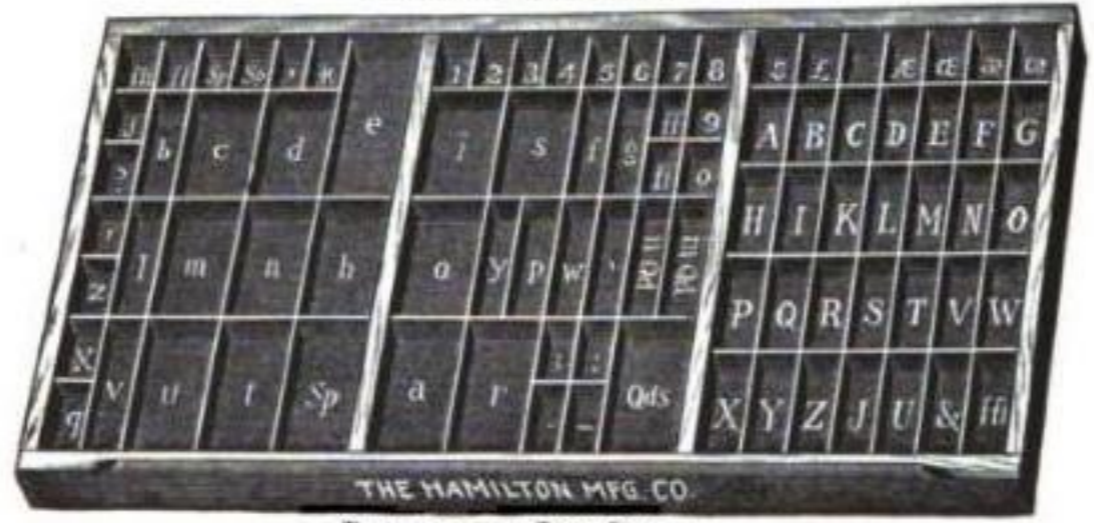


Intro  
Tavola  
Tipografica

— Tavola Tipografica



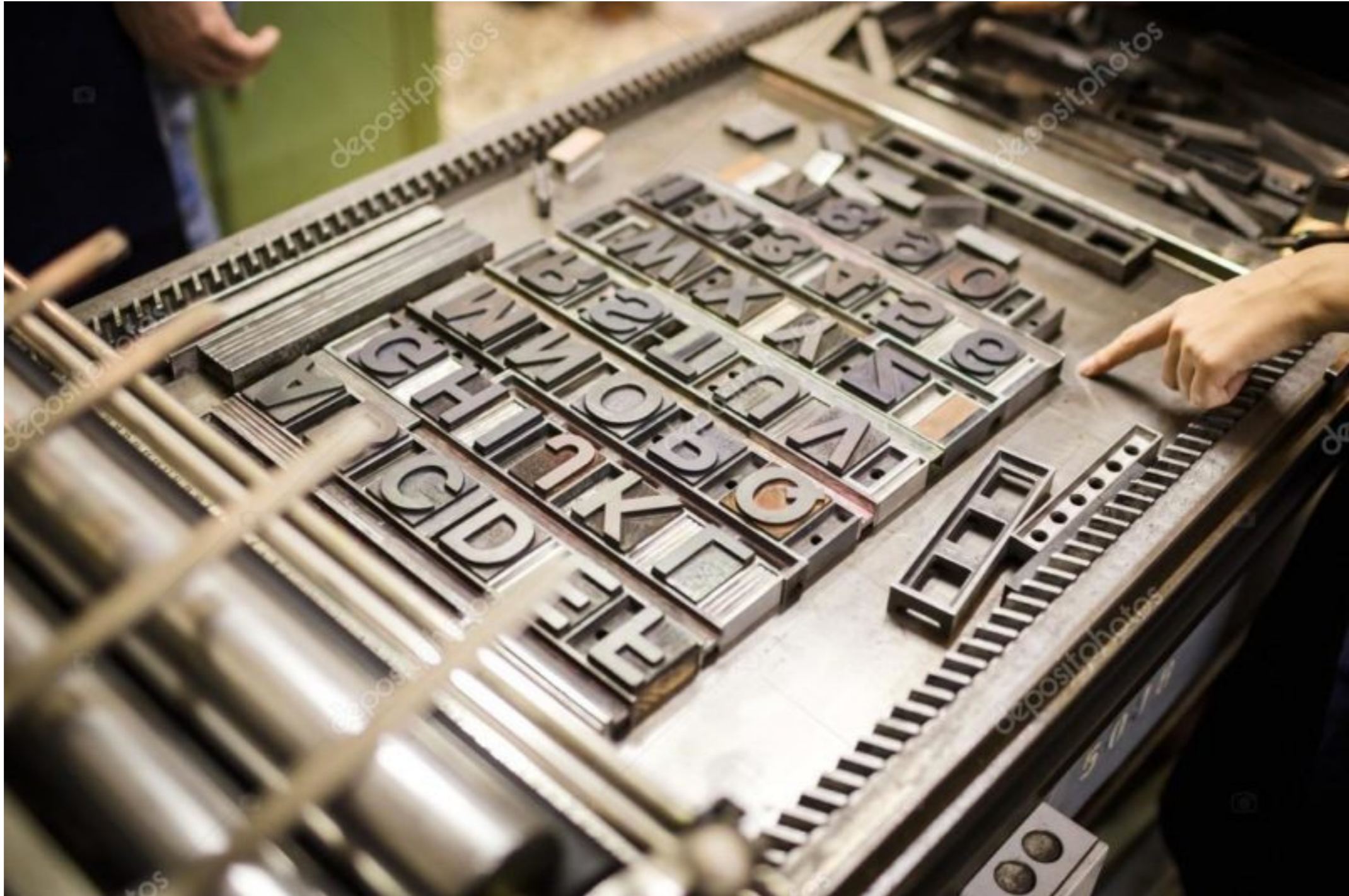
REGULAR JOB CASE.



