Design for impatient eyes:
It takes far less time to read a text than it takes to write and edit it. This asymmetry of effort also exists in the basis of those texts: we can decode the symbols on the page in a fraction of the time it took to make those symbols. As readers we need only a basic understanding of letterforms. In order to design letterforms we must learn to look at the shapes, as well as their patterns and texture, in a far more analytical way.

Students at the TypeMedia master do just that. They study contrast, weight, rhythm, proportion, spacing: in short, every aspect of the process of making type. This year our students come from China, Croatia, Denmark, France, Germany, India, Mexico, Korea, Poland and Spain.

This year TypeMedia hosted the 2018 **Robothon** conference with speakers and attendees from all over the world. We also put up an exhibition for **Gerrit Noordzij prijs** laureate **Cyrus Highsmith**.

Royal Academy of Art The Hague

Erik van Blokland
Head of TypeMedia
Marja van der Burgh
Coordinator
Paul van der Laan
Peter Verheul
Senior lecturers

Françoise Berserik
Peter Biľak
Frank Blokland
Petr van Blokland
Just van Rossum
Fred Smeijers
Jan Willem Stas
Lecturers

Frank Grießhammer
Cyrus Highsmith
Ilya Ruderman
Kristyan Sarkis
Workshops

Laura Meseguer
External examiner

Paul Barnes
Prof. B.J.J. Haring
Cyrus Highsmith
Tania Raposo
Nina Stössinger
Gerard Unger
Noted guests

Museum Meermanno
Koninklijke Bibliotheek
UvA Bijzondere Collecties
Plantijn Moretus
Research partners

Adobe TypeKit
Commercial Type
RoboFont/Frederik Berlaen
TypeSupply/Tal Leming
Linda Hintz
& all KABK staff
Thanks!

TYPE AND MEDIA
Robothon 2018

typemedia.org
@typemedia