

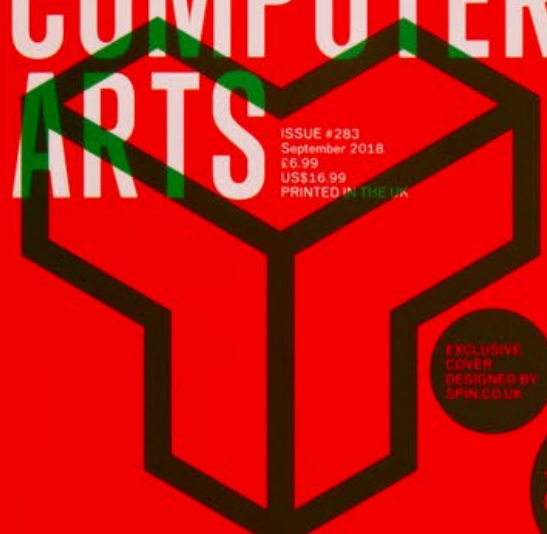
**SPIN studio**

**Jonas Zieher  
Patricia Finegan  
Tony Brook**



In this special SPIN cover takeover issue we reveal how experimenting with type can change your design for good

# COMPUTER ARTS



ISSUE #283  
September 2018  
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PRINTED IN THE UK

EXCLUSIVE  
COVER  
DESIGNED BY  
SPIN.CO.UK

TYPOGRAPHY  
MATTERS

Inside  
Basquiat in the Barbican  
The art of exhibition design

Studio Sutherland  
Keeping design simple yet brilliant

Freelancing insight  
What to do when it all goes wrong



## THE FUTURE OF EXPERIMENTAL TYPE AND WHY CREATING IT WILL MAKE YOU A BETTER DESIGNER



THE DESIGNERS REPUBLIC™  
Ian Anderson tells you the truth about  
icons: "Good ideas stripped of their lust  
for life and turned to (head) stones"

REWRITING THE RULES OF DEATH  
London identity agency SomeOne explain the  
creative process behind rebranding a funeral  
service in the era of online comparison sites

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T IS FOR TYPOGRAPHY



Inside  
A Paradise for Everyday  
Life being Baroque to  
the Barbican

Prepressing  
What to do when it all  
goes wrong

Music in print  
The Print Project fuses  
the sound of 74 bands into  
one poster

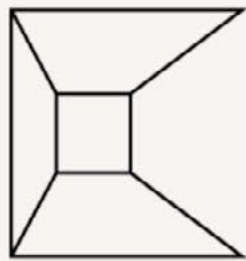
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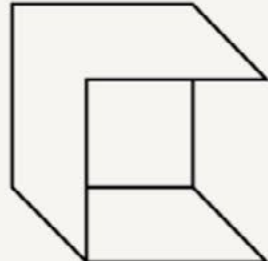
How experimenting with  
typography can make  
you a better designer

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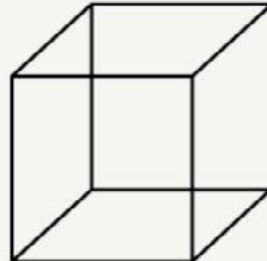
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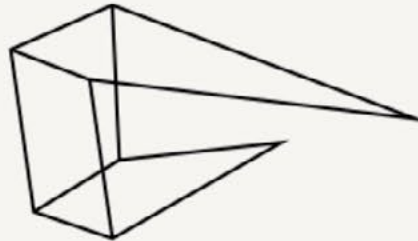
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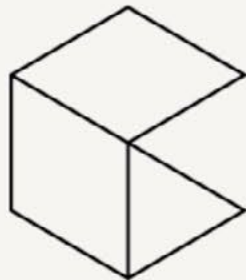
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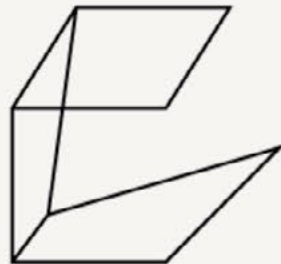
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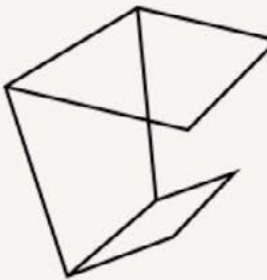
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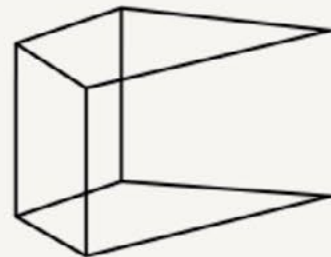
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**B|B|C**



