

## PRACTICUM INDESIGN 2018

De studenten van het Plantin Instituut voor Typografie kunnen leren hoe boeken en tijdschriften worden vormgegeven. Ze krijgen feeling voor mooie en doeltreffende microtypografie. In dit practicum krijgen ze de tips en trucs om die kennis toe te passen in hun favoriet opmaakpakket, InDesign.

De lessen staan open voor nieuwe studenten, mits ze een goede kennis van InDesign hebben. Je mag een praktische cursus verwachten, met demo's en veel oefeningen. De deelnemers brengen hun eigen laptop mee waarop InDesign reeds geïnstalleerd staat (elke versie CC).

**SB:** Tell me about your new font, Home Run Script.

**DW:** I thought Edit wasn't being used as much as it should because it was too wide. Art directors sometimes need to crowd a lot of information in a small space so they use condensed fonts. They have more respect. Home Run Script is condensed. I call it a sports script because it has been used for writing on the backs of sports jerseys and baseball caps. Home Run is more carefully drawn - it evokes a very bold formal script. There are a lot of different bold weights. Some of them are more casual. I like that a well drawn condensed script face would be popular and more usable.

**SB:** I do have to say that Home Run is probably the most immediately usable script I know. Usually you have to go in and fit the letters. The one book goes right out of the box. Did you start developing the font by hand or did you do it all on the computer?

**DW:** I made lots of pencil sketches, and with a few exceptions, each lowercase letter comes. Only the freestanding caps required kerning.

**SB:** You're also a teacher at Art Center where you teach classes in lettering design. In fact, Designer Steve Heironimus Creative used Edit for his promotional poster for the new edition of the script to make it more elegant.

**SB:** Tell me about your own education. How do you teach quite the intricate craft to people who are not professional designers?

**DW:** Well, I didn't finish the 10th grade. I ran away from home in Chicago. I went on home 12, 1942, when I was 12. I went to a boarding school at the Lamar Hotel in Houston, then to the Christian School with Harold. I was an artist at South City Street Hall and a shipping clerk at San Francisco. I helped my dad out in the printing job for a while, and was recruited by the Army because of my military draft order for Jack Welch in Houston, who gave me some points in a draft-pool and some change. I would take a bus to the department store and sketch merchandise. Because I could draw accurately, I'd bring the sketches back to him and he would do the actual drawing and I would ink it. Then he would get a wash on it.

**SB:** Did you suggest that you go to New Mexico for a dry climate? I worked in a dairy loading milk trucks. I finally got a job working for Fred Harvey as a seasonal clerk in Ashcroft, Ariz., winter town on Route 66. Then I got a job with the Sears & Roebuck as a freight brakeman. When the war ended I went to Chicago. With no education, and no money, I had to come to Los Angeles and I ended up at a night school. I enrolled in evening classes at Frank Wiggin's Trade School - it was Los Angeles Trade Technical College. I took a course in commercial art and saw that a lot of the guys in the classroom were getting jobs doing such illustrations. I wanted money, so I enrolled in such illustration.

**SB:** I didn't finish the course, but I got a job building perforated signs for the bank and in the advertising department. I liked it, but then I decided it was a dead end, so I went back to Frank Wiggin and later got a job designing signs for the bank and the credit union. I did the Wayne Dennis in Los Angeles, and it was printed in Washington, DC. The other thing because the bank had a hard time, I had to go to a school again.

**SB:** I did a couple of projects at Los Angeles City College. In 1951, I enrolled at Art Center. I took four semesters from November 1951. He asked me if I would like to teach, so I began teaching in the fall of '52. The rest of my education is derived from

**SB:** You've used Edit in the design for Honey Shop. Design: Steve Kover

September 2017 - Plantin 11

### VRIJDAG 6 JULI: DOCUMENTOPBOUW

Op vrijdag leer je op een efficiënte manier documenten op te zetten en je krijgt tips en trucs voor het opmaken van boeken en tijdschriften. We oefenen met een geavanceerde paginaopmaak met meerdere stramenpagina's.

### ZATERDAG 7 JULI: MICROTYPOGRAFIE

Op zaterdag focussen we op microtypografie. We streven allemaal naar hoogkwalitatieve typografie, maar hoe pak je het praktisch aan? Door te werken met Opentype features, grep en grepstijlen, kan je tijd winnen.

Prijs: 240 euro

Docent: Jan Van der Linden

Kortingen: 20% voor studenten van het Plantin Instituut, 10% voor PlantinGezellen, 30% voor PlantinGenoten.

Lessenrooster: vrijdag 6 en zaterdag 7 juli 2018, van 10.00 tot 16.40 uur, met een uur middagpauze

Locatie: Museum Plantin-Moretus, Vrijdagmarkt 22, 2000 Antwerpen

Inschrijven doe je door een mail te sturen naar [plantin.instituut@stad.antwerpen.be](mailto:plantin.instituut@stad.antwerpen.be)

Een gedetailleerd programma vind je op [www.plantinstituut.be/indesign](http://www.plantinstituut.be/indesign)