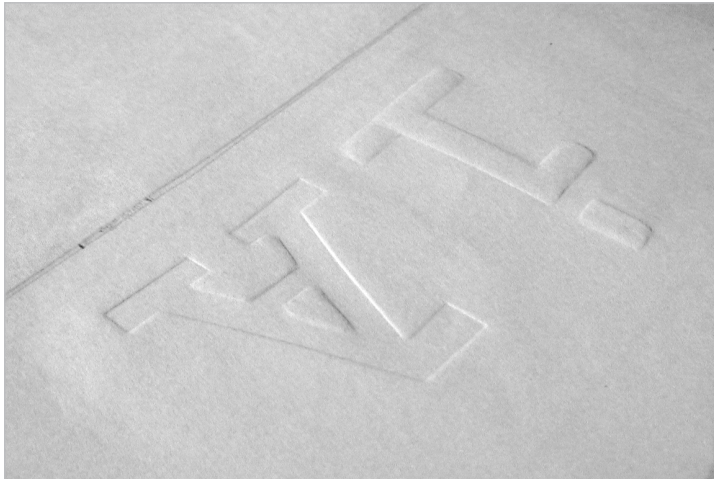
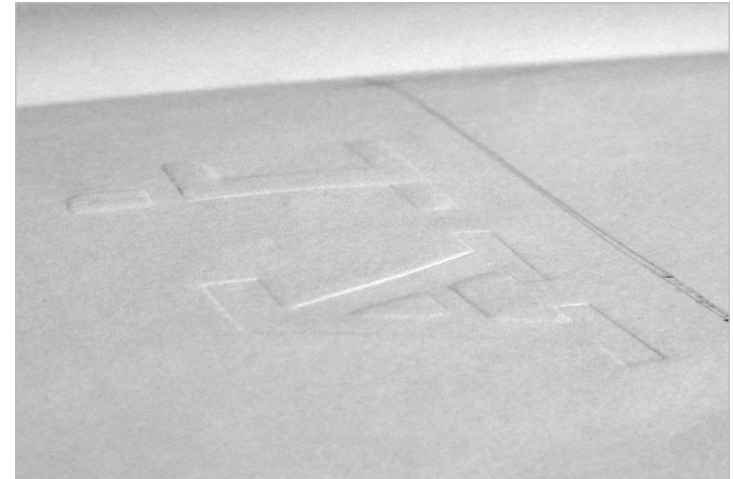


Hochschule für Künste, Bremen  
M.Sc. Digital Media  
Typography, layout and concept  
2007 Germany



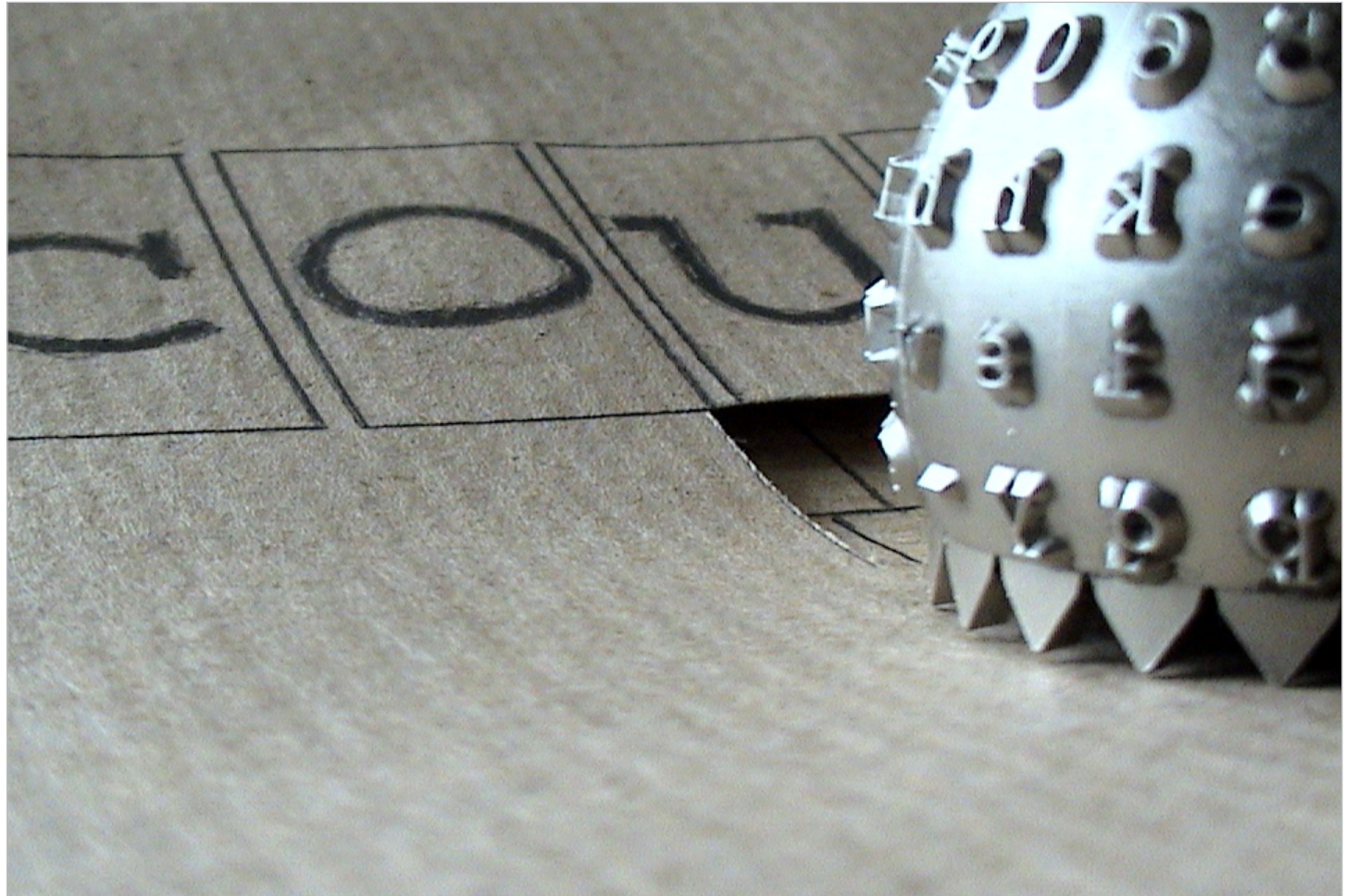
Ricardo Cedeño Montaña  
Antonio De Yta Ortiz