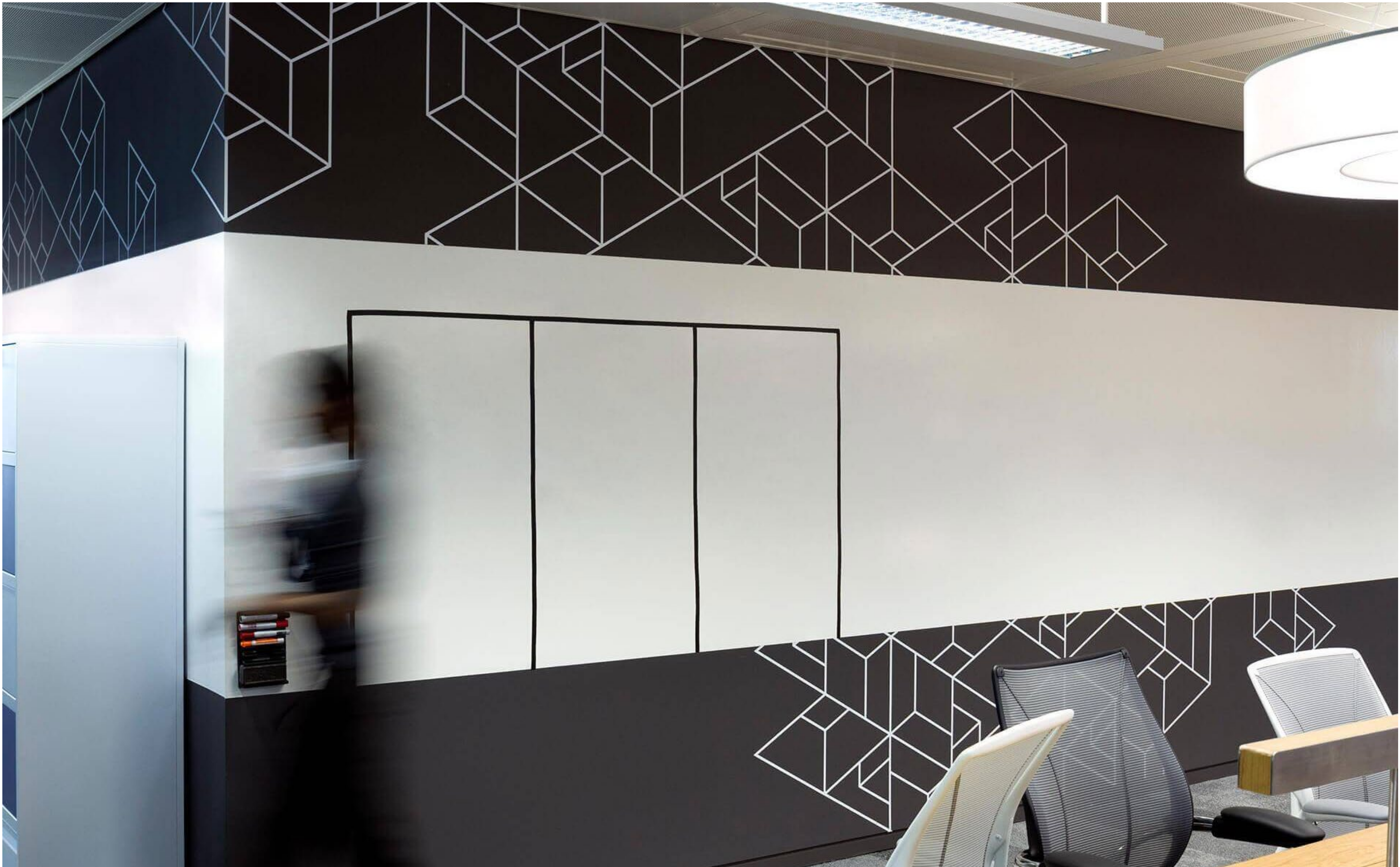
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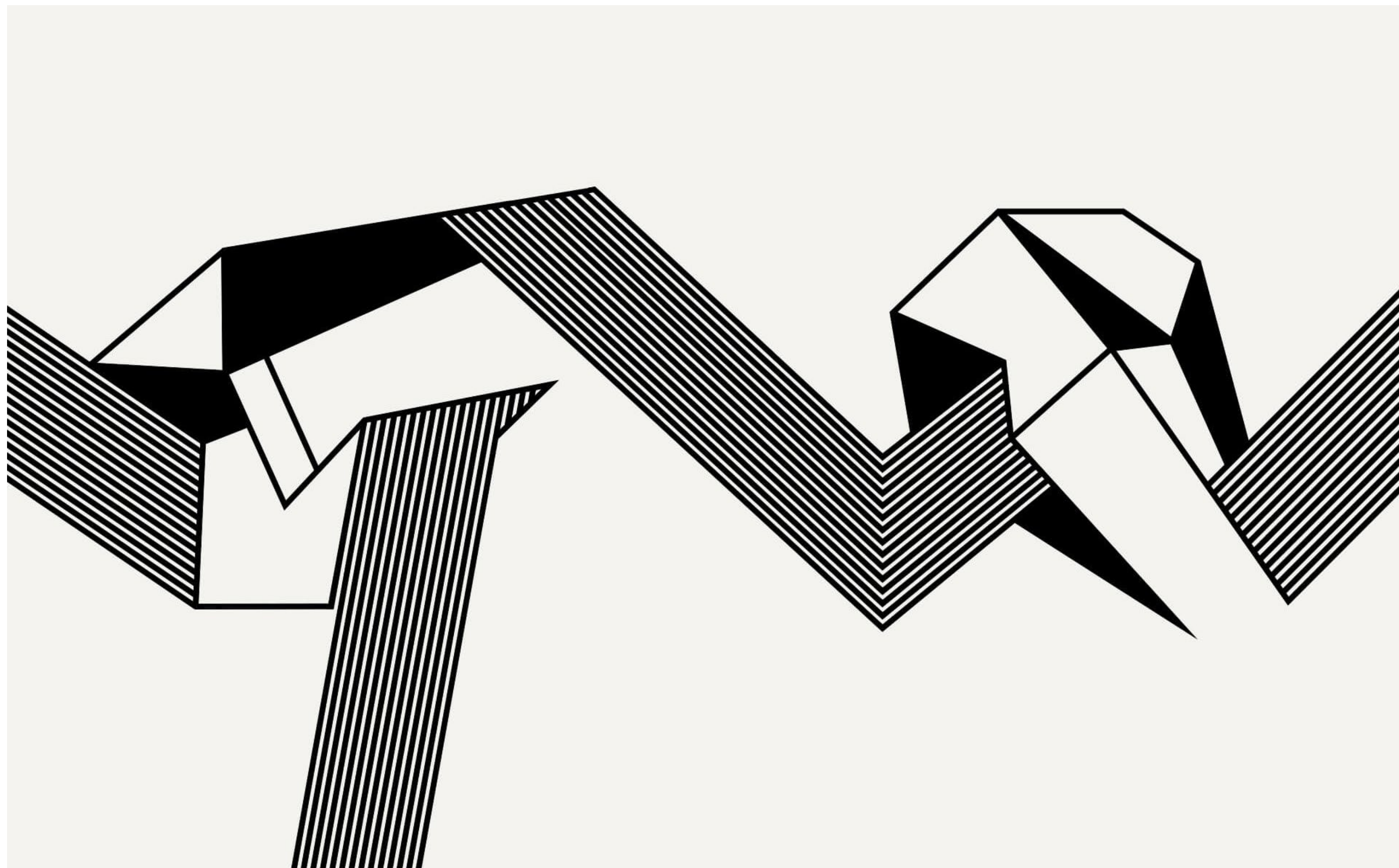










