

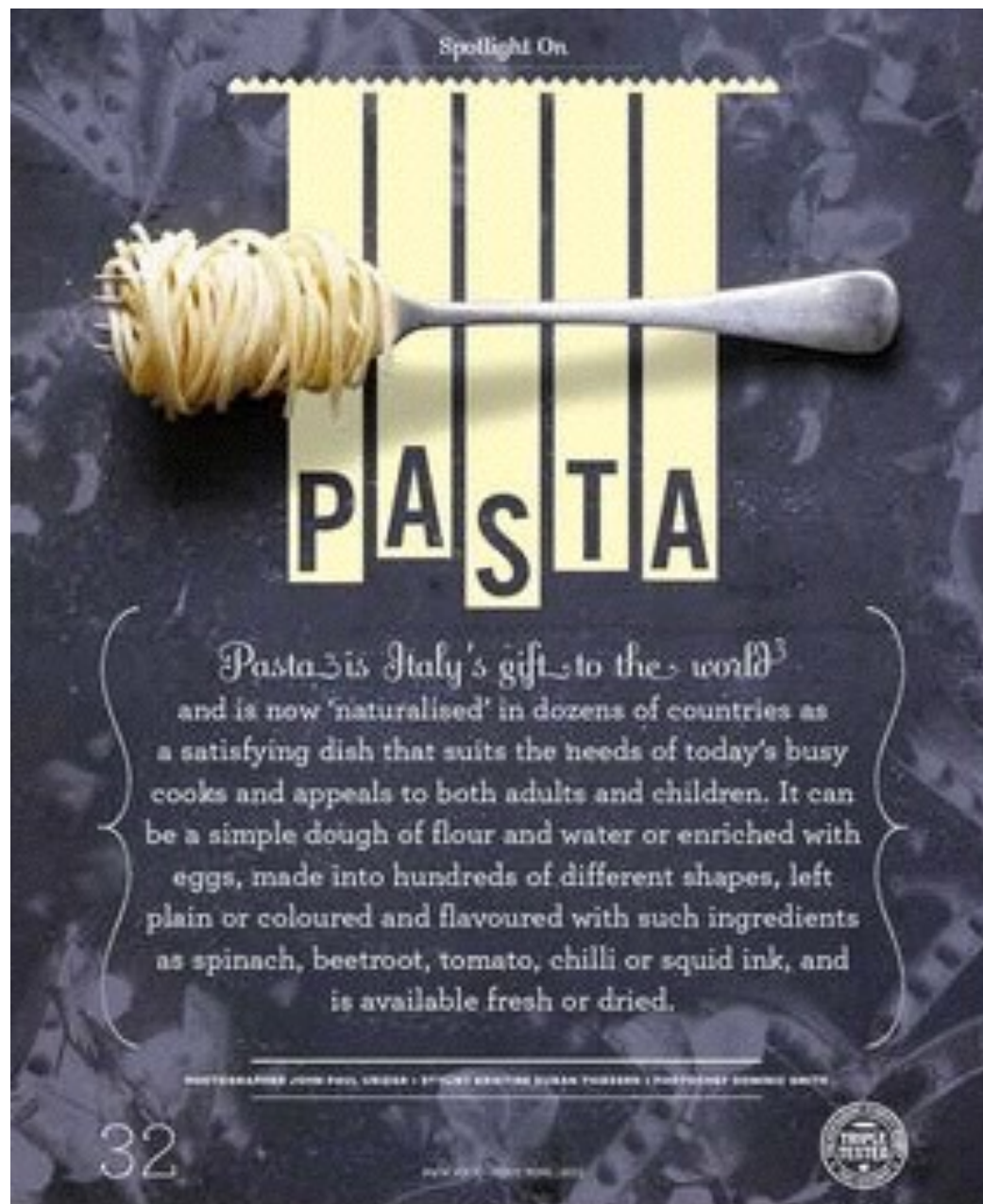
# Layoutworkshop Erasmus+

From the basics of typography to the design of a cooking book...



# Typography (Greek: Typos = shape letters = writing)

....means the design and the relation between letters and free spaces on the pages.





# Perception of messages

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On posters, magazines, advertisements, TV commercials or websites we are permanently bombarded with information.

We usually only notice the message - the content of the medium.

Typography plays a important role in the perception of messages.





# Typography and their effects

Typography can affect us.

It can cause emotions and produce a desired impression.





# Typography and their effects

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Typography can be playful, serious, childish or elegant. It appeals to different characters of readers.





# Typography and their effects

The reader connects the different type fonts with specific properties which are transported to the content.