Hochschule Bremerhaven

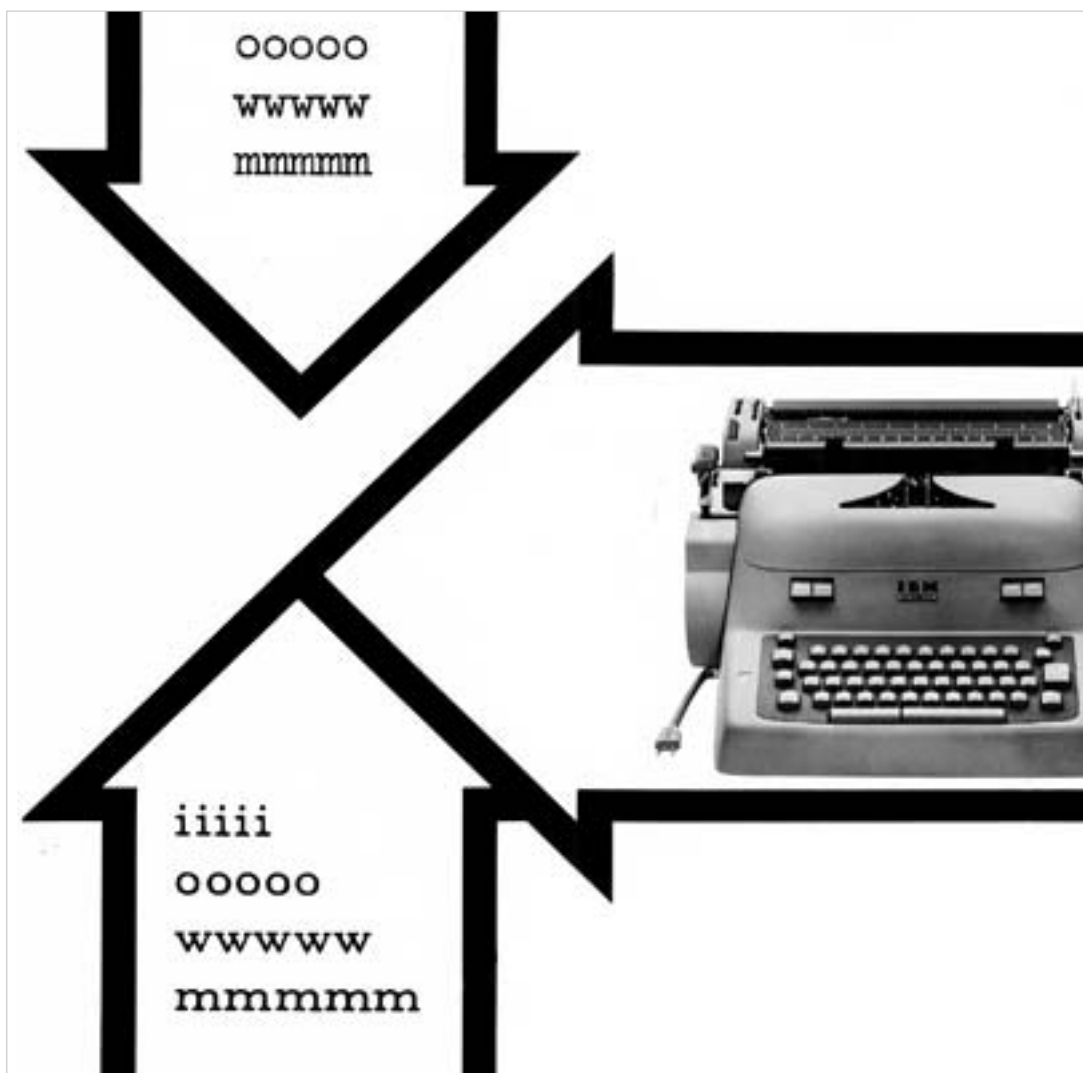


## Contents/

>	<u>Introduction</u>
->	<u>Howard Kettler</u>
-->	<u>Biography</u>
-->	<u>Technique</u>
-->	<u>Font: Courier</u>
-->	<u>Concept and Anatomy</u>
->	<u>Project</u>
-->	<u>Concept</u>
-->	<u>Sketchs, Drafts</u>
-->	<u>Mock-ups</u>
-->	<u>Format and Grids</u>
-->	<u>Posters Design</u>
-->	<u>Scale</u>
-->	<u>Applications</u>
>	<u>Bibliography</u>



## Introduction/



We live in a world surrounded by fonts. They are there to deliver information. We use and abuse them; we accept or reject them; we ignore, but we need them. Why not let its users know why they are there, how and by whom they were designed. The intention of this project is exactly that, give the daily users an opportunity to rediscover a font that has been following them since their birth and probably will be with them, even after they leave this world.

'Courier', a font that we have seen in almost all official documents, is the protagonist of this work. Once designed to look modern, progressive and attractive, now has become the font of bureaucracy. To understand the importance and popularity of this font, we need to go back to its creator: Howard G. Kettler.

**Howard G. Kettler/**  
Biography/

- Ran his own printing shop.
- 1952 Started working by IBM
- Was in the US NAVY at WW II
- Worked closely with:
  - FBI
  - Canadian Mounted Police
- 90's Worked by Lexmark
- Married 2 times, and 4 daughters.

"Bud" (USA 1919-1999)



- He designed characters at 100x their actual size.
- He drew the characters and cut them into cardboard to give the engraver a pathway to follow.