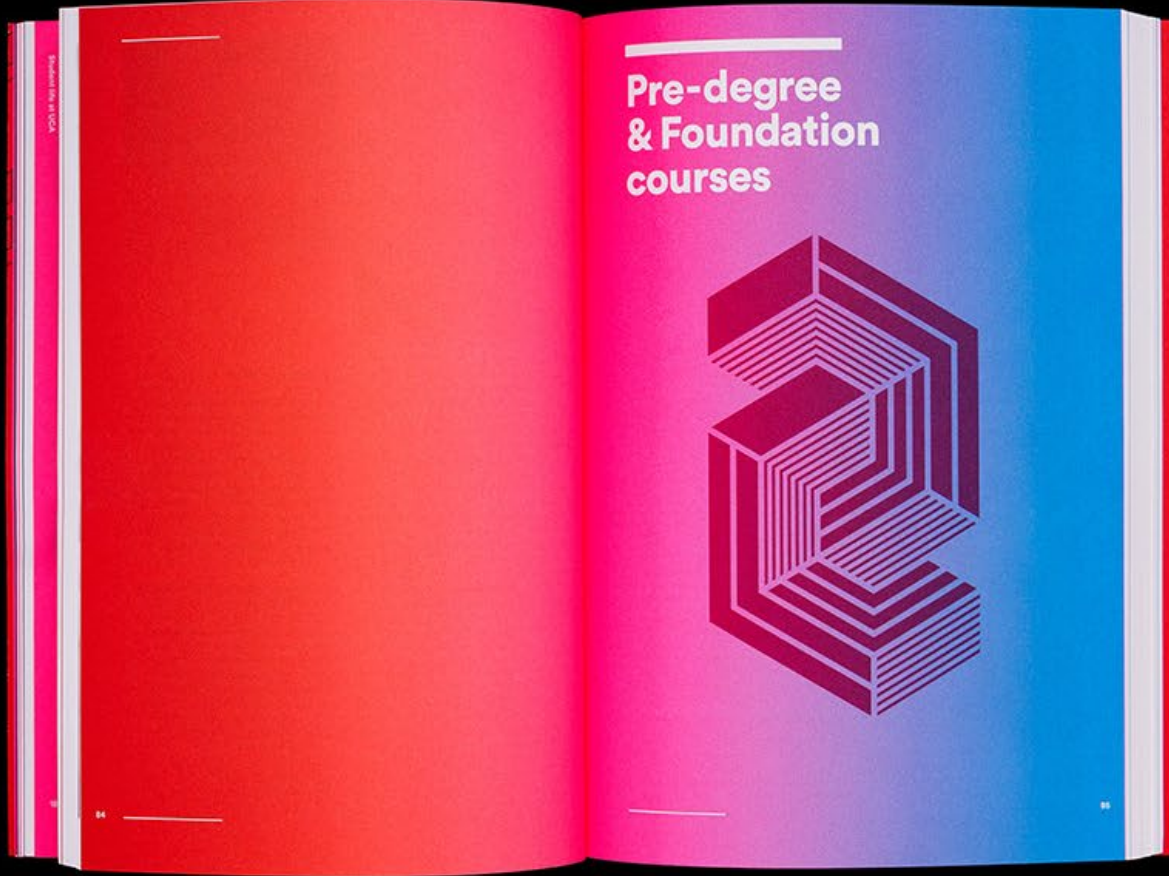
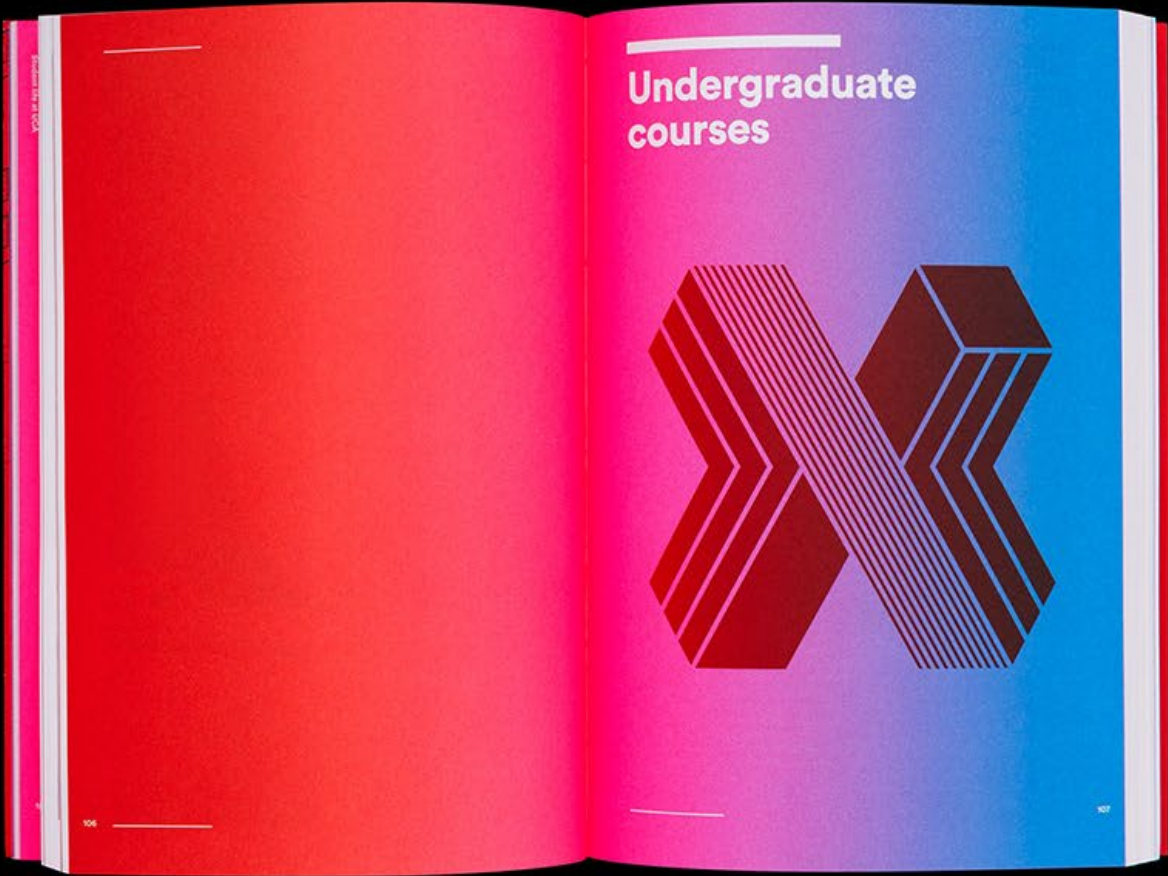


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## No.1 for arts in London & the South East



We are the highest ranked arts University in the London and South East region in The Times & Sunday Times Good University Guide 2017 and The Guardian University League Tables 2017



Second largest provider  
of creative education  
in Europe



14th of all UK universities  
for teaching quality  
Sunday Times University Guide



Four Oscars



One Turner prize



6th out of 71 in the  
Sunday Times table  
of modern universities



94.5% of our graduates  
in employment or  
further study six months  
after graduation

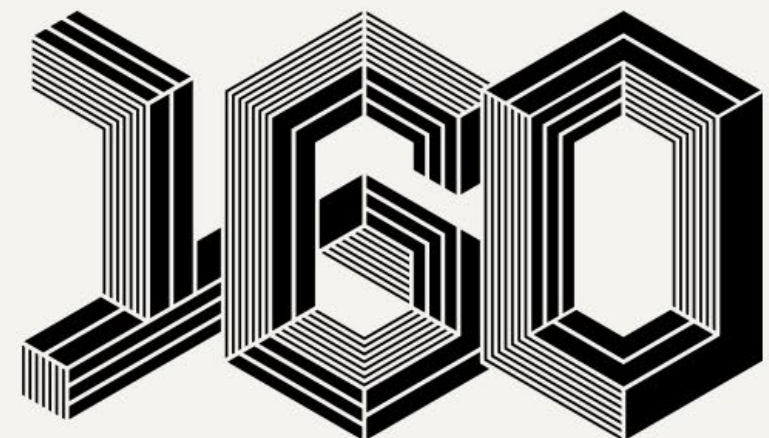
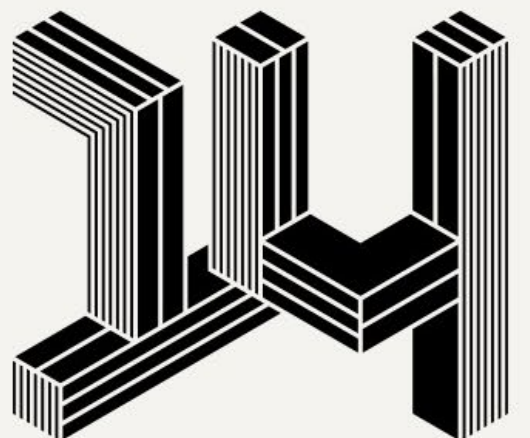
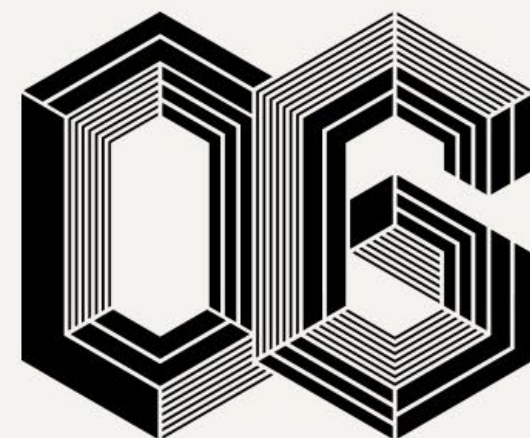
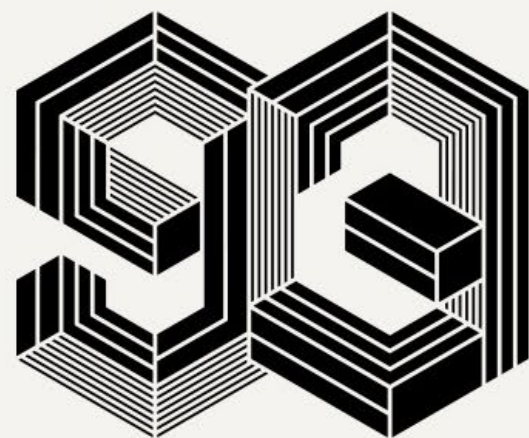
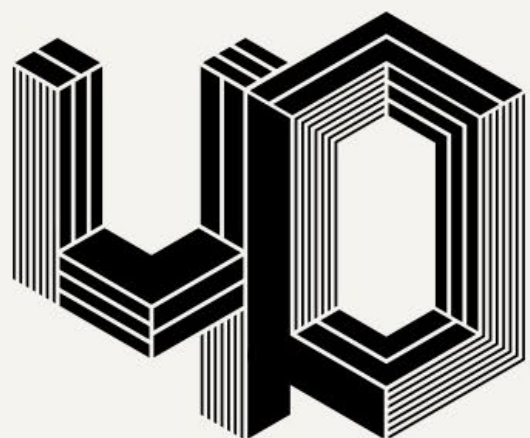
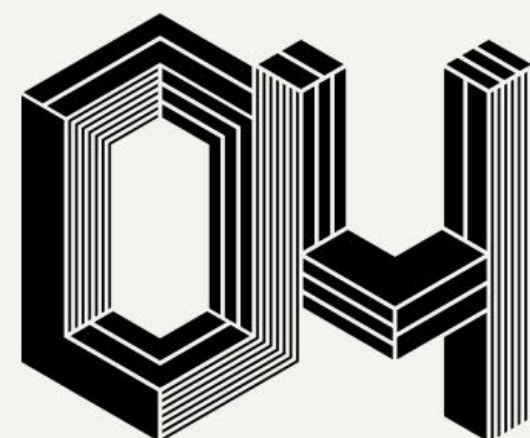
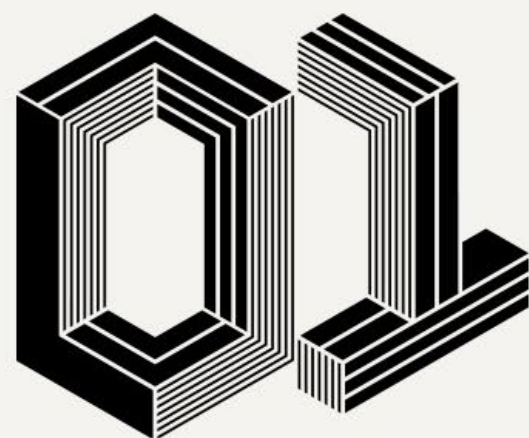


