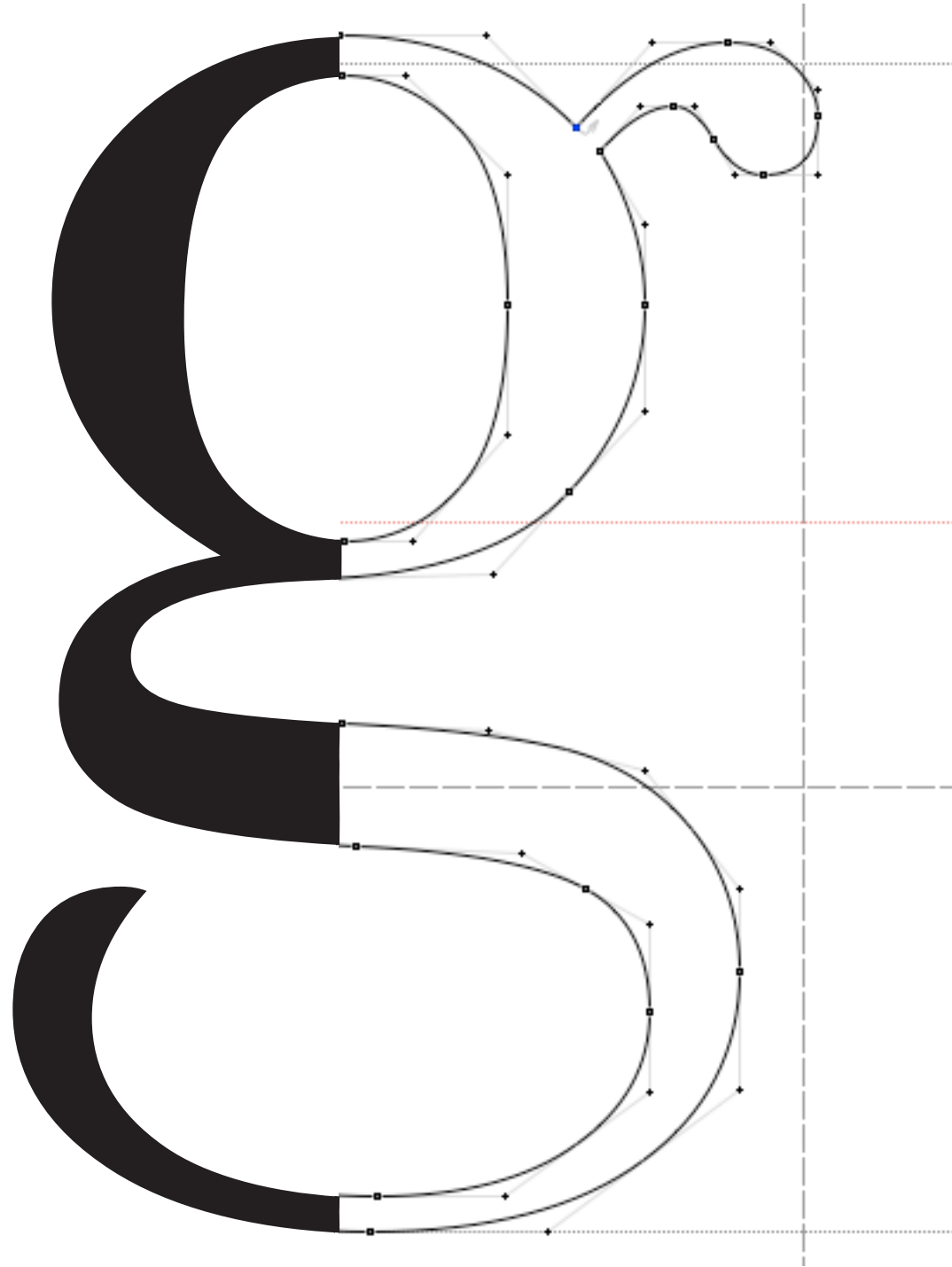Guest Lecturer

Karen Cheng

Designing Type

Tuesday
September 8, 2009
6:30 pm
Kresge Auditorium
Purdy/Kresge Library

Typefaces are one of the graphic designer's most essential tools; they can determine the success or failure of visual communication.

In her presentation, Karen Cheng discusses what makes a good typeface and the construction of letters, numbers, and accents in serif and sans-serif systems. She analyzes a wide range of classic and modern typefaces, including examples of typefaces designed by her students.

Karen Cheng is an Associate Professor in the Visual Communication Design program at the University of Washington and author of the book, *Designing Type*.

This lecture is sponsored by the
James Pearson Duffy
Department of Art and Art History

Wayne State University