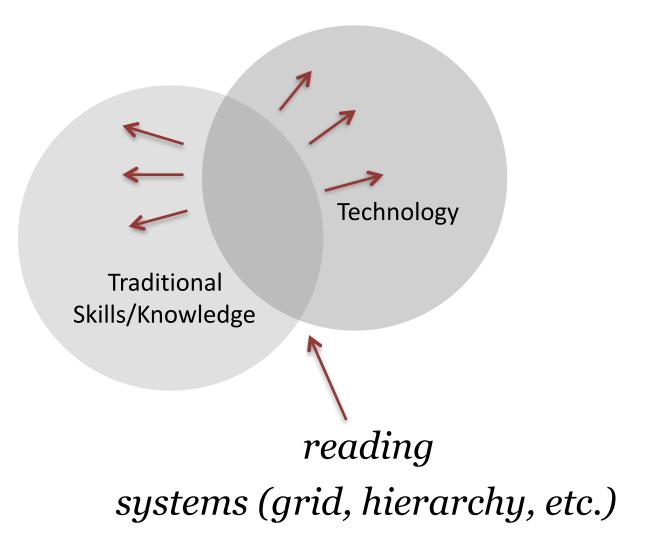
reading

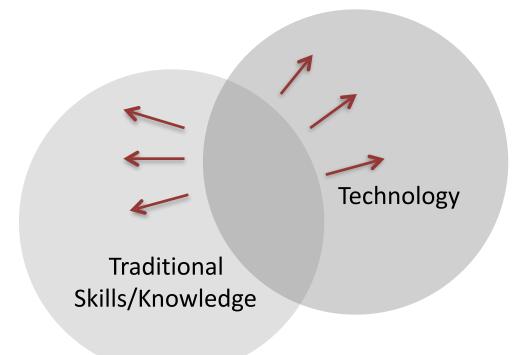


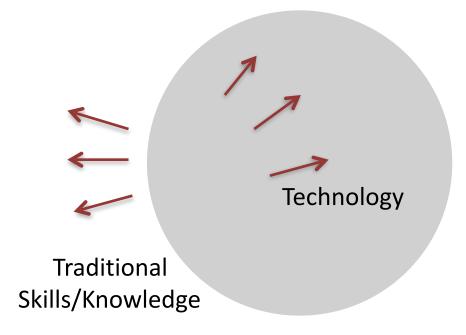
Book + Web Class



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)

