

SUMMERSCHOOL TRAINING  
**International  
Summer School  
ALUO 2020**

***Friday, 23<sup>rd</sup> October 2020***

12:30 – 13:30

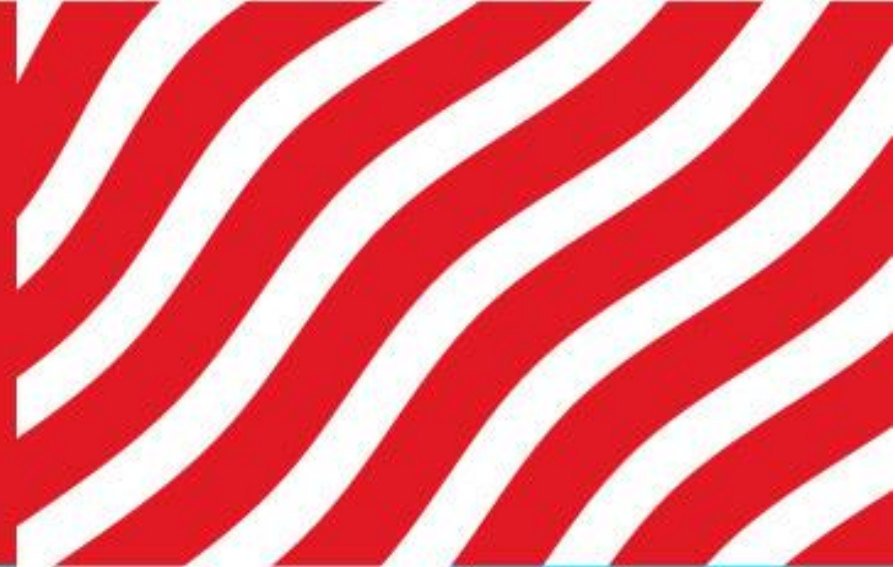
**Lecturer:**

Assoc. Prof. Domen Fras

*Project “Fostering Internationalization at Montenegrin HEIs through  
Efficient Strategic Planning – IESP”*

# ALUO

INTERNATIONAL  
SUMMER  
SCHOOL | MEDNARODNA  
POLETNA  
ŠOLA



TYPE DAYS LJUBLJANA  
WITH **GERRY LEONIDAS**

AUG  
2020





# International summer school based on previous teaching experience

Insights as typography teacher at UL ALUO:

- graphic design professional
- teaching typography for 15 years
- organizing, coordinating, attending and mentoring international summer schools since 1997
- connecting informal ways of study with institutional workframe





# Internal application process

## Meeting parameters with a proposal:

- course structure
- learning outcomes and ECTS
- date & timeframe
- international guest professor's confirmation
- draft budget

# Planned deadlines by months 2020

March:	<i>draft course structure</i>
April:	<i>detailed outline</i>
May:	<i>copy &amp; imagery ready for application call</i>
June:	<i>collecting applications</i>
July:	<i>closing application date &amp; selecting participants</i>
August:	<i>summer school 5 days</i>
later	<i>documentation and dissemination</i>

# Importance of intermediate deadlines

## Organising summer school:

- the project grows gradually
- collaborators & stakeholders need response time
- extra time to adapt the main scenario in case of inconvenient events

**\*\*March 12\*\***

“we decided to continue working according the plan and with high hopes for August”

“we’ve cancelled things happening in the very near few weeks, but are continuing to plan normally for autumn events.”

## some hopes and some questions ...

**\*\*April 20\*\***

regarding the summer school nobody knows at the moment these pain points:

- when the travel ban is lifted?
- what means of travel will teachers and students allowed or be able to use?
- will there be any quarantine for them prior the summer school?
- what are the online summer school options?



