An occasional newsletter from Jeremy Tankard Typography – December 2010

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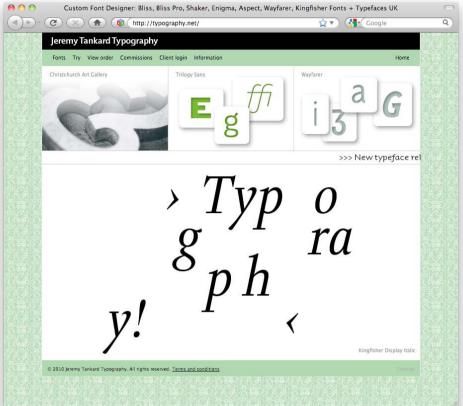
Webfonts

Over the past year typography on the web has been changing. With support for the CSS @font-face rule arriving in browsers together with a viable font format, web typography is fast becoming a reality.

Jeremy Tankard Typography has been working with <u>Fontdeck</u> to deliver our typeface collection as part of Fontdeck's webfont service.



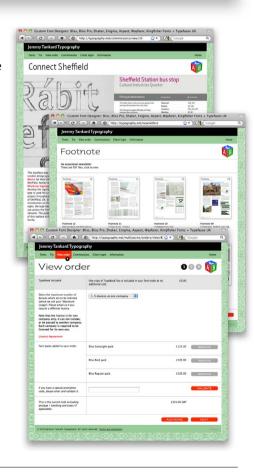
At typography.net you will find a new button on the try and buy pages. Clicking on the 'webfonts' button will take you to that type's page at fontdeck.com. Here you can sign up for the webfont service and select the font you require for web use.



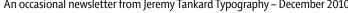
Home page of typography.net

New website

Toward the end of 2009 I felt the need to update typography.net. To make it more image led and to rework the order process to allow the Safari browser to be used to place an order. In the first quarter of 2010 development ideas were discussed with our web agency NuBlue. Then work started in mid 2010 and all aspects of the website were reviewed. The site still retains the simplicity of structure that was established in previous versions. Now it is more visual, with browsing, trying and ordering made easier. There's even a use for the ABC cube – finally. A big thank you to NuBlue for doing all the magic to make it work.



Footnote





Type apprenticeship

In early June applications were invited for a project funded by the Wynkyn de Worde Society. This was an opportunity for a type design apprenticeship with Jeremy Tankard. The position was for two days a week for five weeks at the studio in Cambridge. Applicants were required to have a typeface in the early stages of development and to have a working knowledge of the type design program FontLab. Three applicants were shortlisted and interviews were held in July.

Fernando Rodriques was given the opportunity to complete his typeface, Parallax. The apprenticeship took place during October and November. During the allotted time (and many iChat conferences between), Fernando's designs for a roman and italic serif were reviewed, corrected, developed and completed with an extensive character set including small caps, superiors, number sets and fractions. The final OpenType fonts were fully kerned and hinted. It was quite a task to achieve all this as well as the design and print of a leaflet. Job well done!

Leaflet designed by Fernando for his typeface Parallax



Reviewing the kerning



Roman & italic

Fernando's early sketches The final roman and italic of Parallax



Passing the printed leaflet on press