**Howard G. Kettler/**  
Technique/

- He rotated the mock up page 180°, he wanted no one character to stand out.



Howard G. Kettler/  
Font: Courier/

- 1955: Designed for IBM
- Selectric Model - Adrian Frutiger
- 1984: Core font for Mac O.S.
- 1990: Core font Windows 3.1
- 1990: "Courier New" born.

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÊËÌÕÖÜ  
abcdefghijklmnopqrstuvwxyzàáêëìõöü&  
1234567890 (\$£., !?)

"A letter can be just an ordinary messenger, or it can be the courier, which radiates dignity, prestige, and stability."



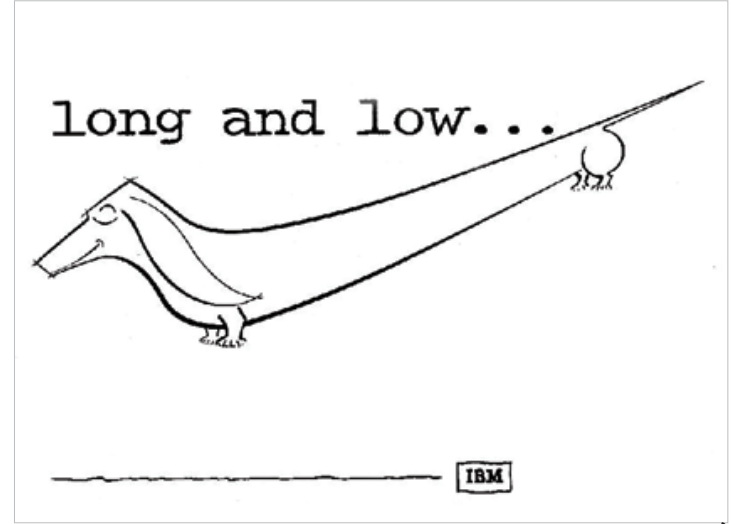
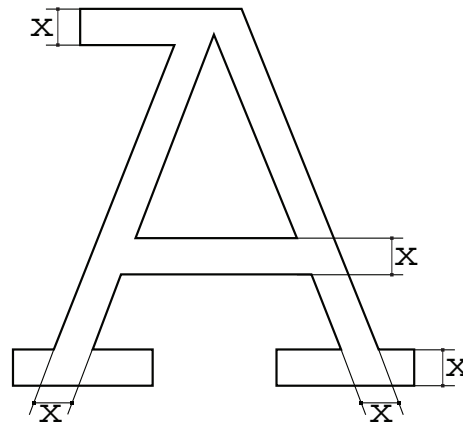
Bridge

Ascender  
X-height  
Descender

Bridge

X X X X X X

X = Body width



Howard G. Kettler/  
Concept and Anatomy/

Upper Case                      Lower Case                      Upper Case

Doubleside Serif    A    n    o    g    a    D

Cross Bar    Counter    Axis    Loop    Bowl    Stern    Swell

Curve    Singleside Serif

- Monospace square
- Slab Serif
- Geometric simplicity



## Project/

### Concept/

This public exhibition is intended to be placed at different government administration buildings, where citizens have to deal with bureaucratic issues, such as the Foreigners agency in Bremen, in order to make a certain criticism to these agencies. Normally people have to spend a lot of time in this buildings, so the posters could ease their wait and at the same time learn interesting details about a font they have known all their life but hadn't the chance to know more about it.

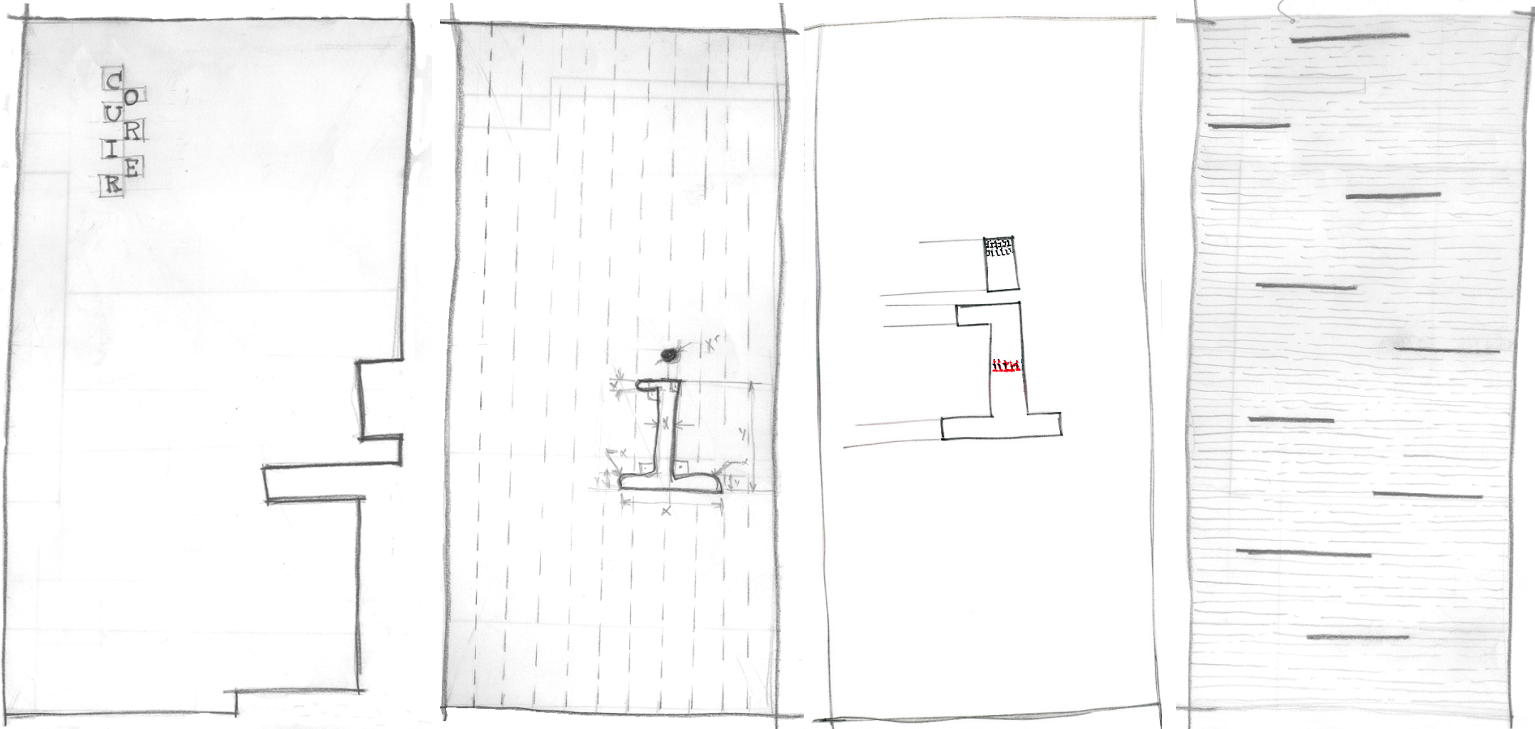
The posters should illustrate the techniques used by Kettler to design fonts.