CALIFORNIA JOB CASE.



– Tavola Tipografica



Tipografia Carriere

**Mi servirà per impaginare  
qualsiasi cosa**

**Mi servirà per impaginare  
qualsiasi cosa**

**Documenti cartacei, progetti, slide,  
esami, grafiche.**

**Come un artigiano. Che strumenti ci servono?**

**Un paio di font**  
**Una scala tipografica**  
**Testo**  
**Immagini**  
**Pazienza e precisione**

**Cosa non ci serve?**



**Font incomplete**

**Valori fuori-scala**

**Jsjdnasjkdnaiunucsdunnc**

**Immagini a bassa risoluzione**

**Poca pazienza. Sei fregat\***

# Fattore di scala

**Il fattore di scala, che in geometria è meglio definito come rapporto di similitudine lineare, è il rapporto tra le lunghezze dei lati omologhi di figure simili. Le figure geometriche simili hanno la stessa forma ma dimensioni differenti.**

A black and white photograph of a woman with a shocked expression, looking through vertical bars. The text "Come scelgo le due font?" is overlaid in yellow.

**Come scelgo le due font?**

# Scelta delle font

- Per il contesto
- Per *rapporto* stilistico fra i due caratteri
- Per la sue caratteristiche geometriche

# Scelta delle font \ Il contesto

**Sei una banca?**

**Dubito che gli piace il Comic Sans**

**Sei un Kebab?**

**Dubito che capirà il Bodoni**

# Scelta delle font \ Rapporto stilistico

**Il rapporto stilistico è l'armonia stilistica che si crea fra due font diverse.  
Il primo font, occuperà il ruolo dei titoli.  
Il secondo del paragrafo.**



*Typozon is a Brand & Identity design studio.  
We develop brand strategy and distill messages, crafting a unique  
visual voice for every project.*

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**Libre Baskerville**

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**Source Sans Pro**

*Sections*

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and inquiries:*

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# 2018 VW TIGUAN GETS R-LINE FLAIR

PERFORMANCE-INSPIRED  
BITS FOR YOUR  
CROSSOVER SUV

By: Ed Tahaney  
November 28, 2017

## LOS ANGELES AUTO SHOW DEBUT

If you are on the fence about getting a [2018 Volkswagen Tiguan](#), VW just sweetened the deal with the R-Line package for the Tiguan SEL and SEL Premium.

The new packages are being introduced at [the 2017 Los Angeles Auto Show](#). They include 19- and 20-inch aluminum-alloy wheels and stainless steel pedals upgrades for starters.