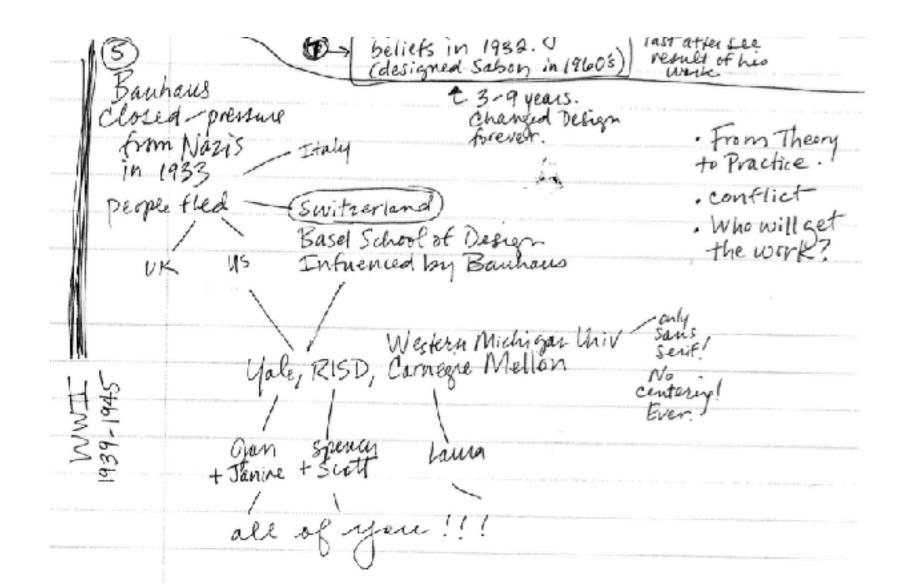
designed Sabon in 1960's

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

Beatrice Warde Jan Tschichold Jeffery Keedy

Beatrice Warde Jan Tschichold Jeffery Keedy Karrie Jacobs

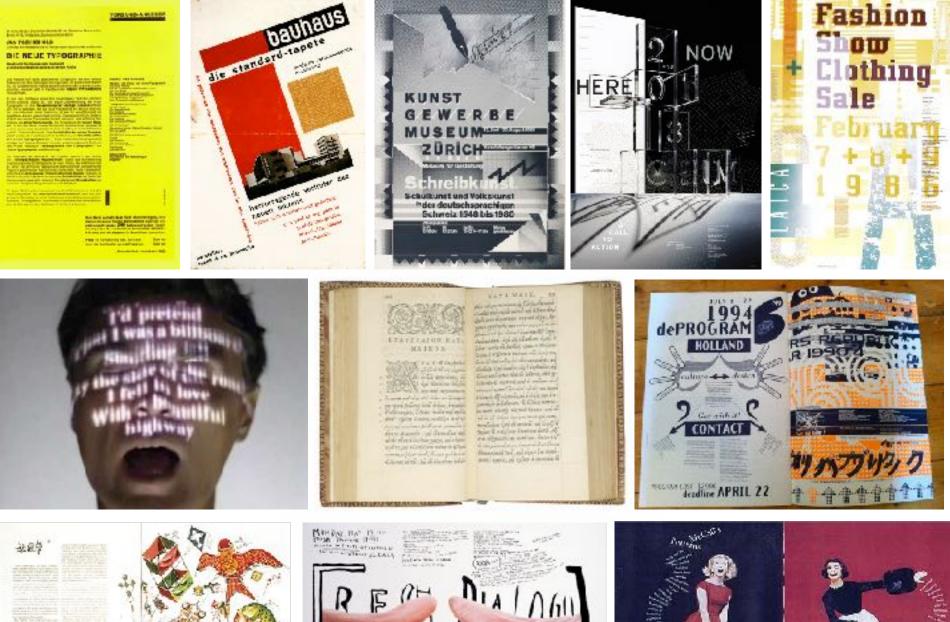
Beatrice Warde Jan Tschichold Jeffery Keedy Karrie Jacobs Tibor Kalman

Beatrice Warde Jan Tschichold Jeffery Keedy Karrie Jacobs Tibor Kalman Josef Müller-Brockmann

Beatrice Warde Jan Tschichold Jeffery Keedy Karrie Jacobs Tibor Kalman Josef Müller-Brockmann Wolfgang Weingart

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

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

508-071-2868 Wanpers MA Iolancy Sappartheora Iolaidacean	Grapha, des gar content with a background in faire une Experience working on a die gestaar as wel naar dependently. Fange of skelloan sysig op hy getaa dadige konstang ond ook die ges. Doed-oriented, highly consider and always two engris segmed on geschilt.
SKILLS	BRUCATION
Adobe Uhrmater Adobe Indes 20 Adobe Thorestop HTML/CSS Microsoft Oct of	May 2005 University of Minister Lemm Durchwork, Callege of Viscal and Deficienting data The large of Fisca Asta, Proglas, Decign GPU 32
Bill: Sesienting Photographic	WORK EXPERIENCE.
Quints feature Collaborative Handworking	Spannes 1997. Possa Inagola Delgare Sodare Articles, Incoherture & Instanley Office, Damasarh, MA
HONORS	Designing promotion demonstrating materials and year for programs, datas for TVs, and procedure methy account. Also produce for of traditions, extension and owned datagen
2915 Provin Colder Nay Net end Fiscan Soutery	Beef Dr.s. Steven Distance of America America
2994-2015 Chancellads Lat	Otigrani, New Bolloni, Mis. Cash report correlation economic sets as place experiment operations.
2945-3647 Decription	now internet/and matrixation generalizing and display. ² Spacebox 2018-00/9 2015
2905-dami Jako ant Grigol Adam Sanakantip	Digital Astronomy Converting MA
	Digital guadantice, of availing to approximate for absorber thermation and presentation, data control testio particular holds office tasks, filling, protocoppengy providing access of additional digital collections, and only, takalay and caldents of there encode and services.

Kristin Darcy Graphic Designer

508 971 2868 Waspen, MA Idates 7 segnations Existing and com-

Coplands, gavan includes ball, yourd a frierant Experience working on a doing team as well as redependently. Range of skills in synapsphy print doign landing, and sets drugs. Deall-oriented, highly country and threas working to expand ourgo skills.

