



Tipografia și regulile tipografice în design





- De ce este importanta tipografia?
- Oamenii devine vizual mai sofisticati

friendly **AGGRESSIVE**

Traditional **MODERN**

feminine **MASCULINE**

calm **Chaotic**

- Folosirea eficienta a Tipografiei conteaza!!!

 **TARGET**

 **NIKE**

 **IBM**

 **Google**

 **FedEx**

 **ebay**

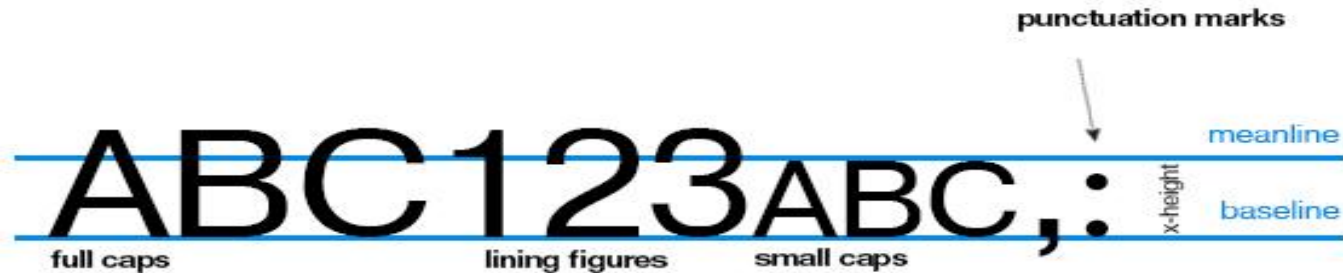
 **Coca-Cola**

 **CNN**

 **citibank**

Terminologia și anatomia literelor

Caractere - litere, numere, semne de punctuație



Majuscule/uppercase – prezență puternică pe pagină sau monitor, atenție vizuală, emană idea de autoritate, încredere, necesită mai mult spațiu între litere



Minuscule/lowercase – mai personale, mai informale, prietenie, căldură, arată mai bine apropiate..



DANCING
dancing





baza (baseline) - linia de bază pe care se află litera adică serifele corespunzătoare orizontale.

meanline - linia imaginară care se află deasupra literelor minuscule

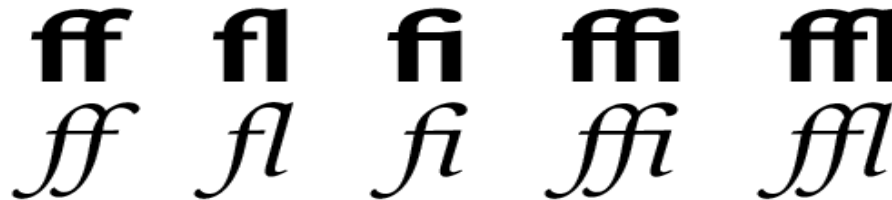
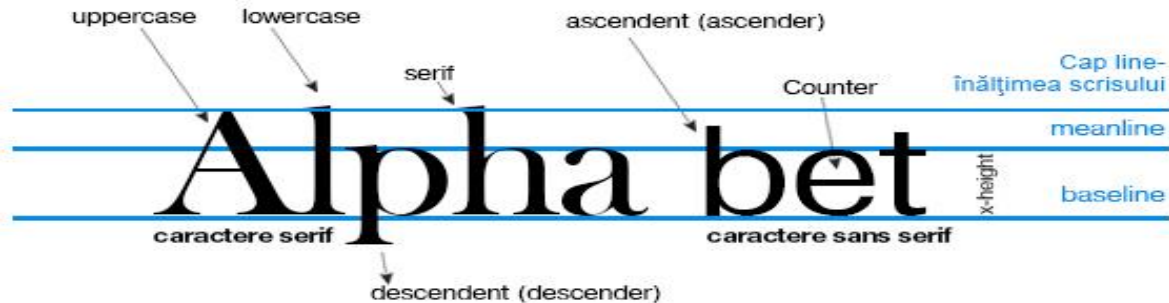
(X-height) Înălțimea de bază a literei este determinată de înălțimea literelor mici. Acea înălțime se extinde de la baseline (linia de bază) până la meanline și este marcată cu X.

ascendent (ascender) - înălțimea extensiilor superioare ale literelor mici, adică partea formei literelor mici și mari care se ridică deasupra înălțimii literei de bază (meanline).

descendent (descender) - înălțimea extensiilor de jos ale literelor mici, adică o parte dintr-o formă a literei mici, care coboară sub linia de bază (baseline).

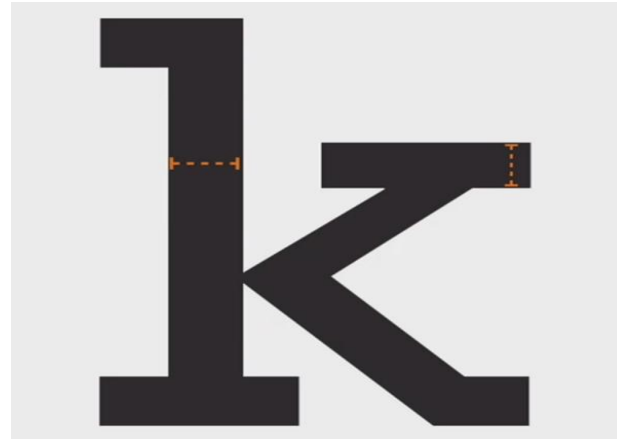
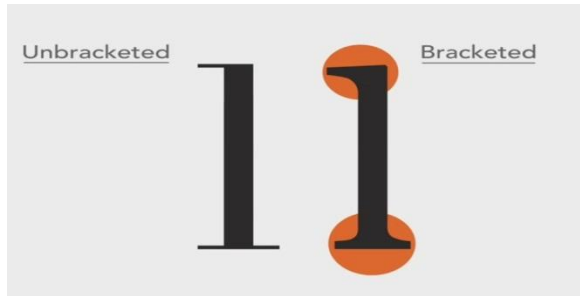
Ligatures - 2 sau mai multe caractere unite într-o singură unitate. Un rafinament tipografic care compensează pentru anumite litere care sunt aranjate urât una lângă cealaltă, cum ar fi **ff,fi, fl, ffi, ffl**.

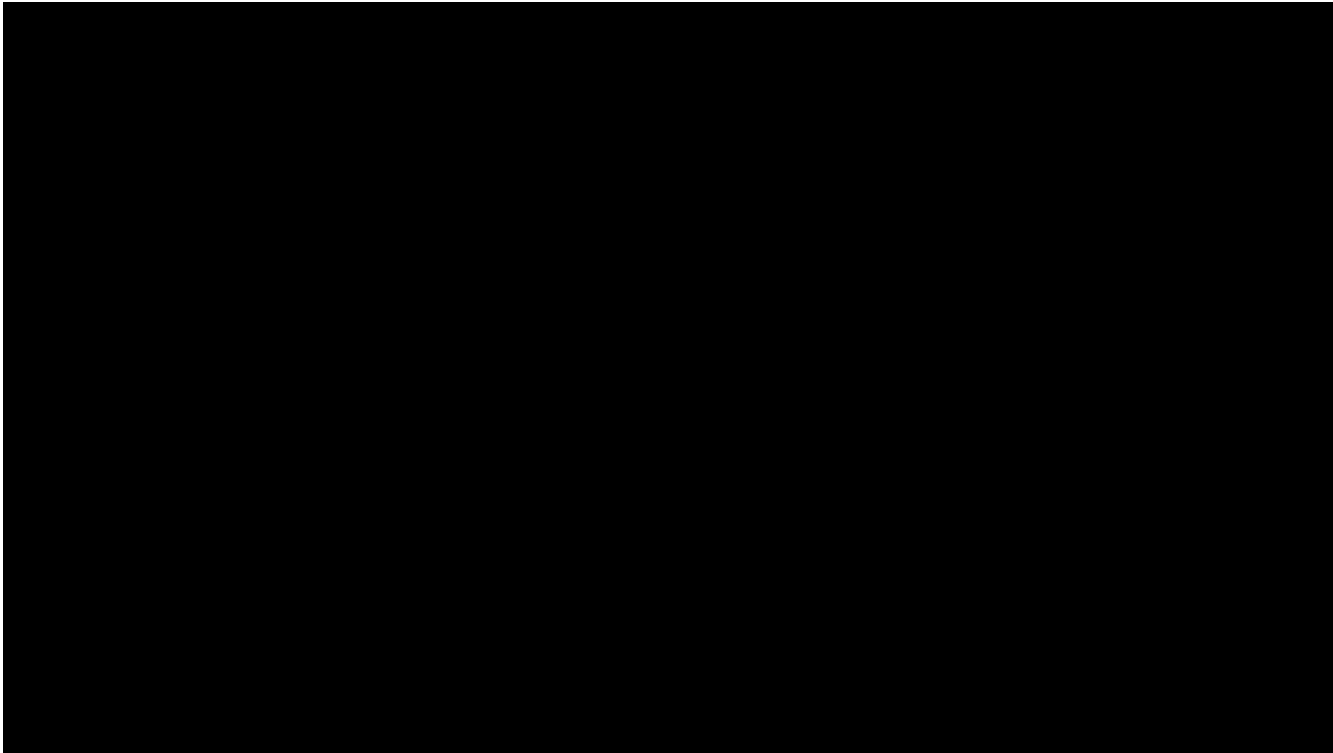
Stress(axes) – axa liniei literelor rotunjite



