

NEW FOR 2017

# Design thinking with typography

## Type Tasting workshop



# A



Illusions

Hunger

Sound

Sight

Smell

Stories

Voice

Trust

Emotions

Mood

Memories

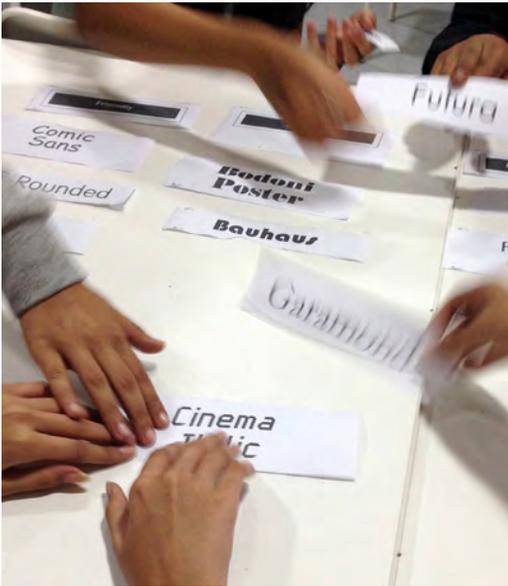
Personality

Taste

Touch



Sarah Hyndman  
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www.typetasting.com



## DESIGN THINKING WITH TYPOGRAPHY

Flex your team's design thinking abilities as they investigate the psychology of typography; discover its multi sensory properties; explore the user experience and understand its role as an essential design tool. This workshop combines a design thinking challenge, with hands-on typographic explorations, lashings of theory, and latest thinking in type perception for your team to take back to their desks.

### LEARNING OUTCOMES

- A fast paced and fun session away from the computer, experimenting with design thinking through typography.
- Understand how the psychology of the user/type consumer experience of typography can inform design solutions.
- Incorporate typeface personality profile data<sup>1</sup> for a people-based marketing approach.<sup>2</sup>

- Gain a greater awareness of using type to emotionally engage with the audience.
- Broaden your vocabulary of type styles and combinations.
- Refresh the team's sketching and creative idea generation skills.
- Benefit from a day of team building and professional development.
- Demystify the language of typography by adopting visceral descriptions from the type consumer vocabulary.
- Enjoy a fun session that energises the team and leaves them feeling inspired about typography.

### AWAY FROM THE COMPUTER

During a Type Tasting workshop participants are encouraged to draw type and sketch ideas on paper. It has been proven in fMRI studies that there is a strong connection between hand writing and idea generation, and that information becomes more memorable

when more than one sense is triggered.<sup>3</sup> Interacting with paper engages more of the senses; this involves more emotions and the information is more internalised, which leads to more reasoned decisions.<sup>4</sup>

#### VENUE

A Type Tasting workshop can take place in a venue of your choice for groups of up to 25 (please get in touch if your group is larger). Alternatively, the Type Tasting studio can accommodate up to 15 participants. This is a large, wooden-floored studio in a converted Chocolate Factory, full of typographic ephemera, and with an extensive design and typography library for inspiration.

Type Tasting, Chocolate Factory N16, Farleigh Place, London N16 7SX.

#### DURATION

Full-day or two days  
(Longer courses are available).

#### LUNCH

At the Type Tasting studio lunch can be ordered in, or a table can be reserved in a local restaurant for you to enjoy a lunch break together.

#### INCLUDED

Tea, coffee, cold drinks, fruit and snacks. Participants will take home 'tasting notes' for future reference and recommendations for further reading and inspirational activities.

#### IN ADVANCE

Participants are asked to fill in a questionnaire to enable us to tailor the workshop to their needs, and to provide a framework for them to reflect

on. A short pre-workshop task may be set for participants to do in advance, depending on the length of the session.



#### PREVIOUS WORKSHOPS

Autotrader; BBC; Cass Art; D&AD; Ecole Intuit Lab, Mumbai; Interbrand; JML; M&S; Mindshare; Monotype; Save the Children; South by Southwest (SxSW), Austin, Texas; Totally Money; V&A; Virgin Active.

#### ★★★★★ AUTOTRADER

*Brilliant, inspirational, excellent, insightful, informative, fun, refreshing, hands on, useful, great, awesome.*

*"I learned to push the boundaries and really experiment"* AVIONNE, DESIGNER, D&AD WORKSHOP.

*"Opened my mind to using different fonts, and their potential to evoke a reaction"* PAUL, UX DESIGNER, AUTOTRADER.

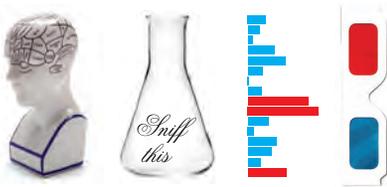
*"Surprised how quickly I can explore design ideas by sketching"* DANIEL, UX DESIGNER, TOTALLY MONEY.

*"I'll think more about my font choice and its impact on consumers"* CHARLIE, GRAPHIC DESIGNER, JML.

## WHY BOOK A TYPE TASTING WORKSHOP FOR YOUR TEAM?

Invest in your team's continuing development with a Type Tasting workshop. Join innovative typography expert Sarah Hyndman for an immersive session away from the computer. Sarah takes typography, a fundamental building block of design, as the focal point for an intensive creative refuelling workout and knowledge refresher.