SKILLS.

Adds: The more

May 3613

Adobe Index 28. Addse Thereforp HTML/CSS Microsoft Oct or Silk Sevening. Phone, pho-

Quice learner Col. docutive Hanhworking.

Jaho and Singel.

Adems Scholantin

SDUCATION.

Triversity of Minoret neurs Durrough. College of Visual and Deforming data. "a brin of Fore Arts, Gupla, Denge GIN 33

WORK EXPERIENCE.

Openant JMIS Project Inage in Disignation Student Activities, Insolucition, & Londenh p. Office, Damascuth, MN

Designing pronorsoul/marketing materials rack as freely for programs. HONORS dides for TVs, and poss for social media assume. Also production of buchtors, educer and ownit design 2915 Juny

Wat Die berry Colder Nay Netropy Customer Service Associate History Sources Whigment, New Badlord, MA. 2914-2015 Chardles La Cash regions compatible a subscript set as plane approach operations. nex inventory and maintaining new signage under sphase. 2945.5445 Deer'd Liz. Spirates 2014-40.9 2015 Disks Advants 2915-Deces Visual Resource Canter, Darty rith, MA

> Digital good enters of analog in ago somers for absorders instruction. and presentation, data courty participation in paily office tasks, filling, protocopying, new drug sources adde and day tal collections, and only, tacally and success with resources and services.

TERESA HUYNH Work Experience

The Torch Newspaper

Joivers by of Nassechusette Daronouth Graphic Designer Secondar 2016- Present Congres leavers for the Collector and Informatic Califyria.

016 Buston

Lobary MA Graphic Design Intern. per 2015, Augure 2014.

Pressonnt company events to cholening company's emails, potters, posivisiasuch the state press and so ex-

Second on company's Managers for Solutions.

heater Series for the 2016 Annual Viscon coverproject completed ofter hearthild ended.

Wong Garden

Seldbergeen MA

Hosters/Cashier. . . . 18 & Acres 2016 Accessing resulting take out arders over-

phane are in person. Invariant water courts are concerned as were included at the the total production devices occurs at and of rise.

Palmer Public Library

Palmar MA. Voluntoor. 100 NOT A 100 SOLA

werk day

Antiking all they have weakly to anoth and sweeping and probab in definitely large program.

Cougars Den Alter.

School Program Chair MA.

Volumbear. August 30: 0. Yang 4: 2012

Mouse involuti surgione Astronati Arive study spectrum.

According to the second state of the second st projects and octivities when receiving.

thuynh i @umassd.edu teresahuynh.com

> Especiescud and Judicanes graphic designer with substantial to awfedge of the backy and parity. Specializes in graphic and typographic projects, helvelvg: portare, service, beckeying, portconds, logos, and publication design. Capable of colleborating and working with others in business and service A sporte symmetry eshie manan project will be save. phylest on take to their walk city.

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

Feyner er er et in antre Adaha Counties Sales and Mic usual. Propriates. Conforcible working with others in a

Summers and community sorting. Experimental working with HTHL and

CSU or ins coding Knowledge of variating stategies

Achievements & Awards

Dearb. 16 2015 2014 Chancellor's L to 20 4-76 5 Western Mais fill League Tennit Associ 2014. Palmer High School Terris MAT Award 36 1.8 2014 National Honora Society 2011-2014

Ν Kristi Traph AID Gupla working orphqua. highly -20203 POSITIVITY TO REPORT ORK INS 1 MAA SDUE SOLV ON May 38

508 971 2868 Waspen, MA Idany Segnations Existing and com-

Ution

Cilky

Sele's

GIN 5

WOR

Spena

large.

Stude Doort

dio 8 bachit.

Wat 2

Tarten

0'signa

Coh ra nox in

Spirat

Digital.

Visali

Dyte

and pro-3105020

into: fr

DUCE AN 400

SKILLS.