Legături – 2 sau mai multe caractere unite

- Serife, Sans Serife, Slab Serife





Typeface – un alfabet cu un design specific

Typestyles – variațiile unui typeface în greutăți

Fonts – programul care generează fontul

Type Families



numele greutatea lățimea înclinarea

Frutiger 45 Light
Frutiger 46 Light Italic
Frutiger 55 Roman
Frutiger 56 Italic
Frutiger 65 Bold
Frutiger 66 Bold Italic
Frutiger 75 Black
Frutiger 76 Black Italic
Frutiger 95 Ultra Black
Frutiger 47 Light Condensed
Frutiger 57 Condensed
Frutiger 67 Bold Condensed
Frutiger 77 Black Condensed
Frutiger 87 Extra Black Cond.



Cele 5 stiluri clasice și cum să le distingem

Old Style, Transitional, Modern, Egyptian sau Slab Serif, Sans Serif

Garamond

1615, Jean Jannon

Baskerville

1757, John Baskerville

Bodoni

1700, Giambattista Bodoni

Century Expanded / Egyptian

1894, Linn Boyd Benton

Helvetica

1957, Max Miedinger (de la Haas Grotesk)

 **Gara**
Thick Strokes
Downward Slope
Small Bowl
Heavy Brackets

- Contrast mic în grosimea liniilor
- Serife cu brackets mai ascuțite
- Stress diagonal
- Majusculele mai scunde ca ascendentul

 **Bas**
Greater Thick/Thin Contrast
Sculpted Serif

- Contrastul mai mare la grosimea liniilor
- Serife cu trecere mai fină, curbată
- Stress, axa aproape verticală
- X-height mare

Bodoni

No Curved Brackets
Hairline Serif
Extreme Thick/Thin Contrast

- Contrastul mare la grosimea liniilor (atenție la leadin)
- Serife drepte fără trecere, sub unghi drept
- Stress, axa verticală
- X-height mică

Cen

Curved Brackets
Lighter Weight Slab Serif

- Contrastul mai puțin la grosimea liniilor
- Serife cu trecere mai fină, curbată
- Stress, axa aproape verticală
- x-height mare

CGRaert

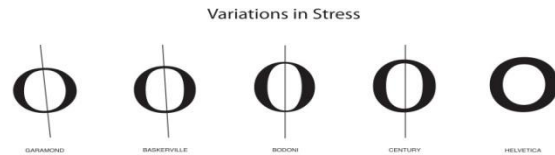
HELVETICA

- Sans serif
- x-height mare
- Stress puțin sau inexistent

Când dorim să găsim diferența dintre fonturi cel mai des urmărim/comparam:

Caracteristici comune:

- variații în stress



- variații în stroke



- serife



Caracteristici individuale

- majusculele **R, T, W** și minusculele **h, a, e, g** și **o**



Designing with Type



Designing with Type



Designing with Type



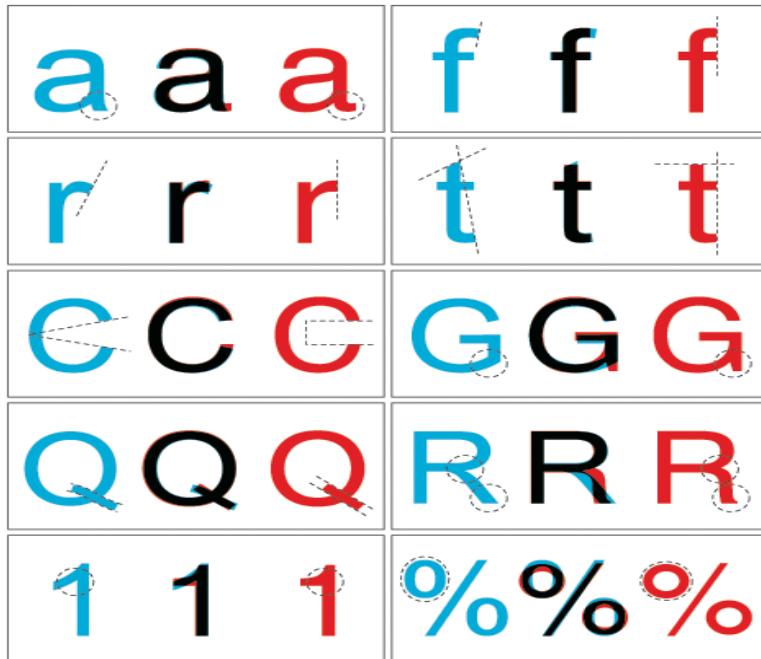
Designing with Type



Designing with Type



Arial & Helvetica



EXERCİTİU

Inspirație,
crearea unui typeface în Adobe Illustrator inspirat din obiecte de zi cu zi.

<http://vimeo.com/45709309>

<http://vimeo.com/46812037>



Reguli tipografice în design

- În ce constă designul cu textul?
- Cum citim?

Cum citim?

LINK GROUP



Cu cât mai variată este rama textuală cu atât mai ușor ochiul recunoaște cuvântul.
Chiar și fără să îl citească

how do we read?

HOW DO WE READ?

Lizibilitatea – măsoară cât de ușor distingem 2 caractere între ele

- **Distanța între litere - Letterspacing**

Spațiul dintre litere il ajustam cu ajutorul comenzilor kerning & tracking

- **Kerning** reprezintă contraforma creată în spațiul dintre două litere.
- **Tracking** reprezintă spațiul dintre literele unui întreg rând

Ke r ni ng
Kerning

v e r y l o o s e
l o o s e
normal
tight
touching



- **Spațiul dintre rânduri –
Linespacing/Leading**

Distanța dintre cuvinte este pasul ritmic de bază în tipografie. Dacă spațiile sunt prea înguste (Hair Spacing), ritmul este slăbit și textul este perceput ca unul monoton. Dacă spațiile sunt prea largi (Em), ritmul crește, dar lizibilitatea textului este slabă. Doar un ritm bine conceput oferă cele mai bune efecte optice, și prin ele, cea mai bună experiență interioară. Intervalele mai scurte sugerează un ritm mai lent și mai moderat, iar intervalele mai lungi, o mișcare mai rapidă și mai energică.

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- **Spațiul dintre cuvinte –
Wordspacing**

"In the nineteenth century, which was a dark and inflationary age in typography and type design, many compositors were encouraged to stuff extra space between sentences. Generations of twentieth-century typists were then taught to do the same, by hitting the spacebar twice after every period. Your typing as well as your typesetting will benefit from unlearning this quaint Victorian habit."

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- justificat și nejustificat

Hyphenation & Ragged edge

Columns of text too wide are more difficult to read. We associate these with serious letters or books and the implication is that we have to settle down with a wide column and give it all our attention. The example

Rivers of whitespace

Columns of text too wide are more difficult to read. We associate these with serious letters or books and the implication is that we have to settle down with a wide column and give it all our attention. The example above

had a small son called Dudley and in their opinion there was no finer boy anywhere.

The Dursleys had everything they wanted, but they also had a secret, and their greatest fear was that somebody would discover it. They didn't think they could bear it if anyone found out about the Potters. Mrs. Potter was Mrs. Dursley's sister, but they hadn't met for several years; in fact, Mrs. Dursley pretended she didn't have a sister, because her sister and her good-for-nothing husband were as unDursleyish as it was possible to be. The Dursleys

- Hyphenation – despărțirea cuvintelor în silabe

Linelenht - Lungimea rândului în cadrul textului

12 solitude, writing, death and madness | Dumas & other voices

this emphasis on whiskey and sex, an addictive lifestyle, secrecy and duplicity. Sure, all ingredients for later work, books, art. But the formula is so obvious now. But why are these extra cost members

The person who writes books must always be enveloped by a separation from others. That is one kind of solitude. It is the solitude of the author, of writing. To begin with, one must ask oneself what the silence surrounding one is – with practically every step one takes in a house, at every moment of the day, in every kind of light, whether light from outside or from lamps lit in the daytime. This real, corporeal solitude becomes the inviolable silence of writing. I've never spoken about this to anyone. By the time of my first solitude, I had already discovered that what I had to do was write. I'd already gotten confirmations of this from Raymond Queneau. The only judgment Raymond Queneau ever pronounced was this sentence: "Don't do anything but write."