# Online switch

## Unsure global pandemic situation:

- final decision on May 7
- forced to find usefull of collaborative online environment
- delay with application date announcement



# Delay in application process

Missing the application posting DL for 3 weeks:

negative:

- weak bounce rate at social media
- low number of participants until expected end of the call

positive:

- extending the application deadlines until 30 July

**ONLINE  
COURSE**



**ONLY A FEW SPOTS LEFT.**

**APPLICATION DATE EXTENDED UNTIL 14 JULY 2020**

**TYPE DAYS LJUBLJANA  
WITH GERRY LEONIDAS**

**AUG  
2020**



tipobrda • Following



tipobrda ONLINE COURSE in type design with Gerry Leonidas, from 20-24 August.

There is still a chance for you to apply, but there are only a few spots left, so don't wait!

:envelope\_with\_arrow: final deadline for application 14 July

:desktop\_computer:online course

:calendar: 20-24 August

:globe\_with\_meridians: [www.summer-school-aluo.si](http://www.summer-school-aluo.si)

In collaboration @tipobrda

The course begins with an understanding of type genres, and helps participants conceptualise typefaces and plan typeface families. It



Liked by kristalika and others

JULY 10

Add a comment...

Post



# Jump start

**20–24 August;  
Online International Summer School UL ALUO Type Design**

- 3 days intensive work (Thu, Fri, Sat)
- 1 day related content (Sun)
- 1 day intensive work (Mon)

# The crew

**Intensive five day online typeface design course was supported with lectures, demonstrations and type references by:**

- professor Gerry Leonidas (Univeristy of Reading)
- professor Domen Fras (Univeristy of Ljubljana)
- asistant Alja Herlah (TipoBrda)
- asistant Krista Likar (TipoBrda)