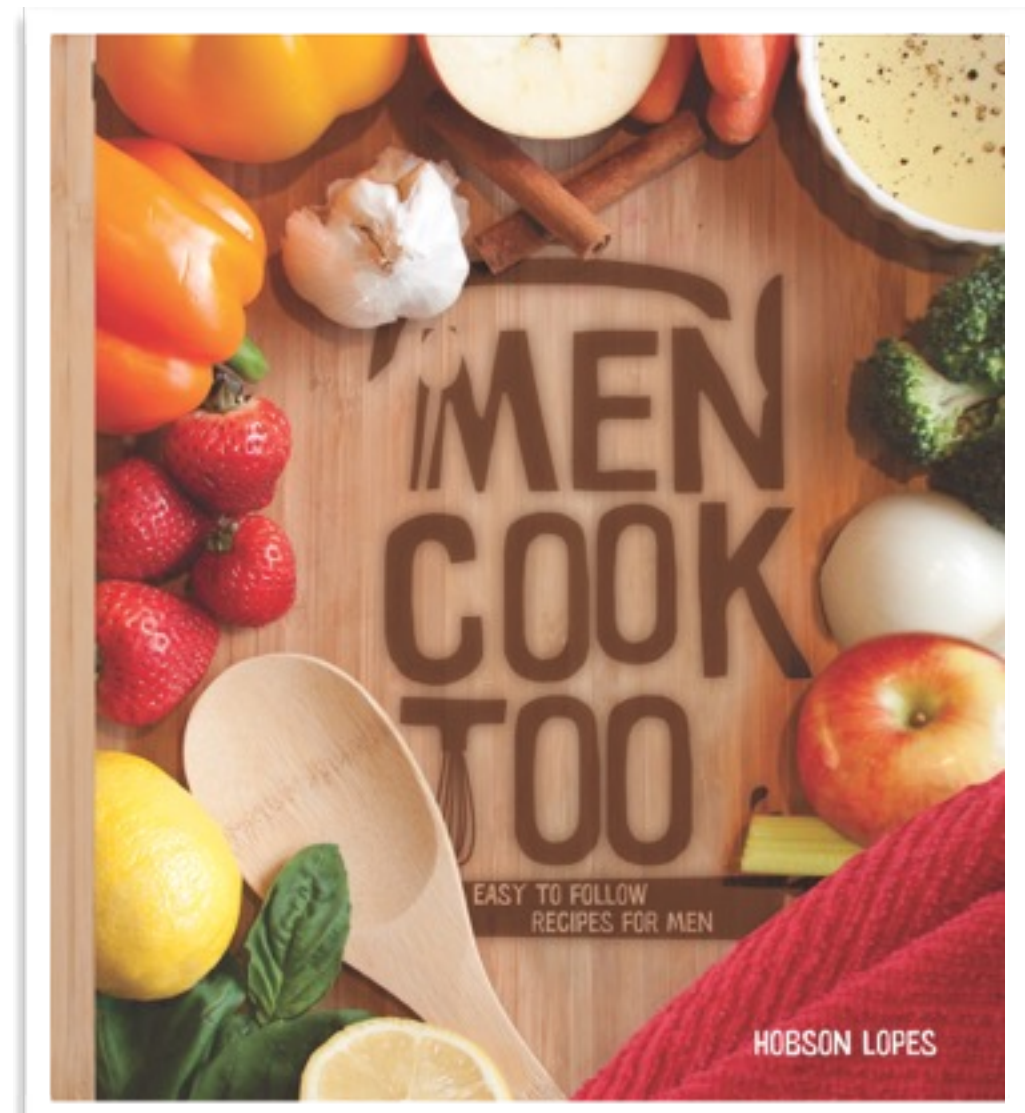
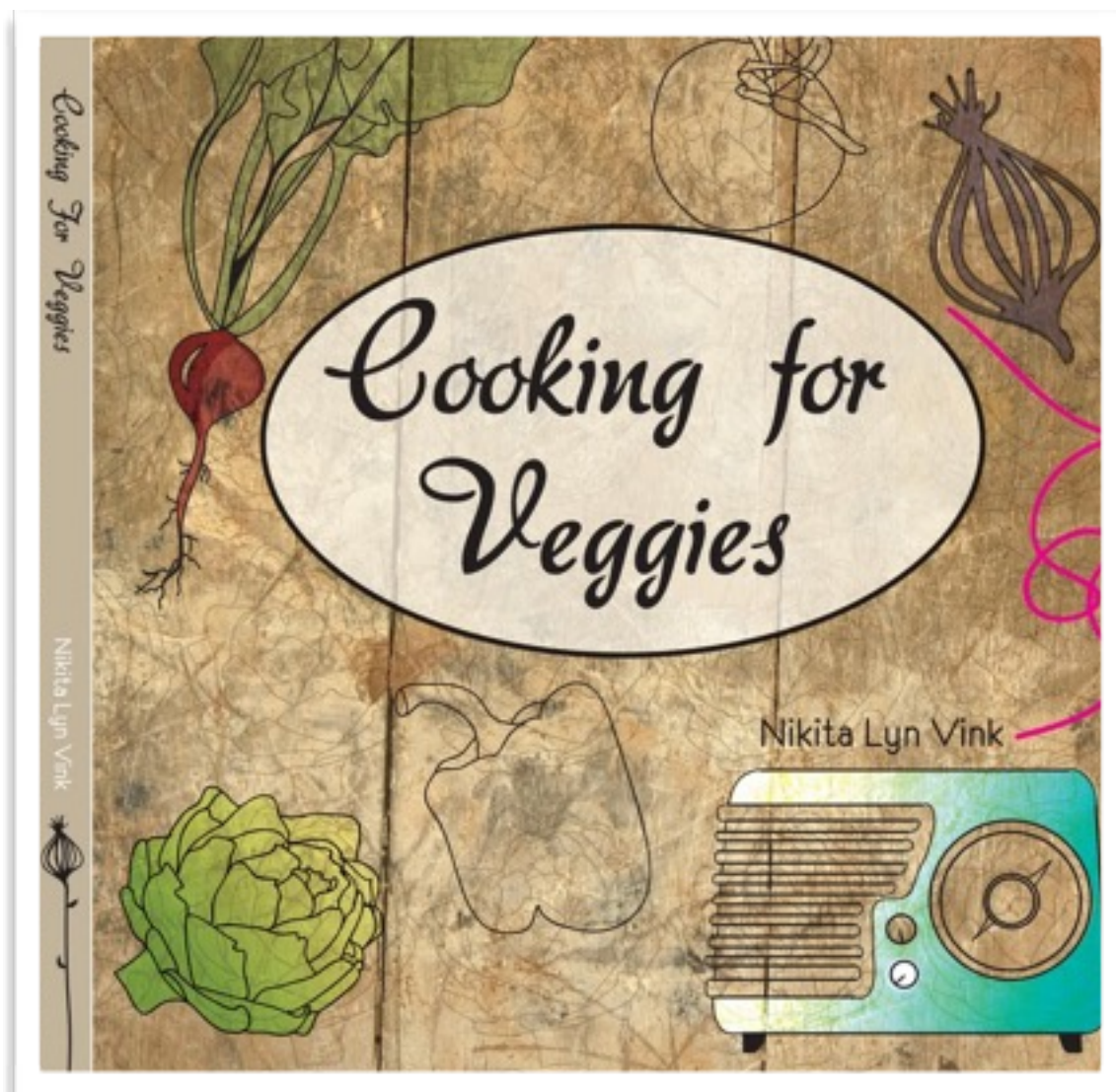




# Typography and their effects

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Typography also affects different reader groups (ages, gender, lifestyles, interests).





# Macro typography

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Macro typography is the overall design and configuration of a printed page. For example:

- page size
- page layout
- line length
- line spacing
- number of lines
- division of the page and the text
- relations of text to images and tables
- font size and font style





# Macro typography



These kids are not fashion punks. They live and breathe it, but in a way that's so unconscious and understated, they just don't give a shit.

