



ADOBE MASTERCLASS

Tekst & Typografie

EN EEN BEETJE ADOBE, HIER EN DAAR...

ADOBE MASTERCLASS

Even voorstellen...

Peter Villevoye



Wat gaan we doen ?

- Drie onderwerpen die ik graag wil bieden
- Tientallen typografische tips en wijsheden
- Jullie vragen, verzoeken, verwonderingen...

Ongeveer anderhalf uur, met korte pauze.





Fonts & Typografie

Een greep uit mijn grabbelton aan gedachten.

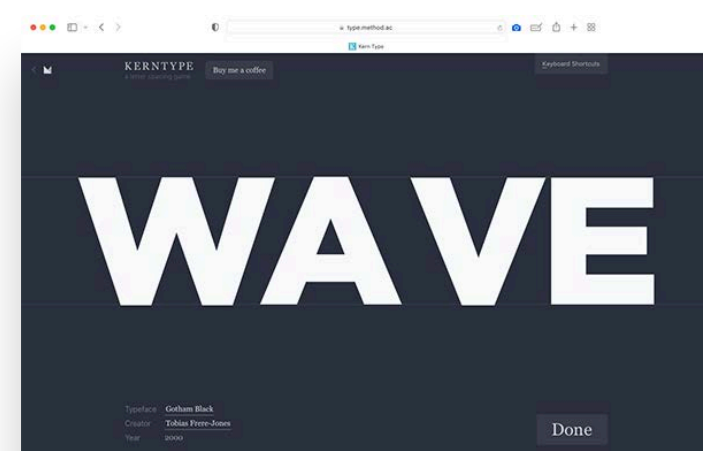
Lettertypes, overal...



Koppen af/aanspatiëren



REPLAY



- <https://type.method.ac/>



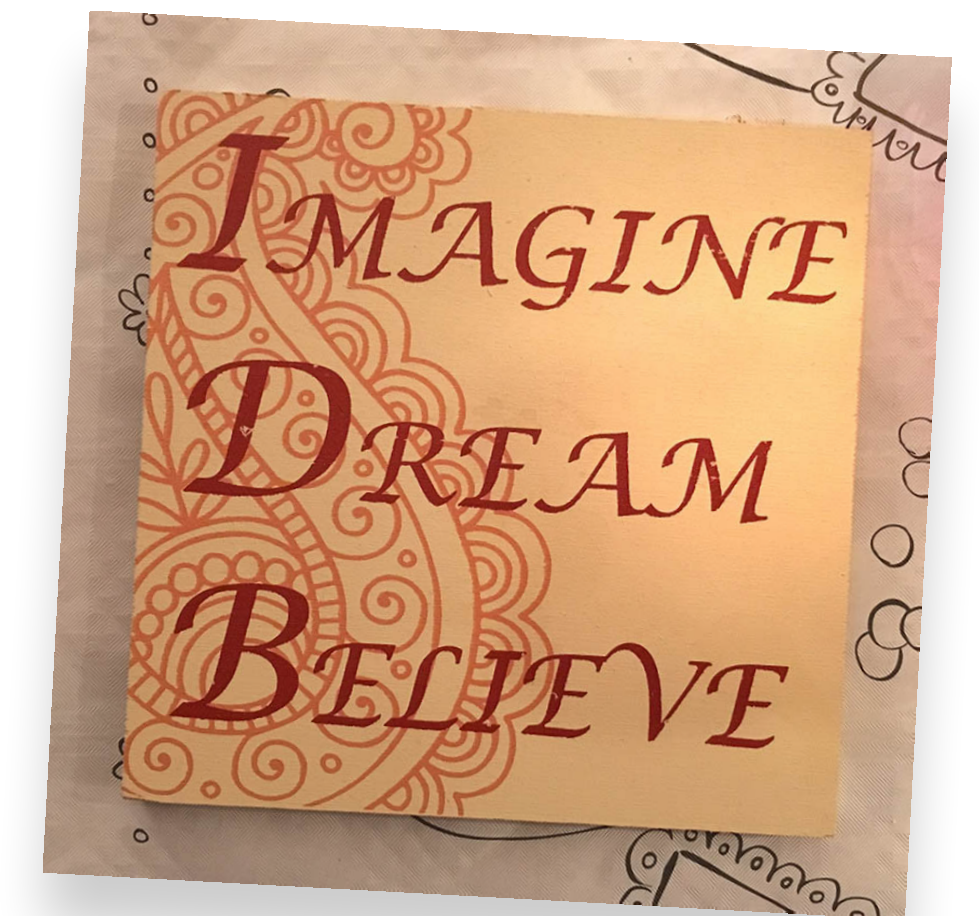
Tekst in contouren (*outline*)