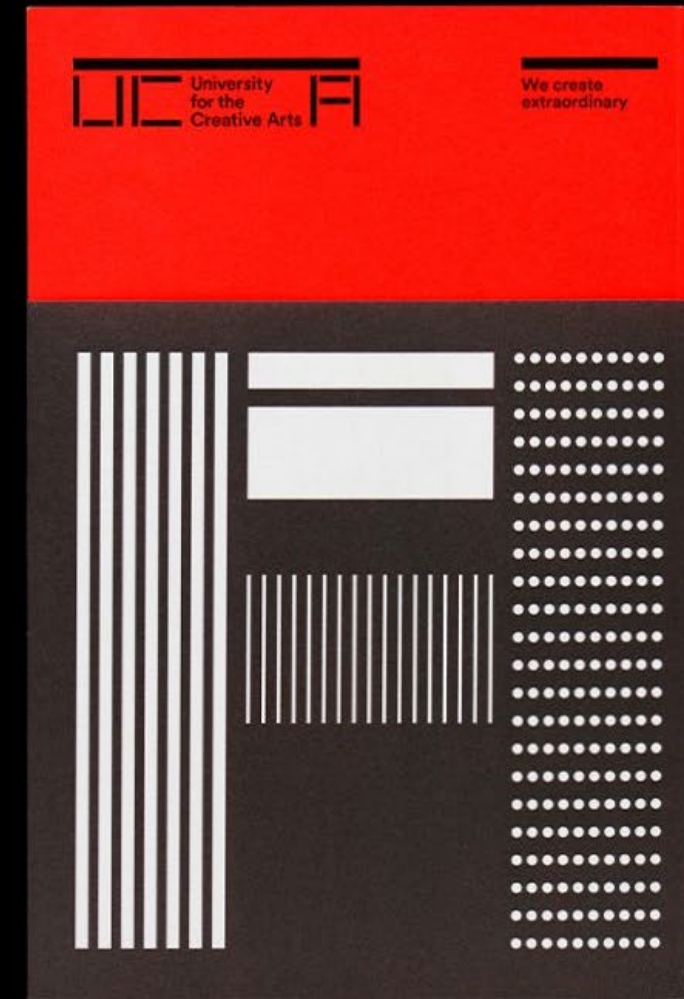
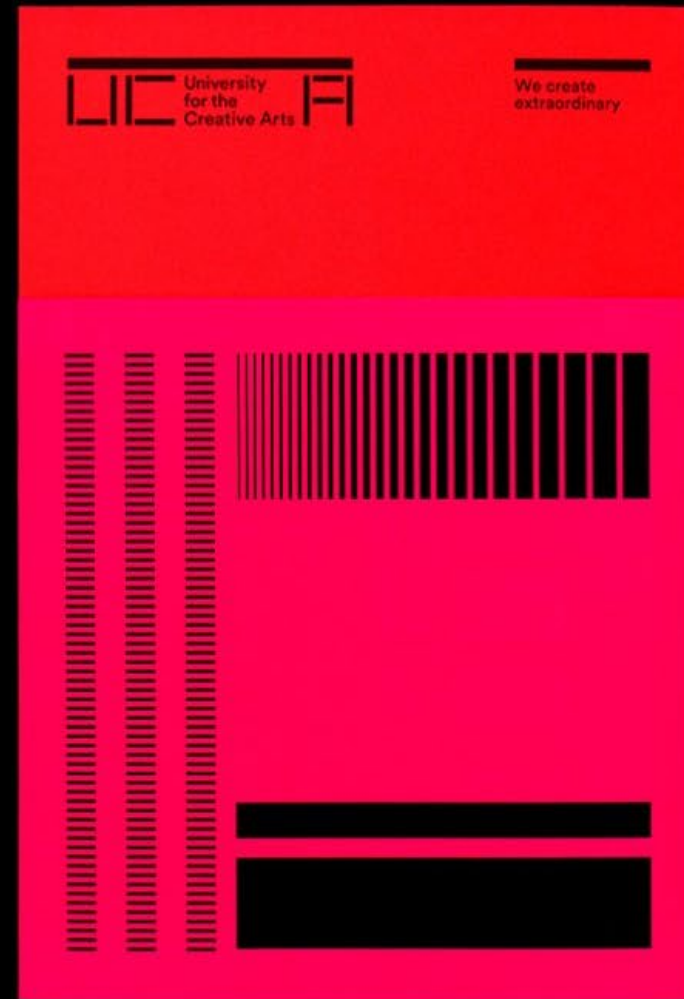
Guardian top 40  
university  
The Guardian League Table 2017