The “performance-inspired treatments” won’t make your little hauler go any faster—just look way cooler than that [Toyota RAV4](#) parked next to you at the traffic light.

SEL fans can opt for 19-inch “Trenton” aluminum-alloy wheels, while SEL Premium trims can roll on 20-inch “Braselton” ones.





IBM Plex Sans

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IBM Plex Serif

# L'estensione dei file per le font?

**.MF**

METAFONT File

**.TTF**

TrueType Font

**.ODTTF**

Obfuscated OpenType Font

**.VNF**

Vision Numeric Font

**.XFN**

Ventura Printer Font

**.FNT**

Windows Font File

**.OTF**

OpenType Font

**.WOFF**

Web Open Font Format File

## **Un paio di font**

**Una scala tipografica**

**Testo**

**Immagini**

**Pazienza e precisione**

**Dobbiamo trovare il *protagonista* del nostro rapporto di scala.**



## 2.1

### SCHLOBPLATZ: AN EMBLEMATIC CASE

The fall of the Berlin Wall marked the end of a thirty years long, unnatural and painful separation for the German people. Under the slogan 'wir sind ein Volk', the following months led to the end of the German Democratic Republic, pride and economic heart of the Eastern bloc. Yet, there was more at stake than the reunification of a country: the events of *die Wende*<sup>1</sup> mirrored the current geopolitical situation, and the victory of capitalism over the Socialist model. The winning ideology took the biggest share in terms of imposing its own lifestyle, rules and especially its own imagery and figurative language.

<sup>1</sup> Literally, 'we are one people'.

<sup>2</sup> In German history, the term *Wende* (literally 'change' or 'turn'), encompasses several processes and events marking the shift from Eastern Socialism to Western form of government, market economy and culture. The word is often used in reference to the whole reunification process or to the fall of the Berlin Wall.

Nevertheless, the ideological barriers affecting the population of the two German states were far more resilient than the concrete slabs of the *Mauer*. A culture shock caused by the disruption of lifestyle and certainties of the Eastern people is something that is nowadays still lingering'. In this regard, architecture and urban planning played an important role in habits, formation of culture and memory of the 'socialist man'. Eastern planned spaces are often considerably different from Western ones, due to a number of factors: type of use, ideological structure and economic reasons

**CAPITALISM TOOK THE BIGGEST SHARE IN TERMS OF IMPOSING ITS OWN FIGURATIVE LANGUAGE**

<sup>3</sup> The theme of *Ostalgie* is rather complex and controversial. The word is derived from the words *Ost* (east) and *Nostalgie* (nostalgia) and refers to the sense of longing for some aspects of life under socialism, especially social welfare and guaranteed employment. However, certain *Ostalgie* related aspects involved social life - such as party-oriented social meeting - and consumer goods produced in the Eastern bloc.

and purposes. We could see former socialist urban and architectural development from the '60s to the early '90s as a crucible of 'visual languages', where the heritage from past decades has still a great weight on urban spaces and on the 'westernized' image of the city. Such conflict has its most drastic outcomes in Berlin: construction cranes delineate the landscape of a city dealing with its future, its present and mainly with its past imagery of a painful separation. To use Huyssen's words (1997: 60):

*Berlin now finds itself in a frenzy of future projections and, in line with the general memorial obsessions of the 1990s, in the midst of equally intense debates about how to negotiate its Nazi and communist pasts now that the safe dichotomies of the cold war have vanished. [...] The goal is nothing less than to create the capital of the twenty-first century, but this vision finds itself persistently haunted by the past.*

Hence, we have a cover debate, which hides a deeper and less implied issue. The former is expressed in architectural terms, and revolves around the choice of the most appropriate architectural style to develop for the image of the *Berliner Republik*. However this implies a debate about the *Geschichtsaufarbeitung*<sup>4</sup>, i.e. the struggle to come to terms with a sixty years long painful history. In an interview with Daniel Libeskind, Anne Wagner acknowledges 'the condition of Germany as one which is particularly susceptible to stimulation of memory' (Libeskind, 1999). The end of Socialism and of the post-war division of Germany probably triggered the unconditional acceptance of western values as a symptom of this repressed memory, an almost Freudian repression of memory

<sup>4</sup> *Geschichtsaufarbeitung* is a less common term for *Vergangenheitsbewältigung*, whose meaning is similar. Literally, is the 'struggle to deal with the past', which refers to the effort made by German people to cope with the guilt of Nazism and after the reunification, with the scar left by the Socialist regime.