Nog iets: geschreven letters

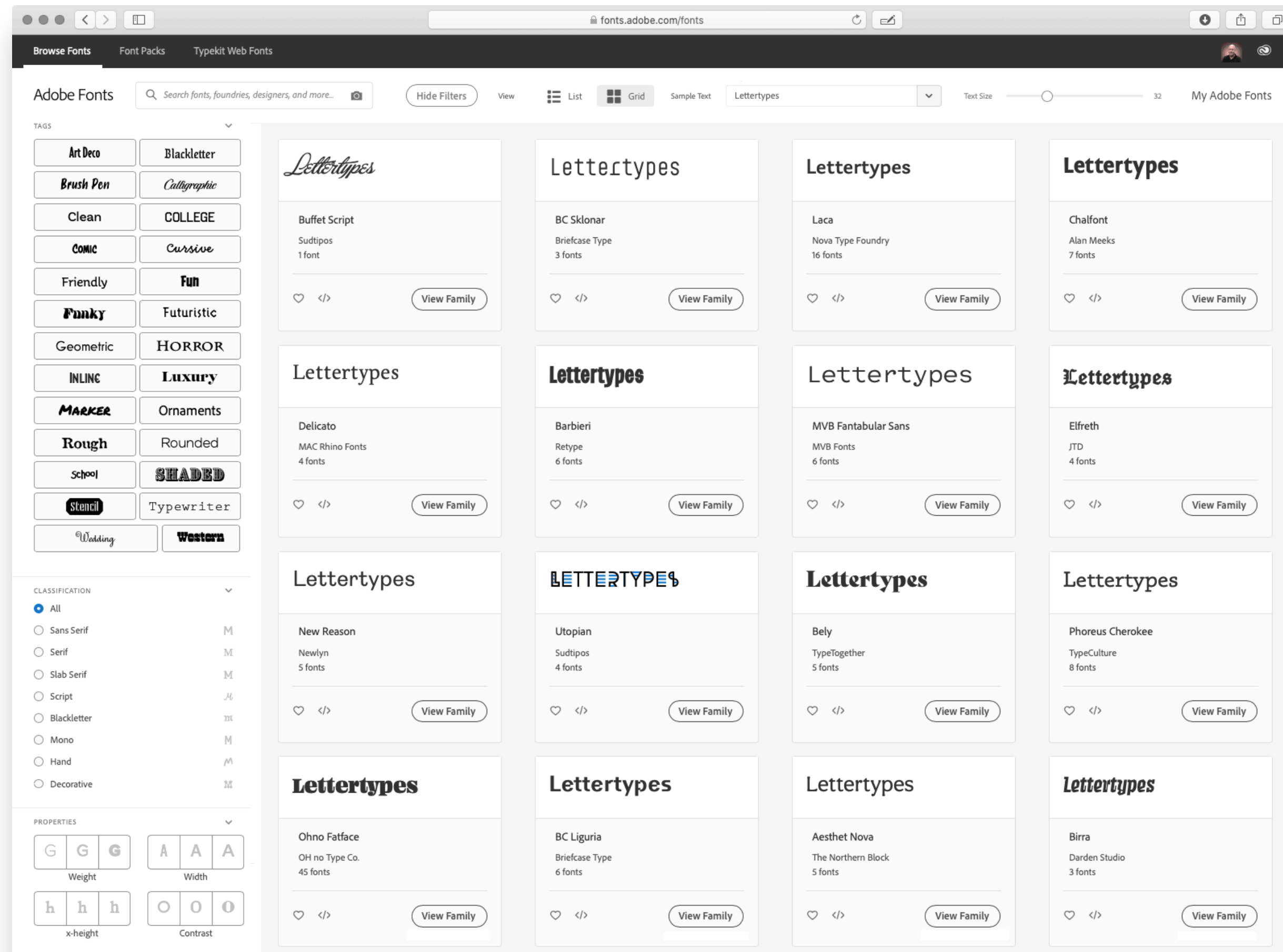
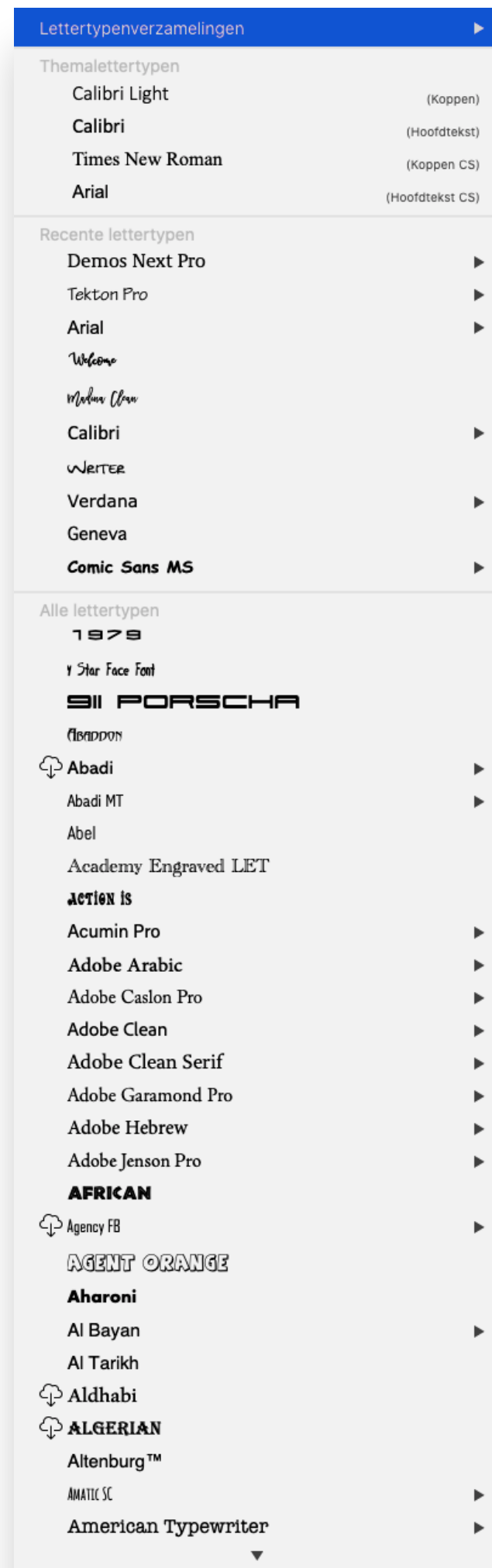
Als je een geschreven lettertype gebruikt, dan moet je het...

- *NOOIT IN HOOFDLETTERS ZETTEN*
- *Niet wit elkaar spatieren*
- *GEEN BEGINKAPITALEN FORCEREN*
- *Maar gewoon met rust laten*





Lettertypes kiezen





Lettertype(n) kiezen

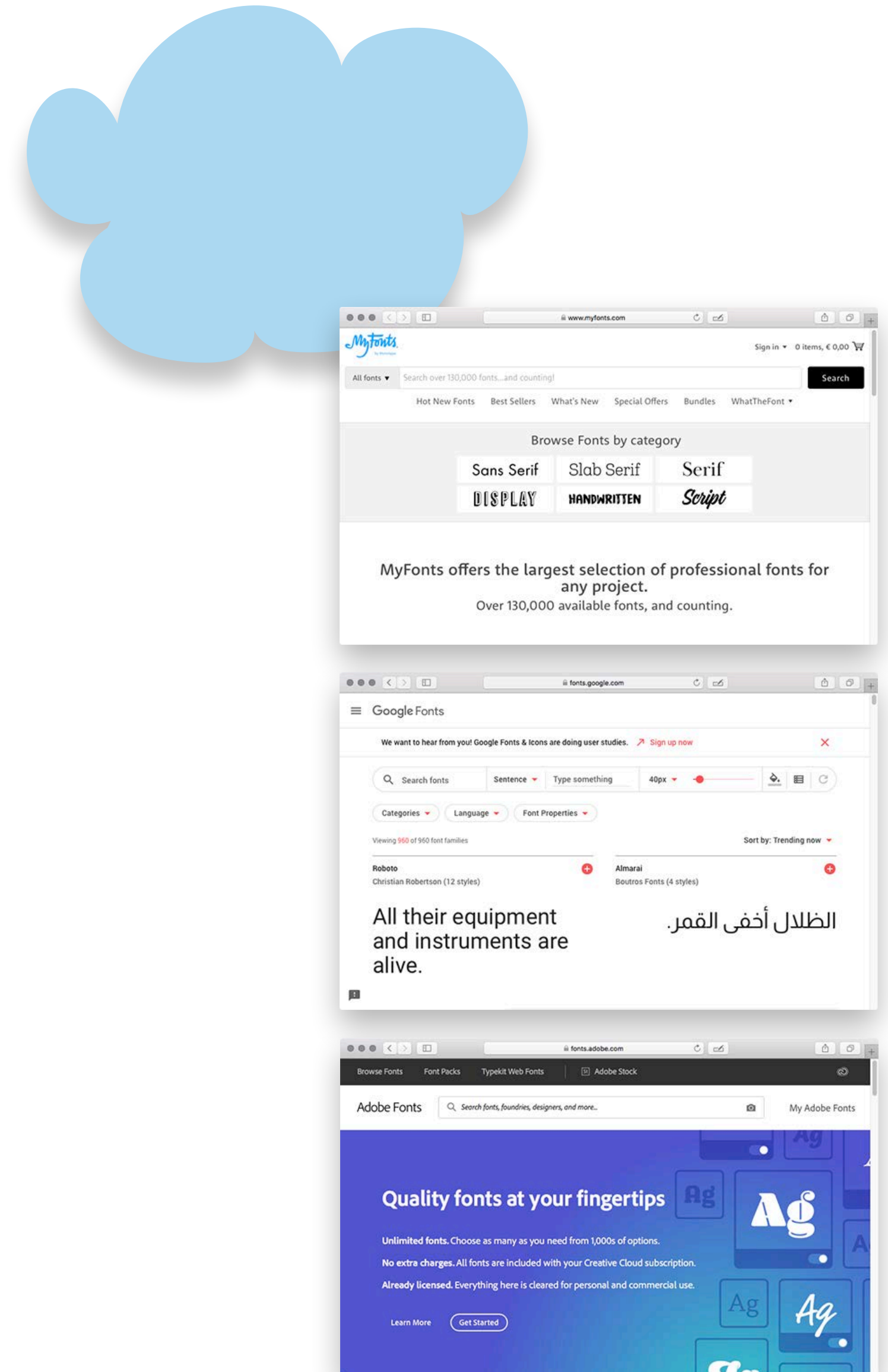
- Kies voor toepasselijk sfeer- of tijdsbeeld.
- Kies voor ‘rijke’ families met veel varianten.
- Kies voor lettertypen met veel lettertekens.
- Kies voor onmiskenbare tekens (bijv. a of o).
- Kies voor leesbaarheid in kleinere corpsen.
- Kies voor een regelmatig tekstbeeld (tint).
- Kies voor een goed gespatieerd lettertype.

Let op voor tekens die je gaan irriteren...

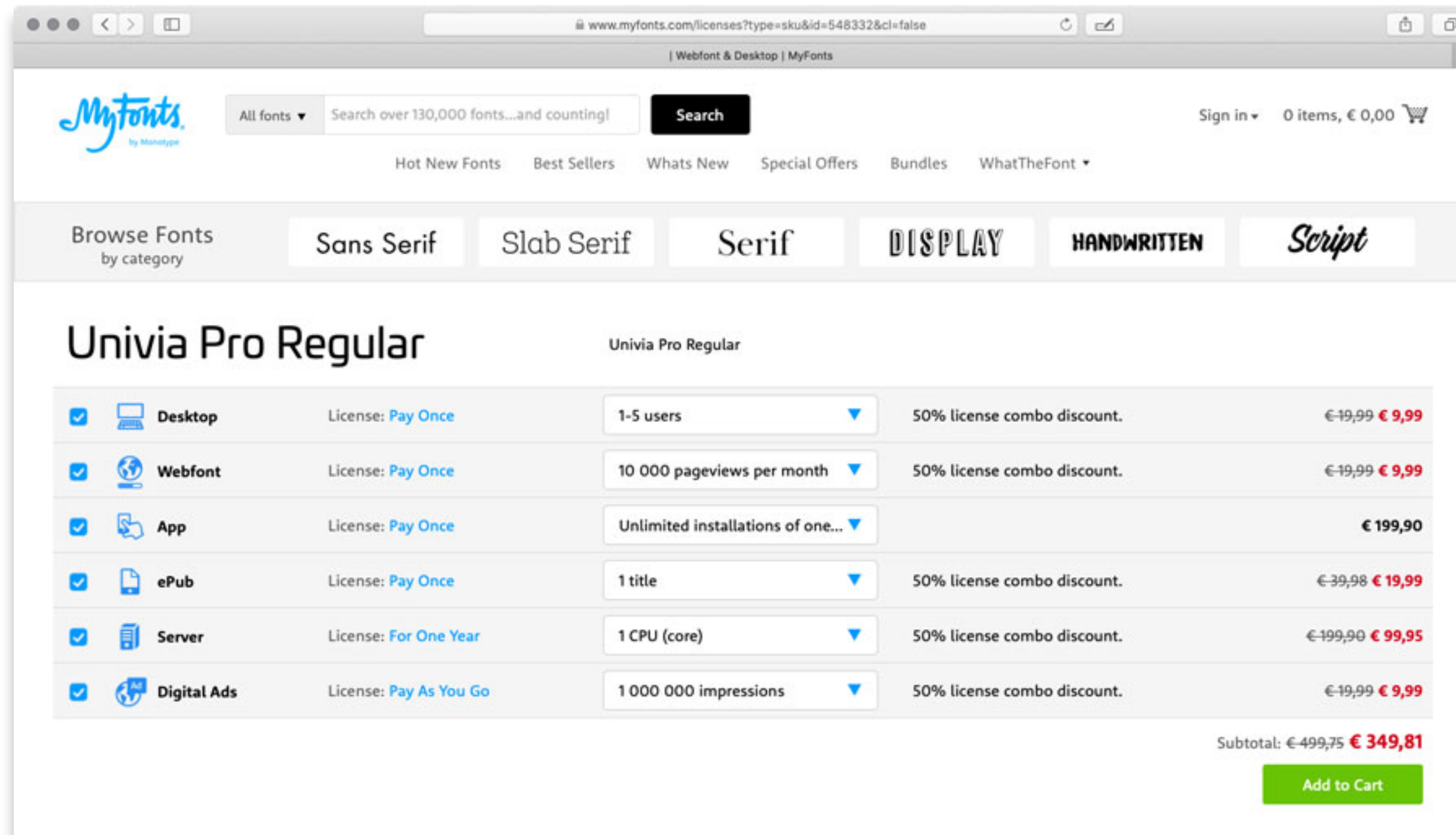
Monotype. <http://www.myfonts.com/> **fonts.com**

<http://fonts.google.com/>

<http://fonts.adobe.com/>



Lettertype(n) licenseren



The screenshot shows the MyFonts website interface. At the top, there's a search bar with the text "Search over 130,000 fonts...and counting!" and a "Search" button. Below the search bar, there are navigation links: "Hot New Fonts", "Best Sellers", "Whats New", "Special Offers", "Bundles", and "WhatTheFont". The main content area is titled "Univia Pro Regular" and displays a table of licensing options. The table has columns for platform, license type, usage limits, discounts, and prices. The prices are shown in two columns, with the original price crossed out and the discounted price in red. A green "Add to Cart" button is at the bottom right.

