



1st international conference

TYPOGRAPHY & VISUAL COMMUNICATION

26-30 june 2002, thessaloniki, greece

jointly organized by the **UNIVERSITY OF MACEDONIA PRESS**
& **altervision**

CONFERENCE PROGRAMME

under the auspices of the
UNIVERSITY OF MACEDONIA
ECONOMIC AND SOCIAL SCIENCES

**1st International Conference on
Typography & Visual Communication**
jointly organized by the **University of Macedonia Press & alterVision ltd**

under the auspices of the
University of Macedonia
Economic and Social Sciences

Organizing Committee

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Lecturer, *Panteon University*, Chairman, *criticalpublics sa*, Greece

Gerry Leonidas

Lecturer, *University of Reading*, England

Klimis Mastoridis

Director, *University of Macedonia Press*, Chairman, *altervision ltd*, Greece

General Information

Venue

University of Macedonia, Thessaloniki, Greece

26-30 June 2002

University of Macedonia

156 Egnatia street, 540 06 Thessaloniki

Telephone +30 310 891.743, & 891.741

Fax +30 310 891.731

Climate

During June in Thessaloniki the temperature ranges from 23°C to 29°C. Sweaters and light jackets are recommended for windy evenings.

Languages of the Conference

English and Greek. Simultaneous translation will be available. The bookbinding, lithography and engraving, and the publishing workshops will be conducted in Greek. For the typeface design workshop and the 4-hour 'Design game' knowledge of English is necessary.

Badge

Participants are kindly requested to wear their badge during all Conference activities and social events.

organizers

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Conference Secretariat

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Please ask for Valentini Amarantidou (Conference Coordinator) direct line: +30 310 252.330

- 08:30 – 10:00** **Registration**
- 10:00 – 11:00** **Greetings**
- 11:00** **Coffee break**
- 11:30** **Klimis Mastoridis**, Greece
The DIDOT 1992 typographic seminar in Thessaloniki; Ten years later
- 12:00** **George Hourmouziadis**, Greece
Writing and the man
- 12:30** **John H. Bowman**, UK
The fine printing of Greek in Britain and its types
- 13:00** **Lunch break**
- 14:30** **Justin Howes**, UK
A new species of type: Edward Daniel Clarke and the revival of the Grecian sanserif
- 15:00** **Yannis Haralambous**, France
Keeping Greek typography alive
- 15:30** **Ole Lund**, Norway
Evidence-based typography
- 16:00** **Coffee break**
- 16:30** **George Matthiopoulos**, Greece
Lead past and digital future; Design peculiarities of the Greek alphabet
- 17:00** **Petra Černe Oven**, UK
CE demystified: the development of special characters in slavic languages
- 17:30** **Elisabeth Georgiadou**, Greece
Marshal McLuhan's Global Village and the Internet
- 18:00** **Vangelio Tzanetatou**, Greece
Bookbinding, limits and horizons at the turn of the century
- 18:30 – 19:00** **Discussion**

20:00 – 20:30 **Welcome cocktail at the Conference Exhibition place**

French Institute of Thessaloniki

Wednesday 26 June

16:30 – 18:00 **OPEN FORUM**
Design education, typography and visual language

Conference Hall

11:30 – 15:30 **WORKSHOPS**
The conference experience: a publishing project
Typeface design
Lithography and engraving
Fine bookbinding