These kids are not fashion punks. They live and breathe it, but in a way that's so unconscious and understated, they just don't give a shit.





# Macro typography

*Food for Thought*  
by Marci J.

### Chocolate Chip Cookies

Ingredients:

- 3/4 cup of sugar
- 3/4 cup of brown sugar
- 2 eggs
- 1 cup of butter (2 sticks)
- 2 cups of flour
- 12 oz of chocolate chips
- 1 tsp of baking soda
- 2 tsp of vanilla
- 1 tsp of salt

- Mix together flour, baking soda, and salt in a small bowl.
- Mix together eggs, sugar, brown sugar, and butter in a separate bowl.
- Pour flour mixture into the wet mixture and add vanilla.
- Mix together and add chocolate chips.
- Roll into small balls and bake for 10 minutes at 350, or until golden brown at the edges.



### Candy Bar Cake

Ingredients:

- 21 mini milky way candy bars
- 1/2 cup butter or margarine
- 2 cups sugar
- 1 cup shortening
- 3 large eggs
- 2 1/2 cups all-purpose flour
- 1 teaspoon salt
- 1 1/2 cups buttermilk
- 1/2 teaspoon baking soda
- 1 teaspoon vanilla extract

- Beat sugar and shortening at medium speed until well blended. Add eggs.
- Combine flour and salt. Stir together buttermilk and baking soda. Gradually add flour mixture to sugar mixture, and buttermilk mixture. Beat at low speed just until blended after each addition.
- Stir in vanilla
- Bake at 350 for 30 minutes, and add chocolate icing and candy bar garnish



### Graham Cracker Cookies

Ingredients:

- graham crackers
- 2 cups brown sugar
- 1/2 cup of butter (1 stick)
- chopped pecans

- Break apart graham crackers into individual squares and closely lay them out on a cookie sheet.
- In a saucepan, on medium heat, melt together brown sugar and butter.
- Pour the brown sugar/butter mixture onto the graham crackers and sprinkle pecans on top.
- Bake at 350 for 7 minutes



### Pan De Muerto

Ingredients:

- 1/2 cup butter
- 1/2 cup milk
- 1/2 cup water
- 5 to 5-1/2 cups flour
- 2 packages dry yeast
- 1 teaspoon salt
- 1 tablespoon whole anise seed
- 1/2 cup sugar
- 4 eggs

- Heat butter, milk and water in small saucepan over medium-low heat until butter is melted and mixture is very warm
- Combine 1 cup flour, yeast, salt, anise seeds and sugar in large bowl.
- Add warm milk mixture; beat until well blended.
- Add eggs; beat until blended.
- Add 1 cup flour; beat until blended. Continue adding flour until dough is soft but not sticky.
- Knead on lightly floured surface until smooth and elastic. Lightly oil large bowl; place dough in it.
- Cover dough with plastic wrap; let rise in warm place until doubled in bulk, about 2 hours. Punch down dough; loaves resembling skull. Let rise for 1 hour.
- Preheat oven to 370°F. Bake loaves on pizza stone or lightly greased baking sheet until loaf sounds hollow when tapped. Paint with Glaze while bread is still warm. Cool to room temperature before serving.



Photos: Courtesy of PhotoBout



# Macro typography



## dark chocolate sea salt almond bark

serves 15 / prep time 40 min / total time 1.5 hrs

### INGREDIENTS

- 1 ¼ cups almond flour
- ¾ cups finely shredded, unsweetened coconut
- 1 tsp baking powder
- ½ tsp salt
- ½ cup butter, softened
- ½ cup Swerve Sweetener
- 2 tsp molasses (optional, for better color and flavor)
- ½ tsp vanilla extract
- 1 large egg
- 3 ounces sugar-free chocolate chips or dark chocolate, chopped

calories 262; fat 22g  
carbs 6g; net carbs 4g  
sugar 3g; protein 6g  
fiber 2g; sodium 217mg

### INSTRUCTIONS

- 1 Preheat the oven to 325F and line a large baking sheet with parchment paper or a silicone liner.
- 2 In a medium bowl, whisk together almond flour, coconut, baking powder and salt.
- 3 In a large bowl, cream butter with Swerve Sweetener and molasses. Beat in vanilla and egg until well combined. Beat in flour mixture until dough is well mixed. Stir in chocolate chips.
- 4 Shape dough into 1-inch balls and place 2 inches apart on prepared baking sheet. Press each ball with the heel of your hand to ¼ inch thickness.
- 5 Bake 12 to 14 minutes, until just beginning to brown and barely firm to the touch.
- 6 Remove from oven and let cool on pan 5 minutes, then transfer to a wire rack to cool completely.



# Macro typography





# Macro typography



## Pierogis with mushroom and cabbage filling

Pierogi are baked, baked or fried dumplings of unleavened dough, stuffed with various ingredients. They're usually semi-circular, but could be any shape you like.

### Ingredients

**Dough**  
½g flour  
1 egg, beaten  
Pinch salt  
1 cup warm water

### Filling

Oil for frying  
1 onion, chopped  
Butter  
½g cabbage  
100g wild mushrooms  
100g dried mushrooms

### Instructions

To prepare the filling, cook the cabbage, wild mushrooms and dried mushrooms in a pan. Drain and squeeze excess moisture from the cabbage and mushrooms. Chop finely.

Heat the oil in a frypan. Add the onion and butter and cook, stirring, for 5 minutes or until the onion softens. Stir in the cabbage mixture, and fry for several minutes. Season with salt and pepper. Remove from heat and set aside to cool.

Sift the flour into a large bowl, and make a well in the centre. Add the egg, salt and enough warm water to form a soft dough. Wrap in plastic wrap and refrigerate for 1 hour.

On a floured work surface, knead the dough until smooth. Roll the dough until 1-2mm thickness. Use a drinking glass to cut out 10cm circles. Place a spoonful of the filling onto each of the dough rounds. Fold the dough over and press the edges together to create semi-circles.

Bring a large pot of salted water to the boil. Drop the pierogi in a few at a time, and cook for 6-7 minutes or until they float to the surface. Remove from the pot using a slotted spoon and repeat with the remaining pierogi.

Heat oil in a fry pan. Add the pierogi and fry for two minutes or until lightly crisp.

Serve with sour cream and chives or dill.





