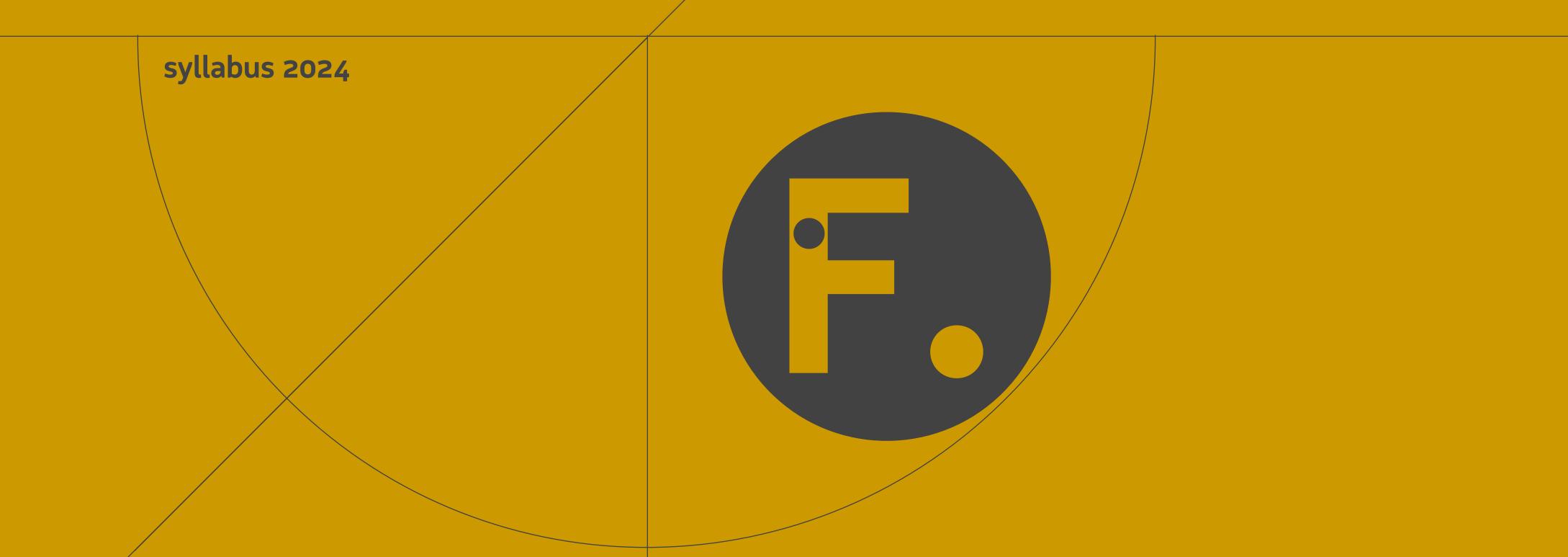
Typography and grids



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 exists 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

our Form focus **Human Centered** current focus Design People | Technology | Business

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

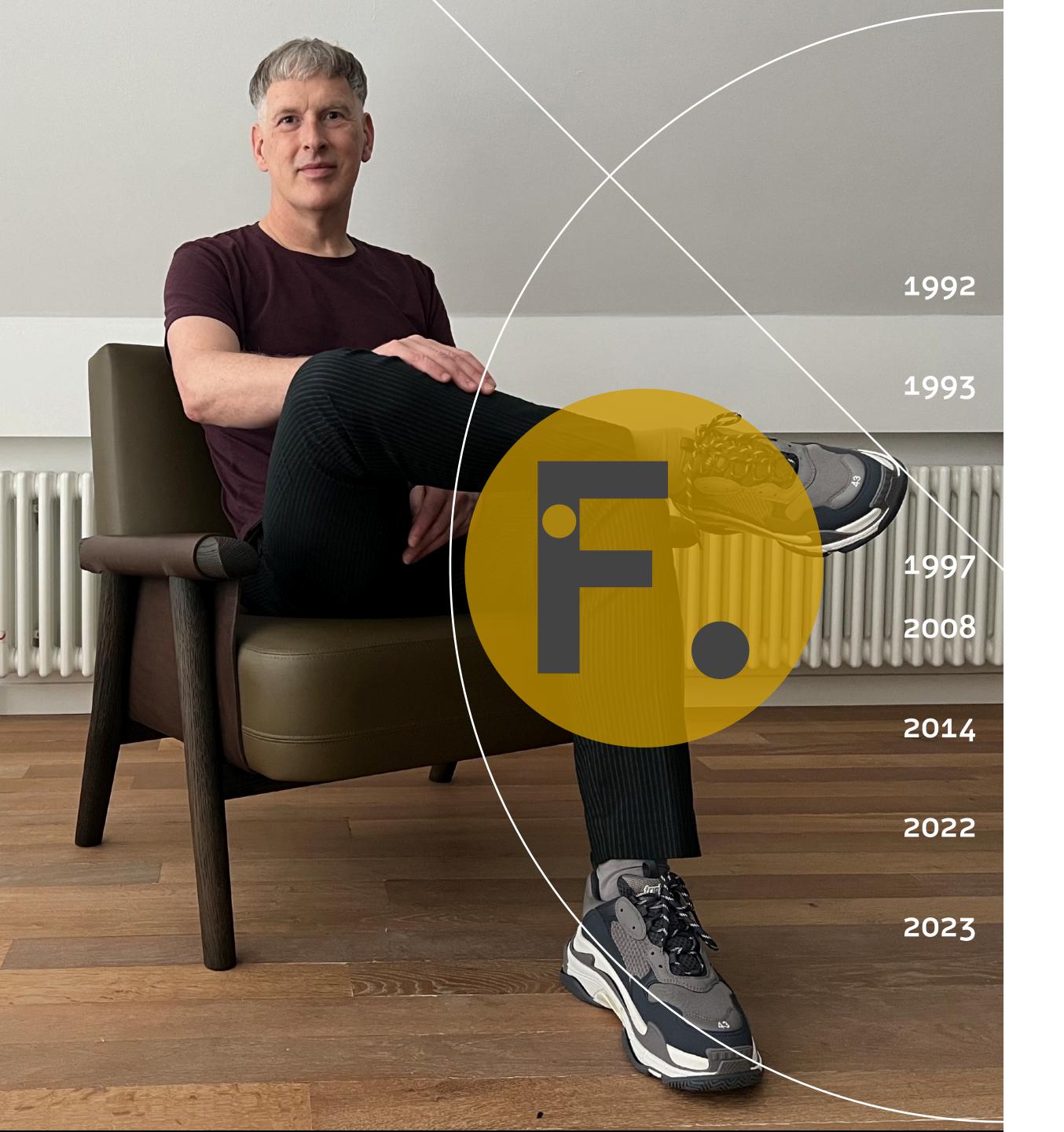
Course Calendar

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



Henk Haaima

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

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

Started design career in the internet industry

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

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

Independent design director and digital designer

Teacher and founder at School of Form

School of Form has worked for these brands:







