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# Paragrafo

**È da considerarsi l'elemento tipografico più ingombrante, ma anche quello più ricco d'informazioni.**

# Paragrafo

**È da considerarsi l'elemento tipografico più ingombrante, ma anche quello più ricco d'informazioni.**

**THE KING IS CONTENT**

**Perchè?**

**Potresti scrivere un libro, un A1, un billboard,  
un sito web, un slide.**

# Paragrafo

**Il font-size di questa slide è 29 pt!**

# Paragrafo

**Decidi quindi il font-size del tuo paragrafo**



# Paragrafo

**Il suo peso (se regular, bold, semibold)**

**Ora, che sappiamo il protagonista.  
Scegliamo la scala.**

# Fattore di scala

**Ne esistono di diversi convenzionalmente utilizzati. Altri sono *custom*. Noi ne vedremo alcuni. I più famosi.**

# Fattore di scala

Paragrafo: 13 pt

Minore Seconda

# 1,067

1.296em Lorem Ipsum

1.215em Lorem Ipsum

1.138em Lorem Ipsum

1.067em Lorem Ipsum

1em Lorem Ipsum

0.937em Lorem Ipsum

0.878em Lorem Ipsum

0.823em Lorem Ipsum

# Fattore di scala

Paragrafo: 13 pt

# 1,125

1.602em Lorem Ipsum

1.424em Lorem Ipsum

1.266em Lorem Ipsum

1.125em Lorem Ipsum

1em Lorem Ipsum

0.889em Lorem Ipsum

0.79em Lorem Ipsum

0.702em Lorem Ipsum

# Fattore di scala

Paragrafo: 13 pt

# 1,20

2.074em Lorem Ipsum

1.728em Lorem Ipsum

1.44em Lorem Ipsum

1.2em Lorem Ipsum

1em Lorem Ipsum

0.833em Lorem Ipsum

0.694em Lorem Ipsum

0.579em Lorem Ipsum

# Fattore di scala

Paragrafo: 13 pt

# 1,25

2.441em Lorem Ipsum

1.953em Lorem Ipsum

1.563em Lorem Ipsum

1.25em Lorem Ipsum

1em Lorem Ipsum

0.8em Lorem Ipsum

0.64em Lorem Ipsum

0.512em Lorem Ipsum

# Fattore di scala

Paragrafo: 13 pt

# 1,33

3.157em Lorem Ipsum

2.369em Lorem Ipsum

1.777em Lorem Ipsum

1.333em Lorem Ipsum

1em Lorem Ipsum

0.75em Lorem Ipsum

0.563em Lorem Ipsum

0.422em Lorem Ipsum



**Fattore di scala**

Paragrafo: 13 pt

**1,414**

3.998em Lorem Ipsum

2.827em Lorem Ipsum

1.999em Lorem Ipsum

1.414em Lorem Ipsum

1em Lorem Ipsum

0.707em Lorem Ipsum

0.5em Lorem Ipsum

0.354em Lorem Ipsum

Fattore di scala

Paragrafo: 13 pt

1,50

5.063em Lorem Ipsum

3.375em Lorem Ipsum

2.25em Lorem Ipsum

1.5em Lorem Ipsum

1em Lorem Ipsum

0.667em Lorem Ipsum

0.444em Lorem Ipsum

0.296em Lorem Ipsum

**Fattore di scala**

Paragrafo: 13 pt

**1,618**

6.854em **Lorem Ipsum**

4.236em **Lorem Ipsum**

2.618em **Lorem Ipsum**

1.618em **Lorem Ipsum**

1em **Lorem Ipsum**

0.618em **Lorem Ipsum**

0.382em **Lorem Ipsum**

0.236em **Lorem Ipsum**

# Fattore di scala

**E ora calcoliamo il ritmo. È facile.**

## Fattore di scala

$$f_i = f_0 r^{\frac{i}{n}}$$

**Scherzo.**



# — Tavola Tipografica

The screenshot shows the Type Scale website interface. On the left, there is a control panel with the following settings:

- Base Size:** 13 px = 0.813em
- Scale:** 1.618 – Golden Ratio
- Preview Text:** Lorem Ipsum
- Google Fonts:** Roboto+Roboto
- Font Family:** 'Roboto', serif
- Weight:** 400
- Permalink:** <http://type-scale.com/?size=13&scale=1.618&text=l>

The main content area displays a vertical typographic scale of the text "Lorem Ipsum" in various sizes, with the 1em size highlighted. The sizes shown are: 6.854em, 4.236em, 2.618em, 1.618em, 1em (highlighted), 0.618em, 0.382em, and 0.236em.

At the bottom, there are two buttons: "Grab the CSS" and "Edit on CodePen". Below these is a code block containing the following CSS:

```
html {font-size: 0.813em;}

body {
  background-color: white;
  font-family: 'Roboto', serif;
  font-weight: 400;
  line-height: 1.45;
  color: #333;
```

[Type-Scale.com](https://type-scale.com)

## – Tavola Tipografica

```
html {font-size: 0.813em;}

body {
  background-color: white;
  font-family: 'Roboto', serif;
  font-weight: 400;
  line-height: 1.45;
  color: #333;
}

p {margin-bottom: 1.3em;}

h1, h2, h3, h4 {
  margin: 1.414em 0 0.5em;
  font-weight: inherit;
  line-height: 1.2;
}

h1 {
  margin-top: 0;
  font-size: 6.854em;
}

h2 {font-size: 4.236em;}

h3 {font-size: 2.618em;}

h4 {font-size: 1.618em;}

small, .font_small {font-size: 0.618em;}
```