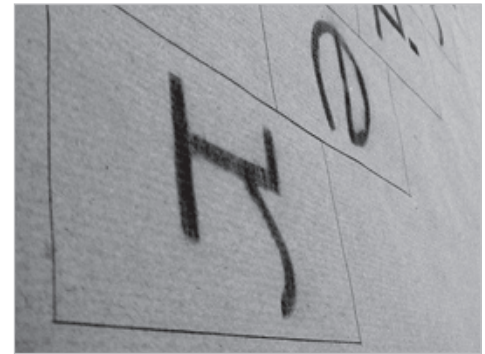
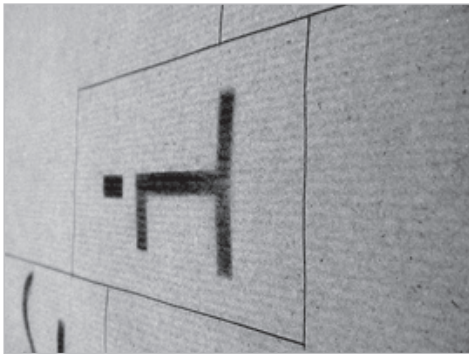
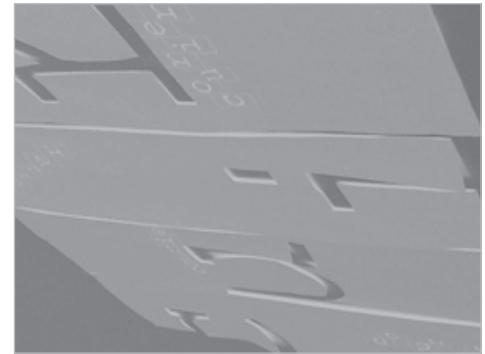
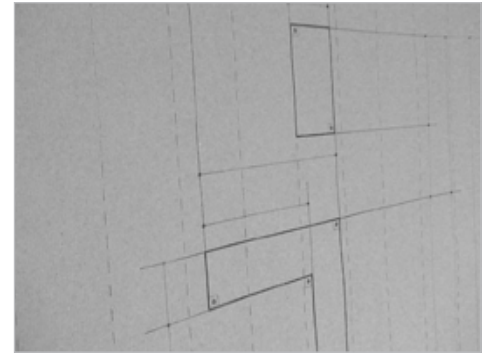
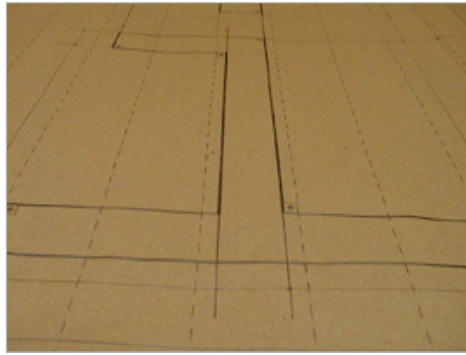
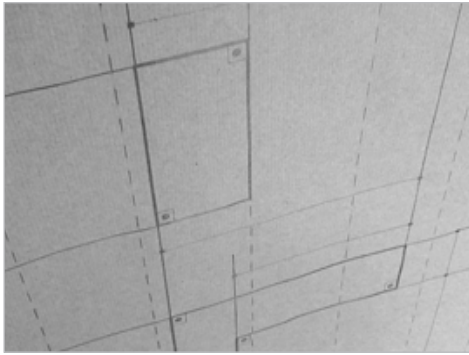
The small details and the special characteristics of the font should be explained graphically.

→ Courier the bureaucracy's face  
→ Courier dealing with bureaucracy  
→ who: cedeno Montain, Pirodo  
Deyta Ortiz, Antonio

→ where: Bürgerbüro, Bremerhaven  
Stückmarkt, Bremerhaven  
→ when: Feb 2004  
→ contact: 0471 630 2513, w3.courier.pnt.de