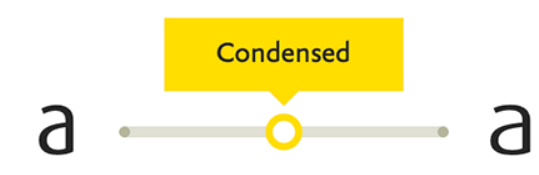
Platform	License	Usage Limits	Discounts	Price
Desktop	Pay Once	1-5 users	50% license combo discount.	€19,99 € 9,99
Webfont	Pay Once	10 000 pageviews per month	50% license combo discount.	€19,99 € 9,99
App	Pay Once	Unlimited installations of one...		€ 199,90
ePub	Pay Once	1 title	50% license combo discount.	€39,98 € 19,99
Server	For One Year	1 CPU (core)	50% license combo discount.	€199,90 € 99,95
Digital Ads	Pay As You Go	1 000 000 impressions	50% license combo discount.	€19,99 € 9,99

Subtotal: €499,75 € 349,81


Add to Cart

Een "rijk" lettertype (1)


- Veel familieleden (*fonts*)
En van elk lid is er ook een cursieve variant.



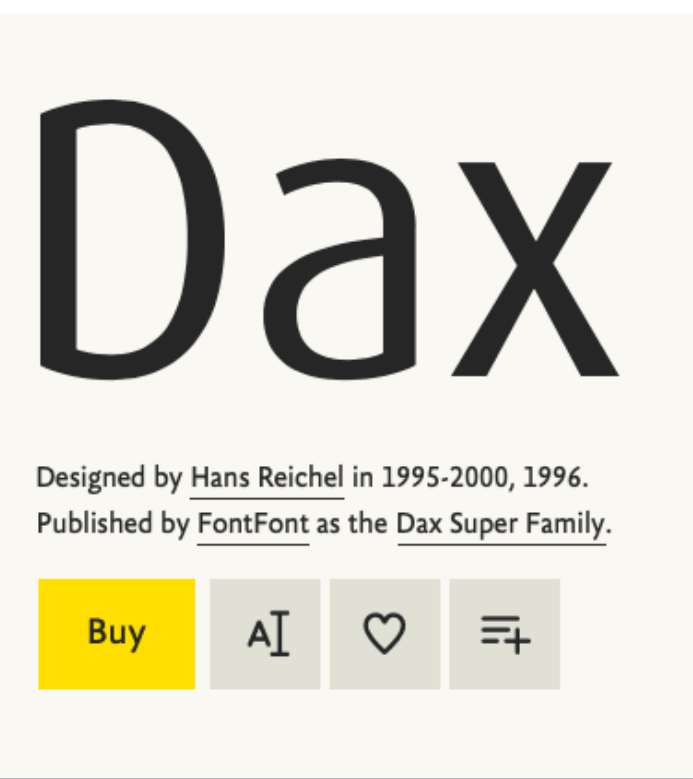
Condensed



Core Family



Expanded



Dax

Designed by Hans Reichel in 1995-2000, 1996.
Published by FontFont as the Dax Super Family.