# Macro typography





# Macro typography

## Triple Chocolate Oreo Chunk Cookies

MAKES 3 DOZEN COOKIES // BAKE TIME: 8-10 MINUTES

2 1/2 cups all-purpose flour  
1 teaspoon baking soda  
1/4 teaspoon salt  
1/4 cup Dutch-cocoa  
1 cup unsalted butter,  
at room temperature  
1 cup granulated sugar  
1 cup light brown sugar  
2 large eggs  
2 teaspoons vanilla extract  
1 cup chopped white  
chocolate  
1 cup chopped semi-sweet  
chocolate  
1 cup chopped Oreo cookies

You will want to have a tall glass of milk handy for this triple chocolate delight. Made with cocoa, semi-sweet chocolate chunks, white chocolate chunks and Oreos, these cookies are sure to be a hit with chocolate lovers.

1. Preheat oven to 375 degrees F. Line a baking sheet with parchment paper or Silpat baking mat. Set aside. Drop cookie dough by rounded tablespoons onto prepared baking sheet, about 2 inches apart.
2. In a medium bowl, sift flour, baking soda, salt, and cocoa. Set aside.
3. With a mixer, cream butter and sugars together until smooth. Add in eggs, one at a time. Next, add in vanilla extract. Mix until blended.
4. Slowly add flour mixture to sugar mixture and mix until flour disappears. Stir in chocolate chunks and Oreos.
5. Bake cookies for 8-10 minutes. Don't over bake. Remove from oven and let sit on baking sheet for 3-5 minutes. Move to a cooling rack and cool completely.





# Macro typography





# Micro typography

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Micro typography is the form between the letters and signs as well as words and lines.

For example:

- **distances**
- **spacings**
- **tracking**
- **small caps**
- **ligatures**
- **signs**
- **correct use of punctuation**





# Micro typography

**SOLVO EMBOCATION.**  
\*\*\*\*\*

|                    |     |    |        |    |
|--------------------|-----|----|--------|----|
| CHLOROFORM         | ... | 3  | 3      | m  |
| X SPTS METH W.P.   | ... | 8. | 0.     | 0. |
| X GUM TRAG.        | ... | 1. | 4.     | 0  |
| X OL. LEMONIS      | ... | 0. | 1.     | 0  |
| OL. ROSMARINI      | ... | 0. | 2.     |    |
| EAU DE COLOG. opt. | ... | 0. | 2.     |    |
| AQUAM ad           | ... | 1  | gallon |    |
| Ac. PHOSPH Conc.   | ... | 8. | 0.     |    |

**Galliens Pharmacy Ltd.**  
A.B. Kennedy M.P.S. G.B. Simpson E.D. M.P.S.  
27 NORTH RD. DUNEDIN. TELEPHONES 728749, 728712

**"SOLVO"**  
(SHAKE THE BOTTLE)

Dosage: Commence by taking 2.5ml in a glass of hot or cold water, half an hour before meals three times daily, and gradually increase the dose as the patient can tolerate it, until the full dose of 5ml. Drink plenty of fluids.

84

## Solvo

- 1 - Ac Carbolic Liq 3iv. aq an 340
- 2 - Ac Phosph Conc 3ix aq an 340
- 2 Eucymen 3i7 1/2 aq an 340
- H Est Colehu 3v aq an 340
- Glyc 3L aq an 380.
- Vn Port 340.
- Liq Ammoniac 340.
- Calor Reel m 120
- Aq 3320

25.000.

Min 1.2. m jar shake  
add balance shake  
filter.

\$3.00 - cost (1603) ~~10/6~~ ~~11/50~~

## Solvo Embocation

|                                |           |
|--------------------------------|-----------|
| <del>3</del> Chloroform        | 3i        |
| <del>3</del> W.P. Spirit       | 332.      |
| <del>3</del> Ole Rose Geranium | 3T        |
| <del>3</del> Gum Trag.         | 3vi       |
| aq ad                          | 4 gallons |
| Ac Phosph Conc                 | 332.      |

Spirit & Gum in jar add Oils  
+ water. shake till dissolved add Acid  
Reserve few days 38. 5/6



# Sans Serif or serif

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Serif means a kind of squiggly and decorated letters. The following figure shows a direct comparison between a serif (left) and a sans serif font (right).





# Why serifs are useful

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Important for rather long texts, their contents should not be influenced by too much styles of Types. It is important to the readability of the provided information.

Serifs give the human eye support and orientation. Serif letters appear closer together, so that a kind of imaginary line is created by the human eye. The longer the text, the stronger the effect.



Beispielwort



# Fonts

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**For the main text, the reader-friendly "Antiqua fonts":** Their "beams" have a variation in thickness and at the ends of little feet, called the serifs. The most famous examples are "Times New Roman" or „Garamond“.

- ❶ A helicopter is a type of rotorcraft in which lift and thrust are supplied by one or more engine driven rotors.

---

Typeface: Garamond  
Weight: Regular  
Size: 24pt  
Leading: 30pt  
Tracking: 25



# Fonts

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**More simple are the sans serif or sans serif fonts.** They are easier to read, but offer a lower view guide for longer texts, so that they are the best for expressive headlines.

② A HELICOPTER IS A TYPE OF ROTORCRAFT IN WHICH LIFT AND THRUST ARE SUPPLIED BY ONE OR MORE ENGINE DRIVEN ROTORS.

---

Typeface: Helvetica Neue  
Weight: 35 Thin  
Size: 24pt  
Leading: 48pt  
Tracking: -10

③ **A helicopter is a type of rotorcraft in which lift and thrust are supplied by one or more engine driven rotors.**

---

Typeface: Futura  
Weight: Bold  
Size: 24pt  
Leading: 28.8pt  
Tracking: 0

# Fonts

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There are also a lot of decorated scripts called Display scripts. But they are difficult to read.



**SIMPLE**  
**NEVER**  
**LOOKED**  
**SO**  
**GOOD**

**Introducing** the Second-Generation AMD Opteron™ processors. With advances like high-performing, low-power DDR2 memory and hardware-assisted AMD Virtualization™, Second-Generation AMD Opteron™ processors with Direct Connect Architecture are designed to advance AMD's performance-per-watt capabilities, and enable seamless upgradability to quad-core computing (planned availability in 2007),

while maintaining the same thermal infrastructure and helping you leverage existing investments.