Writing was the only thing that populated my life and made it magic. I did it. Writing never left me.

"Don't do anything but write."

Pentru o lectură optimă, cel mai bine este să avem între 40 și 80 de litere într-un singur rând

- Orfani și văduve

Orphans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget sapien sapien, sit amet varius enim. In duis laoreet leo. Sed mauris est, feugiat id venenatis eu, pellentesque nec nulla. Mauris eu mi sapien. Curabitur risus sapien tincidunt justo, et bibendum elit massa eget elit. Quisque elit sit laoreet tincidunt.

Proin bibendum, mi sit amet consequat tristique, tribus sem euismod aene, in mattis odio lorem in risus. Aenean acelerisque felis arcu. Nullam eget est magna, non pulvinar mauris.

comubia nostra, per inceptos et himenaeos. Pellentesque tincidunt elit nulla sapien vitae elit dictum porttitor. Sed id felis non turpis vestibulum elit interdum.

Sed suscipit neque id lacinia laoreet sodales. Nunc pellentesque sem eget velit ultricies ornare. Curabitur sodales, arcu vitae tempor accumsan, et risus sapien tincidunt justo, et bibendum elit massa eget elit. Sed mauris est, feugiat id venenatis eu, pellentesque nec nulla. Vestibulum egestas, dui in vehicula tempus, augue nunc dictum neque, nec

Widows

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget sapien sapien, sit amet varius enim. In la sed laoreet leo. Mauris eu mi sapien urna. Quisque laoreet vestibulum risus et tincidunt. Duis porttitor pulvinar porta sapien ut porta. Duis ante augue, lobortis pretium porta non. Vivamus laculis orci sed massa laculis auctor.

Nullam eu metas urna, sit amet gravida lorem. Aenean ac orci a nisl dignissim pellentesque eu quis. Maecenas egestas luctus fermentum. Aenean ac fuser sit. Lorem ipsum dolor sit amet, consectetur

adipiscing varius elit.

Nulla eget sapien sapien, sit amet varius enim. In la laoreet leo. Mauris eu mi sapien. Quisque laoreet vestibulum risus et tincidunt. Duis porttitor pulvinar sapien ut porta. Duis ante augue, lobortis pretium porta non, convalis vel nunc. Vivamus laculis orci sed massa laculis auctor. Nullam eu metas urna, sit amet gravida lorem. Aenean ac orci a nisl dignissim pellentesque eu quis sit tribus. Fusce nec tristique sem. Duis maecenas egestas luctus fermentum. Mauris eu mi sapien urna.

Evidențierea textului

- o facem prin schimbarea de stil a fontului selectat în caractere Italic (cursive) sau Bold (îngroșate).
- subliniere, rame, semne de evidențiere, poziția, scris de mână, dingbats



UNDER OVERSTRIKE-THROUGH

6 | Underscore, overscore, and strike-through

Garamond	Old Style	1615
Baskerville	Transitional	1757
Bodoni	Modern	1788
Century	Slab Serif	1894
Helvetica	Sans Serif	1957

7 | Rules can help organize information.

14-point type with open x-height box.

14-point type with solid x-height box.

14-point type with 14-point open box.

14-point type with 14-point solid box.

14-point type with oversized drop-shadow box.

14-point type with box.

14-point type with box.

8 | Boxes can be customized for many purposes.

- 12-point Garamond with small bullet.
- 12-point Garamond with medium bullet.
- 12-point Garamond with large bullet.

9 | Bullets centered on lines of type

10 | Positioning type in an unexpected way



handwriting can be
an excellent means of
attracting attention.

11 | Although not type, handwriting can be effective.

• Marginile – Grids

The Grid System

The ultimate resource in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."
Josef Müller-Brockmann

Hide Grid

Search

Articles	Tools	Books	Templates	Blog	Inspiration
<p>Compose to a Vertical Rhythm An effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. 04.Dec.2008</p>	<p>960 Grid System An effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. 04.Dec.2008</p>	<p>Geometry of Design The book focuses on the classic systems of proportioning, such as the golden section and root rectangles, as well as systems such as the Fibonacci Series. 04.Dec.2008</p>	<p>InDesign 8.5x11 Grid System (12) Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008</p>	<p>UX Magazine A well designed collaborative site, with a very nice grid structure, that focuses on user experience. 02.Dec.2008</p>	<p>Ace Jet 170 AisleOne Athletics BBDK Blanka Build Corporate Risk Watch David Airey Dirty Mouse Experimenta Experimental Jetset Form Fifty Five Grafik Magazine Grain Edit Graphic Hug Helvetica Film I Love Typography Lamosca magCulture Mark Boulton Minimal Sites Monocle Neubau NewWork OK-RM Original Linkage Robin Uleman SampsonMay Schmid Today September Industry Sonifyer Souleille Subtraction Swiss Legacy Thinking for a Living This Studio Toko Visuelle Xavier Encinas Year of the Sheep</p>
<p>Incremental leading In editorial design, there is a technique used for sidenotes and boxouts that aligns to the baseline grid, or vertical rhythm. It's called incremental leading. 03.Dec.2008</p>	<p>Graph Paper by Konigi This graph paper is made for visual designers, and interaction designers, and information architects. You'll find styles for wireframing, story boarding, plotting values and for drafting sitemaps. 03.Dec.2008</p>	<p>The Typographic Grid We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid. 30.Nov.2008</p>	<p>InDesign 11x17 Grid System (12) Adobe InDesign file with a grid system for an 11"x17" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008</p>	<p>Doane Paper Utility Notebook A portable notebook featuring a patent pending Grid+Lines stationery design that combines the benefits of grid and ruled lines onto a single sheet of paper. 28.Nov.2008</p>	
<p>Applying Divine Proportion to Your Web Designs This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs. 01.Dec.2008</p>	<p>Syncotype Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red. 01.Dec.2008</p>	<p>Grid Systems Grid Systems provides a rich, easy-to-understand overview and demonstrates a step-by-step approach to typographic composition. 21.Nov.2008</p>	<p>Photoshop 975px Grid System (12) Adobe Photoshop file with a grid system for a 975px wide page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 16px baseline grid. 29.Nov.2008</p>	<p>Replica Typeface Replica is a new typeface by Norm that was designed on a strict grid system. Available in the following weights: Regular, Italic, Light, Light Italic, Bold and Bold Italic. 21.Nov.2008</p>	
<p>View All Articles →</p>	<p>View All Tools →</p>	<p>View All Books →</p>	<p>View All Templates →</p>	<p>View All Blog Posts →</p>	



Cum să alegem fonturile
și să le combină între ele în așa fel încat să
creeze armonie? :D





Board of Elections Borough Offices

General Office

32 Broadway, 7 Fl
New York, NY 10004-1609
Tel: 1.212.487.5300

Manhattan Office

200 Varick Street, 10 Fl
New York, NY 10014
Tel: 1.212.866.2100

Bronx Office

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Bronx, NY 10457
Tel: 1.718.299.9017

Queens Office

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Kew Gardens, NY 11415
Tel: 1.718.730.6730

Brooklyn Office

345 Adams Street, 4 Fl
Brooklyn, NY 11201
Tel: 1.718.797.8800

Staten Island Office

1 Edgewater Plaza, 4 Fl
Staten Island, NY 10305
Tel: 1.718.876.0079



New York State Organ Donor Registration

Register to donate your organs and tissues. If you would like to be an organ and tissue donor, you may enroll in the NYS Department of Health (DOH) Donate Life™ Registry online at www.nyhealth.gov or sign the form below. You will receive a confirmation letter from DOH, which will also provide you an opportunity to limit your donation.

By signing below, you certify that you are:

- 18 years of age or older;
- consenting to donate all of your organs and tissues for transplantation, research, or both;
- authorizing the Board of Elections to provide your name and identifying information to DOH for enrollment in the Registry;
- and authorizing DOH to allow access to this in-formation to federally regulated organ procurement organizations and NYS licensed tissue and eye banks and hospitals upon your death.