Hall 9
Teleconference Hall
Hall 10
Hall 6



- 09:30 **Milena Dobрева**, Bulgaria
Use of information technology for presentation of the medieval written cultural heritage
- 10:00 **Manolis Savidis**, Greece
Athenian inscriptions, twenty-five centuries later
- 10:30 **Triantafyllos Sklavenitis**, Greece
History of the technology of Greek typography; a research programme
- 11:00 **Coffee break**
- 11:30 **James Mosley**, UK
"A noble simplicity and a calm greatness": what is meant by "neoclassical" typography?
- 12:00 **Maria Tsantsanoglou**, Greece
Typographic experiments in the period of the Russian avant-garde, 1910-1934
- 12:30 **Barry Roseman**, USA
The design of transportation timetables: A historical overview with experimental journeys in typographic education
- 13:00 **Lunch break**
- 14:30 **Peter Karow**, Germany
Digital typography
- 15:00 **Maria Nicholas**, USA
Is punctuation dead? Use and misuse in the digital age
- 15:30 **Stephan Füssel**, Germany
Future of typography, digital ink and digital paper
- 16:00 **Coffee break**
- 16:30 **Mary Dyson**, UK
Legibility on screen: what do we think versus what do we know?
- 17:00 **Viktor Koen**, USA
Deconstructing illustration, or adventures in picture land
- 17:30 **Vangelis Hatzitheodorou**, Greece
Sign system and information design management
- 18:00 **Jannis Stefanakis**, Greece
Greek fine book printing
- 18:30 – 19:00 **Discussion**

- 11:30 – 15:30 **WORKSHOPS**
- The conference experience: a publishing project
- Typeface design
- Lithography and engraving
- Fine bookbinding

Hall 9

Teleconference Hall

Hall 10

Hall 6

- 09:30 **Hristina Banou**, Greece
From manuscript to printed material, from the printed material to electronic printing: similarities and differences. The role of the history of the book
- 10:00 **Andreas Sophocleous**, Cyprus
The first Cypriot printing establishments 1878-1890
- 10:30 **Dimitris Pavlopoulos**, Greece
Zincography in Greece
- 11:00 **Coffee break**
- 11:30 **Anastasios Politis**, Greece
Historical and technological development of image reproduction
- 12:00 **Costis Dallas**, Greece
Electronic communication in the arts: form, function and context
- 12:30 **Stergios Delialis**, Greece
The Design Museum of Thessaloniki
- 13:00 **Lunch break**

- 14:30 – 18:30 **Petr van Blokland**
The design game: Running the design process in simulation mode

Conference Hall

The maximum number of participants for Petr van Blokland's 4-hour **The design game: Running the design process in simulation mode** is 40 persons.

What do they do, those designers? Why do they prefer square for circle? When bold and when thin? Sometimes blue, sometimes yellow? When does a face fix the problem and not a car? Do you want to get a hold on the design process? Do you want to be a partner, not a victim?

What do they do, these customers? Why do they prefer circle for a square? When capitals and when italic? Sometimes red, otherwise blue? When does an eye solve the problem and not a computer? Do you want to get a hold on the design process? Do you want to be a partner, not a victim?

It is all possible. Play the game. Then you will know.

- 09:30 **Michael Twyman, UK**
Further thoughts on a schema for the study of graphic language
- 10:00 **Phil Baines, UK**
Balancing acts: 1. designing and teaching, 2. technology and thinking
- 10:30 **Andrew Boag, UK**
One small step: designing invoices for the UK's Royal Mail
- 11:00 **Coffee break**
- 11:30 **Paul Stiff, UK**
Designing for reading
- 12:00 **Karel van der Waarde, Belgium**
Balancing types: texts in annual reports
- 12:30 **Jannis Androutsopoulos, Germany**
Typography as a resource of media style: cases from music youth culture
- 13:00 **Lunch break**
- 14:30 **Petr van Blokland, The Netherlands**
The design process: Analysis of the design process and the required tools
- 15:00 **Gerry Leonidas, UK**
Developing Greek typefaces outside Greece: an account of the last five years
- 15:30 **Garrett Boge, USA**
The Legacy of Letters Digital Photo Archive: tracing the evolution of roman letterforms from Archaic Greek through the invention of printing
- 16:00 **Coffee break**
- 16:30 **Kostas Staikos, Greece**
To be announced
- 17:00 **Dimitris Arvanitis, Greece**
1979-2002: The landscape of typography
- 17:30 **Evipides Zantides, Cyprus**
Serial thought on everyday graphic symbols. The construction of an "Intertextual visual orchestra"
- 18:00 **Michalis Arfaras, Germany**
New technologies and the graphic arts
- 18:30 – 19:00 **Discussion**