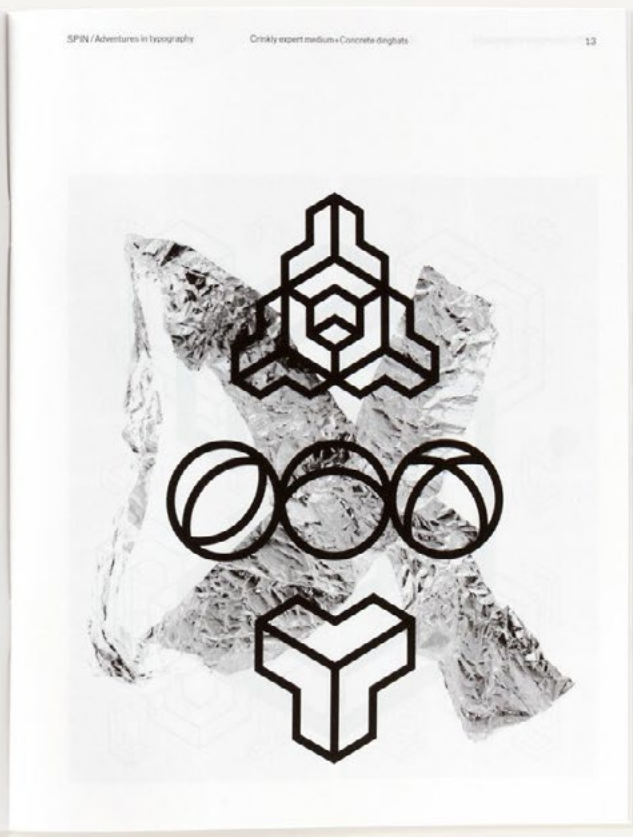
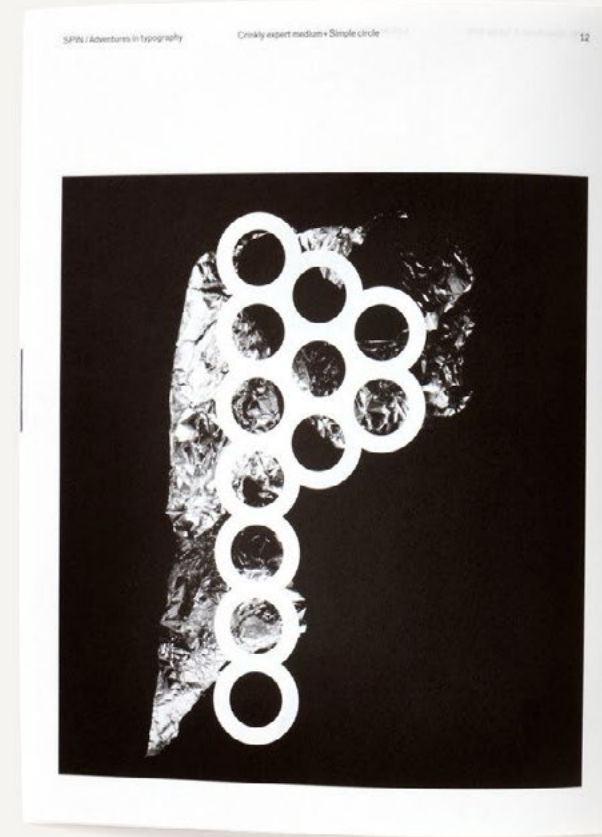
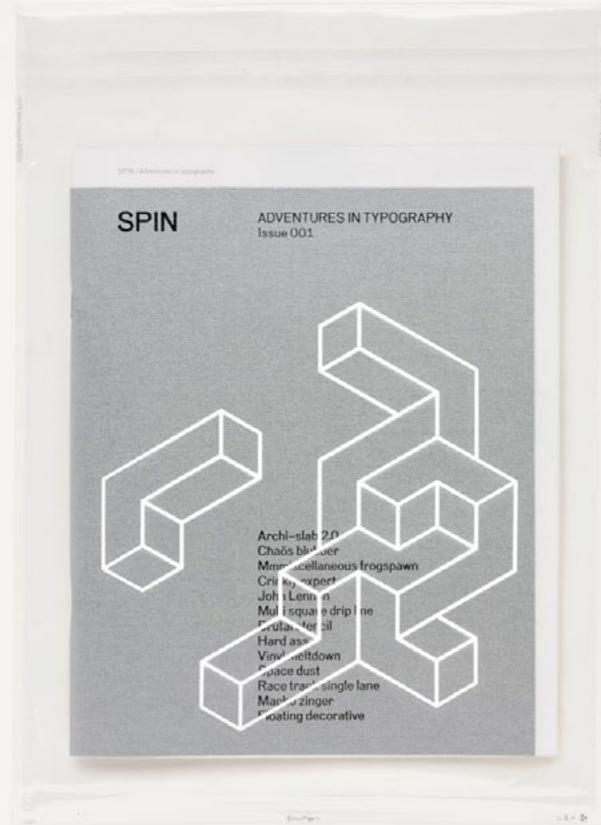
93% of research areas  
internationally recognised  
for quality (REF 2014)

















Handwritten text in a stylized, bold, black font, possibly representing a name or a phrase. The letters are thick and blocky, with some characters resembling 'A', 'M', 'N', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. The text is arranged in a somewhat circular or clustered pattern, with some characters appearing to be part of a larger word or name. The overall style is reminiscent of a logo or a brand name.

W  
R  
A  
N  
D

K  
M  
t  
e  
r  
n



**Zdroj: [spin.co.uk](http://spin.co.uk)**

**Konzultace**



**Zadání 2:**  
**Typografická interpretace**  
**slov**

**Vyberte si pět různých,  
nesynonymických slov, která  
typograficky zpracujete tak, aby jejich  
vizuální podoba odpovídala jejich  
významu.**

**Zaměřte se na propojení do série  
a práci s typografickými prostředky.**



- Pracovat můžete s existujícími fonty či s vlastní kresbou nebo konstrukcí písma**
- Pracujte pouze v černobílé barevnosti, soustřed'te se na kresbu, koncept a hlavně na vzájemné propojení celé série**
- Nezapomeňte na čitelnost, rozpoznatelnost a zmenšitelnost**
- Pomocť vám může, pokud si vyberete slova z jednoho tematického okruhu**

- Do příště, tj. do 23. 3., respektive 25. 3., si připravte výběr slov a alespoň úvodní návrh k jednomu z nich**
- Finálně budete odevzdávat sérii slov v PDF a zdrojový vektorový soubor**
- Termín: 18. 4. 2021**