Sign _____

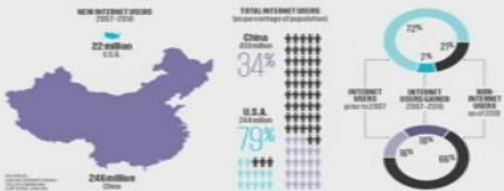
Date _____

ierarhie vastă creată dintr-un singur typeface

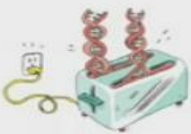
50 MOST INNOVATIVE COMPANIES

08 Tencent For fueling China's internet boom—and boldly moving West

The story of Americanist messaging is one of fragmentation. AOL, hot its.girls, Gmail and Facebook gained ground, that was that. But in China, important Tencent dominates. It has expanded to games, social networking, apps, and an open platform to encourage a Windows-style app ecosystem. It's now pushing WeChat, entering Apple's App Store and buying California-based Rovi Games. It makes \$1 billion a quarter, much of it through virtual-goods sales, and is now the world's third-largest publicly traded internet company. Jealous yet, AOL?



09 Life Technologies
For speeding up genetic sequencing



When **E. coli** killed more than 50 people across Europe last spring, a speedy response was essential. Life Technologies' Ion Torrent, a semiconductor-based sequencer, let scientists map the strain's genes in three days (others might have taken up to two weeks) and quickly developed a test to help identify the nation's source. "It changes the whole dynamic of a pandemic," says CEO Craig Luster. Life Technologies sells the sequencer for \$50,000—a quarter of the price of equivalent devices. It needs a machine, the Ion Proton, sequences a genome for just \$1,000. The \$1.6 billion company introduced 2,000 products since 2009 and has incentive to work fast: It expects the market for its biosensors to hit \$30 billion by 2015.

10 SolarCity
For brightening up the sub-power business

"There are more than 5,000 solar companies in the U.S.," says SolarCity CEO London Blew. "Many of these companies will go out of business." (Fading SolarCity? But last year, SolarCity expanded to the East Coast and added 12,000 projects, all without a dollar of government funding. The key: Ruffee than just make panels, it is a full service operation—designing, installing, financing, and maintaining every system. That's how to ease new customers into an unfamiliar technology. Its 2011 sales:

- EAST SIDE STORY**
The California-based company added East Coast service in Maryland, Massachusetts, New Jersey, New York, Pennsylvania, and Washington, D.C. It now serves 11 states across the country.
- SMART MONEY**
SolarCity outsourced C&I, Google, U.S. Bancorp, and others to avoid residential solar energy installation.
- DEBTS THREE UNDER THE SUN**
In September, Walmart and SolarCity announced plans to build and deliver solar city solar, bringing solar energy to 70% of Walmart's California stores.
- ARMY GREEN**
It teaches its contractors, a few year, \$1 billion for writing up to 100,000 U.S. military housing units with rooftop solar.

11 HBO
FOR BEING THE ONLY TV NETWORK TO DELIGHT WITH DIGITAL

→ As Netflix flip-flopped on DVDs and boosted fees, and Hulu failed to land a buyer, and cable providers kept long promised streaming, only HBO actually put together a digital fix.

It's HBO Go, the first comprehensive mobile TV service. Channel subscribers can stream any episode in its library for free—from *Boardwalk Empire* to *Cy*—to computers, tablets, and smartphones. That's 1,600 hours of programming (and growing), 30 times more than digital cable's HBO On Demand. HBO's goal is to reduce the churn that typically follows a season finale. "More is more," says, yes, Alison Moore, HBO's senior VP of digital platforms. "On the iPad, all you have to do is tappe your finger and you see everything else HBO has done," she says. "That's a pretty powerful reason not to disconnect." Early surveys show just that—nearly three-quarters of HBO Go's 5 million subscribers stick around, and 80% of them say they watch more HBO programs because of the service.

Moore's team keeps seeking ways to deepen fan engagement. Viewers of the medieval fantasy series *Game of Thrones* can access a ticker with maps, family trees, and other bonuses. It works. Fans often research episodes using the feature. HBO is also developing social connection online, including interactive tools that display fans' profile pictures and filter comments by show or even word (called *see tag* in *Boardwalk* posts). "It's important for us to make people feel they're entering a special place," Moore says. "The *Wipe's* *Conan Little* knew why. 'The game' out there, and it's play or get played," he said. "That simple." —CHRIS VALE

STYLE

The Look

Keeping your gas tank off E

HYBRID, HERE!... You hear it every time you hit the pump—the sound of the OE Age-dying up. Even if America stabilized Iraq, expanded offshore drilling, and resolved tensions with Venezuelan President Hugo Chavez, it wouldn't change the fact that oil is a limited natural resource. With demand outpacing supply (34 per gallon, \$5 per...), it's time to bank your Hummer and jump a fuel-efficient ride like the lithium ion battery-operated **Polaris Karma** (bearing at \$91,000). *Johnson* worked hard, a luxury hybrid sedan capable of 0-60 mph in 5.8 seconds and of traveling up to 30 miles before the conventional engine kicks in. Backed by the guys who were early investors in Netscape and Google, the Polaris Karma is a glimpse of the future (but first limited production models in late '09). Good thing, too. The clock goes tick-tock. **BY**



Similar Historical Period

Franklin Gothic 1902

Bulmer 1892



Same Designer (Eric Gill)

Gill Sans

Perpetua



Opposites

Baskerville
Myriad



Similar Body Height

Helvetica

Lubalin Graph



Stylistic Conflict

Eurostile
Cochin



Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation, so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate, we can not consecrate, we can not hallow this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

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Lizibilitatea - măsoară abilitatea de a descifra ceva, în termeni tipografici măsoară cât de ușor este să vedem diferența între 2 litere ale unui typeface

În exemplu vedem că serifele ajută sa distingem **i** de **l**, ceea ce este mai greu la sans serif

infinite
millenium
minimum
lilies

infinite
millenium
minimum
lilies

Readability/citibilitatea

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Center for Career Development

by LINKgroup

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Entry points/
punctele
de
focalizare

IN PLAY

TRAVEL

If You Must Go to... Frankfurt

Frankfurt doesn't get much love. Business travelers often say it's Europe's most boring city, and localist Oliver Gnehm calls it "a limbo of cynicism." But Frankfurt doesn't need love. It has money. Mainland Europe's financial capital since the 1700s, Frankfurt is home to the European Central Bank and the stock exchange (Deutsche Börse), among it the nickname "Bankfurt."

But Frankfurt is also a cultural capital. Home to the Frankfurt Book Fair, the world's largest publishing expo, it has dozens of bookstores (over 1,400), when visitors to the Frankfurt Trade Fair requested a Bible made with a wonderful design, the printing press they'd glimpsed in Gutenberg. Newly in-charge people are expected at this year's biennial, which runs from October 10 to 14 at the Messe Frankfurt Galleries. There's a guide to the city of books and banks. —*James Shea*

WORK (OR, WOULD YOU?)

For the past year and more, Germany's largest bank, Commerzbank, has been in a state of flux. It's not only the largest bank in Germany, but also the largest in Europe. It's a major player in the global financial system, with a long history of providing services to its customers. But Frankfurt is also a cultural capital. Home to the Frankfurt Book Fair, the world's largest publishing expo, it has dozens of bookstores (over 1,400), when visitors to the Frankfurt Trade Fair requested a Bible made with a wonderful design, the printing press they'd glimpsed in Gutenberg. Newly in-charge people are expected at this year's biennial, which runs from October 10 to 14 at the Messe Frankfurt Galleries. There's a guide to the city of books and banks. —*James Shea*

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WHAT YOU WRITE ABOUT

Richard Le Bouquin, *Book, Calif.*

The photo that accompanied Michael J. Fox's "What I've Learned" interview is simply stunning. Alex P. Keaton is still there, but there are a man's better eyes looking out from the still-beautiful face.

GREYDIE THE Melbourne, Australia

I take great issue with your "What I've Learned" interview. You always ask people who've already reached the pinnacle of their career for

This Way

THE JANUARY ISSUE

The January issue celebrated ten years of What I've Learned interviews. That's more than 1,000 pieces of wisdom, and, luckily, only one reference to Jimmy Kimmel's genitals.

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LESSONS LEARNED FROM WHAT I'VE LEARNED

Complimenting new authors from James Grogan, Tim Burton, Michael J. Fox, and others in January were highlights from all ten years of What I've Learned, including a special interview with our resident, *Life*. I do most of my reading in the steam, and the January issue was no exception. I opened it up and couldn't put it down. Two hours later, I was a wrinkled mess. Awesome. And thanks.

TOM J. FRYMAN
Brooklyn Park, Minn.