**Type-Scale.com**

## – Tavola Tipografica

```
html {font-size: 0.813em;}

body {
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```

Grazie prof.

[Type-Scale.com](http://Type-Scale.com)

# — Tavola Tipografica

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\*Offerta valida dal 18/09 al 02/10. Acquisto minimo di 49,90€ Si applicano condizioni.

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PayPal

### Select your body font size

*Conversions based on 16px browser default size*

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
7px	0.438em	43.8%	5pt
8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
<b>16px</b>	<b>1.000em</b>	<b>100.0%</b>	<b>12pt</b>
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

### Voilà! Your conversions

*Conversions based on your body font size*

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
7px	0.438em	43.8%	5pt
8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
16px	1.000em	100.0%	12pt
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

### Oh la la! Custom conversion

*Here's a calculator for your custom EM needs*

1. Enter a base pixel size

16 px

2. Convert

PX to EM      EM to PX

px      or       em

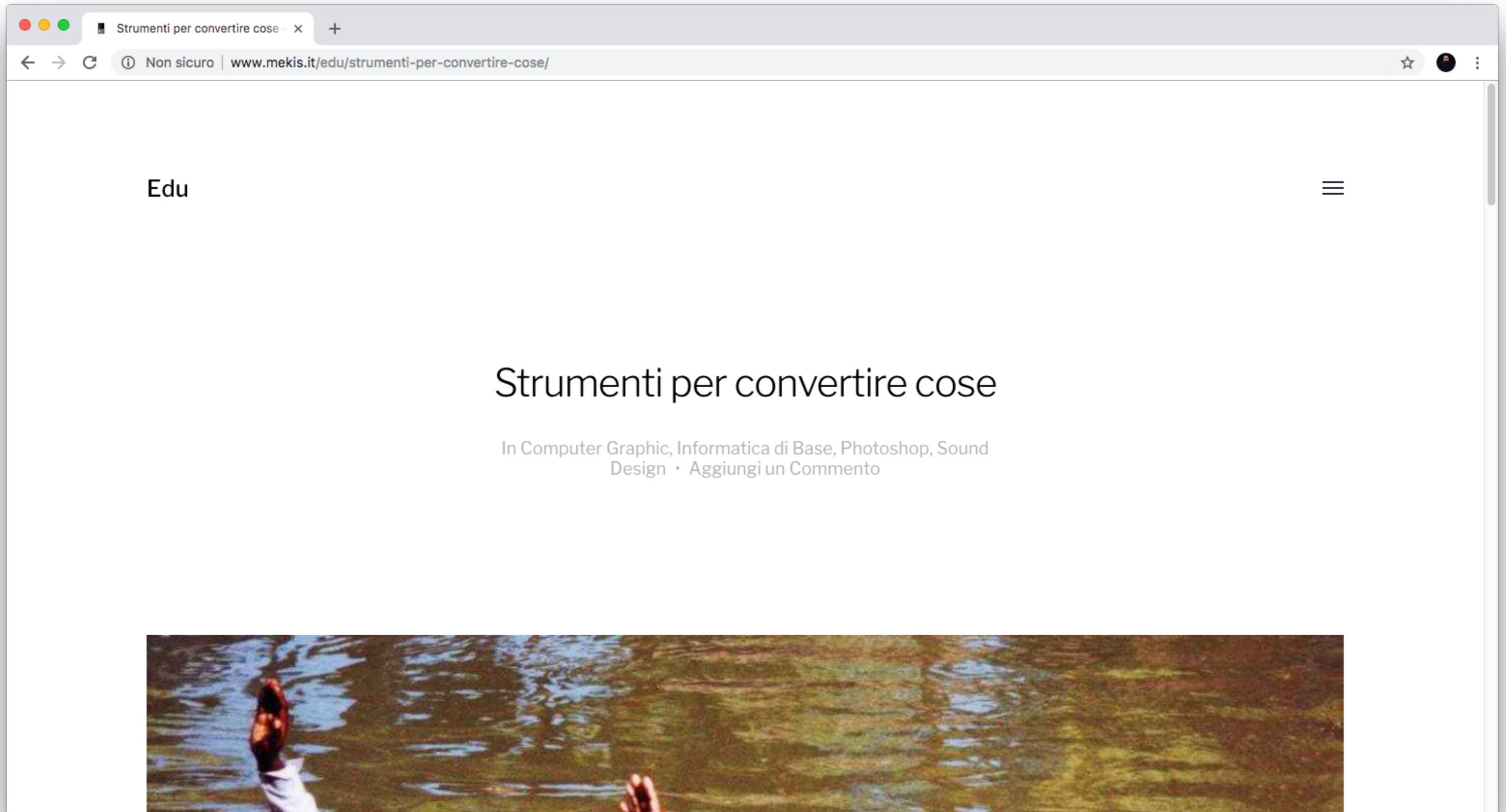
Convert

3. Result

Site developed and designed by [Brian Cray](#) for your pixel pushing pleasure.

[pxtoem.com](http://pxtoem.com)

## — Tavola Tipografica



<http://www.msdcv.it/edu/strumenti-per-convertire-cose/>