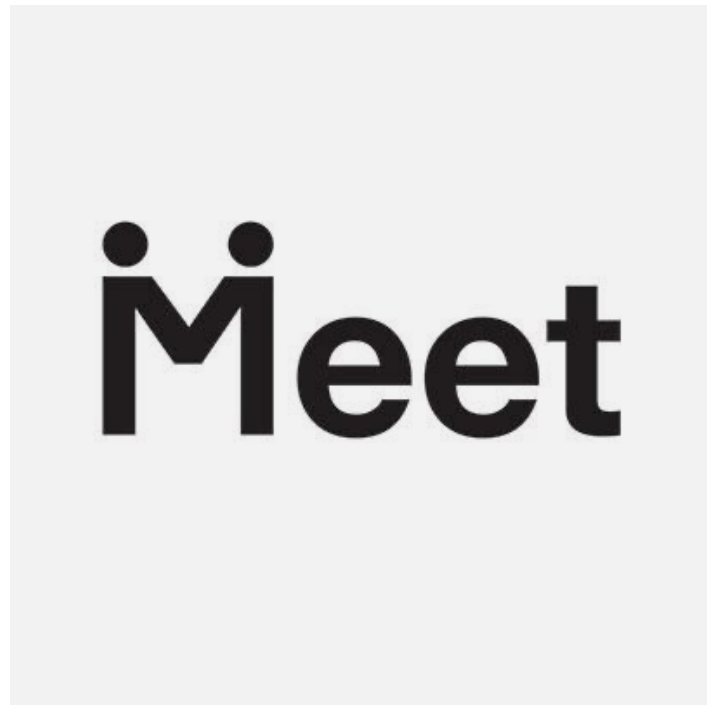




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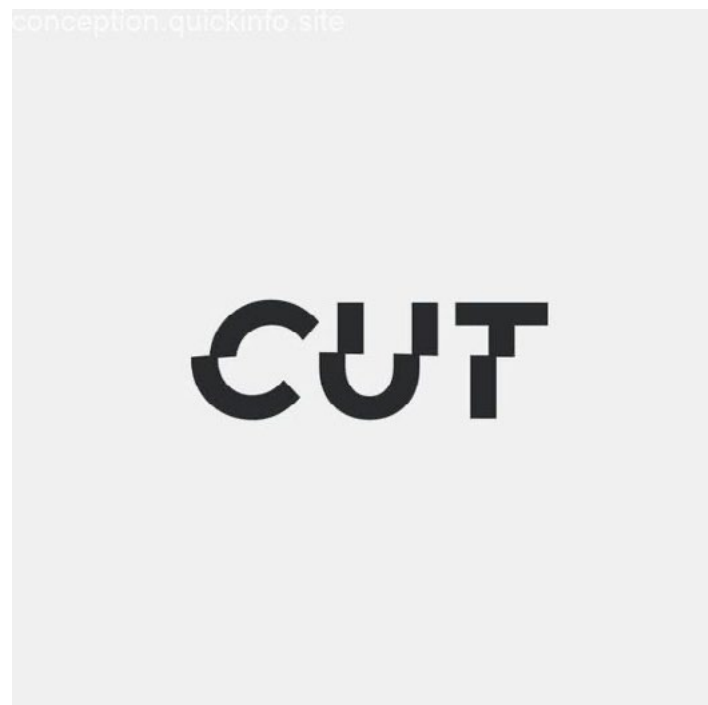
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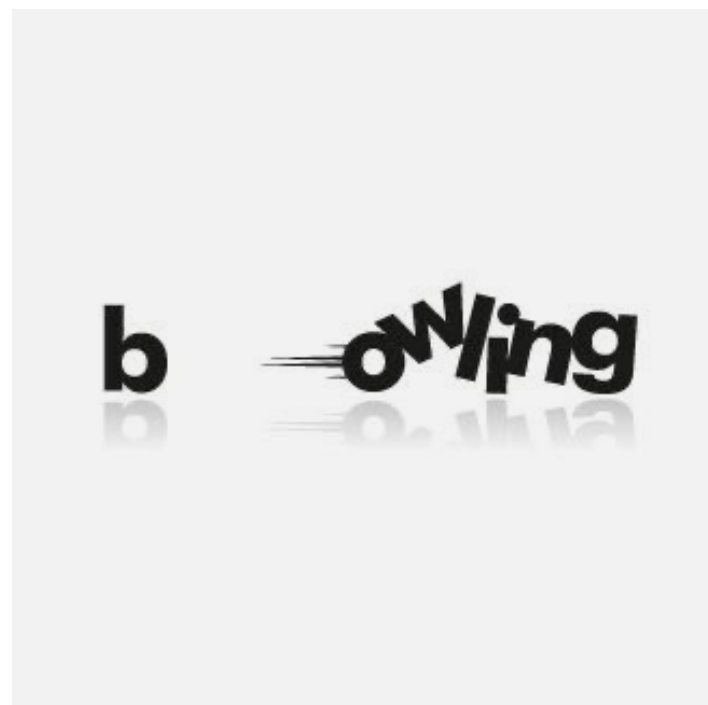
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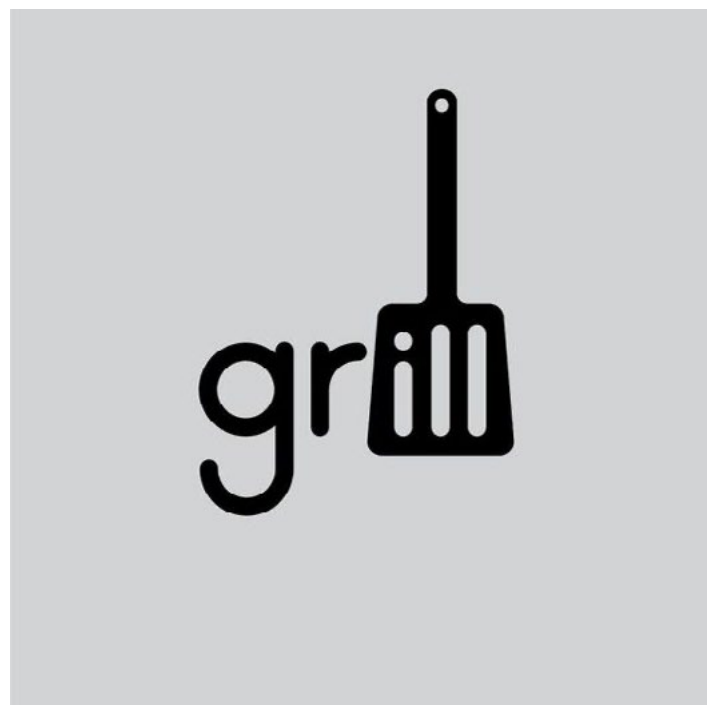