- 09:30 **Vassilys Fourkas**, Greece
Cyber-space: theoretical approaches
- 10:00 **Christos Diafas**, Greece
Message in Wonderland
- 10:30 **Vlassis Vellios**, Greece
Visual communication education
- 11:00 **Coffee break**
- 11:30 **Dimitris Kourkoutis**, Greece
Greek signage experience: Renovation of the information system for the Athenian trolleybuses
- 12:00 **Sylvia Krzemien**, Germany
In transition: A brief introduction in Greek graphic design and typography
- 12:30 **Demetris Fakinis**, Greece
Greek typographic and design magazines
- 13:00 **Lunch break**
- 14:30 – 16:00 **Alan Marshall**, France
Beyond the old books / new technology dichotomy: rethinking the 20th century printing history in a museum context
- Manos Haritatos**, Greece
Press and typography at ELIA: collection, preservation, development
- 16:00 **Coffee break**

- 16:30 – 18:00 **OPEN FORUM**
Typography as national identity – developing global identities

Conference Hall

- 11:30 – 15:30 **WORKSHOPS**
- The conference experience: a publishing project
 - Typeface design
 - Lithography and engraving
 - Fine bookbinding

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Hall 6

- 10:00 **Anna Panagiotarea**, Greece
The future of writing and of the Press in relation to electronic journalism
- 10:30 **Apostolos Rizos**, Greece
Greek poster 1900-1950; Integration and characteristics of the component parts
- 11:00 **Coffee break**
- 11:30 **Christopher Burke**, UK
A typographer's approach to typeface design
- 12:00 **Gerard Unger**, The Netherlands
How Dutch is Dutch type design?
- 12:30 **Jean-François Porchez**, France
Cuisine typographique
- 13:00 **Lunch break**
- 14:30 **Simon Daniels**, USA
Type on the web – 2002
- 15:00 **David Lemon**, USA
Type and technology
- 15:30 **Hrant Papazian**, USA
Shall we dance?
- 16:00 **Coffee break**
- 16:30 **John Hudson**, Canada
Making connections: Old Greek ligatures, new font technologies
- 17:00 **Sadik Karamustafa**, Turkey
From 'Hatt' to 'Type' – a typographic Odyssey
- 17:30 **Panos Vassiliou**, Greece
Contemporary Greek typography – desperately seeking respect
- 18:00 – 19:00 **Closing discussion**

20:30 **Dinner for invited speakers**

Thessaloniki War Museum

- 10:00 – 11:00 **Anodos**
Adobe InDesign II CE: The new standard in electronic design and typography
- 11:00** **Coffee break**
- 11:30 – 12:30 **Alphagraph SA**
HP Digital publishing solutions
- 13:00** **Lunch break**
- 14:30 – 15:30 **Linomedia**
Integrated solution for the digital era
- 16:00** **Coffee break**

- 16:30 – 18:00 **OPEN FORUM**
Type design: what's now, what's next

Conference Hall

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Tour to Vergina and Lunch (we will depart at 9:00, **Sunday 30 June**)

The archaeological site at Vergina testifies to the culture of the Macedonian kingdom. The site contains the remains of the royal family's summer palace, where, in later years, Philip II was assassinated and buried. The discovery of his tomb in 1977 was hailed as one of the greatest archaeological finds of the century. The rich and impressive artifacts that were unearthed can be viewed there along with the tombs themselves and the amazing frescoes, rare samples of painting from antiquity.

We will visit Vergina, the museum of Vergina and the ancient royal tombs of Philippos, the King of Macedonia and father of Alexander the Great. Veria and Edessa are the next stops, both picturesque towns with unique landscapes and architecture. Worth mentioning are the waterfalls at Edessa.