Project/  
Sketches/





Project/  
Mock-ups/



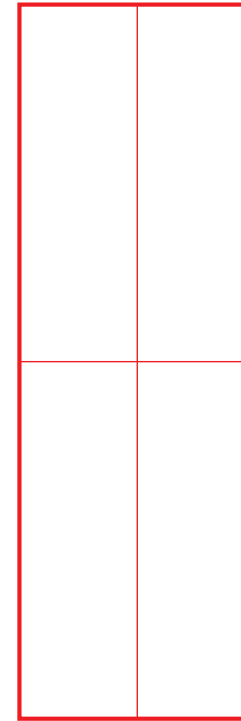
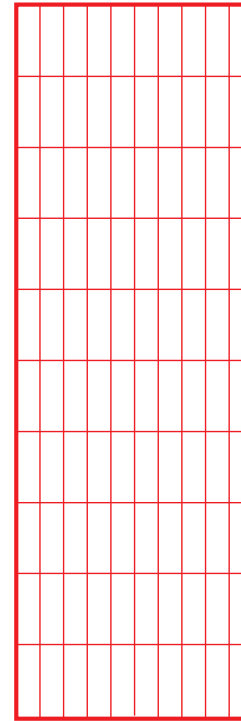
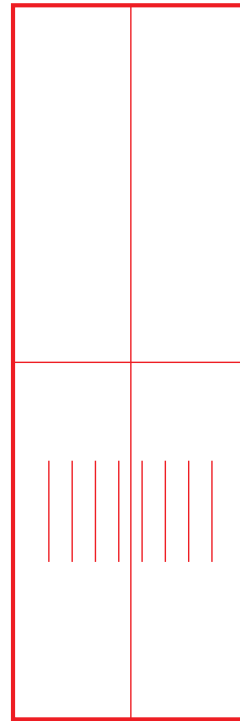
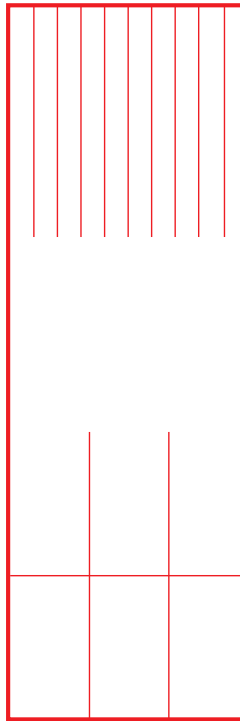
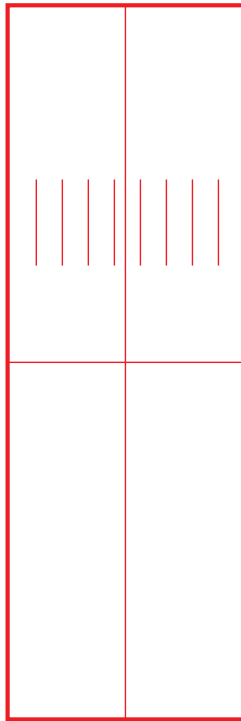
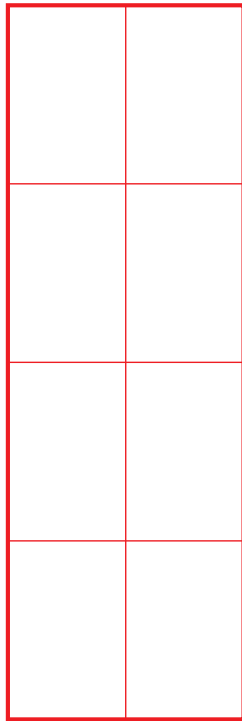
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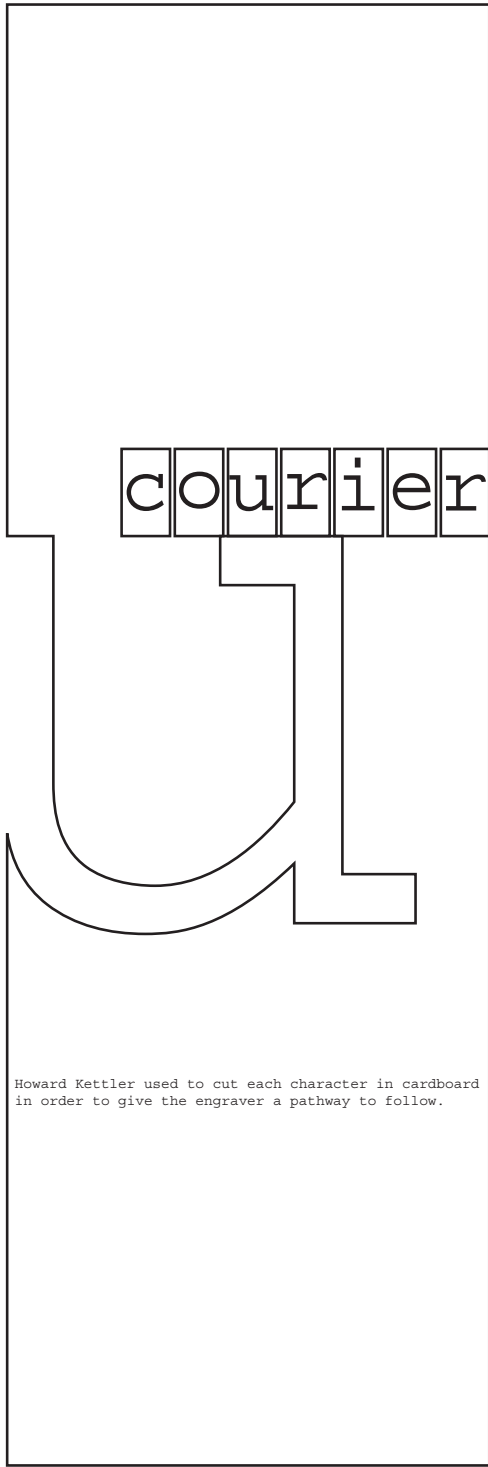
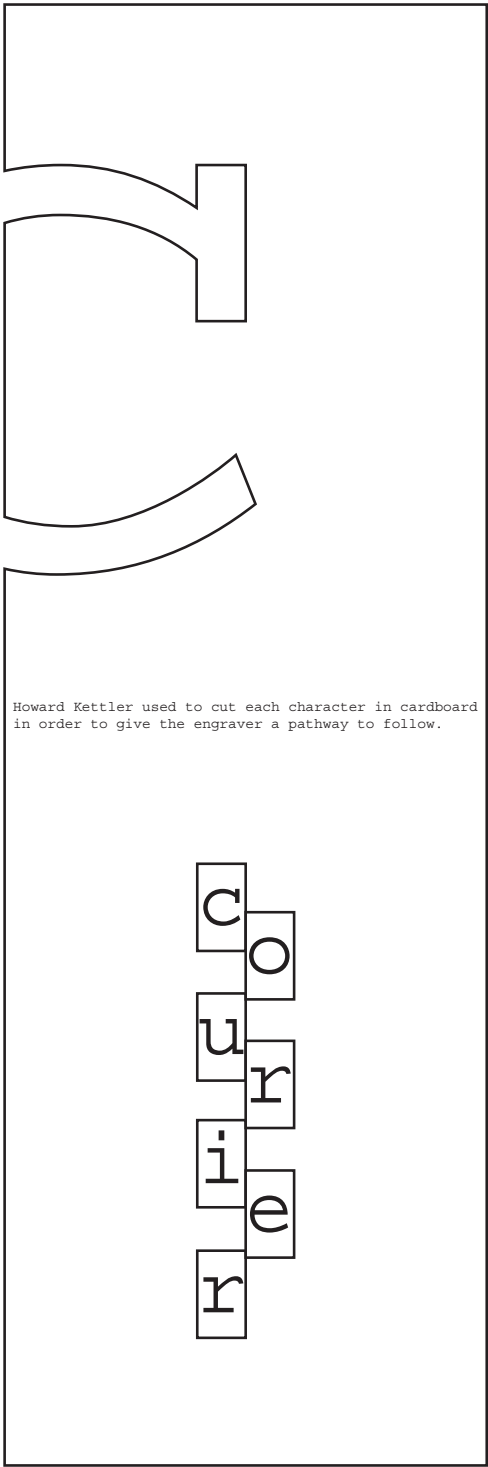
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- Symmetry