On December 22, I still had sixteen gifts to purchase. I was planning on giving things that would help my friends become better people in 2010—all help books, mostly. Then I opened January's issue and discovered all the personal growth, wisdom, and career-building advice I wanted, from real people, shared in the most enjoyable and genuine way. For only \$3.99.

RICH LE BOUQUIN
Book, Calif.

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THIS MONTH IN THIS WAY IN: A letter from Rick Le Bouquin!

Page 42, new fiction (page 44), craft beer suggestions from Rick Le Bouquin! (page 46), change to do in San Diego, Ohio (page 48), and a letter from a woman who might think we ruined her life (page 48).

only three years my senior, I respect him immensely. He had not to great writing, the fantastic art of Vargas, and sophisticated cartoonist. My mistake, also over fifty, is based on his. To atone for this lack of respect, I suggest you bring this issue back to his rightful place on the cover, or, as a less acceptable alternative, as part of the masthead. On the spot, indeed.

LEX MILLERSON
Sarasota, Fla.

A pen on your bigger supporters who showed the much-revered Eddy in such a disappaid, indocent condition. Although he is

SURE, IT'S IMPRESSIVE, BUT SO IS READING.
Continued that he could identify the network responsibility

HIGHLIGHT FROM A LETTER WE WON'T BE RUNNING "If I was going to have surgery, who knew how long I'd be out of the gym!"

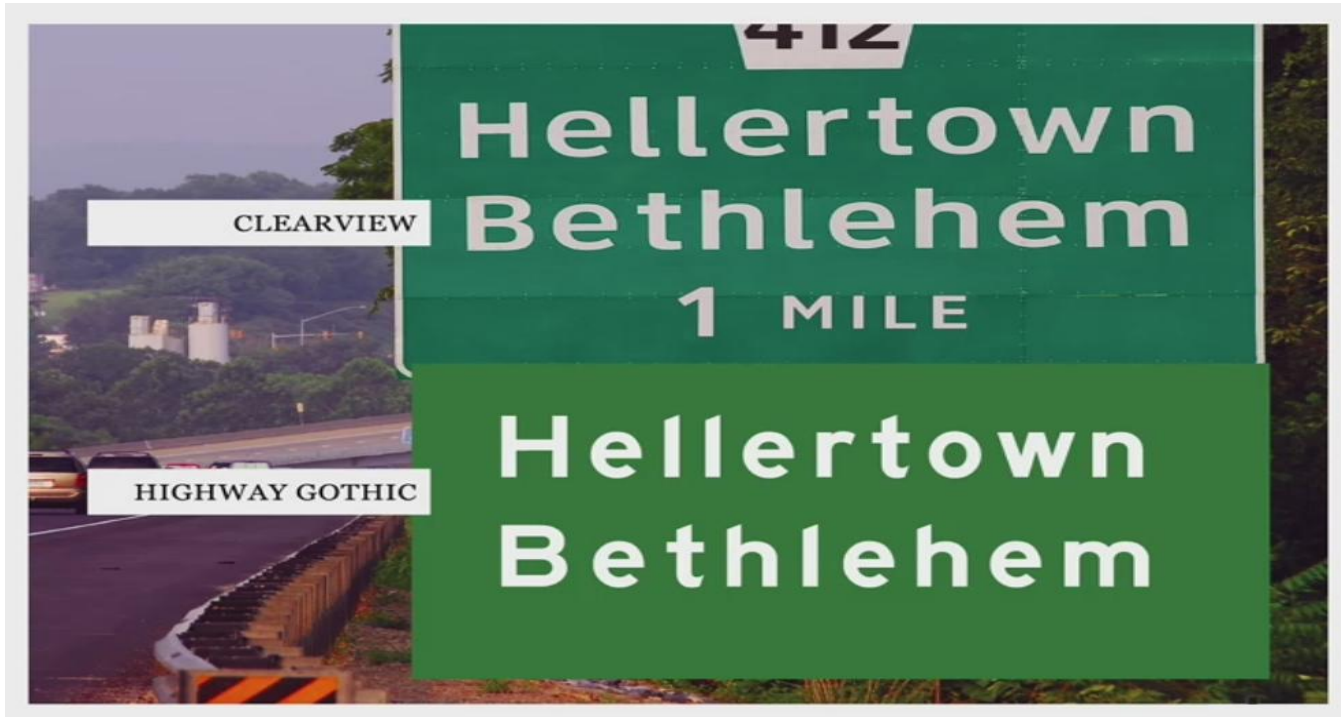
111 The advertisement in print may help reduce the risk of cancer. Luckily, whether you are a smoker, you are a good, and affordable. Just as you are 111 121 M. G. While we cannot state when we published "The Time Machine" in 2009, we imagine he looked pretty young. But help along the way, see page 100.

42 ESQ 03-08

PHOTOGRAPH BY MARK GUN

Ce poate sa deranjeze lizibilitatea?





X-height, counter mai mare ajută lizibilitatea



Kerning PairsNamet et volecae qui tenihicipis autatem hil inverna temodiae doluptioni volupti bearibus. Pisquat ibusam sed quo maximus delectes etur asperfe rrovid everis ut ipist que resequatust, sum as mossinisque voluptae ent ratusda nimusci atuscie ndaepedis atur maionseque quunt.Vendam, nonsequunt eum reribus daestiur?Um facepta cus nis il moluptio de nim facimusae. Ut et ma natur antium il in coresec ullacestruquis suntis voluptassim fugiam re intia nemporitit et latemquam as exero quas sim si ut quam experferor se voluptia voloria dolorepernam re etur aut omnimus cum cusandi lum aut maximus eicient ecatibus ut ea nobis el maio id que dolo molenda epelibus molupta idem verest, voleni voloresti od que ped que od eum eossusam, si repudam voluptae connist, nemporeriori consed es ut

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Each material has its specific characteristics which we must understand if we want to use it. This is no less true of steel and concrete [than of wood, brick, and stone]. We must remember that everything depends on how we use a material, not on the material itself. New Materials are not necessarily superior. Each material is only what we make of it. We must be as familiar with the functions of our buildings as with our materials. We must learn what a building can be, what it should be, and also what it must not be... And just as we acquaint ourselves with materials, just as we must understand functions, so we must become familiar with the psychological and spiritual factors of our day. No cultural activity is possible otherwise; for we are dependent on the spirit of our time.

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1

52

70

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Ierarhia in design – organizarea vizuală a textului











Ierarhia sistematizată – conduce cititorul prin text

- Formează o structură predictibilă bazată pe margini, imagini și tipografie
- folosește contrastul în:

- Mărime
- Greutate
- Culoare
- Orientare
- Poziție



- Creați-vă un plan de conținut
- Răspundeți la întrebările:
Ce doriți să comunicați? cui?
- Împărtășiți info. după importanță



Deviled Eggs



with
Smoked Salmon,
Wasabi and
Caviar

Ingredients

- 4 large cage-free eggs
- ¼–½ cup mayonnaise
- 1 oz smoked salmon, finely diced
- 1 ½ tbsp dill, finely snipped
- 1 ½ tbsp chives, finely snipped
- 1 small shallot, finely minced
- 1 ½ tsp dry wasabi
- ¼ oz sturgeon roe

Place eggs in a medium sauce pot. Add enough cold water to cover and salt. Bring to a simmer over medium heat. As soon as water begins to simmer, cover pot and take off heat. Let eggs sit in pot for ten minutes. After the time has elapsed, drain eggs. Crack the wider end of the eggs but do not remove the shells. Return the cracked eggs to the pot and cover with cold water and a few ice cubes. Let stand until cool, then peel.

Gently cut eggs in half lengthwise. Carefully scoop out the yolks and place in a bowl. Set aside the whites. With a fork, mash the yolks until smooth. Add the smaller amount of mayo and all remaining ingredients, except for the roe. Combine well. If mixture is too thick, add more mayo until easily spoonable. Fill egg white crater with enough of the filling so it has a slightly rounded dome. If not serving immediately, gently cover and chill until needed.

Right before serving, add a dollop of caviar to each egg half and garnish with a tiny dill sprig or more finely minced chives.

Appetizer

3



CAREER NIGHT
Tuesday February 15
Warren Student Center
Ackerman Pavilion Rm 205
LIGHT REFRESHMENTS.
BRING YOUR RESUMES!
+6 great portfolio reviewers
will be available for critiques

CASE STUDY 2

CENTURY BUILDING

By LAURA RASKIN

Pittsburgh, Pennsylvania

What Lies Behind

A 100-year-old office building's quiet exterior conceals a chic, affordable housing and mixed-use development—a first for Pittsburgh's downtown core.