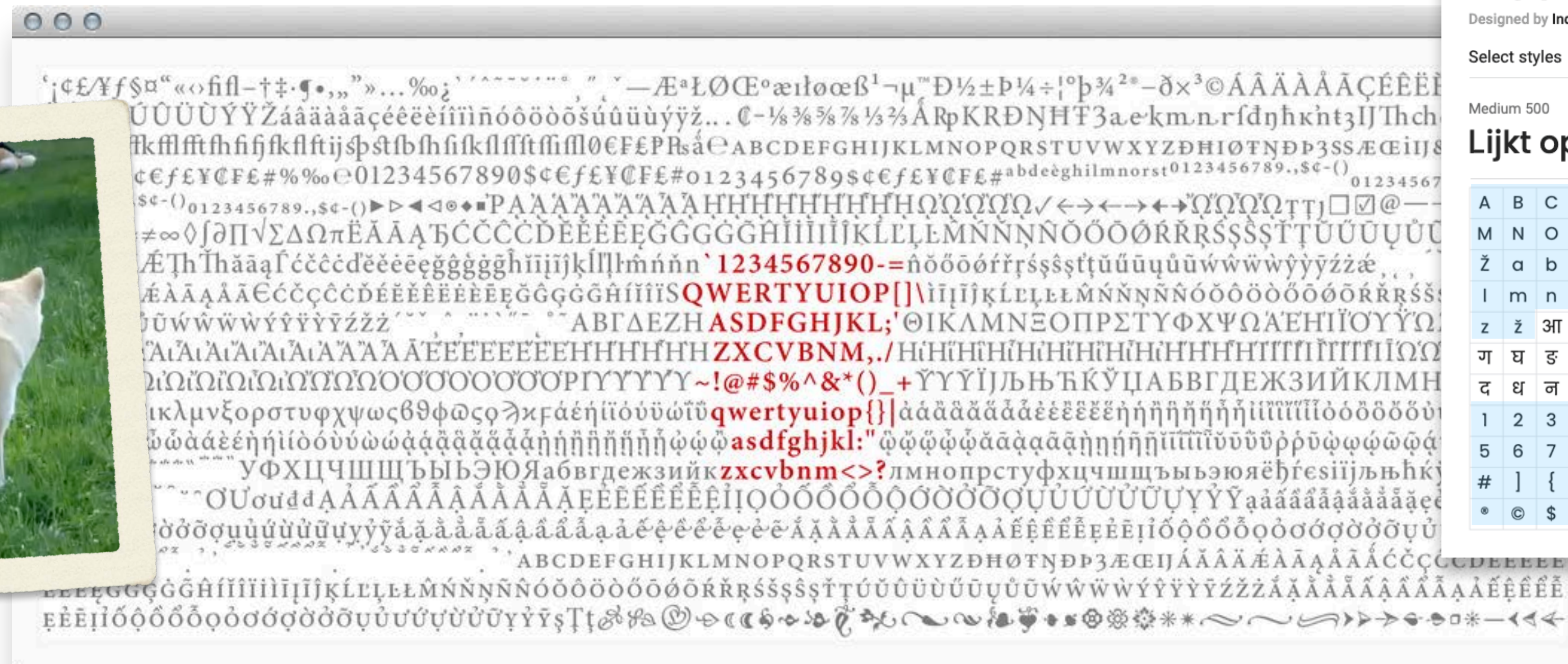
Buy A I ♥ ≡

<p>Condensed Light</p> <p>Condensed Regular</p> <p>Condensed Medium</p> <p>Condensed Bold</p> <p>Condensed Extra Bold</p> <p>Condensed Black</p>	<p>Quinoa Side Dish</p> <p>Shrimp Linguine</p> <p>Tofu Stroganoff</p> <p>Bircher Muesli</p> <p>Honey Chicken</p> <p>Pork Dumplings</p>	<p>Light</p> <p>Regular</p> <p>Medium</p> <p>Bold</p> <p>Extra Bold</p> <p>Black</p>	<p>Garlicky Appetizer</p> <p>Thai Chicken Balls</p> <p>Cocktail Meatballs</p> <p>Grilled Fish Tacos</p> <p>Quick Fruit Salad</p> <p>Amy's Spicy Beans</p>	<p>Wide Light</p> <p>Wide Regular</p> <p>Wide Medium</p> <p>Wide Bold</p> <p>Wide Extra Bold</p> <p>Wide Black</p>	<p>Halibut Steaks</p> <p>Turkey Wraps</p> <p>Apricot Lentil Soup</p> <p>Garlicky Appetizer</p> <p>Thai Chicken Balls</p> <p>Cocktail Meatballs</p>
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<https://www.fontshop.com/families/ff-dax>

Een "rijk" lettertype (2)

- Veel lettertekens (*glyphs*)



Glyph count: 1050

Character Sets: 

OT Features: aalt c2sc case cpsp dlig dnom frac hist kern lnum mgrk nalt numr onum ordn pnum salt sinf smcp ss01 ss02 ss03 subs sups tnum zero

Supported Languages: Western Europe, Central/Eastern Europe, Baltic, Turkish, Romanian, Cyrillic, Greek

Google Fonts

Poppins

Designed by Indian Type Foundry

Select styles

Glyphs

About

[Download family](#)

Medium 500

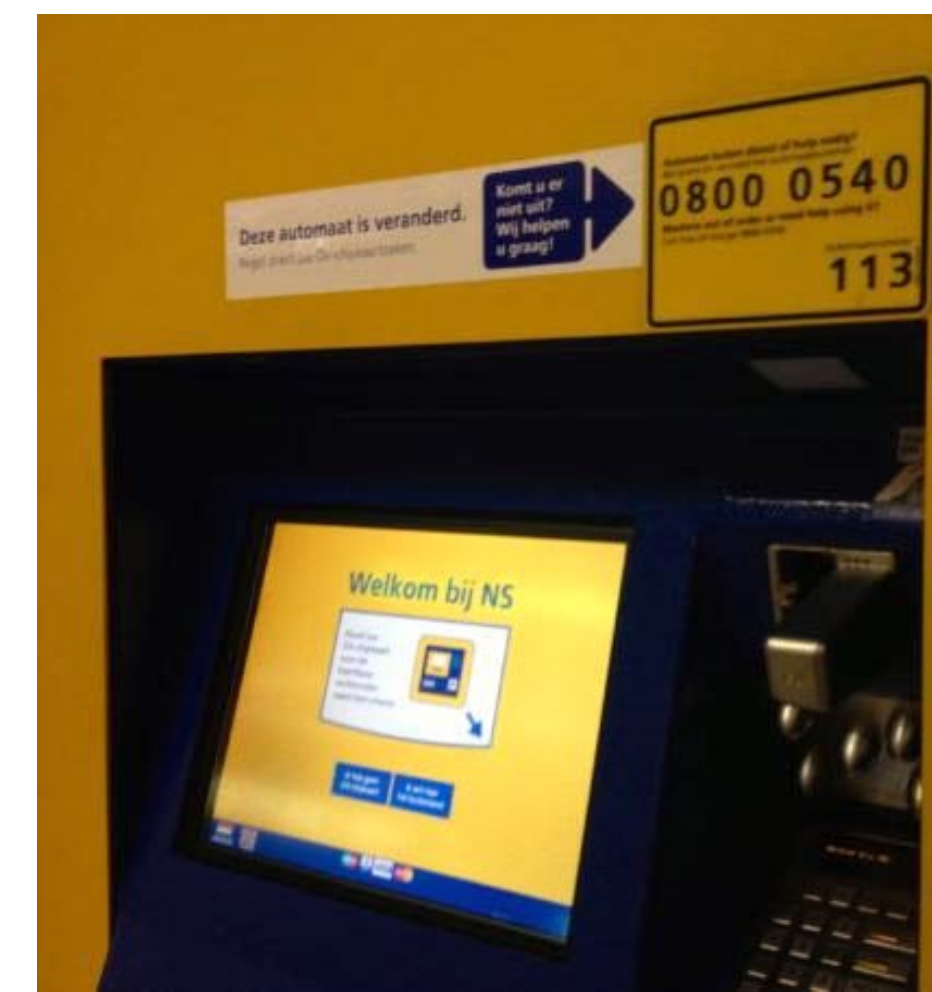
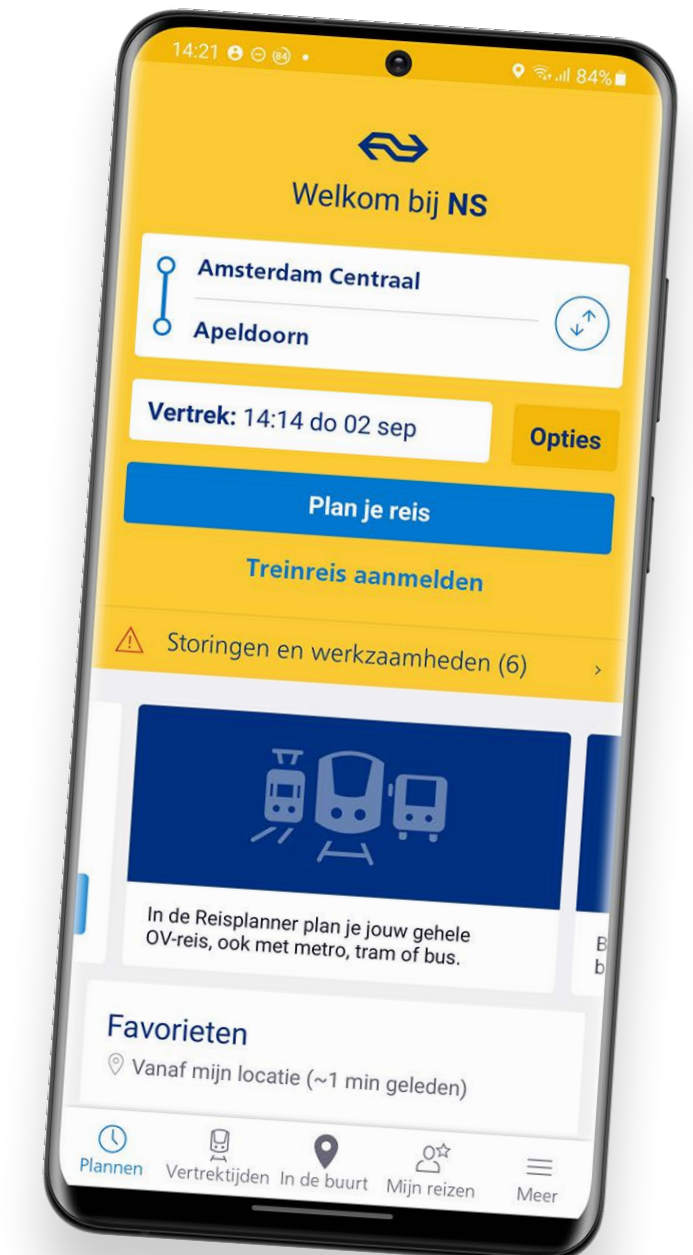
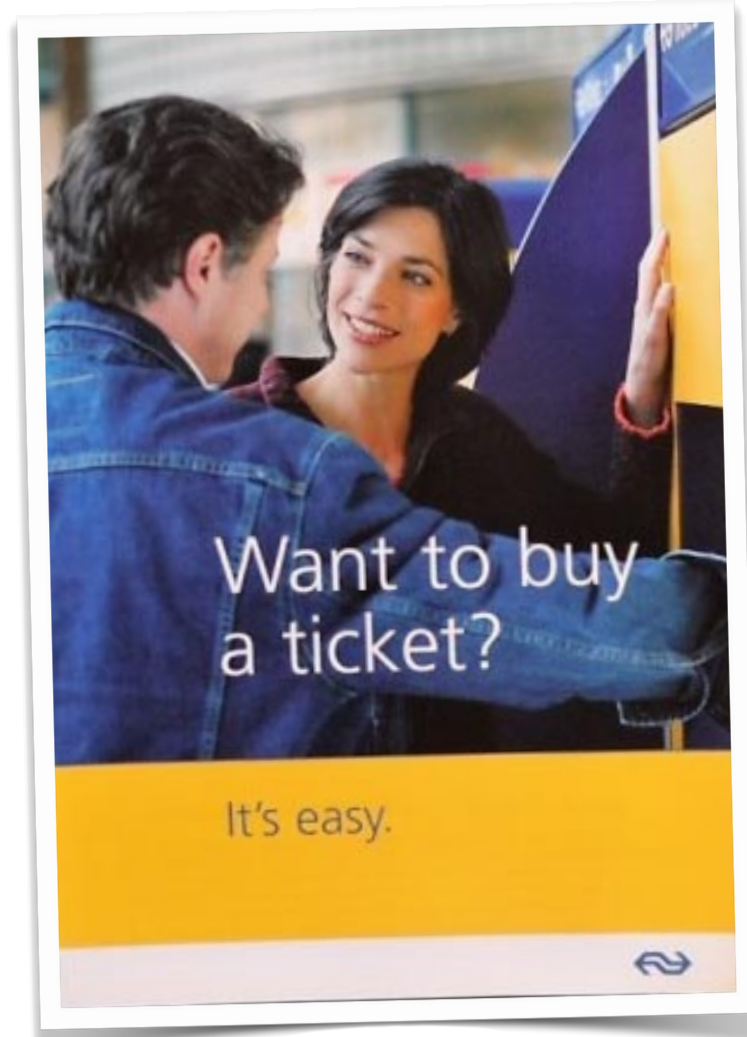
Lijkt op Avenir, maar is GRATIS !!

