

JUSTIFIED WEST

A one-day typographic event to be held at PLAZA 500 Hotel, Vancouver, BC 25 April 2009

THE DAY

Registration: 8AM—9AM
Speakers: 9AM—6PM

THE EVENING

Typophile Film Fest, co-sponsored by the Society of Graphic Designers of Canada
Doors open: 7PM. Films: 8PM—11PM

ADVANCE REGISTRATION

To register, please phone 604 323 5322 and ask to register for Justified West

FURTHER INFORMATION

Contact Dr Shelley Gruendler
Email: sgruendler@langara.bc.ca

LOCATION

PLAZA 500 Hotel, Vancouver
Located at the corner of Cambie Street & 12th Avenue

JUSTIFIED WEST

SUPPORT YOUR LOCAL TYPEFACE DESIGNER

In a world dominated by 'foundry type' you can stand out from the crowd by using locally produced type, building relationships with local type designers and even commissioning custom type. Si Daniels, manages type projects at Microsoft where he has put this philosophy into practice for various projects, and will share his experiences and those of others who've chosen to do the same. **SI DANIELS**

LEGIBILITY AND READABILITY

Kevin is interested in learning about what happens when we read from computer screens. He expects text and layout quality to improve as we learn more

about how we read. Kevin will discuss a few recent projects including: What is the physiological cause of eye fatigue? Are there cognitive benefits for high typographic quality page layouts? And how can we tell if some letters are more legible than other?

KEVIN LARSON

DON'T BE CAUGHT IN THE MOUNTAINS WITH YOUR DANCING SHOES ON: A FEW PRACTICAL LESSONS ON TYPEFACE SELECTION

Typography was once an arcane, specialist craft with its own technology, its own terminology, and even its own measurement system (ever heard of picas?). Now, thanks to the personal computer, even the newest of newbies has a fairly good grasp on what digital fonts are and what they do. Yet with everything that's been written on how to use type it's surprising how little attention is paid to the first step of any typographic project: selecting type. Which typeface is right for the job? Which two typefaces are right for each other? How do you know if the typefaces are any good to begin with? Stephen will offer practical answers to these questions, along with "A Cure for the Common Font" — a few under-appreciated alternatives that perform just as well, or better, than the safe and ubiquitous standards.

STEPHEN COLES

YOU DON'T SAY: NUU CHAH NULTH LANGUAGE RESEARCH IN HUPAĆASATĤ TERRITORY

The HupaćasatĤ First Nation's complex history in the Alberni Valley of Vancouver Island, British Columbia, has informed the work of the HupaćasatĤ Language Team in its efforts to preserve and revitalize the Nuuchah Nulth language. This presentation will introduce and elaborate upon the visual aspects of the Nuuchah Nulth language, and highlight the importance of diverse approaches in graphic design and typography. **EMILY LUCE**

PAST & PRESENT TYPOGRAPHIC WORK

Marian will describe her typographic illustrative work and her process with a range of clients and design studios. She has had four pieces accepted to the permanent collection of the Cooper Hewitt National Design Museum in New York, USA, and we know that there will be many more to come. This is your chance to see why she is so respected by graphic designers and typographers alike. **MARIAN BANTJES**

JIM RIMMER: TYPOGRAPHIC WORK, PAST AND PRESENT

It is a rare typographic craftsman who is fully at ease cutting metal typefaces by hand and working the same designs with Bezier Curves on a Macintosh computer. Jim Rimmer is this craftsman and more. He has designed typefaces for his own books that he designs, illustrates, prints and occasionally writes himself. Jim will discuss and present his typographic work from hot metal to book design and production as well as his digital collection with P22. **JIM RIMMER**

P22 PRESENTS 'STERN'

Richard will present the project: "Making Faces", a film in progress documenting the process used by local typographer Jim Rimmer make "Stern", the first typeface ever designed to be simultaneously released in metal and digital formats. **RICHARD KEGLER**

FORENSIC TYPOGRAPHY

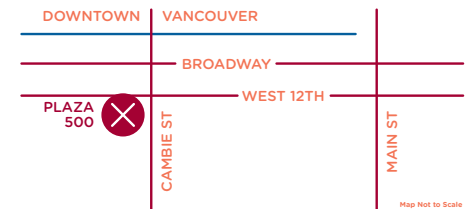
Thomas Phinney will show and discuss cases of forged documents and other typographic investigations he's been asked to investigate, from a father's will to the NFL's Pro Football Hall of Fame, to the US presidency. Learn how choices of fonts, typography and output devices have ruined perfectly good forgeries. **THOMAS PHINNEY**

MOBILE TYPOGRAPHY

Designing for mobile devices introduces new challenges, many of which can be limiting when trying to push the envelope. Until recently, innovation in Mobile Typography has been restricted not only by the technology, but also by a lack of informed design decisions related to how users consume their information while on the go. Zara will cover the current landscape of typography on mobile devices, offer insight on where the opportunities lie for successful designs and discuss basic typographic considerations and challenges when approaching mobile user interface design. **ZARA EVENS**

TYPE CAMP: RETHINKING HOW TYPOGRAPHY IS LEARNED

What is wrong with typographic teaching today? Why is typography viewed as an extra to the Graphic Design field? This talk will discuss the fundamental problems in education and will propose solutions through the recently developed Type Camp. Already in its third year, with camps in Canada, India, England, and Australia, Type Camp is changing the way people learn typography all over the world. **SHELLEY GRUENDLER**



Professionals: \$175

GDC Members: \$150

Students: \$75

Langara Students: \$50