# The schedule

## August 20

### *Morning*

#### Introduction

to the course | group working method

#### Presentation

Identifying genres and styles

#### Exercise Group Basic

Key proportions and patterns for rapid development

#### Exercise Group Advanced

Setting up a family design space

### *Afternoon*

#### Feedback

Individually and in groups

## August 21

### *Morning*

#### Presentation

Typographic proportions to inform typeface design decisions

#### Exercise Group Basic

Spacing methodologies

#### Exercise Group Advanced

Developing/refining styles

### *Afternoon*

#### Feedback

Individually and in groups

## August 22

### *Morning*

#### Feedback

Individually and in groups

### *Afternoon*

#### Presentation

The type market | career options

#### Feedback

Individually and in groups

## August 23

### *Morning*

#### Ljubljana Type walk

guided by Domen Fras

## August 24

### *Morning*

#### Presentation

Studying typefaces in detail to improve your briefs

#### Feedback

Individually and in groups

### *Afternoon*


#### Final presentation and feedback

Summary observations

# The schedule

## presentations

 online

 offline+live  
stream

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# Digital environment

## Applications and tools

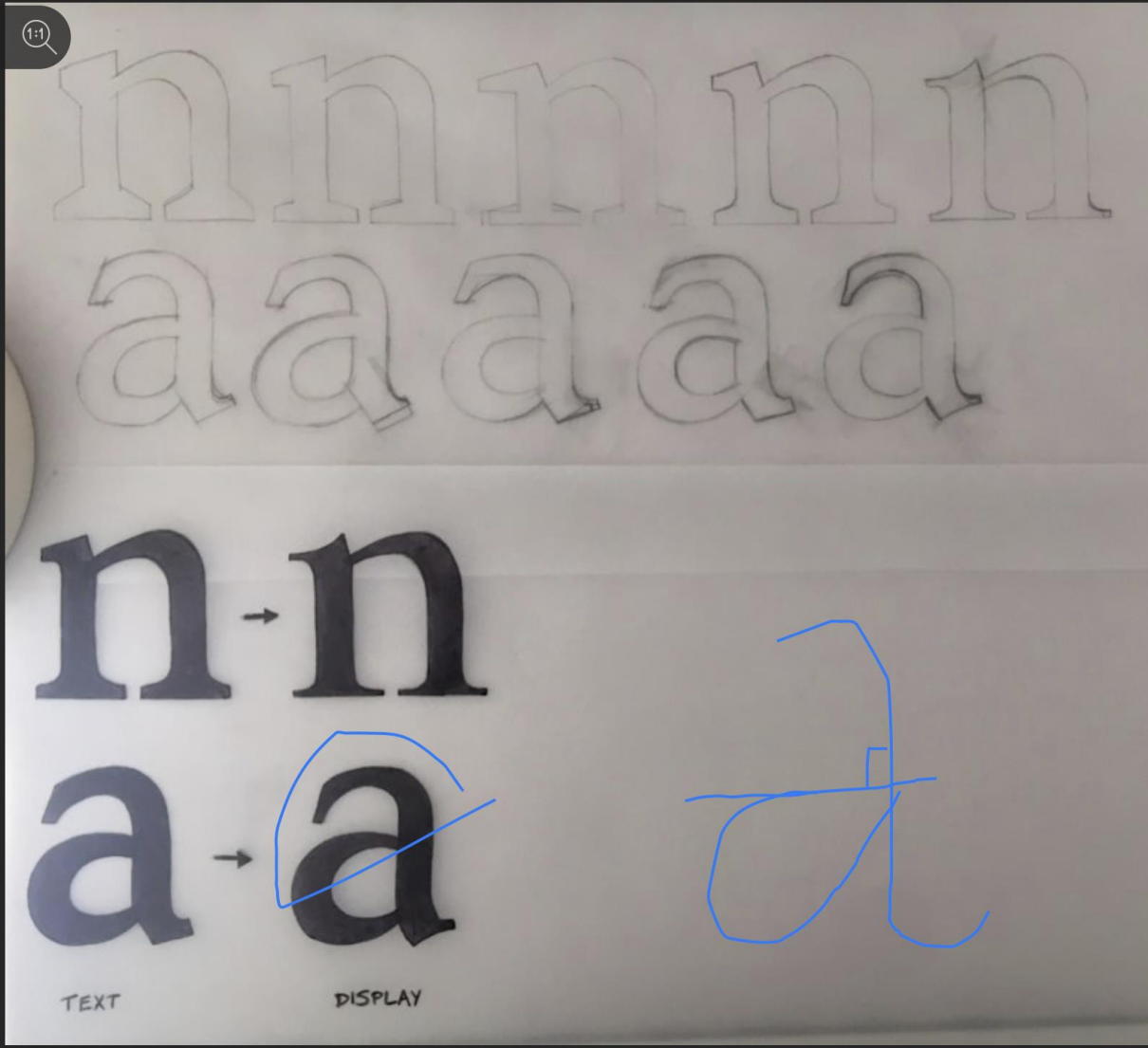
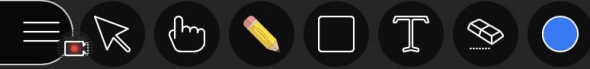
- Blackboard Collaborate (VC tool)
- Webex (public lectures)
- Glyphs, Fontlab (Font-editors)

# The brief

## What is the context of the type I am designing?

- understanding type genres
- conceptualise typefaces and plan typeface families
- methodologies for style consistency
- systematic development across styles and optical sizes
- workable fonts that can be used to typeset test documents
- understand how to position typefaces for specific markets
- originality and identity within realistic briefs.





Richard\_Round2.jpg



Everyone

Recording messages in this chat.