**Coming soon: Quad-Core AMD Opteron™ processors**

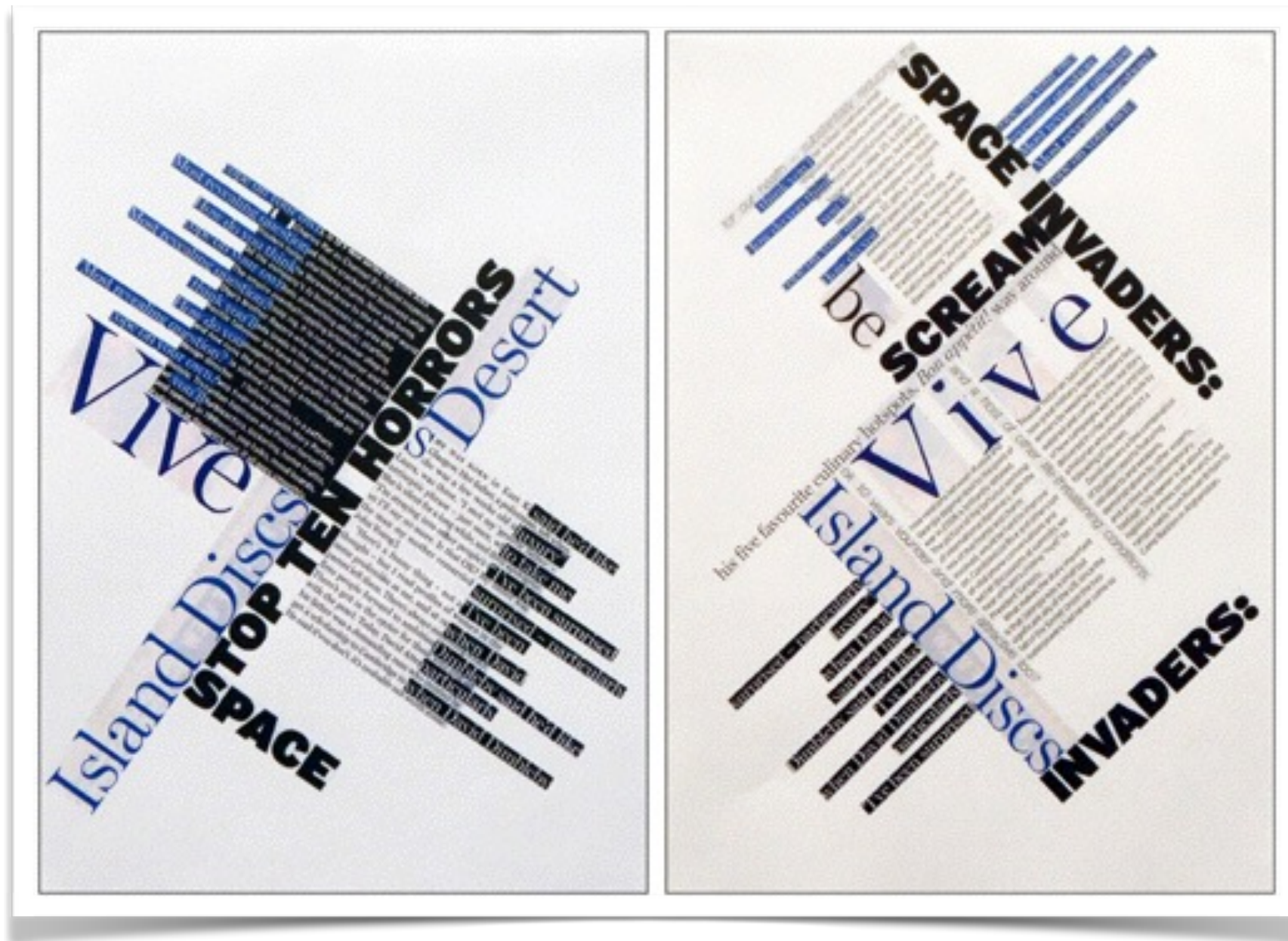
Quad-Core AMD Opteron™ processors feature native quad-core design to increase performance-per-watt efficiencies using the same thermal design power of AMD Opteron processors with DDR2.



# Fonts

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Matching fonts are sometimes difficult to find, so that less change is often better for the readability.



# Fonts

**Scripture also orders informations. It's a reader's orientation through the text jungle.** Different fonts are used for example for subheads and headlines, a bold uppercase letter denotes the beginning of the article and so on.

**Within an article, however, the same font should always be used.**






# Font size / spacing

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**Almost important is the font size.** If it is too small, you can not see the most beautiful font. If it is too large, a narrow and thin font can even look massive.

**Font for longer reading should not be less than 9 pt (point) and not greater than 14 pt.**

**The optimum size for normal text is about 10 pt.**

Lorem  
 ipsum dolor sit amet,  
 consectetur adipiscing elit.  
 Aenean vitae justo justo, ut  
 dignissim ipsum. Morbi semper luctus  
 erat non ultricies. Donec placerat diam  
 sollicitudin odio ultricies id malesuada tellu  
 faucibus. Pellentesque iaculis lectus eros,  
 tincidunt fermentum mauris. Donec dapibus  
 varius ante, sed pulvinar mi molestie eget.  
 Donec placerat justo eu dolor facilisis tincidunt  
 Fusce auctor erat nec mauris volutpat vel  
 auctor quam vehicula. Aenean in orci sit an  
 arcu aliquet dictum eget et neque.  
 Aliquam vel sapien sit amet leo  
 dapibus viverra. Vestibulum odio  
 ipsum, dignissim in volutpat   
 non, pharetra id

**Tri-  
angle**  
 The plane  
 figure formed  
 by connecting three  
 points not in a straight  
 line by straight line segments;  
 a three-sided polygon. The sum  
 of the interior angles of a triangle  
 equals 180 degrees. Something shaped  
 like such a figure: a triangle of land. Any of  
 various flat, three-sided drawing and drafting  
 guides, used especially to draw straight line  
 specific angles. A percussion instrument consisting  
 piece of metal in the shape of a triangle open at one  
 relationship involving three people, especially a ména

# (Photo)graphic

Photos carries informations, they are not only decorative elements. *(Don't forget to name the photographer and the pictured persons!)*

## Jonathan Waxman

Chef-owner, Barbato  
New York, New York

Up in the air the salad goes—arugula, multicolored cherry tomatoes, olive oil, and lemon juice—and down it splashes, most of it landing in the big metal bowl, as I intended, and some of it sloshing over the side. Chef Jonathan Waxman, with a bemused look on his face, says, “Good. Now try again.”

