



# Modular typefaces as a design tool, Manuel Krebs (Norm)

Summer School 2022

# MODULAR TYPEFACES AS A DESIGN TOOL. BETWEEN DOG AND WOLF

## Date

July, 4 – 8

## Timetable

10.00 a.m. – 2.15 p.m.

## Duration

20 h

## Language

English

## Professor

Manuel Krebs  
(Norm)

## Keywords

experiment, curiosity,  
order, structure

## Required materials (students)

Standard tools for digital work  
The school will supply the necessary drawing materials, though the participants are welcome to bring their own.

## Level

Intermediate

## Price

€625

## Presentation

When the day ends and the night begins, there is the moment when it is not clear which of the two it belongs to. In French this moment is called 'entre chien et loup', between dog and wolf. In a way, this moment also exists in typography, the writing is the day and the image is the night. And exactly so there is the flowing border between the graphic designer and the type designer, because from when on is the graphic designer a type designer and the type designer a graphic designer? This workshop is about these grey areas.

## Objectives

This workshop focuses on the development of modular fonts. An inventory of modules that allow, in combination, the creation of letters, will be developed. The modules are the molecules of the project. To apply the modules, tools will be developed to create and reproduce them. The aim is to have control over the entire production process (literally) in one's own hands. Thus, conventional working processes will be questioned and the direct influence of the tools on aesthetics will be made clear. The process is determined by the pairs of opposites experiment/curiosity, vs. order/structure.

## Aimed at

Graphic & Type Designers (the good, the bad, the ugly).

## Structure and contents

First of all, an introduction to the brief will be given, continuing with individual discussions on project. Then group discussions on the dedicated project will follow, ending with a final presentation.

## Professor

### MANUEL KREBS

Studied graphic design at the School of Applied Arts in Biel-Bienne. Established together with Dimitri Bruni the graphic design studio NORM in 1999, in 2007 Ludovic Varone joins the studio. Norm focuses on designing and publishing books and typefaces. Book design includes self-commissioned research in the field of type and graphic design, the most relevant being 'Norm: Introduction' (2000) and 'Norm: The Things' (2002). Commissions include numerous collaborations with museums (Museum of Modern Art, New York; Tate Modern, London; Louvre, Paris; Centre Pompidou, Paris; Triennale Milano; Kunsthaus Zurich; Museum for Gestaltung Zurich) and artists (Fischli & Weiss; Simon Starling; Christian Marclay; Kelley Walker; Shirana Shahbazi). Examples for type design include the 'Simple' typeface for Cologne/Bonn airport (2003), the corporate typeface for OMEGA watches, the typeface 'Replica' (2008, lineto.com), the corporate typeface for Swatch (2010) and the typeface 'Riforma' (2018, lineto.com). They are regularly teaching at art and design schools such as ECAL in Lausanne. Norm have received numerous awards such as the Swiss Confedate Design Award 2000 and 2002, the Design Award Switzerland and the Jan Tschichold Prize in 2003. In 2011, Norm was awarded the Grand Prix Design by the Swiss Government.

→ norm.to

## MORE INFORMATION

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The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Due to COVID19, some dates could be modified and/or some courses could be canceled.