Master TypeMedia Graduation 2019

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 draw those symbols. As readers we need only a basic understanding of letterforms. Most of the reading happens as a reflex, only noticed it when it is hindered. In order to design letterforms we must learn to look at the shapes, as well as the patterns and textures they create.
The course at TypeMedia follows a practical approach: in studio-based making and learning. The students reflect on how their tools influence their creative process and the possible outcomes. "When in doubt, draw".

Our students come from **Catalonia, Costa Rica, Finland, France, Italy, Latvia, Russia, Switzerland, United Kingdom, United States.** A shared curiosity about type brought them to The Hague where they encountered the reality of a demanding year-long program.

Royal Academy of Art The Hague

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Workshops

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Noted guests

Museum Meermanno
Koninklijke Bibliotheek
UvA Bijzondere Collecties
Plantijn Moretus
Research partners

Commercial Type
Adobe Fonts
RoboFont/Frederik Berlaen
TypeSupply/Tal Leming
Buitenkant/Jan de Jong
Tânia Raposo
All KABK workshops, facilities and staff
Thanks!

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