**Project/** - Strict Geometry

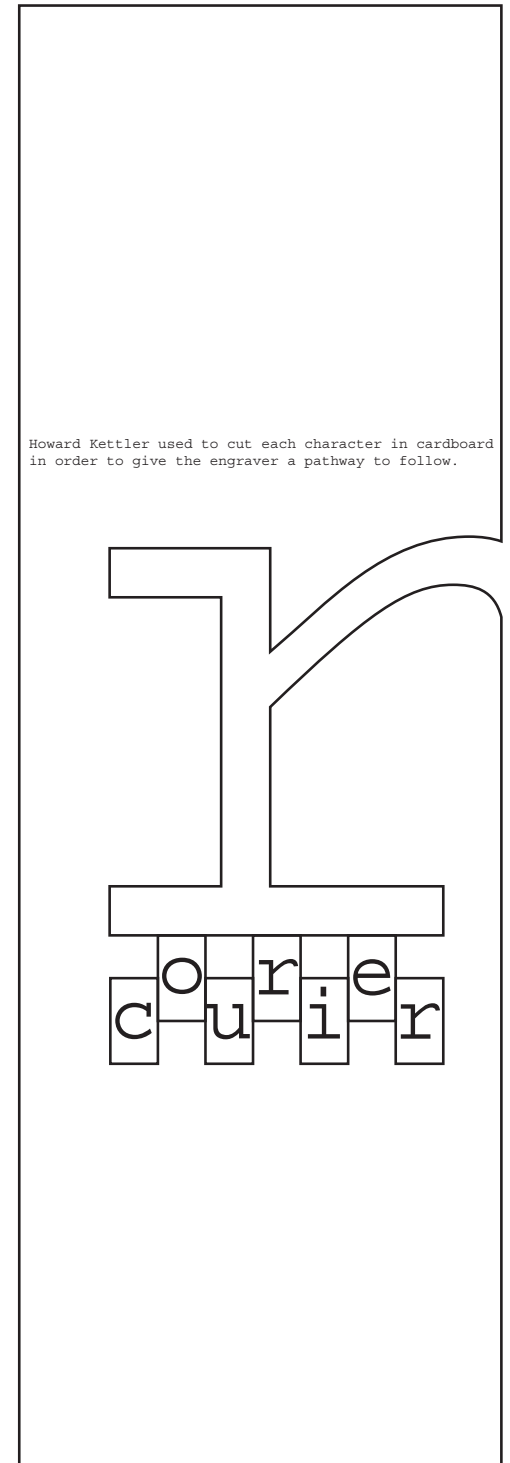
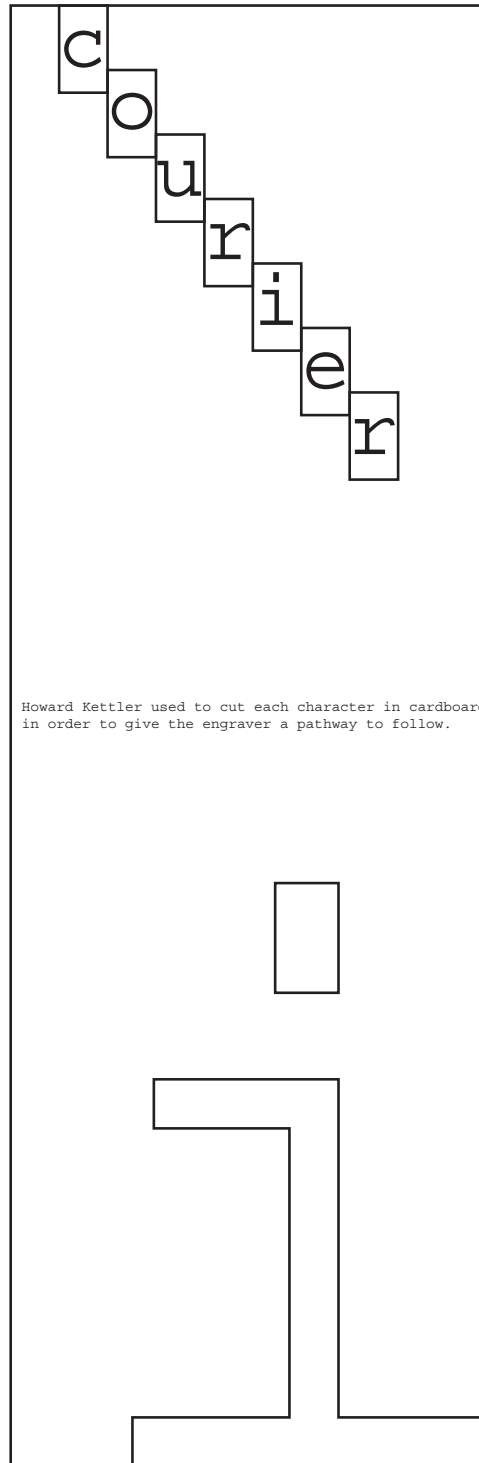
Format and Grids/ - Modular