We are in the kitchen of Barbato, Waxman’s West Village restaurant, and as the summer sun streams through big glass windows, the master imparts his culinary knowledge to me, his eager student. Waxman, who’s often credited with introducing California cuisine to New York City in the 1970s and who mentored a young Bobby Flay, is a born teacher. Instead of showing off his legendary cooking chops during our time together, he has me do everything. I came here to learn from the master and, apparently, the best way to learn how to cook like a master is to actually cook.

So Waxman has me begin with a large red betelroot tomato.

“You’re going to cut the core out with this knife,” he says, handing me a large chef’s knife with a long blade. “Hold it like a pencil and you’ll get laser accuracy.”

I carefully maneuver the knife around the core, Waxman looking over my shoulder and correcting my grip before I hurt myself. Then he has me repeat the process with several more tomatoes, after which I dice them.

I ask questions and Waxman tells me I worry too much. The edict seems to be

“Don’t take this too seriously,” even though the food we’re making, when it’s finished, is pretty serious.

We proceed to a stove, where Waxman shows me how to tip a whole bottle of olive oil upside down, stemming the flow of oil with my thumb. The oil heats in a pan, and then I add eggplant, which I also have diced myself.

“Don’t shake the pan yet,” he warns. “You lose heat and disturb caramelization.”

When the eggplant’s browned all over, I add tomatoes to the pan and then add gnocchi to a separate hot pan. “How long does the gnocchi cook?” I ask.

“Why do you need to know that?”

“Umm... I guess so we can time the sauce to finish when the gnocchi finishes!”

Waxman shakes his head. “People shouldn’t look at clocks when they cook. You don’t time it; you just feel it.” Indeed, when the gnocchi is brown and feels like it’s done, it goes into the pan with the tomatoes and eggplant, along with some scallions and a Fresno chili. Voilà: the alchemy of lunch.

And so it goes as I prepare several dishes (including that salad in the big bowl) that we ultimately serve to Waxman’s staff. Waxman doesn’t say much—he just watches me—and by the time we’re done, I feel empowered and remarkably capable.

By trusting me to do everything, Waxman makes me a better cook.



**“Cooking’s the opposite of science: it’s alchemy.”**



### Waxman’s Kitchen Know-How

**WHEN YOU’RE FINISHED** chopping something, like a tomato, don’t lift it into a bowl; place the bowl beneath the cutting board and slide it in. That way nothing—the juices, the pulp—goes to waste.

**IF YOU’RE CUTTING** something that wants to roll around (like an eggplant), slice an edge off and create a landing strip to keep it steady.

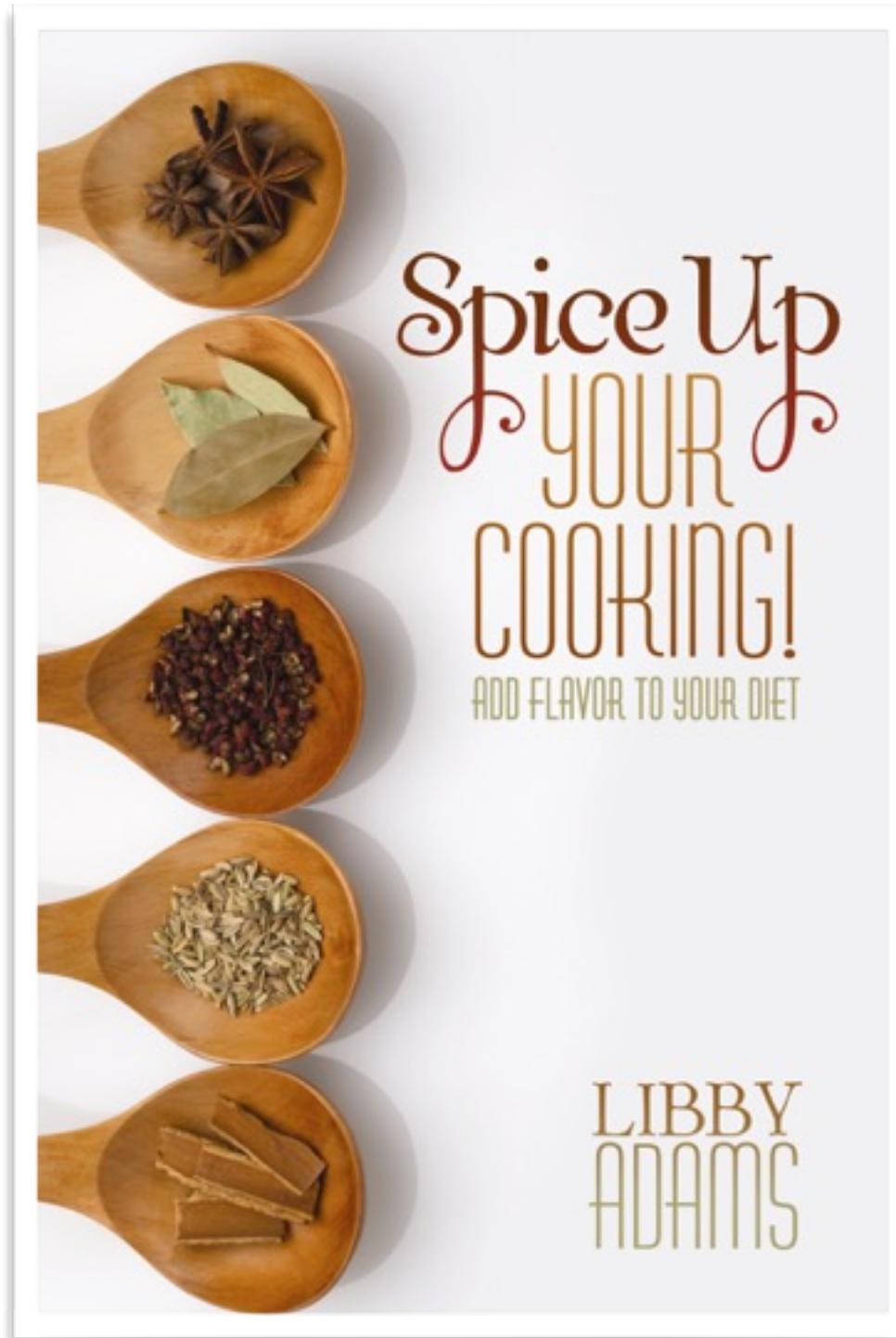
**NEVER STARE** at a pan while you’re waiting for something to cook. “Staring at a pan is like staring at a cat,” says Waxman. “Don’t do it.”