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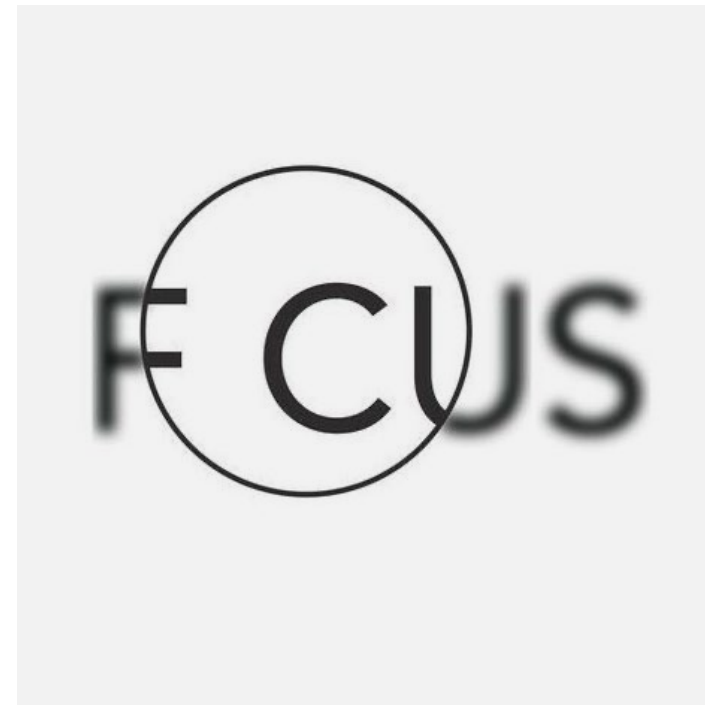
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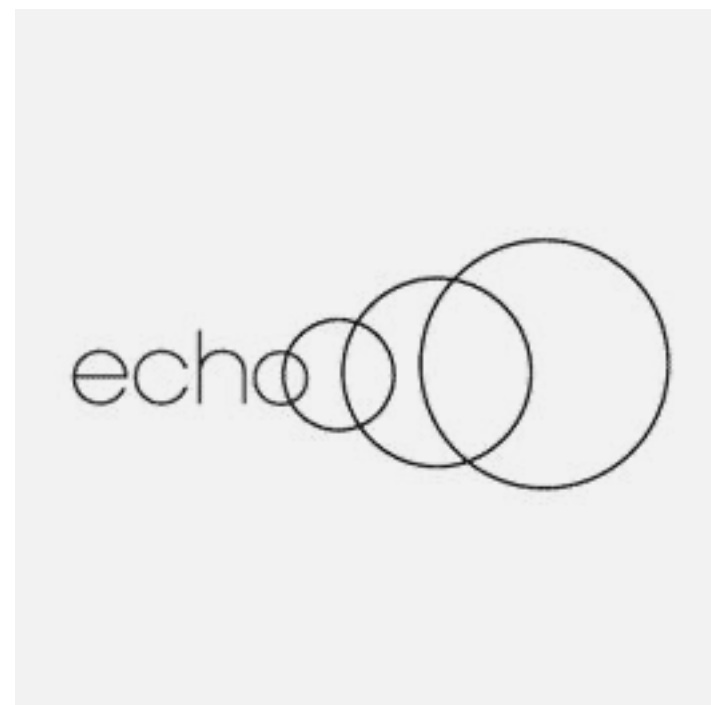
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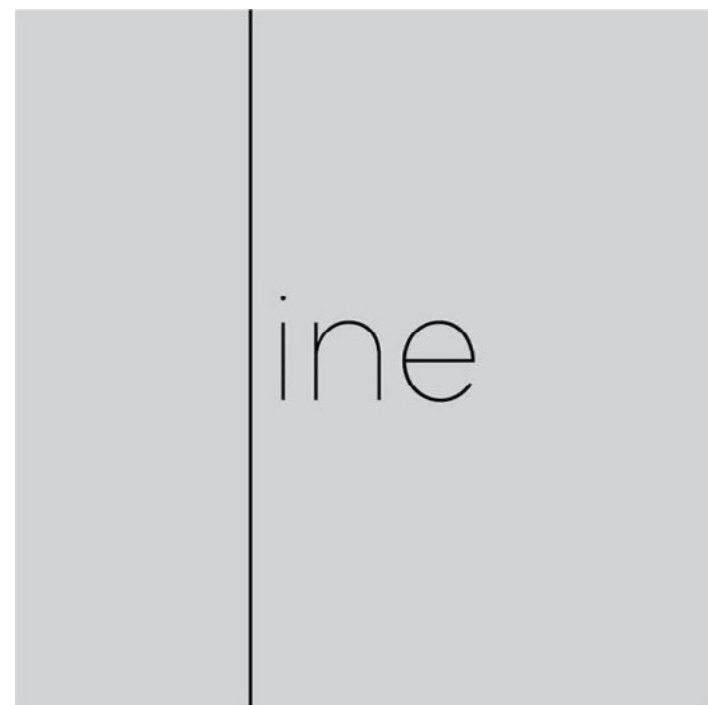
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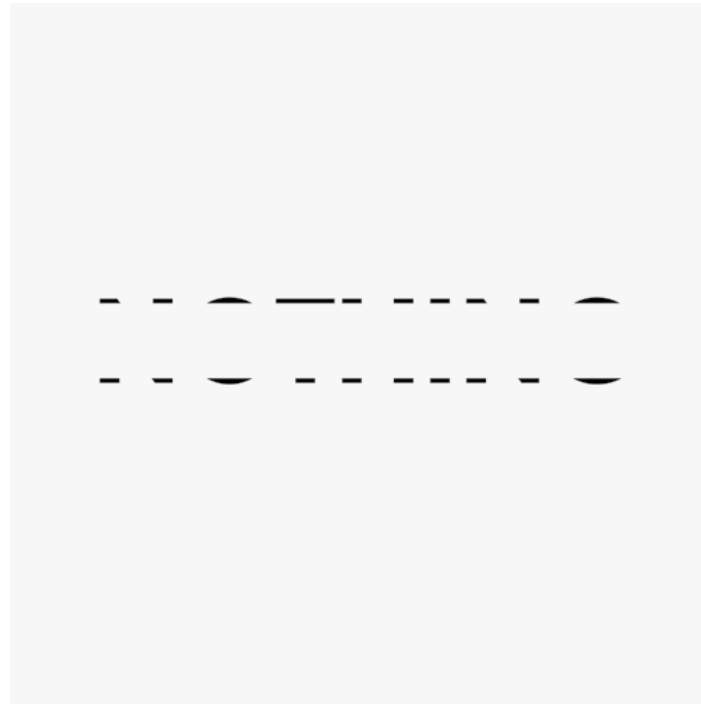