Institut
Français de
Thessalonique



Exhibition during the Conference

The Conference exhibition is staged at the *French Institute of Thessaloniki*. Items included:

- Rare books of the collection of Kostas Staikos,
- Ephemera collection from the Hellenic Literary and Historical Archive (ELIA),
- Graphic collection, Thessaloniki Design Museum,
- Photography exhibition: Greek printing establishments,
- Books from the period of the Russian avant-garde,
- Other items of typographic interest

Opening hours: Monday to Friday, 10:00 – 14:00 and 18:00 – 21:00, Saturday 10:00 – 14:00, Sunday closed.

The Conference exhibition has been made possible due to the kind help offered by the director of the French Institute of Thessaloniki, Mrs Mona Guichard, the stamina of the director of the Thessaloniki Design Museum, Mr Stergios Delialis, and the generosity of all the collectors and the institutions involved in this event.

Some information about the workshops

The conference experience; a publishing project

Angelos Bakas, assisted by alterVision, is responsible for this workshop. How do we transform a five-day important experience into printed matter? Which is the best way to organize and plan the information in hand in order to arrange it on several pages? How do we choose our material and what kind of contemporary tools should we employ to convert verbal into graphic language? These and many more questions will receive an answer during the event.

Lithography and engraving

Michalis Arfaras and Jannis Stefanakis will demonstrate various ways and techniques employed to convert, through lithography and engraving, a printed item into an art object. Moreover, they will discuss examples of their work, analyse their individual approaches, and stimulate participants to lay hands on press, paper and ink.

typeface design workshop

Schedule

The workshop runs over three days, with a four-hour session each day, and a short break halfway through the sessions. It is intended that participants will follow through with the exercises and assignments in the time outside the workshop sessions. It is organized by Gerry Leonidas with contributions from a number of speakers at the conference.

Objectives

to develop basic skills in typeform design and typeface development
to build the foundations of an effective work process for typeface development
to gain an understanding of current developments and production issues for digital typefaces

Method

The workshop will comprise:

a series of practical exercises leading from initial sketches to a good implementation of the key characters in a font file that can be used for testing and further development
regular review and discussion of work in progress, with a final presentation to the group of each design
a number of short presentations about procedural and technical issues
Participants will be shown examples of development work for existing typeface design projects.
The emphasis will be on informal, discursive sessions, where participants will be able to interrupt and contribute with their own observations.

bookbinding workshop

Limp bookbinding, 16th-17th century

Vangelio Tzanetatos will offer to the workshop participants the chance to experience the creative procedure of fine bookbinding and to acquire a knowledge of the necessary materials and tools.

Stages – materials, tools and equipment.

1st day: 1. Cook paste and size. 2. Colour cover, end papers and thread. 3. Edge-decoration.

2nd day: 1. Sew book on supports and zig-zag guard. 2. Make head and tail bands.

3d day: 1. Prepare cover and lace the book in.

Participants need to bring with

Brushes: three round medium size hard for acrylics and one medium size flat and soft for watercolours.

Two empty plastic yogurt cups. One empty pottery yogurt cup. A couple of tubes with acrylics of your choice.

A very soft shoe brush. A hair drier and an old T-shirt (to protect your clothes!).

All other necessary materials will be provided by the conference organizers.



1st international conference on typography and visual communication
26 - 30 June University of Macedonia Thessaloniki Greece

υπό την αιγίδα του

Πανεπιστημίου Μακεδονίας
Οικονομικών και Κοινωνικών Επιστημών

με την ευγενική χορηγία των

Υπουργείο Πολιτισμού



Υπουργείο Εθνικής Παιδείας & Θρησκευμάτων

Υπουργείο Μακεδονίας-Θράκης



υποστήριξη



χορηγοί επικοινωνίας