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ℬ	℥	ℙ												

Stel, je wilt alles in de Frutiger...



Trein in de wisselstand

9468

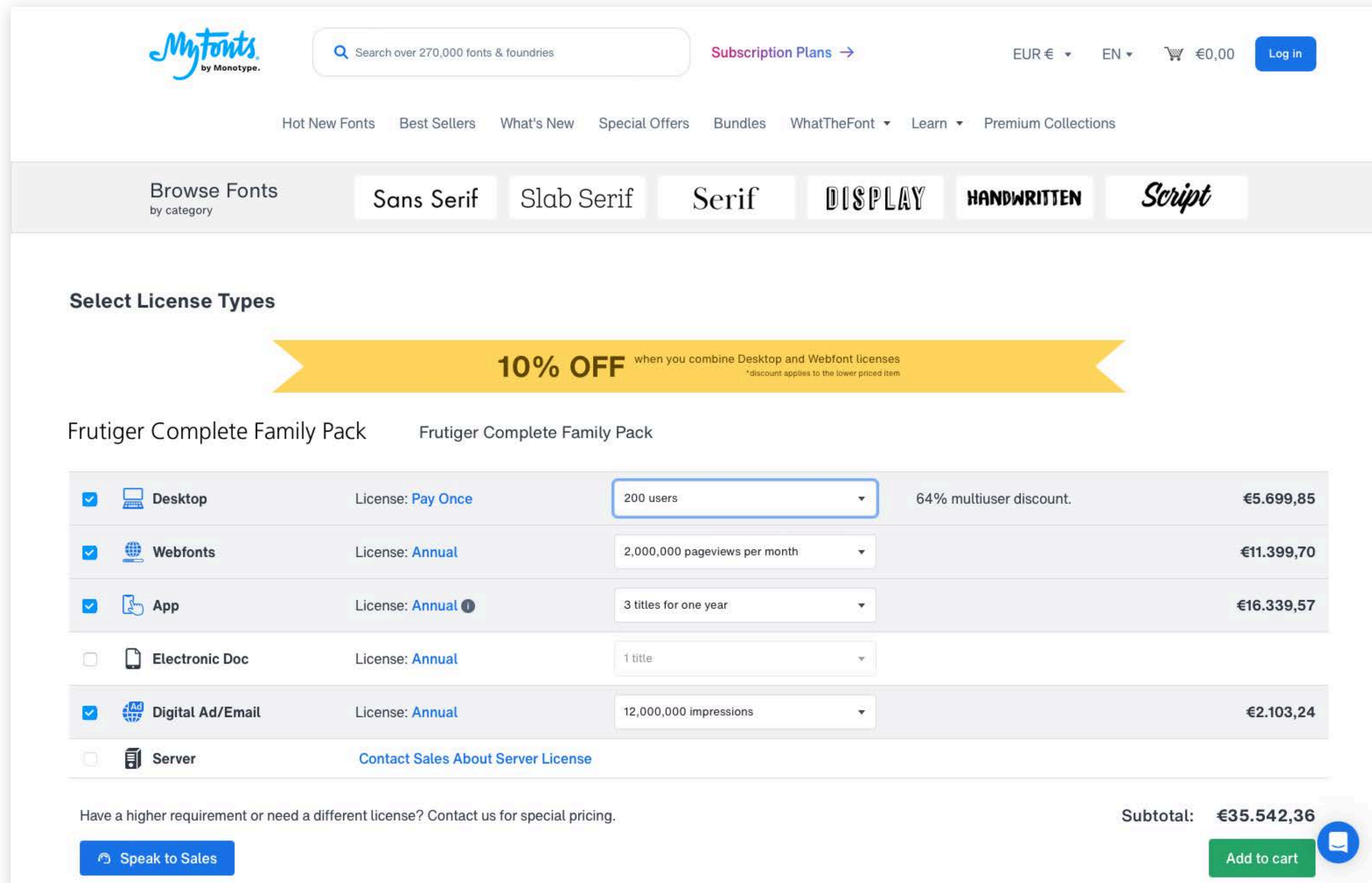


Henk Gianotten

Frutiger Univers train

The Dutch railway operator 'Nederlandse Spoorwegen' uses Frutiger as their house style font. In the past they used Univers. I reported earlier that there are 'Univers trains' and 'Frutiger trains.' Some old Univers trains were damaged, repainted and restickered with Frutiger signs. This train does have both Univers and Frutiger figures!