Adds: The more Adobe Index 28 Addse Therestop HTML/CSS Microsoft Oct or Sifk Sevening. Plong aples Quice learner Calibrative Hanhaocking

HONORS

2915 Dicese Golder Key Netronal Fix on Solery. 2914-2015 Cancella/s Lat 2945-5445 Deer's Liz 2915-Berni John and Singell. Adens Scrobinski



thuynh i @umassd.edu teresahuynh.com

ICATIO

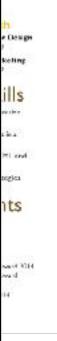
RAPHERS

IN MEED DARFNOR TH TO IS

AA GRAPHIC CESIGN STREETER OWNER TY COLUMN

ENI BFA

> Especiescud and Judicates graphic designer with scheducted to ewisden of the bering and parity. Specializes in graphic and typographic projects, helvelegeporture, erreite, hencleging, portoonds, logos, and publication design. Capable of colleborating and working with others in Euclidea and community activity A strong wask white measure projector will be save. phyles on take to their establish

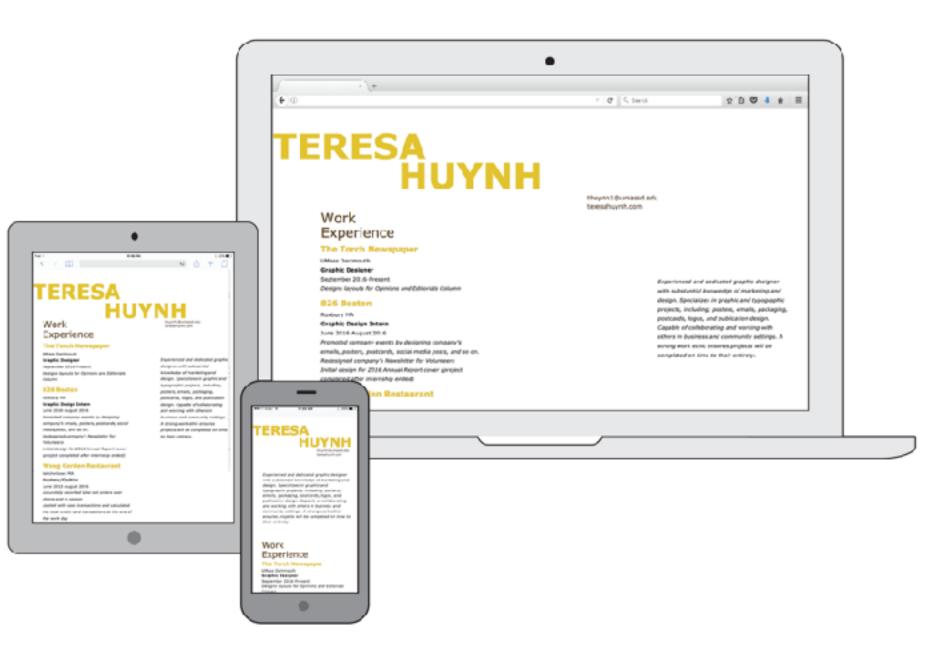


Build in HTML & CSS

Build in HTML & CSS

Shifts in thinking and technology

(+)0	· /+	7 6 7 5, Sava	2004 # =
		Kristin Darcy Couplie Designer	
• • • • • • • • • • • • • • • • • • • •	yd yn oldd Wengen, MA Idansywdgmail ann Iainindary com NULLS Adobr Illiutnaor Adobr Illiutnaor Adobr Illiutnaor Adobr Illiutnaor	Graphic origin student with a backpround in fire arts. Experimer working on a design some as well as independency. Longo of Juli in sprearcaple, pirathrips, leanding and well despendently. Total evidenced, highly cruster and adverse working or capated designshift. IDECATION Martines for the second design of the second design of the Variance of Martines Desenversh, Galley of Winad and Performing dess Judder of Time Jens, Scieblic Design GPA1-9	
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	
tex AB Coplice holes under wird a langemark in tex are. Reprinter werd, ABA werden aus either an offer an overland. Repair falls in type played parts dags, bandla, and with mage Data at another the second and another werden at another the second at an overland and at an overland at an overland the second at an overland at an overland at an overland the second at an overland at an overland at an overland the second at an overland at an overland	HONORB ang-Menne Coldin Key Motional Honer Society anarchite	Designed promotional and markening number for some and sampligs. Creation of pointed prostructuation for TV sceness, and proposed over this needs an address single. Alter program of lower lowers, adorders, and to dist dwiges. Aport non-Pleneer Consteme Science Lancian	
CBUCE Randow Of Data Andread Dags master of the set immediation WTSA HET SALE OF SALE graphy WTSA HET SALE OF SALE difference Control Sale Of S	Cuandle's Let	Walgreen, Now Bullord, JGA Galargian operations, constants service, photo-department amentions, and internets and materialisis and saman and disclose.	
Deputy formation load and/origin mutation for manual sufficient springer. Thereine of printed prints, shall be in the stream of sufficient and the stream of the stream of the stream of sufficient and the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of the stream of stream of the stream of the stream of the stream of the stream of stream of the stream of t			
eh Lin operation, new investes of desimating new spage of fighty p Presare operation can be preserved as a second			
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