**Un paio di font**

**Una scala tipografica**

**Testo**

**Immagini**

**Pazienza e precisione**



# Testo segna-posto?

**Sì potrebbe tornare utile. Il famoso  
Lorem ipsum.**

Il testo deriva dai paragrafi 32-33 del libro I  
di un'opera di Cicerone del 45 a.C.  
il **De finibus bonorum et malorum**.  
("Sui confini del bene e del male")

È un testo privo di senso. Le parole sono state prese quasi casualmente con il solo scopo di avere un ritmo tipografico fra i caratteri, apparendo così un blocco leggibile.

« Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. »

**Ma noi non lo useremo!**



**Un paio di font**

**Una scala tipografica**

**Testo**

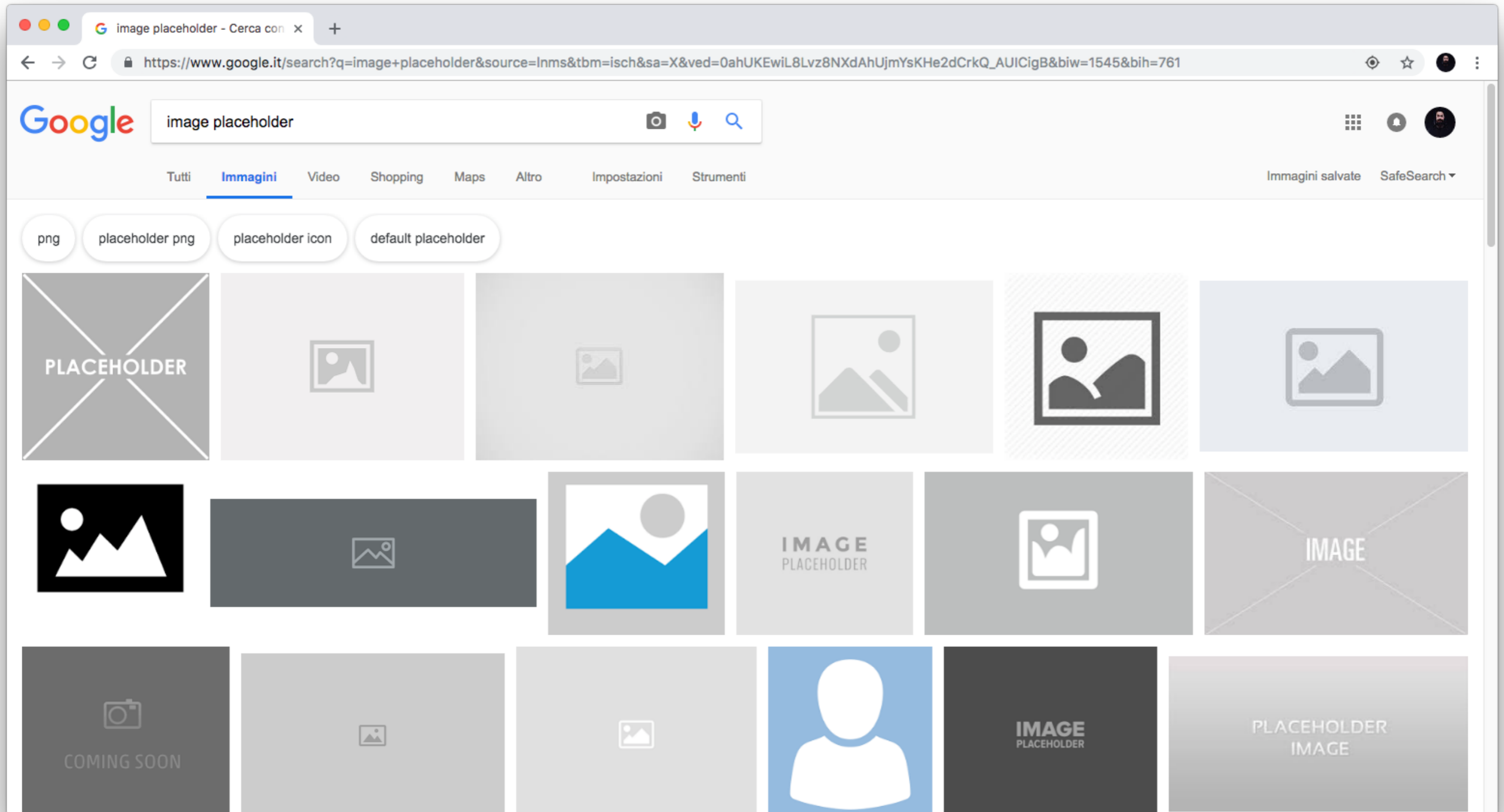
**Immagini**

**Pazienza e precisione**

# Immagini

**Esistono numerosi tools online  
con immagini segnaposto.  
Immagini neutre.**

## – Tavola Tipografica





**Ma noi non le useremo!**



**Vi sarà dato un pack!  
Non temete.**



**Un paio di font**

**Una scala tipografica**

**Testo**

**Immagini**

**Pazienza e precisione**

# Faremo una simulazione assieme

**La costruiamo assieme, passo dopo passo.**

# Faremo una simulazione assieme

Useremo  
Indesign



# Ecco gli elementi

- 1. Copertina**
- 2. Indice**
- 3. Paragrafo**
- 4. Titoli**
- 5. Parte testuale**
- 6. Testo + immagini**
- 7. Blocco citazioni**
- 8. Tabella**

**Servono delle revisioni?  
Serve parlare con me?**

**Iscriviti a [msdvc.it/edu](https://msdvc.it/edu)**

**Manchi ad una lezione?  
Ti serve del materiale?**

**[msdvc.it/edu](https://msdvc.it/edu)**



— Pausa caffè!



B.J.  
2018