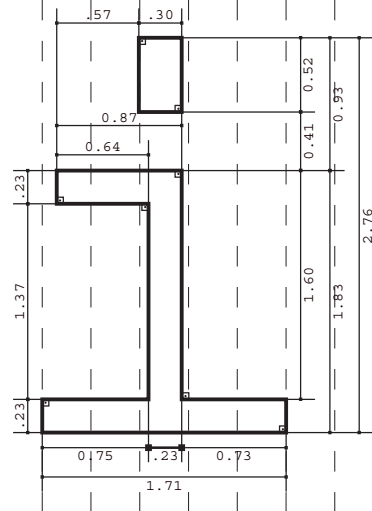


**Project/**  
Poster Design/

**Project/**  
Poster Design/



Designed for typewriters as a monospaced font, is a typeface in which every letter has the same width.



Project/  
Poster Design/





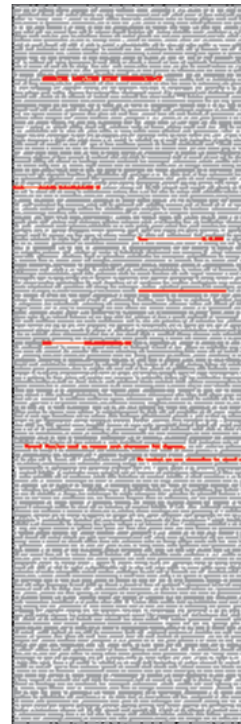
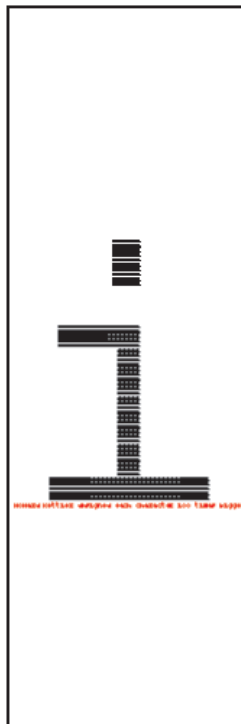
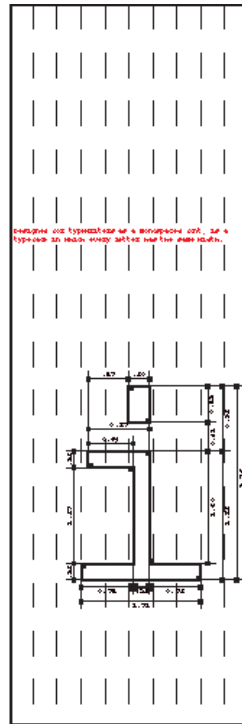
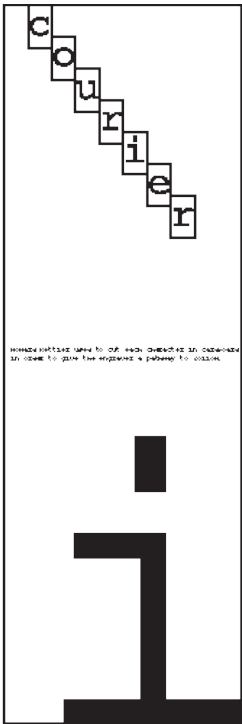
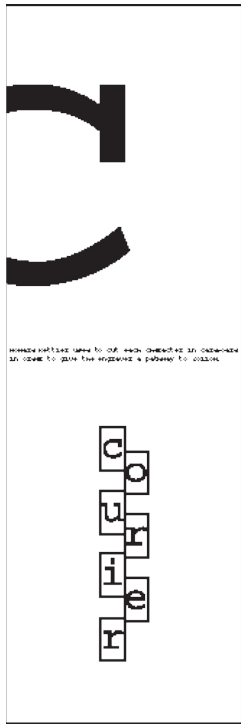
how was the intelligence gathered? Did you use any advanced methods? ...

**COUPLER DEALING WITH BUREAUCRACY**

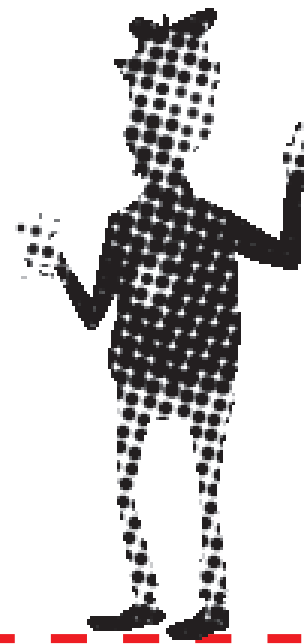
... ..