2915 August

History Sollery.

Charrillo's Lat.

2914-2015

2915.5415

Deer'd Liz.

2915-Deces

Island Great

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.

University of Minister Joints Durierouth, Crickge of Vision and Deficiencing data The bring of Fester Arth, Graphic Design GPA 53

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

drivers by of Massehusetts Dartmouth Graphic Designer Sector bor 2015- Present Designs feature for the Opin has and Informatic Call, The.

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

Reasongroup company's Havanetter for Holes news.

head Series for the 2016 Annual Report coverproject completed ofter hearthly ended.

Wong Garden

Jeicherssen HA

Hosters/Cashier. . . . 18 & Agen. 2016

Accessing resurds take out arden overphane are in paraon.

Invariant water much everywhere an every rate data of the total producted by appoint at and of the werk day

Palmer Public Library

Palmy MA Voluntoor. ine 2011. A new 2014 Antiking all they have weakly to anoth and sweeping

and probab in definite large premiers.

Cougars Den Alter. School Program

Submir 644. Volumbear. August 20: 0. (august 2012 Mouse involver compare Astronauti drive clock to china.

Association property allocations and sample to a projects and octivities when receiving

thuynh lifzlumassd.edu teresahuynh.com

> 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

Feyner or start in using Adulta Countries Sale and Mic work Proplane.

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,

Anni Beyanit Matta poisett, Massachusette 506-4-2647 entarite search viduo eccer		KRISTINDARCY		
	na balan din cross	STATEMENT	Creating display display with a speciarty, verticepent a dissign facer as vertices int species with design, beaming, and highly consistent of sharps with given	lependently. Range of skills in with design. Date isolarited,
A versetile Gruphic Design student, blendi nornenble and threfers identifies for built integrandes (by with stream final transity o relation opportunities include customers environments.	week, products and services. Works happily with a group. Eacher correct and ervice, managerial and trans-intensive	EDUICATION	EXPLOTES ANY ALL BACHELDECH PHINE ANTE IN CR JANGREITY OF MISSION-RECEIPTORY AND INCREMENTED 3 3 AVE. JANERY IS AN ANTE SHIFT Valorati Horey Sockey manther, Relate Design, Color Lineary Internation Design manufacture recompany. Was backey	TEMOLTH, COLLEGE OF WEIWAL mark all we renters. Antibut Key diccerters. Icon and Pachaging p., Intra to Typography.
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
EDUCATION STUDENT PROJECTS College of Visual and Performing Arts Craphic Dealan Anticipated Goodsation May 2008 Carrier GPV.397 Measured Conversity College Brodition, Measured Levels SKILLS	EXPENSENCE SAW, 2001 WARDAW, GRAPHIC DESCRIPT, STUDIET ACTIVITIES, INVOLVEN DATIMOUTE, MA Designed generational and matter compared the solution of privad an	APAT ALL PROPAGATION CONTEXT,	Congress Carlo Congress Carlo Congress	The table interaction of the second s
Associates in Liberal Arts: English Adoles In Design January 2025 Adole II units for CPA 3/95 Adole Photoshop Units of Elector	Stight to be the formation of the set of the		Entern W WWWE com Entern Control of Control All Dependences of Second	Crewer still Boounters conditis adver

Leading student discussions

Leading student discussions

Open-ended opinion = too vague.

