

# Typography and grids

syllabus 2024



# 90%

More than 90% of all web content is typographic content

# 32%

Businesses that embrace design, generate 32% more revenue

## Typography and Grids

As 90% of all digital platforms, services, and products exist of typographic content, it's important to understand the macro and micro aesthetics of typography. In this course you'll discover how you can enhance the accessibility and readability of your content and how you can even make this attractive and appealing in itself by exclusively steering on typographic parameters and without even using imagery.

Source: McKinsey (2018), *The business value of design*

**Form**

**Human Centered Design**

**People | Technology | Business**

*our focus*

*current focus*

## Good design

A human-centered design process usually doesn't lead to user-friendly design. This is because too little attention is paid to the aesthetic qualities of digital products, and this already starts with the digital designer courses.

However, the aesthetic qualities of digital products are essential for their ease of use. Good design makes a product understandable.

Good design also contributes to a pleasant living environment and our well-being in general.

That's why School of Form explicitly focuses on aesthetics. Not as an end in itself, after all, we make user applications, but to enhance its function and user-friendliness.

# Typography and Grids

## Course Calendar

Week	Lesson	Description	Assignment
<b>Lesson 1</b> Tuesday 23 April 2024	<b>Micro- and macro aesthetics</b>	Discover the palette of typographic parameters that takes UX to the next level	Create an advertisement (short copy)
<b>Lesson 2</b> Monday 29 April 2024	<b>Inner and outer logic</b>	Relate the outer logic of typography to the inner logic of textual content	Design an in-depth article (long copy)
<b>Lesson 3</b> Tuesday 14 May 2024	<b>Rhythm and proportion</b>	Learn how to structure and present fragmented and complex content	Create a product page (complex information)
<b>Lesson 4</b> Tuesday 21 May 2024	<b>The typographic grid</b>	Understand the relationship between typography and grids	Design a typographic foundation for a flow (complex functionalities)
<b>Lesson 5</b> Tuesday 28 May 2024	<b>Type in motion and space</b>	Explore the elements of typographic style in Web3	Apply type in motion and space (moving type)

## What's included?

- 5 live online masterclasses
- 5 required assignments
- 1 personal design critique
- downloadable workbook and toolkit
- certificate

Format	Online with live sessions
Start date	April 23, 2024
Duration	6 weeks
Time	8-12 hours weekly
Max nr of students	20
Language	English or Chinese
Price	€1.250

Questions?

Enroll



1992

Graduated in Fine Art and Design in Education (MA) from ArtEZ University of the Arts

1993

Postgraduate student at Kunstakademie Dusseldorf in the classes of professors Jan Dibbets (Painting) and Walter Nikkels (Typography)

1997

Started design career in the internet industry

2008

Creative Director at Mirabeau, a Cognizant Digital Business (until 2020)

2014

Graduated (MSc) from EURIB, European Institute of Brand Management

2022

Independent design director and digital designer

2023

Teacher and founder at School of Form

# Henk Haaima

School of Form has worked for these brands:

