Times Roman

The Place for Gossip and Good Type

Stars Turn Up for The "Typo" Awards

By Jennifer Harder

The 10th Annual Typography Awards, or "Typo" Awards as they are known, was attended by many big name stars this year.

It's a show that is held annually to recognize our country's most exceptional Font designers and allow the Stars to present Awards to them for their good work.

One of the Movie Categories this year was **Best Font used in a Horror Flick**. The winner this year was "Creepy". **Best Dramatic Font** went to "Banjoman Open Bold" for its use in the Movie **Chicago**. "Mojo" received the Award for **Best Type in a Comedy**. However some of the stars commented that a better choice would have been "Bellbottom".

"We were surprised when Movie Producer Peter Jackson and Elijah Wood asked to be presenters," said Award organizer Steven Sans. "No one expected that they would present the Award for **Best Font Used in a Motion Picture**. All I can say is they were not disappointed. "Bronson" from **Lord of the Rings** won hands down.

Another highlight of the evening was the choice for **Best Supporting Font in a Foreign Film**. The critics choose "Jalen" for its unusual Oriental Style.

"We're elated," remarked enStep, the creator of Jalen. "We have not won in five years, this is great."
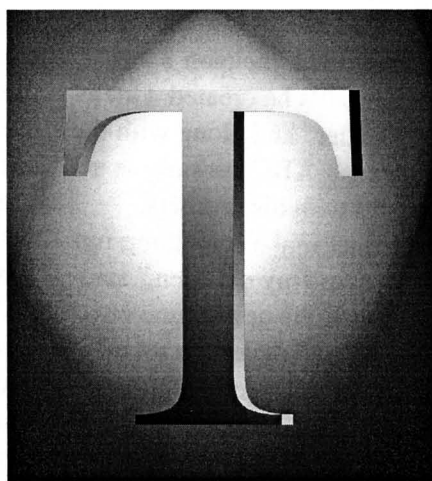
After the Awards were presented for work in various movies, other Statues were handed out to those who had designed specific fonts for Books. "Some of the fonts that won were the Traditional Helvetica, Times, and Arial. However, some unexpected names did appear, "New Baskerville", "Antique Olive", and "Copperplate".

"Copperplate" was definitely unexpected," commented Steven Sans." It has no lower case letters, only small caps. Nevertheless it's good to see that the judges are becoming less inflexible and are giving the less traditional a try."

The last Awards of the Evening were **Most Unusual Symbol Font of the Year** and **Most Creative Font**. **Unusual** last year had been "Webdings", but this year it went to "Uprooted Twig" for its unique collection of plant shapes. **Most Creative** was "PlumLoco".

"It was suggested that it should be nominated after it was seen in a local printing Newsletter," says Norman Gothic, one of the Judges. "I know some people feel that a font should be more universally recognized before it is nominated, but I and the other judges thought it was wonderfully descriptive."

After the "Typo" Award Ceremonies had wound down, everyone was treated to Cheese cake or one of the many other specialties from **Cafe Allegro**. On one side of the plate was a Chocolate letter, the first Initial of each guest.

During the meal a few of the Font designers stood up and gave speeches on how they had decided upon their careers and how before these award ceremonies they had received little or no recognition. Thankfully that had changed and the public was becoming more educated and aware of the publishing industry.

Everyone including the Stars remarked it had been a fun evening. Many were looking forward to next year.

Some of them went away with **Micromedia Fontographer** or **Adobe Type Manager,** just two of the sponsors for the Award show.

George Clooney, upon getting the Type Manager, remarked that he had never received a gift like this at an award show. "Now if I can only figure out how to turn on my computer," he said.

Celebrity News

"O" or "Zero"
By Ivan Amani

Things have not been going well for Oprah, especially when it comes to her magazine, "O".

"There's a prankster in the Layout department," remarked Production Manager of Harpo Enterprises. " He or she keeps changing the "O" to a "0" (Zero) on the cover. The average consumer does not recognize this, they just think we're choosing a slimmer letter. Nevertheless sales were down when this happened. The public is very used to the way something looks, they don't like change. This is reflected in fewer people buying the Magazine."

The Production Manager has been keeping a watchful eye over his team at Harpo, he believes that the switch occurs just before the image is lasered onto the plate cylinder on the press.

"In the past I could check a plate before it went on the press, now the image is lasered on directly. We have a deadline to meet, I have other jobs to check, I can't be there for every run. Each new imaging costs money. Pressmen aren't proof readers, only color proofers. This is a job for prepress and layout. However, no one has been able to find the cause, it could be a link to an image was changed or maybe a last minute change in files. All I know if Oprah's not happy, no one here is."