Leading student discussions

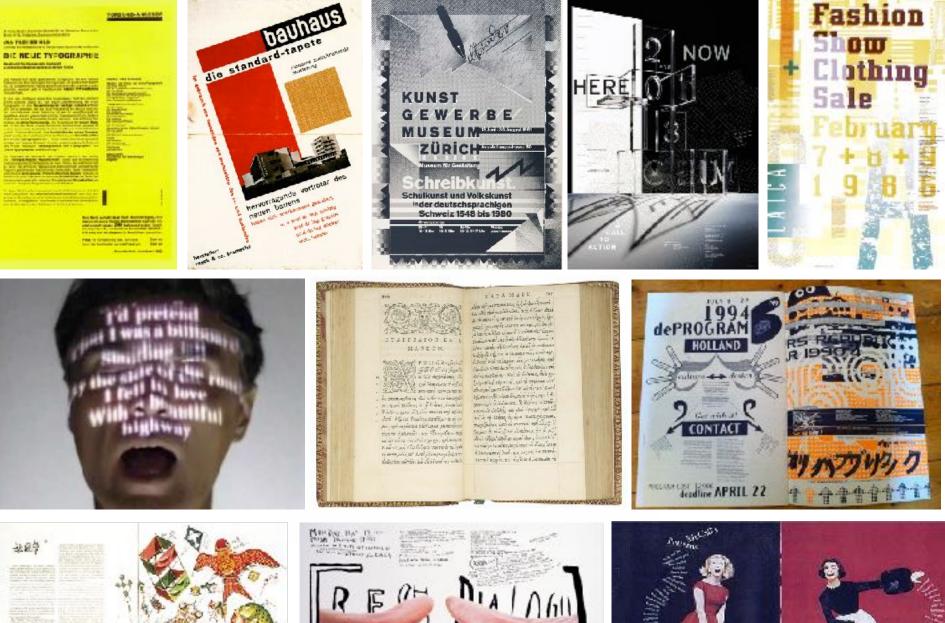
Open-ended opinion = too vague. One right answer = too specific.

Leading student discussions

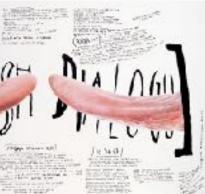
Open-ended opinion = too vague. One right answer = too specific. "Do you agree with..." or "what do you think the author meant by..." = just right.

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

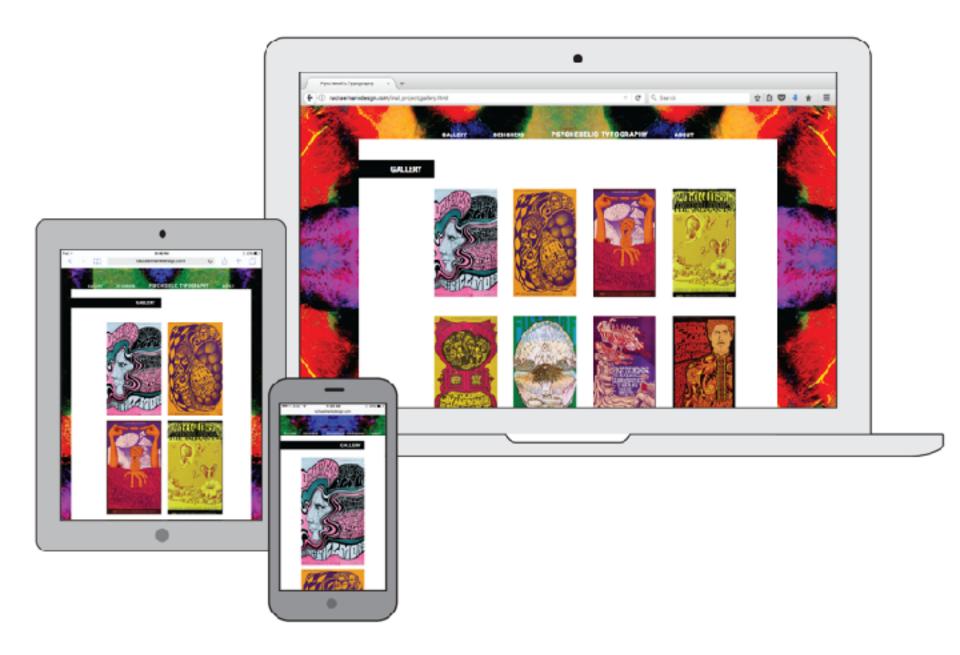
Preparing students in HTML & CSS

Small steps

Build skills sequentially

Start early

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







Thank you.