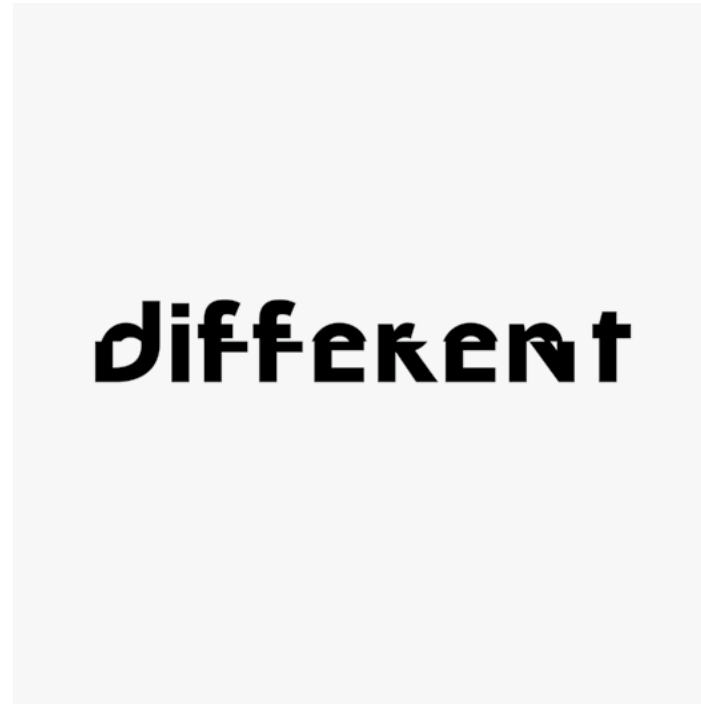
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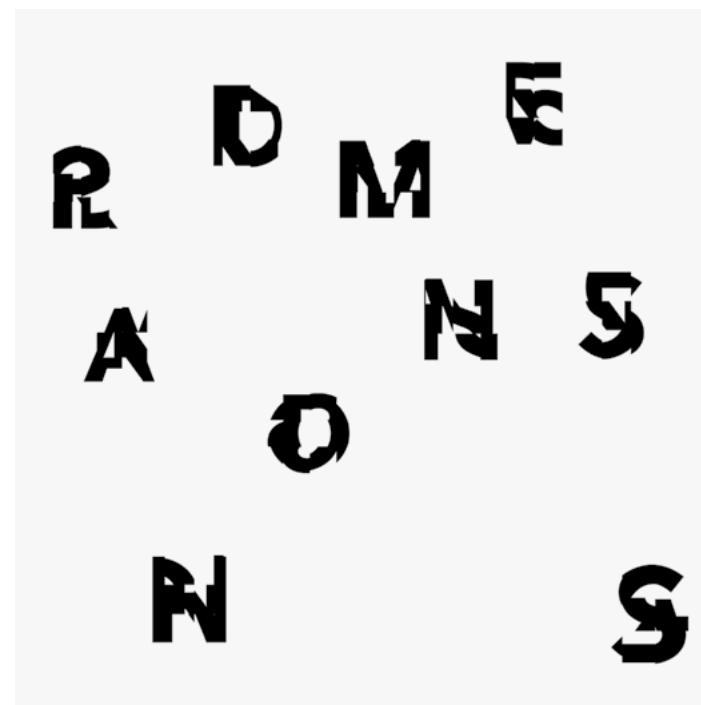
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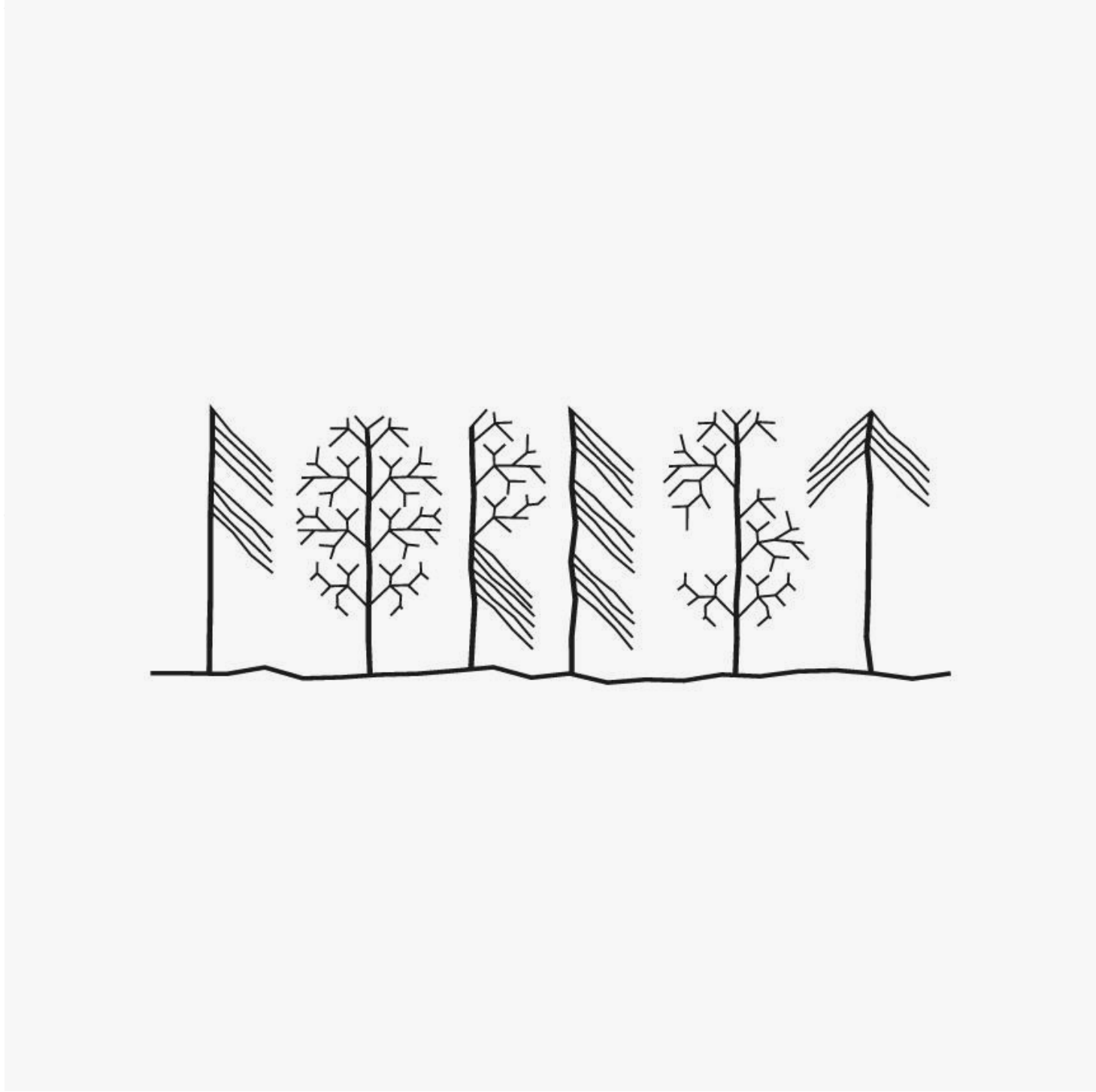
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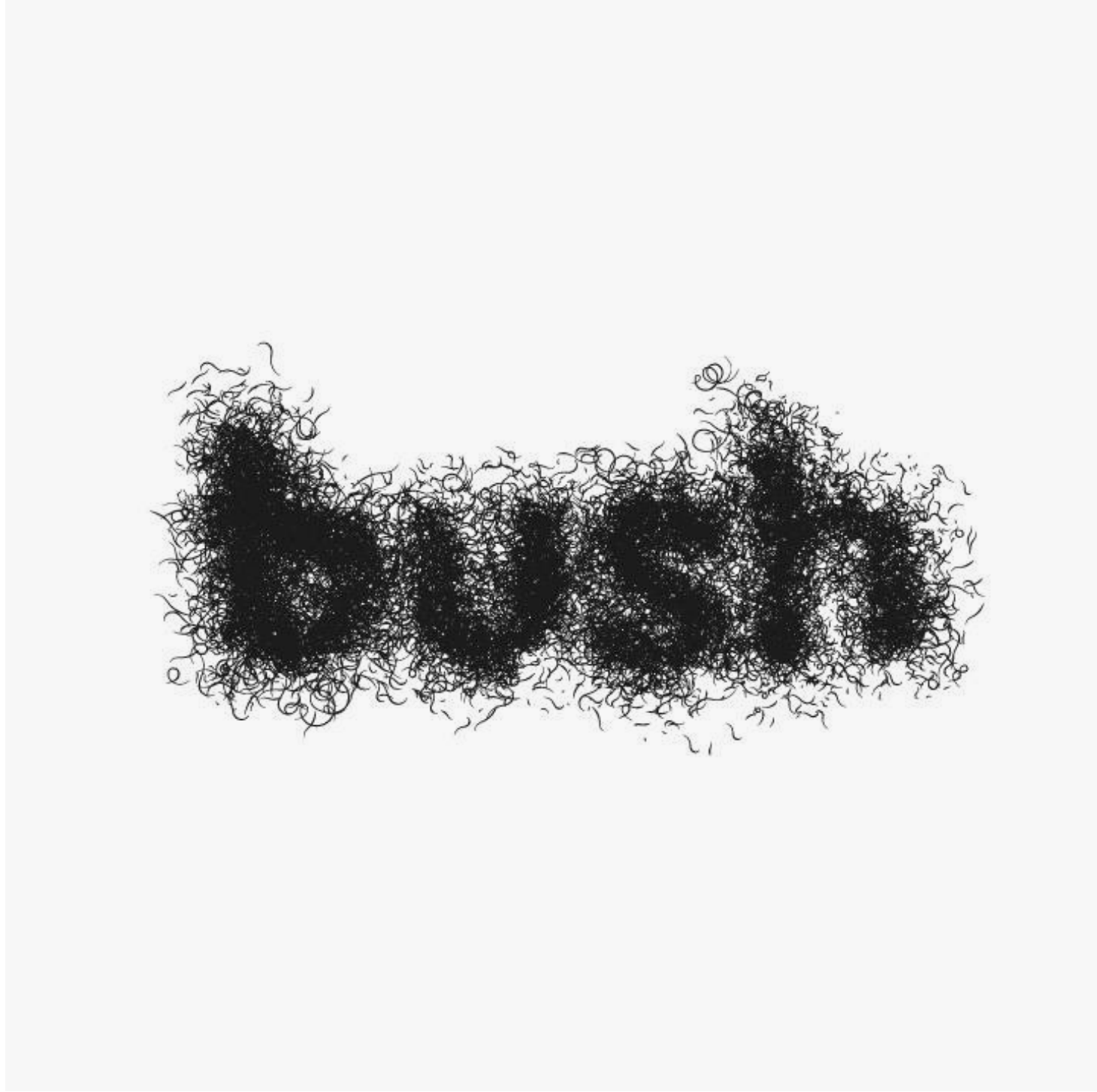
6



7



1



2



**Literatura**

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- **Lupton, Ellen: Thinking with Type**
- **Bringhurst, Robert: The Elements of Typographic Style**
- **Sutnar, Ladislav: Visual Design in Action**
- **Kinross, Robin: Moderní typografie**
- **Hochuli, Jost: Detail in Typography**



- [www.czechdesign.cz](http://www.czechdesign.cz)
- [www.slanted.de](http://www.slanted.de)
- [www.itsnicethat.com](http://www.itsnicethat.com)
- [eyeondesign.aiga.org](http://eyeondesign.aiga.org)