After the interview, Harpo's Production Manager said he would give us an update when he and his team found who is causing the switch in magazine covers.

Jackson "5"
By Caren Gino

Who knew? Michael Jackson likes **Fontographer** and he is coming out with a Music/Type CD to prove it.

The CD entitled **Jackson 5** has ten unique font's he created. One is called "Thriller" and along with the fonts, the song **ABC**, he sang as a young child with his brothers.

"I wanted to make something fun for my fans and my children," said Michael when the news came out. " I saw someone making a set of fonts one day at an Artist studio, on the computer. I asked, 'Is it easy to do?' And the artist said, 'yes'. I thought this would be a neat hobby, so I bought **Fontographer**, took some lessons and created this CD. **Jackson 5** sounded like a cool name; it has to do with numbers and letters, things my children are starting to learn."

Jackson would not comment as to what the money from the sale of the CD would be used for, however, he did say that he would create another CD sometime in the near future.
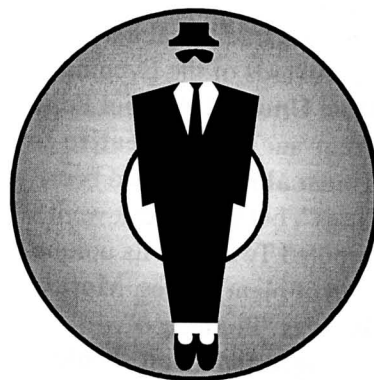
Message from the Editor

I hope that you are enjoying the Newsletter so far. It's been exciting and enjoyable creating and designing a newsletter that focuses solely on Type. Type to me gives expression and life to the written word. Meaning and clarity are expanded when a work has that graphic touch. One such example is the short story I wrote, entitled **Anna the Courier**. By using the "A" of each font I was able to tell a picture story and help people recognize and relate letters to fonts and maybe have a little fun too. The celebrity stories, writers, and Anna Blackoak are purely fictional and never happened. However, the news might be more interesting if they had. I hope that by reading this Newsletter it has given you some creative ideas to experiment with. Newsletter, graphics, and type are a great way to express ideas.

Quick History Facts

Black letter text is also known as Old English.

"Subiaco face" was an early version of the Roman typeface.

Nicolas Jenson was one of the main developers of the Roman Type Style. His letters were based on the letters cut into stone by the Romans. From this he developed a lower case alphabet. Hundreds of years later designers have often used his models for their own styles.

Getting your Fonts Organized on your PC or Mac prevents Headaches.

By Alison Damaris

Whether you work in a Prepress department or in any business that requires typing, knowing what kind of Fonts you have or don't have on your computer can save you a lot of headaches.

Now you may say, "I thought the most commonly lost items were Images or Files?" Well yes that is true. But aren't Fonts also little files? Now most people who don't work in the printing industry or just use the computer for the odd report or emailing are probably looking at this article rather strangely. Many of them may not even realize where the fonts are on the computer or even where they exist. They just go to their little drop down menu in a layout program, pick any font they like and hope that their file will turn up the same way on another computer. Or maybe they have removed a game from their computer in the last month. Possibly that game may have contained a font called "Litter box". The next day they open a file that used that font, which they had discovered in the drop down menu, but now its gone. Where did it go?

Before I took a printing course I never really considered the importance of knowing where your fonts live or how many of them there are. I thought they were part of the program or everyone had the same fonts. I can tell you now from experience, you should know what is happening inside your computer.

So if you're interested in organization here's what you can do...

First, know where your font folder is, this could be important, especially if you want to add fonts to your computer. Then **see how many fonts you have**. If you own a Mac it might be wise to get rid of any corrupt, damaged, or duplicate fonts. Next **make a screen shot of the whole folder**. This can be done by pressing a combination of keys and then copying the picture into a layout program. Read a computer basics book if you are unsure how to do this. Then **print out the file**. At this point that may be all the work you want to do. At least now if your font folder changes you will be able to compare it to the original.

However, if you are like me you'll want to go that extra step to really master your fonts. By double clicking on each of the font folders you can bring up a dialog box, this box will give you the option to print out a copy of what the style of the font looks like. These printed pages can be organized in a book. This is good because you may want to use a font that you had on an old document and now you can't find the file. Just compare the fonts and find the one that most closely matches, it's that easy. With your book you might find other fonts you like so you can add flare to your Headlines...