Wordt te duur, die Frutiger ?



The screenshot shows the MyFonts website interface for selecting a license for the Frutiger Complete Family Pack. The page includes a search bar, navigation links, and a list of font categories. A yellow banner offers a 10% discount when combining Desktop and Webfont licenses. The license selection table is as follows:

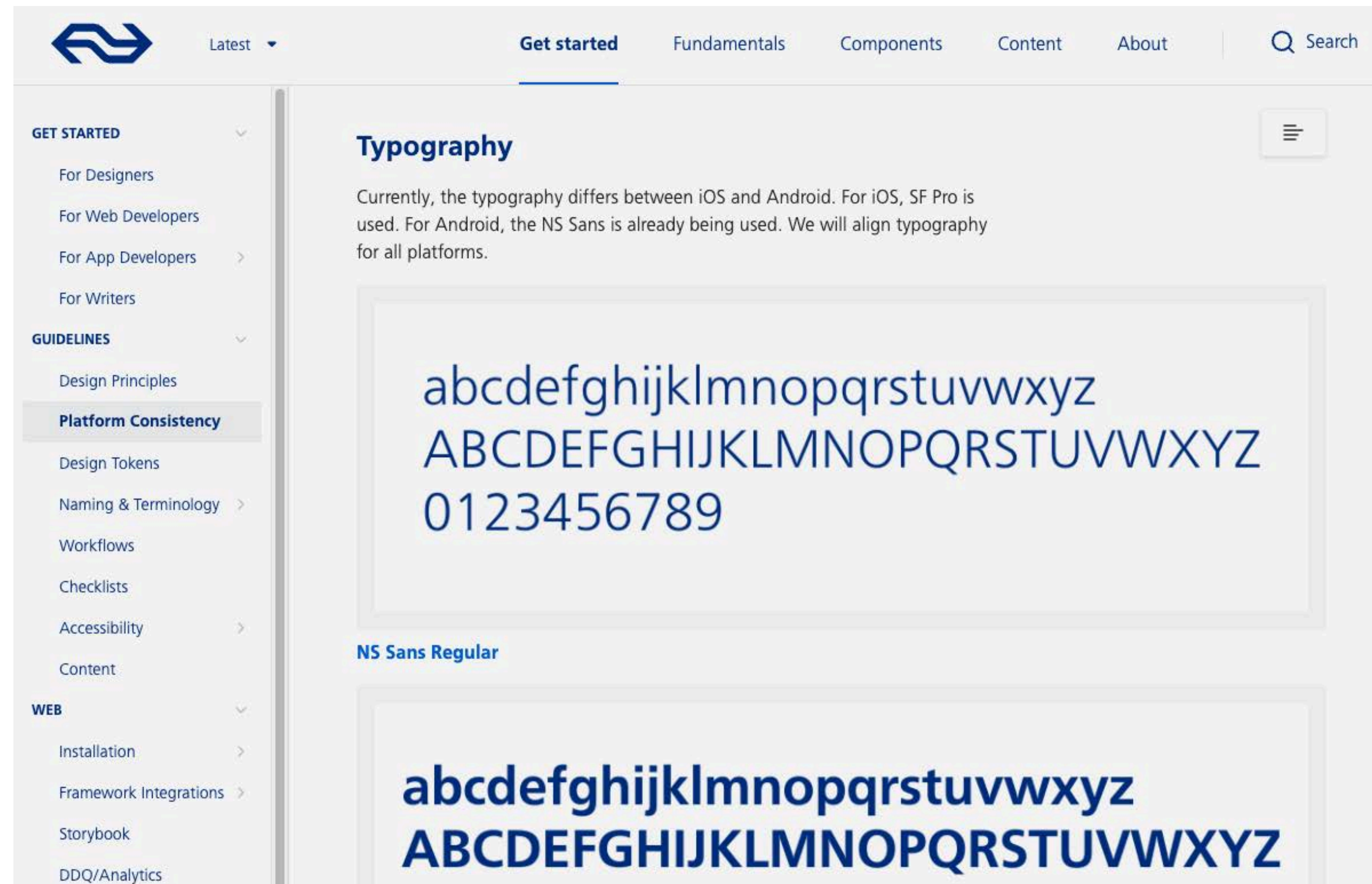
License Type	License	Usage	Discount	Price
<input checked="" type="checkbox"/> Desktop	License: Pay Once	200 users	64% multiuser discount.	€5.699,85
<input checked="" type="checkbox"/> Webfonts	License: Annual	2,000,000 pageviews per month		€11.399,70
<input checked="" type="checkbox"/> App	License: Annual	3 titles for one year		€16.339,57
<input type="checkbox"/> Electronic Doc	License: Annual	1 title		
<input checked="" type="checkbox"/> Digital Ad/Email	License: Annual	12,000,000 impressions		€2.103,24
<input type="checkbox"/> Server	Contact Sales About Server License			

Subtotal: €35.542,36

Buttons: [Speak to Sales](#), [Add to cart](#)

Frutiger Pro 45 Light
Frutiger Pro 46 Light Italic
 Frutiger Pro 55 Roman
Frutiger Pro 56 Italic
Frutiger Pro 65 Bold
Frutiger Pro 66 Bold Italic
Frutiger Pro 75 Black
Frutiger Pro 76 Black Italic
Frutiger Pro 95 Ultra Black
 Frutiger Pro 47 Light Condensed
Frutiger Pro 48 Light Condensed Italic
 Frutiger Pro 57 Condensed
Frutiger Pro 58 Condensed Italic
Frutiger Pro 67 Bold Condensed
Frutiger Pro 68 Bold Condensed Italic
Frutiger Pro 77 Black Condensed
Frutiger Pro 78 Black Condensed Italic
Frutiger Pro 87 Extra Black Condensed
Frutiger Pro 88 Extra Black Condensed Italic

Maak dan je 'eigen' lettertype...