Architect Julie Eisenberg calls her relationship with Pittsburgh-based developer Bill Gatti a "love fest." The two first collaborated a few years ago on a design for a housing and mixed-use development that was shortlisted in a competition sponsored by the Pittsburgh Cultural Trust. Then, the opportunity arose for Gatti to transform the 104-year-old Century Building, a speck of office in Pittsburgh's vibrant downtown cultural district, into 60 residential units with commercial, retail, and office space on the lower floors. He called in Eisenberg, a partner in the Santa Monica-based firm Koning Eisenberg Architecture.

"It was great because he thought things could be done differently," says Eisenberg. Gatti proposed that the building make a significant percentage of its units affordable—there had never been such housing in Pittsburgh's downtown core before. "It's hard to do mixed-income developments anywhere and here there's success. He didn't see why it wasn't possible in Pittsburgh," says Eisenberg. Gatti insisted that the building use a professional heating and cooling system and he got no resistance from Eisenberg, who says that, for her, "building sustainability is the social part, the environmental part, and the design part."

On a recent tour of the LEED-Gold-certified Century Building, where his company, TRKX Development Group, has its offices, Gatti talked about how he too was impressed by Eisenberg's work. He pointed out the areas where her commitment to detail had surprised him and led to rental units that feel luxurious, despite their affordability: round bathroom mirrors set in front of the windows, glass-topped showers, generous closets, a tiled shelf and backplash in the kitchens, and white cabinetry, to name some. These interventions were attempts to attract younger renters and counter the industrial darkness in Pittsburgh's downtown, which often contributed to the frustration of contractors, subcontractors, and facility staff. "If you go to the traditional market, realtors think you need granite countertops and wood cabinets that's what makes things look expensive. So when you see white countertops and cabinets, that seems progressive. They are equally durable, but contractors think people won't like that stuff," explains Eisenberg. "We broke a lot of rules. It was a big deal from a marketplace and construction point of view, and it took a lot of perseverance."

The Century Building renovation was completed in July 2016 and by October 15, it had achieved 100 percent occupancy. In the last decade, Pittsburgh has undergone something of a renaissance from a strictly post-industrial, brown-tacks city to an affordable, emerging ground for founders and entrepreneurs. It's not surprising that the Century Building is in high demand.

From the outside, the 13-story concrete structure, with its floor-to-ceiling windows and partitioned upper window bays, appears not to have changed much. The Pennsylvania Historical and Museum Commission, under the auspices of the National Park Service, restricted almost all changes to the facade, including the addition of windows (the building was added to the National Register of Historic Places in 2004). The upstroke change to the exterior is the bright green louvered on the northern elevation of the building depicting a

Goals: The architect was limited in what they could do in the office, so they focused on form, friendly interiors.

TEAM
ARCHITECT: Koning Eisenberg Architecture, Houston
Client: TRKX Development Group
Owner: Bill Gatti
Engineer: Hill Engineering Group, Carnegie
Engineering Consultant: JACOBS
Lighting: Creative Lighting
Lighting: ACI 2017 Association of Lighting Designers
General contractor: Lendrum Construction

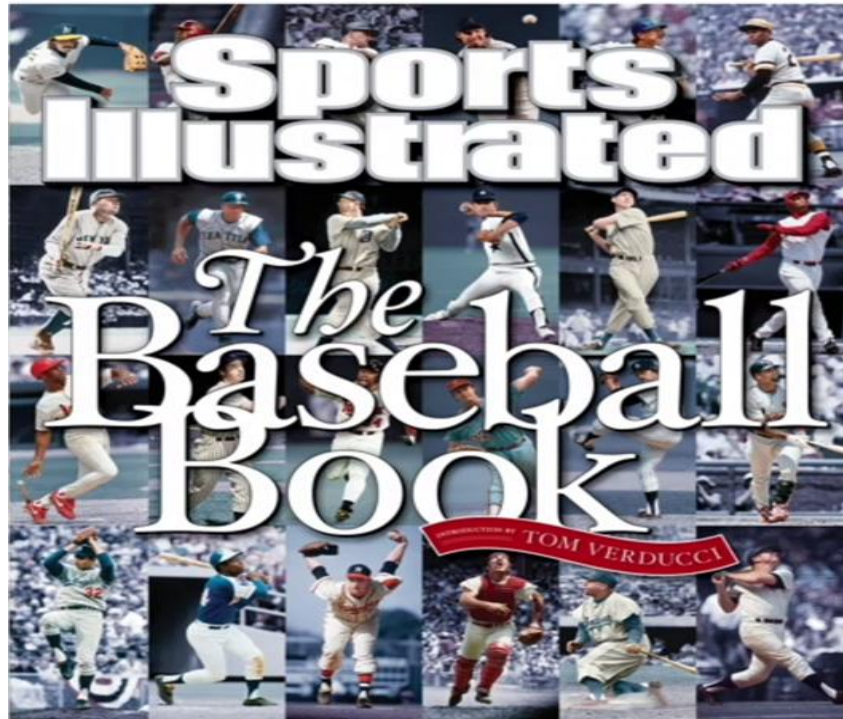
KEY PARAMETERS
Location: Pittsburgh, PA (adjacent to river waterfront)
Area: 180,000 sq ft (380,000 sq ft total)
Completed: March 2016
Cost: \$25M (initial)
Annual operational energy use: Based on simulated 1st story (1,100 sq ft), 20% reduction from ASHRAE 90.1
Annual carbon footprint: (pre-certified) 14 lbs. CO₂/sq ft (ASHRAE 90.1)
Program: Offices, housing, bike center, and restaurant
Storage and carbon intensity are based on a 10,000-square-foot conditioned area.

INSURERS
Major risks: Construction (100% Completion, Maximum Completion amount) Short-term staff liability
Minimum completion: 100%
Perils and values: Standard
Perils: Earthquake, Flood, Theft, Vandalism
Perils and values: The contract gives the Day One
Perils: Earthquake, Flood, Theft, Vandalism, Fire, Theft
Contract: AIA A191-2009 (with amendments)
Contract: AIA A191-2009 (with amendments)
Contract: AIA A191-2009 (with amendments)
Contract: AIA A191-2009 (with amendments)