Lastly, if you really are a font fanatic you can get a managing program like **Adobe Type Manager** or **Master Juggler**. These programs are great because they act as links to font folders that reside somewhere else on the hard drive. When you don't need a font you can shut it off so that you have more memory to run other programs. One warning to this is be careful not to shut off fonts that are part of your main computer system. Only use this type of management for fonts that you have recently added from a font CD. Hopefully this information will get you interested in exploring the world of fonts.

If you would like to learn more I suggest getting these two books by the female author Robin Williams, **The Computer is Not a Typewriter** and **How to Boss your Fonts Around**
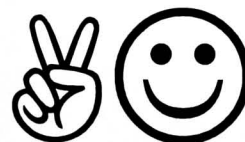
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Ask the Manager

By Anna Blackoak

Having trouble with your type and is it ruining your relationship? Email Anna at ablackoak@kern.com.

Dear Anna,

I have a friend who works at a publishing firm and I asked him to publish my memoirs. I sent him the text in "Calisto", the type I want for the body of the book. When he opened the file he claimed the font was not there. He asked me to send him the font. I thought printers had all the fonts? Should I do what he says?

Confused.

Dear Confused,

Yes, I think it would be a good idea to send him "Calisto". Printers have many fonts, but not all of them. The customer often has to supply the font with a job. If you

are having difficulty finding the font on the hard drive, ask your friend to help you or maybe he can suggest a substitute.

Dear Anna,

My girlfriend and I enjoy writing letters to each other on the computer. She likes using the font "Arial". I own a Mac and like "Helvetica". I keep telling her that "Helvetica" is a way better font and she should switch and try other letter styles, but she still insists that "Arial" is exactly the same as any other and she does not want change. I am worried this might affect our relationship, how can I convince her I'm right?

Mr.Right

Dear Mr. R,

I understand what your saying, however I can't agree. If your girlfriend likes to use "Arial" let

her. This should not get in the way of your relationship. "Helvetica" and "Arial" may look the same in shape, but their spacing between the letters is different, that is true. If she likes how it looks, that's OK. If you want to try other Sans Serif fonts because of their style and spacing, then go for it. Some suggestions I have are "Myriad", "News Gothic", and "Univers". Some people are naturally cautious in their choices of type and some are adventurous. Just remember, balance is the key. You don't want your letters to end up like ransom notes. My best advice is focus more on the fact that she sends you letters then the font she uses. At least she wants to communicate with you and the message is clear.
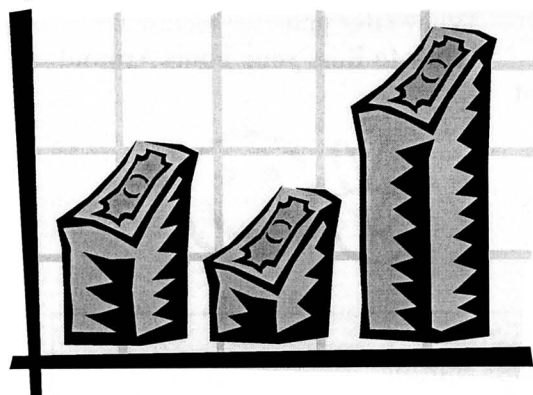

This week's quiz question.
What is the white space inside the O called? *Think you know? Then email Anna*

Business this Month
Open Type shows it's a true Competitor
By John Huntson

Are your fonts getting to be too much for you? Don't know what to use anymore?

What should it be, True Type, Type 1, or Multiple Masters? Nothing seems to be working for your publishing needs. Well, maybe you need the new and improved solution, Open Type. In the past, True Type

was OK, but it didn't work well at Professional Printer's houses. Type 1 was better but if you didn't send along the printer icon or lost it, you were toast. Multiple Masters was OK but it gave way too many options and you still had to deal with printer icons. They are all good but there was one main problem, you could not use them on both a Mac and PC and few people knew how to convert them. That is why Open Type is better because it can be used it on both platforms. It can hold many more symbols and still be a relatively small file. At first you may say, that costs too much, but believe me, it's well worth the price when you consider what you will save later on. Not only does Open Type contain the regular alphabet, but also alphabets in other languages. Now you don't have to go out and buy more fonts, they're all in one neat package. Thus not only are you saving money in the long run, but also time, because now you don't have to search your computer for multiple fonts and your printer doesn't have to spend extra time down loading them. In this world of fast paced publishing, integration is the key. Open Type is the solution. *To learn more about Open Type and how it can help you, visit www.adobe.com*