# (Photo)graphic

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An image also can illustrate a subject or a text.



# (Photo)graphic

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A picture or illustration may be used as an eye-catcher.





# (Photo)graphic

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Illustrations, signs and colours can be used for orientation in-between different subjects or chapters.



# Task 1

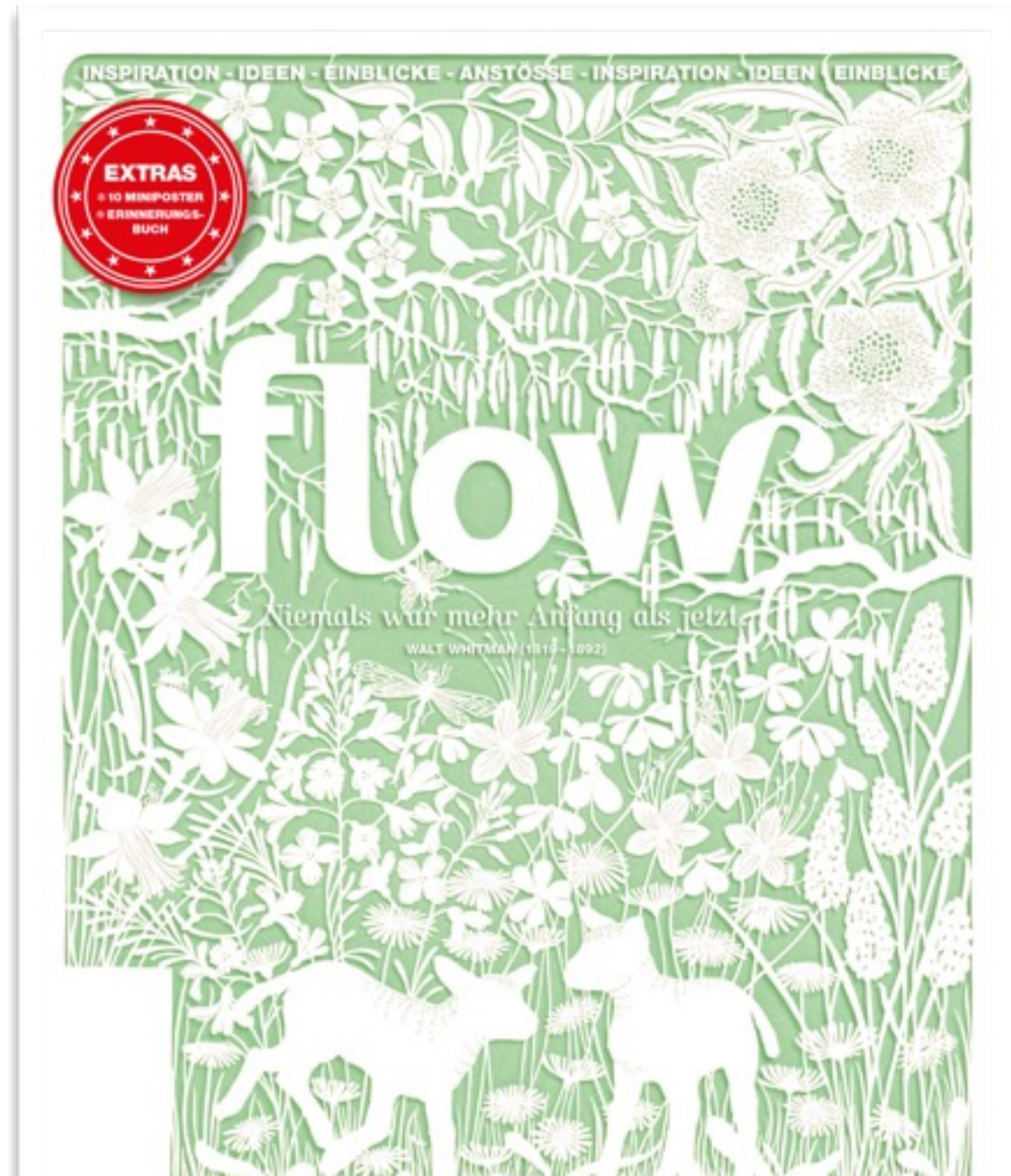
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Analyzes typography of one double page used in the present magazin „flow“.

**How does this typography?**

**Consider if the present typography has the desired effect on you!**

**Describe why!**





# Task 2

Choose your favorite pages of FLOW and try to copy the typography for your „story behind“! You also can match different ideas of the magazine or use it for inspirations.

Check the possibility of realization. Is the chosen typography optimal for your individual text and photo style!



# Task 2

## Planing macro typography

**Compose your pages**  
and scribble text and  
photo areas!

(1hour)