PHOTO: JACOBSON





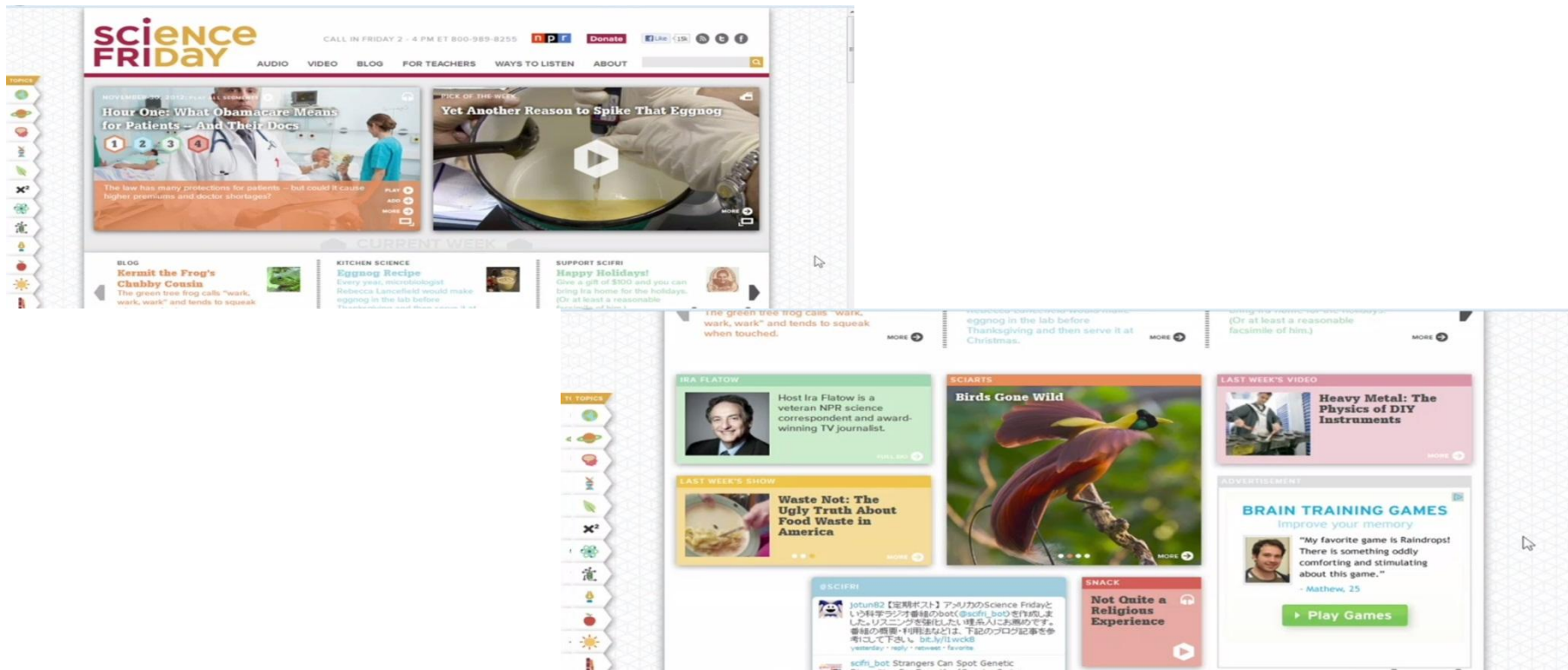


Contrastul :
formal - informal

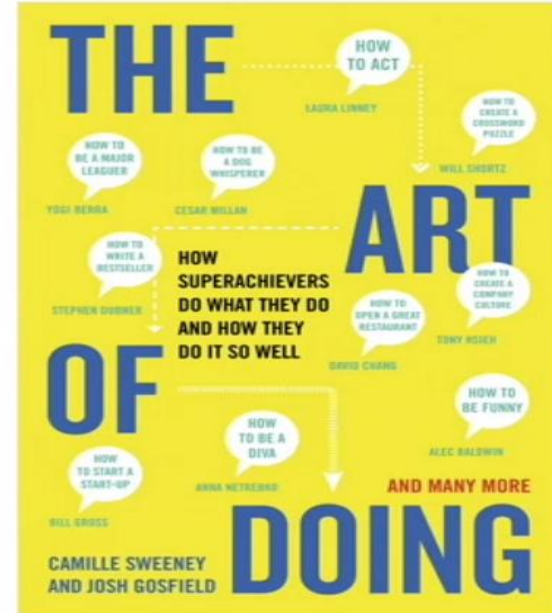
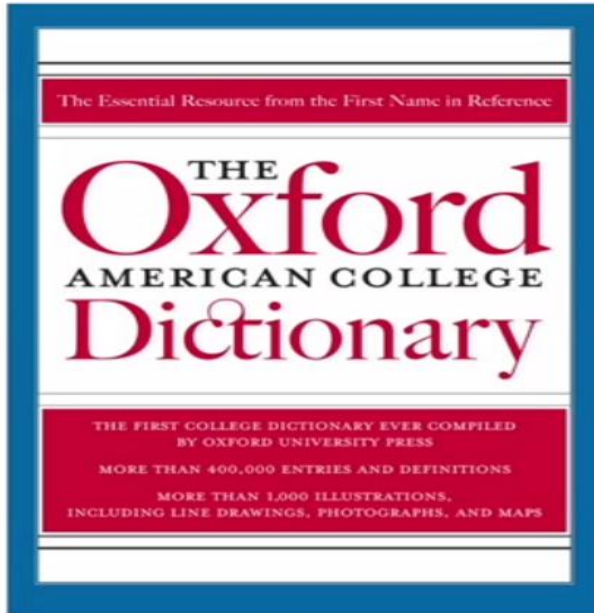


The screenshot shows the Harvard University website. At the top is a navigation bar with links: Apply, Faculty, Staff, Students, Alumni, Parents, Visitors, Media, and a search box. Below this is the Harvard University logo and a main navigation menu with links: About Harvard, Admissions & Aid, Schools, and Resources & Offices. A secondary menu includes GAZETTE NEWS, EVENTS, CONTACT HARVARD, and GIVE. The main content area features a large banner for an article titled "Governance reform, two years in" by Faust and Reischauer. Below the banner is a "Read More..." link. At the bottom, there is a "Featured EVENTS" section with four event listings:

Event Title	Date and Time
America's Dysfunctional Politics: Where Do We Go (and Where Should...)	Mon., December 3, 2012.
Teaching and Studying Environmental History in China	Mon., December 3, 2012.
The Poet's Voice: Christian Wiman and Matvei, Reading from the...	Mon., December 3, 2012.
Unilateral Initiatives in the Israel/Palestinian Conflict	Mon., December 3, 2012, 4:00pm - 6:00pm