Eh... geïnspireerd door Frutiger

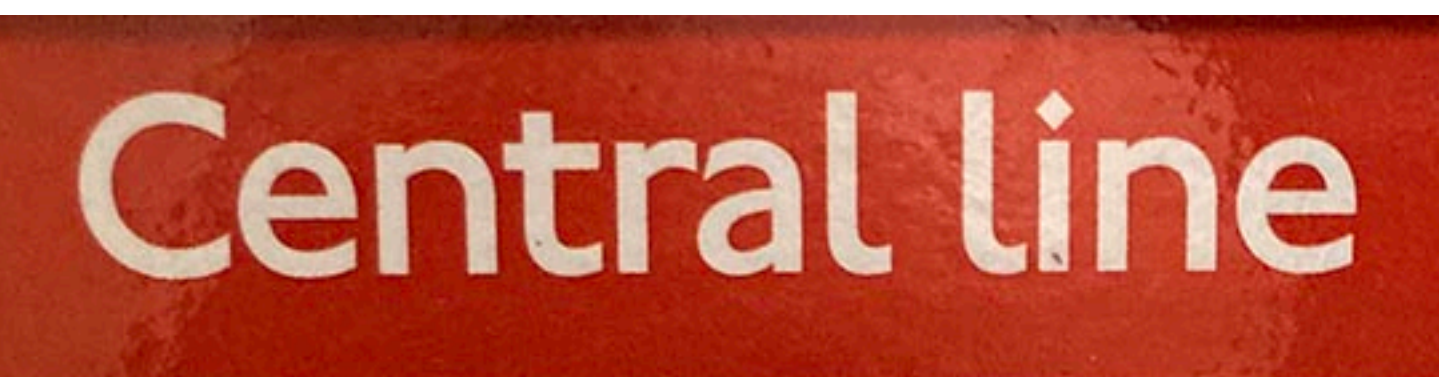
- Je haalt er een professionele typograaf bij,
- die gaat een uitstekend lettertype maken,
- geïnspireerd op een al bestaand lettertype.

Je bespaart tienduizenden Euro's op jaarbasis.

Frutiger
NS Sans [Strafgek]

London Underground Pro P22

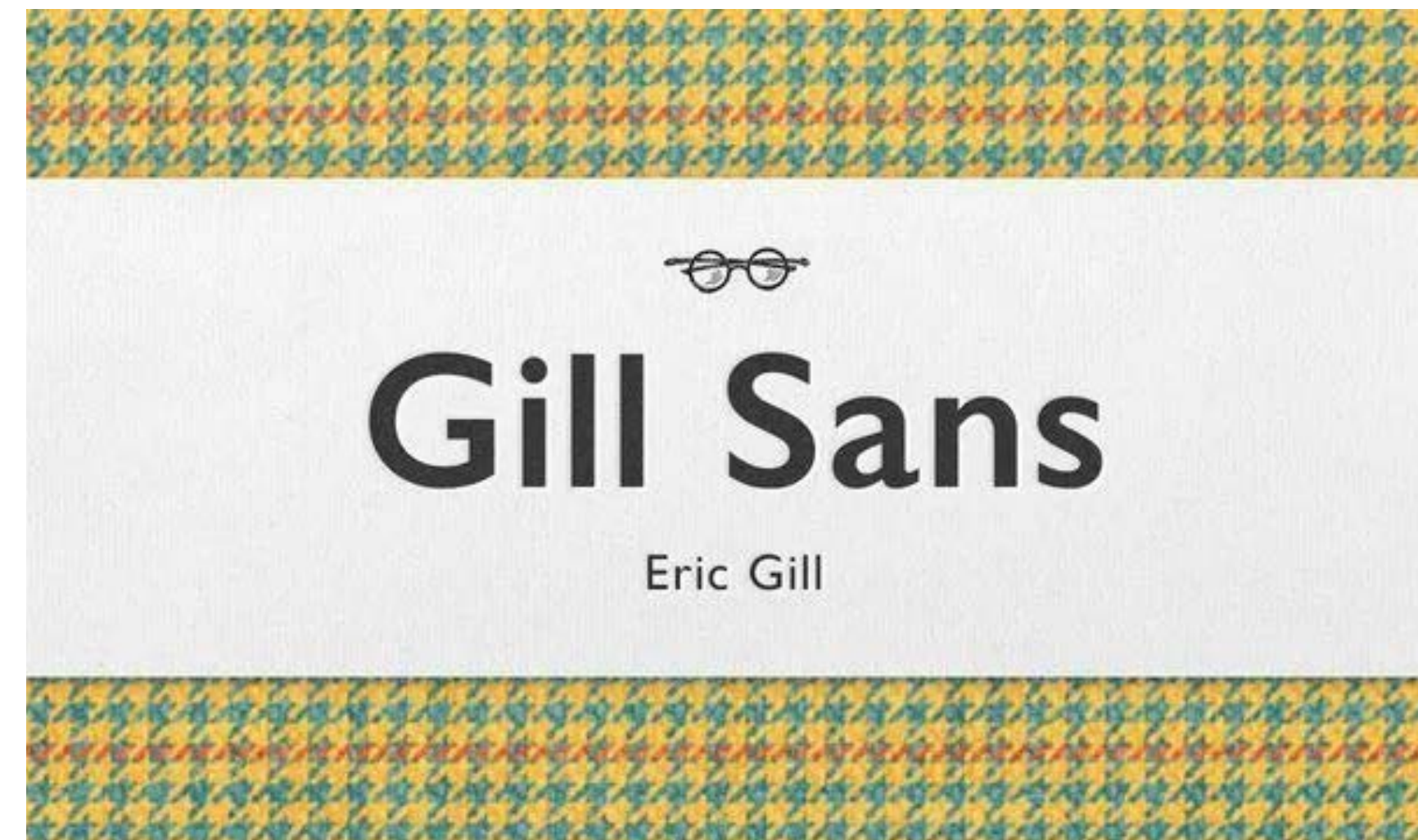
- Door Edward Johnston (collega van Eric Gill)



https://en.wikipedia.org/wiki/Edward_Johnston

Wordt de beroemde *Gill Sans*

- Overgenomen door *Eric Gill* als de *Gill Sans*



De i en j met een puntje...

https://en.wikipedia.org/wiki/Eric_Gill

OpenType features

- BETERE, ÈCHTE KLEINKAPITALEN
- Mooiere cijferstijl 256 256
- Juiste super²- en subscripts₃
- Meer ligaturen dan officieel
- Versiering zoals Esmeralda
- Variable & Color fonts (SVG)

En nog véél meer...



En zo kunnen we uren doorgaan...

Afronding

Vragen ? Verzoeken ? Verwonderingen ?

ADOBE MASTERCLASS

Dank voor je aandacht