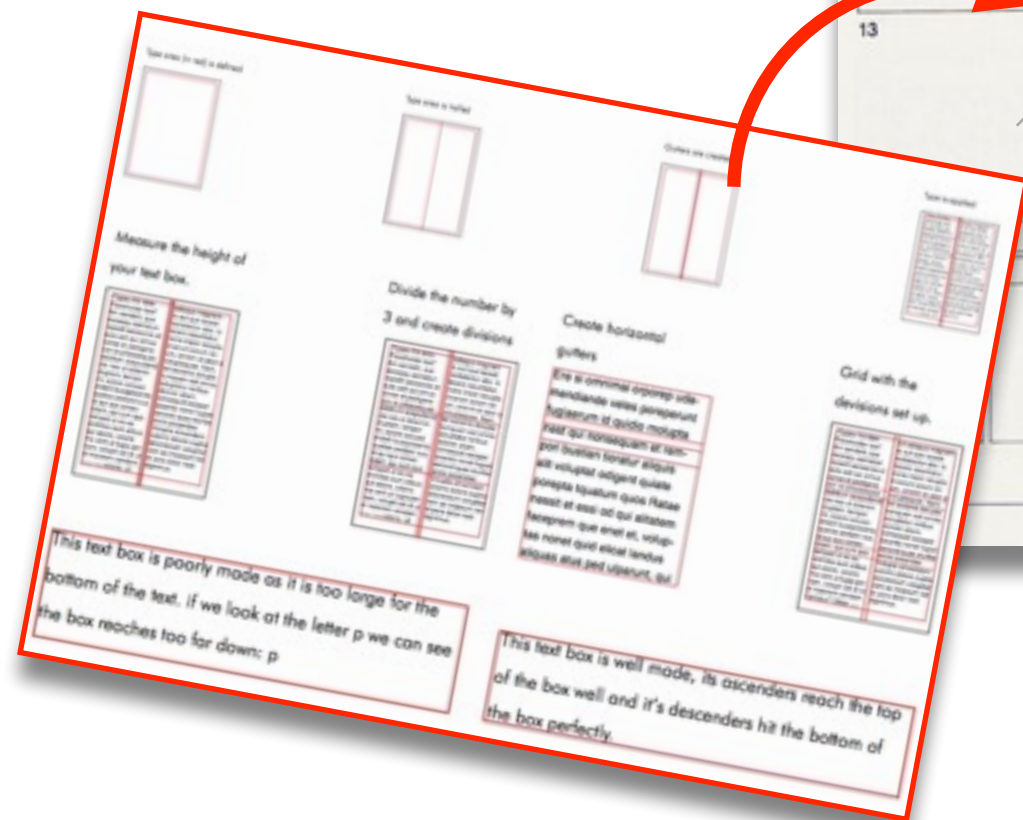
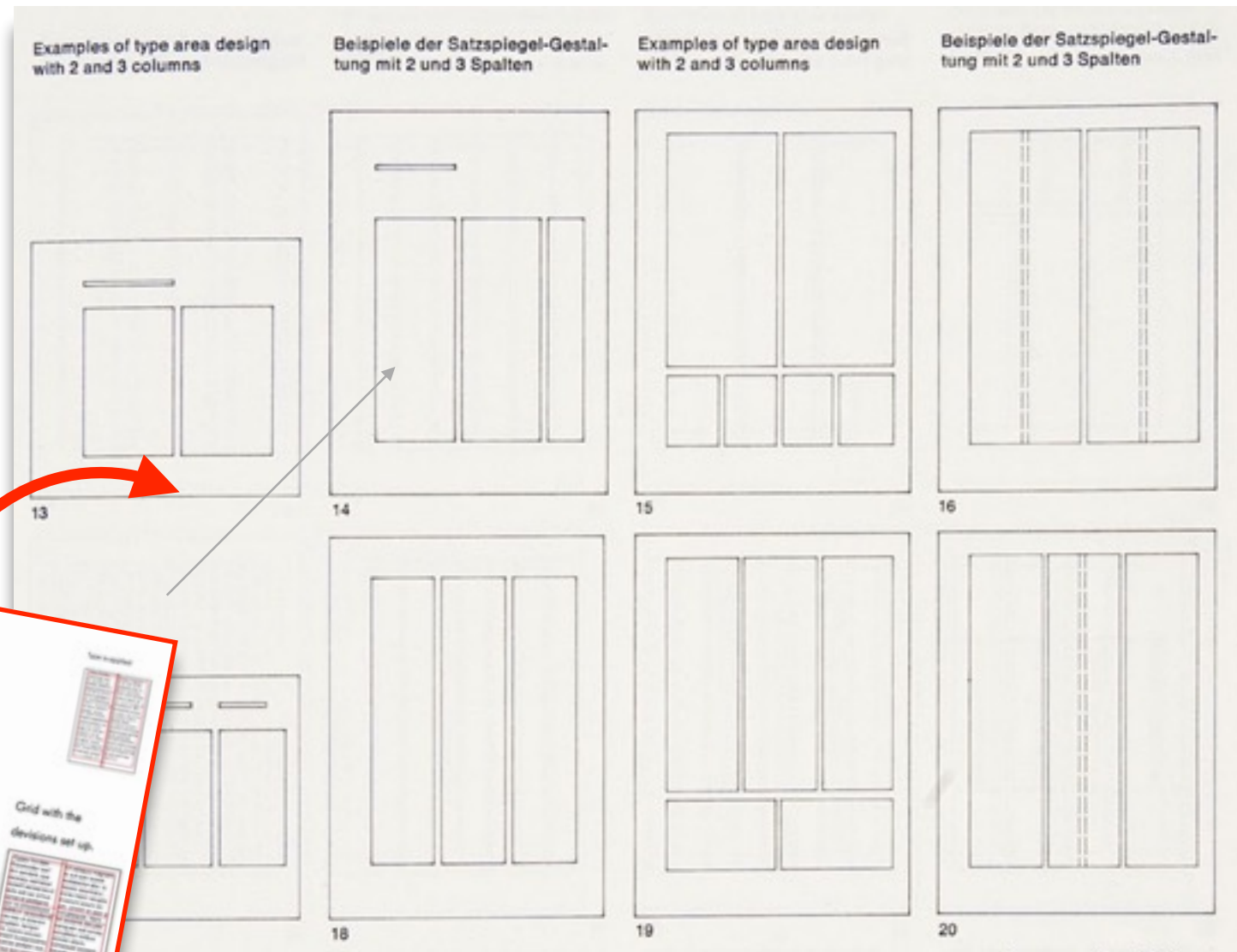


# Task 3

## Planing micro typography

**Choose script, letters, space, distance...**

(1hour)



# Task 4

## Planing layout

**Transform your text** in type fonts and submit the photos with open office at the computer.

(3 hour)





# Task 5

## Prepare print version

Check the correction of the text, the completeness and the right size of the photos (300dpi)!

(1 hour)

page layouts



# Task 6

## Decide print version

Check the roles of **typography** and Exchange your ideas with a foreign partner/team!

(1 hour)





# Task 7

## Ready for presentation

page layouts

Save and export the document as PDF and prepare short sentences for your presentation in the plenary hall.

(0,5 hour)





Good taste with good type!

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