Typography Day 2013 submission

Title: The future of type design is coming closer

Abstract:

Since 2010, Fontlab Ltd. has been working on a next-generation series of software tools for type design and font editing. On one hand, we have concentrated our efforts on making the technical aspects of font developing as easy as possible, eliminating the type designer's need to have a deep technical understanding of digital font technology. On the other hand, we have introduced several new, revolutionary ideas which make it easier for designers to start designing a typeface, and which eliminate many repetitive tasks and allow the designer to fully concentrate on the creative aspect of type design. In December 2012, we introduced TransType 4, the first of our next-generation products, and in 2013 we will be releasing a next-generation type design application. In this talk, Adam Twardoch will explain the new concepts that we are adopting, and will preview some of the most exciting aspects of the next-generation type design application by FontLab.

Presenter: Adam Twardoch
Product and Marketing Manager
Fontlab Ltd.

Presenter bio:

Based in Berlin, Adam Twardoch is working in the field of font technology, multilingual typography, CSS webfonts, Unicode and OpenType. He serves as product and marketing manager at Fontlab Ltd. He also works as a typographic consultant to MyFonts and other clients worldwide. He is member of the ATypI Board and was involved in the organization of four ATypI conferences. Adam has been teaching workshops in font creation in the UK, USA, Germany, Russia and his native Poland.