Explore research-based methodologies for choosing typefaces; creative thinking; the science of communication; and creating an authentic voice that connects with your audience and enhances experiences. You will be taken through theories of consumer behaviour, and discuss how designing for more of the senses can both enhance experiences and make design outcomes more memorable.



## WHO IS A WORKSHOP FOR?

A workshop is suitable for designers, non-designers, a combination from different departments or teams, students.

This is a team session away from computers with a series of activities involving creative thinking and doing. Participants will take home 'tasting notes' for their future reference. The workshop is tailored to you following an initial discussion about your workplace, how you work, and what skills you would like the participants to develop.

sarah@typetasting.com [www.typetasting.com](http://www.typetasting.com)

## WHY IS TYPOGRAPHY IMPORTANT?

In today's Information Age, reading has become one of the primary ways we gather information. This puts typography at the forefront of the essential skills any designer must master in order to communicate effectively.

Reading creates the illusion it is a simple, effortless and automatic activity but the process builds on complex cognitive, linguistic, and social skills developed at an early age.<sup>5</sup>

Our non-conscious brain performs the task of reading. Here, the visual appearance of words communicates a great deal of information independently of what they spell out, and this happens without our conscious awareness. This enables type to take a short cut direct to the non-conscious brain, where it is estimated that 85% of our decisions are made.<sup>6</sup>

Typography is the technique of arranging type to create written language. When done well it gives the impression that type is 'invisible' because our eyes can glide, seemingly effortlessly, across the page.

However, when typography is just designed to be easy-to-read it misses the opportunity to connect with readers on a deeper, psychological level. Type is a powerful tool that can influence the meaning of words; establish trust; emotionally engage; give words a personality and a backstory; enhance experiences and impact a reader's behaviour.

## REFERENCES

1. Results of Sarah Hyndman's *Font Census* research.
2. "People-based marketing is the future" B Boland, Facebook vice president of ads product marketing, *Adweek*.
3. *Approaches to training & development* by D Laird, Perseus Books.
4. Brand Sense fMRI studies in conjunction with Oxford University.
5. *How psychological science informs the teaching of reading* by K Rayner, B Foorman, C A Perfetti, D Pesetsky, M S Seidenberg.
6. *Buyology* by M Lindstrom.



## BIOGRAPHY

Sarah Hyndman is the founder of Type Tasting. She is a writer, graphic designer and type expert who is known for her interest in perception and typefaces. She is involved in research into our psychological responses to the appearance of words.

Sarah established Type Tasting as a forum for research, skill development and exploration. She shares her findings through her writing, public speaking, events and workshops, including workshops for the D&AD.

Before setting up Type Tasting Sarah ran a design company for ten years with clients including the Almeida Theatre London, Coutts and the Philharmonia Orchestra. Sarah gained a distinction for her Master's degree in Typo/Graphics at the London College of Communication (University of the Arts). She was subsequently

invited back as a guest tutor to set up and run the yearlong Experimental Typography evening course, which she did for six years alongside her commercial practice.



*“Sarah’s enthusiasm and knowledge are infectious”* SARAH STEWART, LONDONIST.

*“Type Tasting surveys have given the graphic design community comprehensive information to use as hard evidence”* COMMUNICATION ARTS MAGAZINE.

## WATCH

Nicer Tuesdays

[www.bit.ly/TTNicerTuesdays](http://www.bit.ly/TTNicerTuesdays)

TEDx

[www.bit.ly/TTTedxB](http://www.bit.ly/TTTedxB)

Channel 4's Sunday Brunch

[www.bit.ly/TTSundayBrunch](http://www.bit.ly/TTSundayBrunch)

Taster Tape

[www.bit.ly/TTTaster](http://www.bit.ly/TTTaster)

## LISTEN

BBC Radio 4 Saturday Live

[www.bit.ly/Radio4in4](http://www.bit.ly/Radio4in4)

## READ

*Wired* 'If You Love That Font So Much, Why Don't You Date It?'

[www.bit.ly/TTWiredFont](http://www.bit.ly/TTWiredFont)

CNN 'How fonts could help you find the perfect date'

[www.bit.ly/TTCNNFont](http://www.bit.ly/TTCNNFont)

*Creative Review* 'A taste of type'

[www.bit.ly/TTCreativeReview](http://www.bit.ly/TTCreativeReview)

*iPerception* 'The Taste of Typeface'

[www.bit.ly/TTiPerception](http://www.bit.ly/TTiPerception)



*Why Fonts Matter* by Sarah Hyndman  
(Penguin/Random House)



"Fun" "Brilliant" "Inspiring" "Eye-candy"  
"Enlightening" AMAZON REVIEWS.

"Most books about fonts are written for designers—  
Sarah brings the power of fonts to everyone"

PATRICK BURGOYNE, *CREATIVE REVIEW*.



## TALKS AND INTERVIEWS

BBC Radio 4 Saturday Live

BBC Radio 4 Today

Channel 4 Sunday Brunch

Creative Mornings, London

D&AD/Monotype Podcast

Nicer Tuesdays, It's Nice That

South by Southwest (SXSW), Austin, Texas

TEDx

TYPO San Francisco

V&A, London Design Festival

## WORKSHOPS AND EVENTS

BBC Bristol, Cal Poly, D&AD, Food Matters

Live, Hospital Club, Interbrand, LDF at the

V&A, Mindshare Huddle with Monotype,

Save the Children, Science Museum Lates,

SXSW, Virgin Active.

## CONTACT

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Sarah Hyndman Taster Tape