- jasmina #2 17:37  
yes, thank you
- Sava Kosmač #2 17:46  
ok, here it is - I started out making a pair of jeans but ended up in making a badly tailored zoot suit
- Simon Cozens #4 17:47  
Brilliant, thank you!
- Domen Fras #6 17:49  
I am worried about l.c. /o, Sava.
- Sava Kosmač #2 17:49  
oops:/ ?  
thanks!
- Nia Gombač #3 17:52  
I did
- Tamir Hassan #2 17:52  
I've uploaded some bold characters
- Richard McDonad (London) #2 17:52  
I've uploaded a second one (if we have time after everyone has finished round 1)
- Sava Kosmač #2 17:57  
Domen, kaj pomeni l.c.
- Domen Fras #6 17:57  
lower case

Say something 😊

31 27  
32 3  
33 10 11  
34 17 18  
35 24 25  
36 31





Richard is sharing content

Glyphs File Edit Glyph Paths Filter View Script Window Help

200820 Type Days.glyphs - New Font

100% Fri 10:58 RM



Dimensions

Fit Curve

Layers

Regular

Copy

Transformations

10%

6°



### Share Content

#### Primary Content

- Share Blank Whiteboard
- Share Application/Screen
- Share Camera
- Share Files

#### Secondary Content

- Polling

#### Interact

- Breakout Groups  
You're in: Main Room



Microphone icon

Video icon

Hand icon



4

16

Settings icon

Close icon

Glyphs File Edit Glyph Paths Filter View Script Window Help

Typefaces

Blackboard Collaborate Ultra

Communication Design: R...

Lara - Google Drive

Richard - Google Drive

Richard\_Saturday.glyphs - New Font

Font

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adhesion

philadelphia

london

Font Note

Type font note here.

Glyph Note

Empty glyph note.

Dimensions

Fit Curve

80% 80%

Layers

Regular

Copy

Transformations

10%

10%

180°

22 548

adehilmnopsu adhesion philadelphia lo

208 pt

Everyone

good morning!

Tamir Hassan 10:04

I could show something

Richard 10:04

could someone share the link to the google drive please?

Lara Orel Pogačar 10:05

[drive.google.com/drive/folders/12nj3d6IRKUGNu\\_uEBHDuklvk6\\_0or0\\_z](https://drive.google.com/drive/folders/12nj3d6IRKUGNu_uEBHDuklvk6_0or0_z)

Richard 10:05

thanks lara

Domen Fras 10:08

try not to rely on units or math. everything is more or less relative. all the letterforms relate each other.

may i add something?

Richard 10:30

i've added a glyphs file here: [drive.google.com/drive/folders/1Lbhw2j4JAOdD5uWYSxYTC2Ijes6DAPeI](https://drive.google.com/drive/folders/1Lbhw2j4JAOdD5uWYSxYTC2Ijes6DAPeI)

Simon Cozens 10:41

I have some files in my folder too. [drive.google.com/file/d/1OWCfrGY8rp9xAZWZuVjprdpB6qBo2dRt/view?usp=sharing](https://drive.google.com/file/d/1OWCfrGY8rp9xAZWZuVjprdpB6qBo2dRt/view?usp=sharing)

Domen Fras 10:44

Simon, put it in the common folder, please. The glyphs file you are sharing renders as a text.

say something



# Analogue environment

The concept of a type walk uncovers a very important skill which is decisive for a typographic education.

- How to observe the type?
- How to understand what you are looking at?









Jaka

Mateja

Klemen

Tristan

Barbara





# Learning outcomes

- understand the genre
- sketch the letters
- vectorize the artwork
- iterate the designs
- space the glyphs
- test the font and expand the type family
- contextual self evaluation

# Social media

ALUO and TipoBrda channels for targeting the audience before, during and after the workshop

- Instagram
- Facebook





# The results

- decisive steps
- quality before quantity
- comparable layouts
- convenient format for different media
- instant presentation



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Semi-serif  
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nopqrsu.**

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*Handwritten scribbles*

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hijlno  
pqr tu



# Wrap up

- team work is essential for successful results
- handy group of 12 participants
- importance of learning in different cultural environments
- outstanding number of participants at some online lectures (267)
- one of rare events in the field this year put ALUO on the map
- very intensive, therefore very fruitful course
- possible continuation





**Thank you**

@dmnfrs

# Discussion

Questions and answers