# Project/ Poster Design/

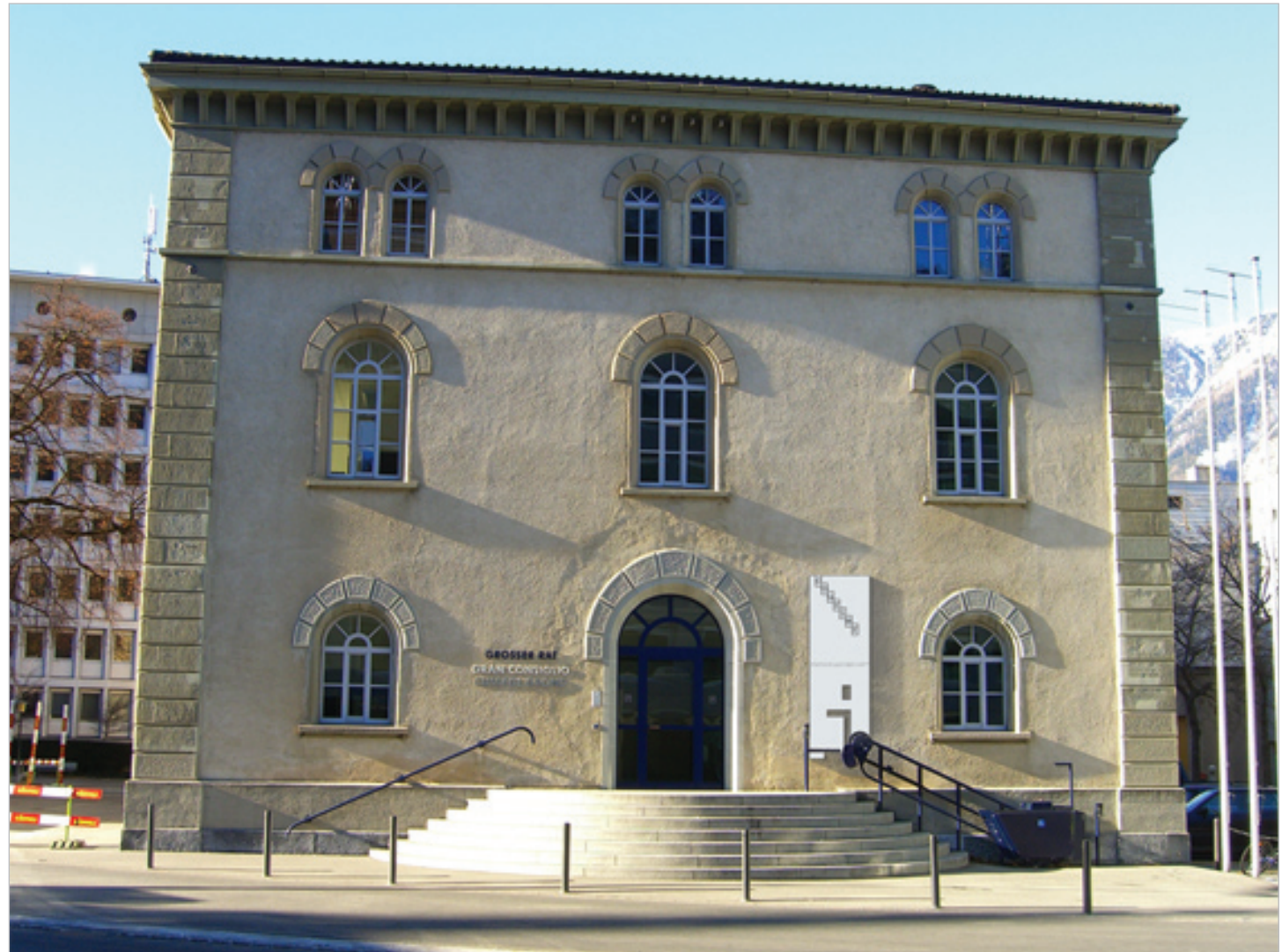
Project/  
Scale/



50 cm



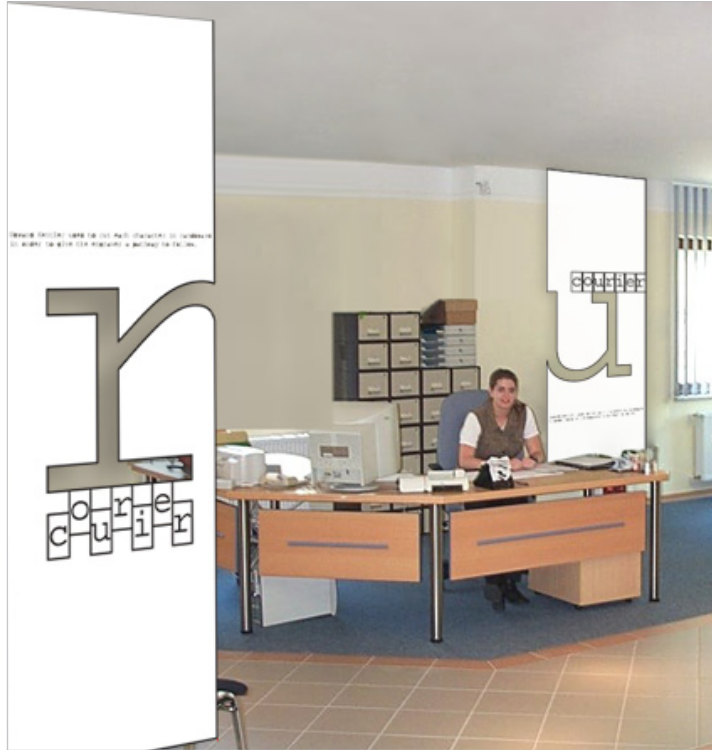
Project/  
Applications/



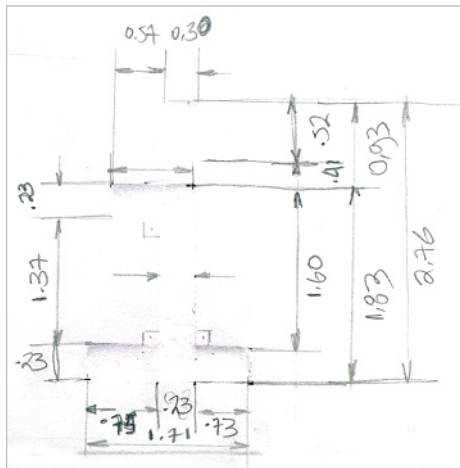


Project/  
Applications/





**Project/  
Applications/**



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<http://www.cl.cam.ac.uk/~mgk25/metric-typo/rommen89.pdf>