Simetric - asimetric

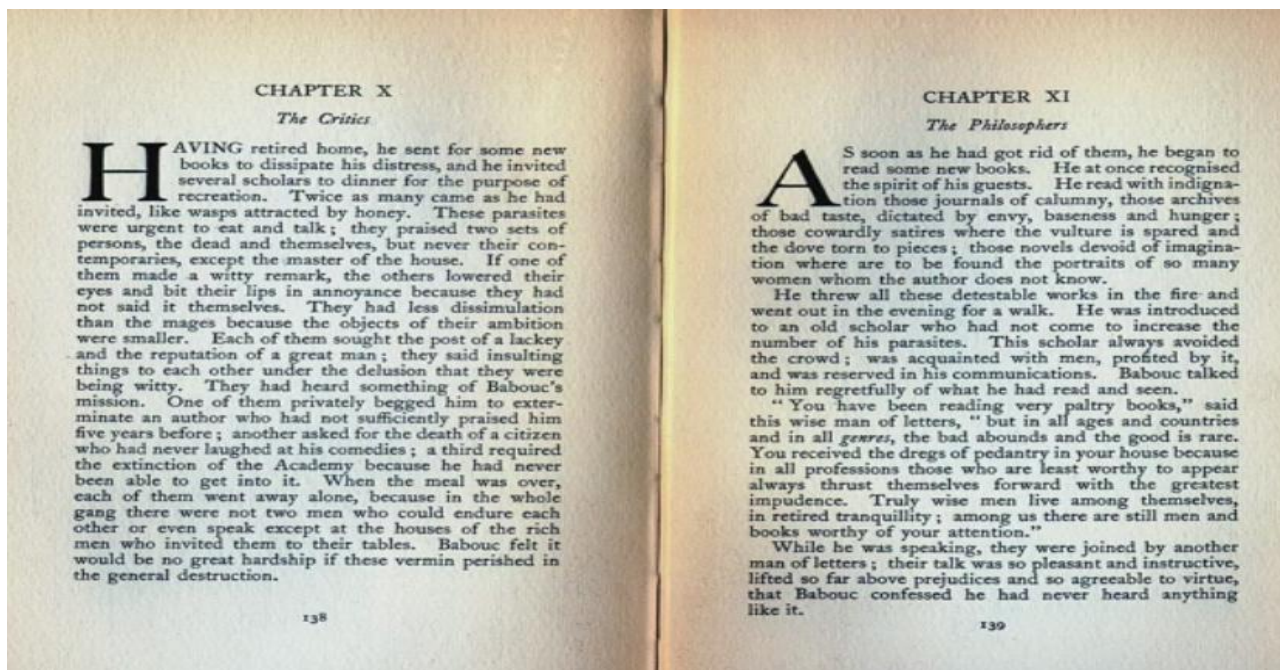


complex - simple

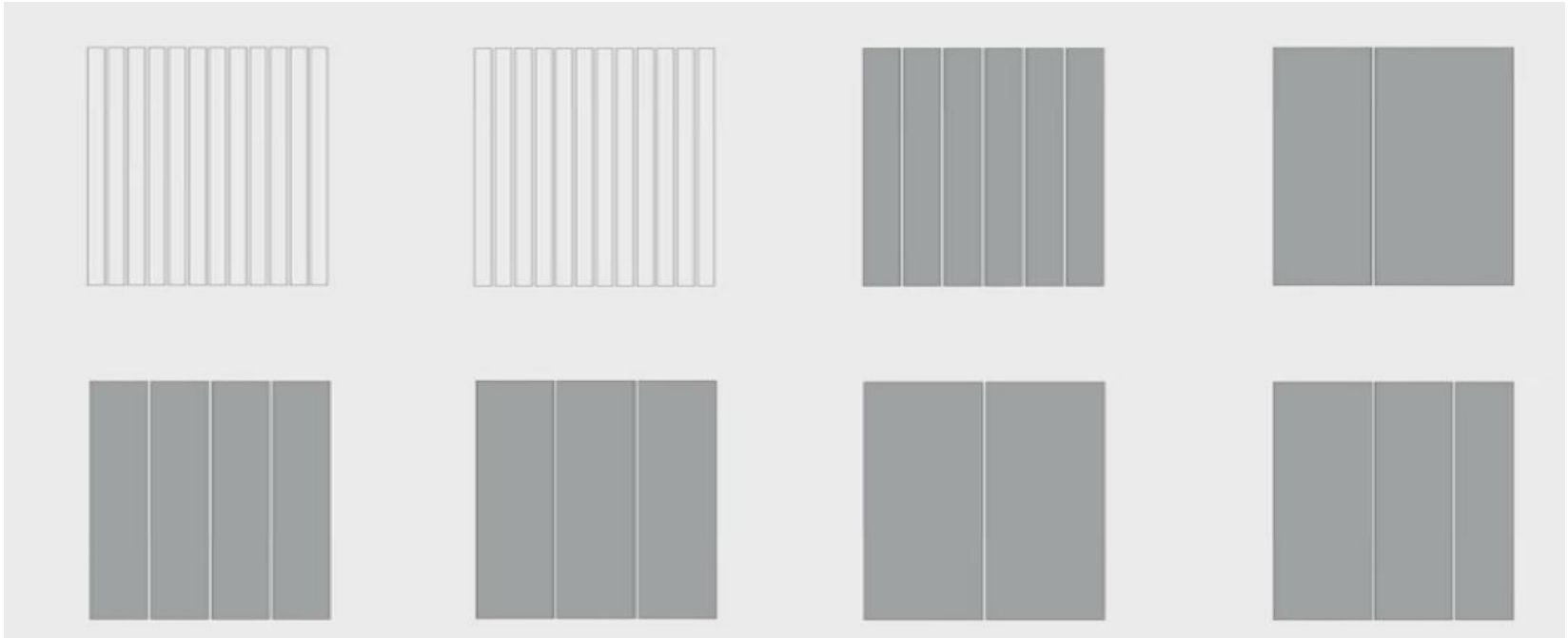




Margini/grid – ne ajută să organizăm textul, să-i creăm o structură



Gridul de 12 coloane rămâne un clasic și se folosește la organizarea conținutului revisi
web site-urilor



Grid de 3 coloane

CASE STUDY 2

CENTURY BUILDING



bike. For \$100 a year, residents can keep bikes in green-painted storage containers. Inside the building, the narrow footprint was deceptively tricky to fit out. The architect had to contend with the spaghetti of utility shafts and vertical circulation while trying to preserve the unit's integrity. "The plan was to run [pipes] above the hallway and the kitchens. If the mechanical subcontractors had their way, we would have had a drop-in ceiling," says Eisenberg. For the geothermal system, there are four open loop wells to extract and return ground

water. They tap into Pittsburgh's "fourth river," an underground water source, says Rick Yates, president of RAY Engineering and the project's mechanical engineer. "The other thing we did is take the building's constant stream of exhaust and put it through an energy recovery wheel," he says. In the winter, this "device" wheel adds moisture and warmth to incoming air by transferring it from outgoing air. The reverse occurs in the summer: outgoing air cools heat and moist incoming air. "I like to tell people that the incoming air feels like spring or fall

rather than summer or winter," says Yates. Other interventions that led to LEED Gold included the use of recycled and locally sourced material in the building; the diversion of much of the construction waste to a recycling center; and a low window-to-wall ratio, according to Cary Hodson, local architect and LEED consultant. Gatti made the building attractive to older people and those with physical disabilities. "He has a policy that the affordable tenants have full access to everything in the building," says Eisenberg. "So that end,



differences in the affordable and market rate units are indistinguishable, and all tenants have access to a roof deck with a grill, place to lounge, and views of the Allegheny River. There's an "intimidation by the old

1 A bright green billboard painted on the side advertises on-site bike storage.
2 Blue storage containers keep residents' vehicles safe and dry for \$100 a year.

3 Instead of the usual granite countertops and dark wood cabinetry in rental units, architect John Eisenberg kept the kitchen white and bright.
4 All residents have access to the roof deck, which has great views of the Allegheny River and the city.

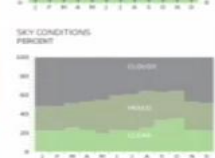
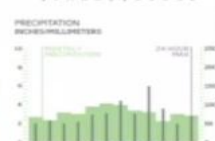
5 The building's studio lofts are particularly popular.

6 To continue on this project, go to www.link-academy.com.

LEED SCORES

NE. VERSION 2.0-01	SCORE
SB. SUSTAINABLE	88/100
WE. WATER	89/100
EA. ENERGY	92/100
MR. MATERIALS	86/100
EQ. INDUSTRY	87/100
SD. DESIGN/CONSTRUCTION	84/100

POINTS POSSIBLE



staid. "I hope this will encourage more variety of product in that area and reduce the fear of affordable housing." **BB**

Grid de 5 coloane


S Start

DROWNING IN CASH

Five Kickstarter projects that got tons of funding—and a big, fat headache to boot.

Kickstarter can be a blessing to artists and entrepreneurs—sometimes too much of a blessing. Earlier this year, a slew of crowd-funded projects received money that was an order of magnitude more than requested. Such windfalls can turn a dream into a nightmare. They often bury or ground creators and lead to manufacturing delays, lawsuits, defective products, and more backers. Here are a few projects that got stomped with excess success. —David DeWitt

THE ORIGIN OF THE STICK DEVELOPER: RICH EDWARDS FUNDING GOAL: \$200,000 AMOUNT RAISED: \$2,000,000 COMPLETION: 100% STATUS: Shipped	THE ORIGIN OF THE STICK DEVELOPER: RICH EDWARDS FUNDING GOAL: \$200,000 AMOUNT RAISED: \$2,000,000 COMPLETION: 100% STATUS: Shipped	THE ORIGIN OF THE STICK DEVELOPER: RICH EDWARDS FUNDING GOAL: \$200,000 AMOUNT RAISED: \$2,000,000 COMPLETION: 100% STATUS: Shipped	THE ORIGIN OF THE STICK DEVELOPER: RICH EDWARDS FUNDING GOAL: \$200,000 AMOUNT RAISED: \$2,000,000 COMPLETION: 100% STATUS: Shipped	THE ORIGIN OF THE STICK DEVELOPER: RICH EDWARDS FUNDING GOAL: \$200,000 AMOUNT RAISED: \$2,000,000 COMPLETION: 100% STATUS: Shipped
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JARGON WATCH

S-D camera
A 1000-pixel camera that can be used to take high-resolution photos of small objects.

Reactionware
A software platform for creating interactive content.

Showrooming
A retail strategy that allows customers to view products in a virtual showroom.

XNXX
A website that provides a platform for users to upload and view adult content.

Ce ar trebui să evită în tipografie?

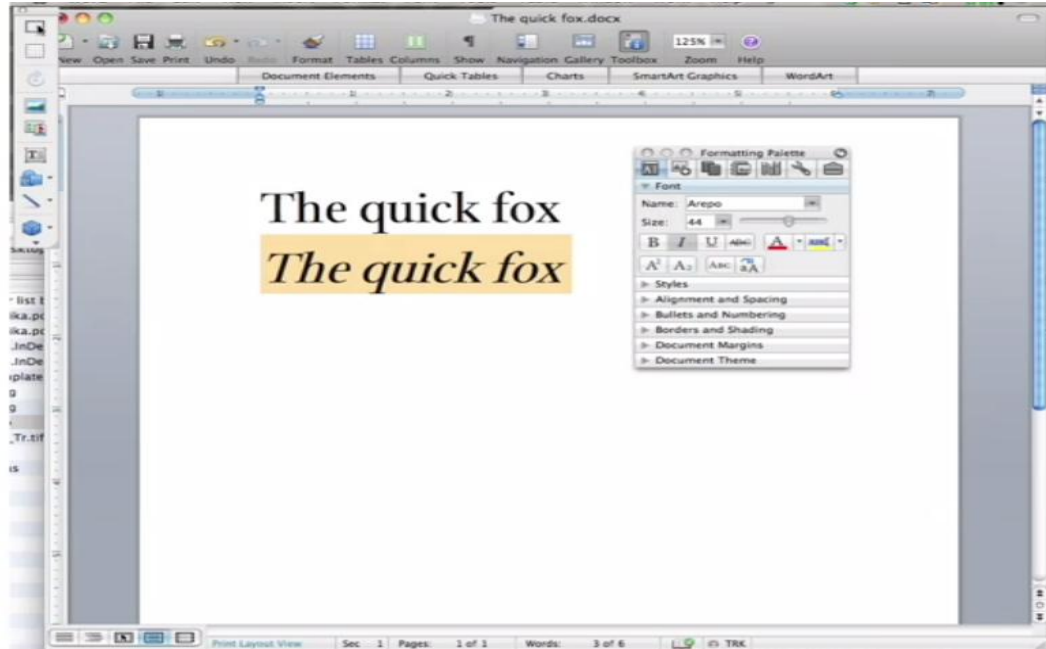




Harmonious **Balance**
AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

Harmonious **Balance**
AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

- Bold și italic artificial





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