

THE BEGINNING



Do you know what is scary?



I'm every nightmare you ever had

Do you know what is scary?



Do you know what is scary?

GIFT3D.COM

How do you excel as a graphic and typographic designer from Latin America?

No: money, quality education, speaking English

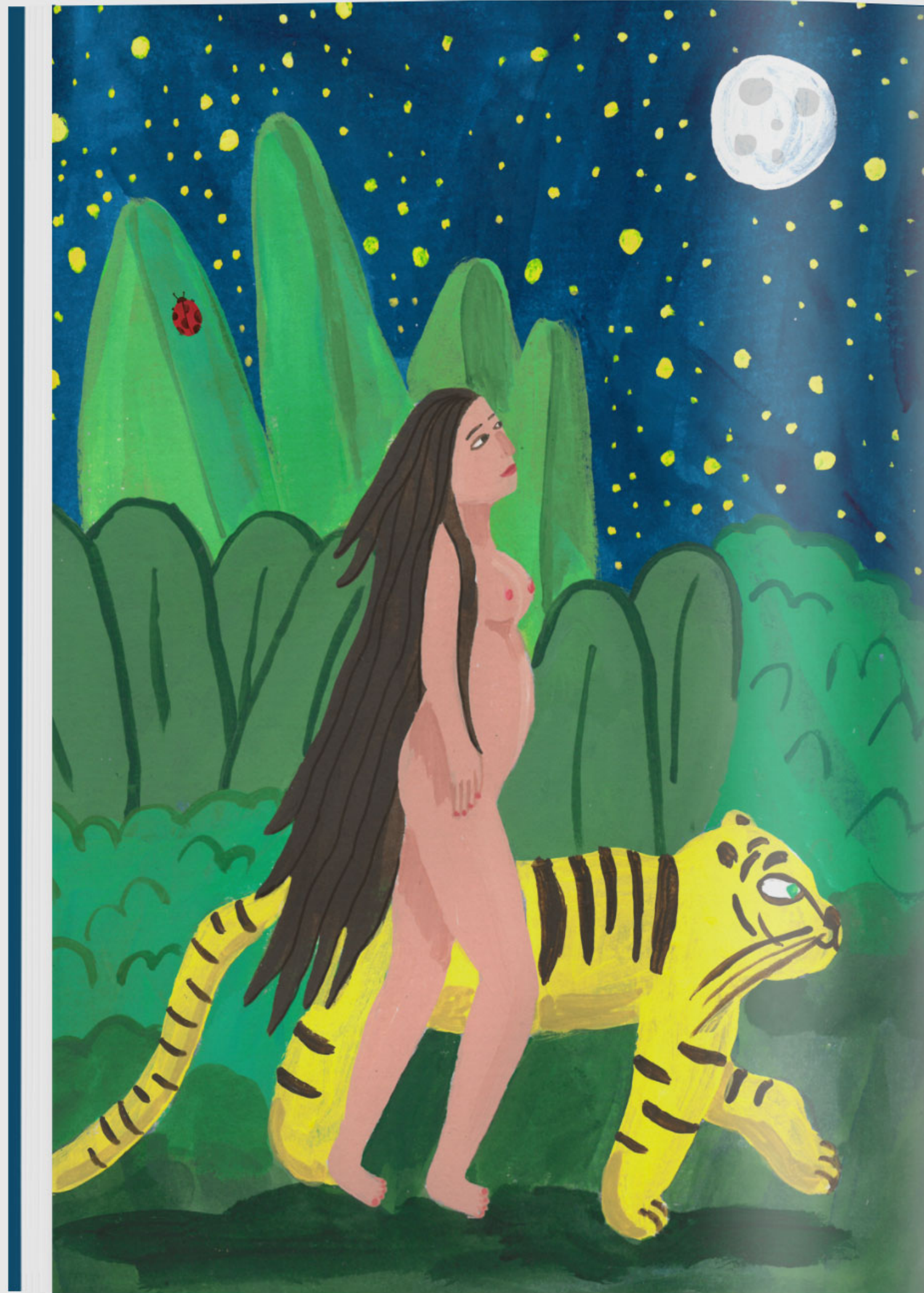
Not everybody starts from the same place

Once upon a time...

This is the kind of stuff that we do



This is the kind of stuff that we do



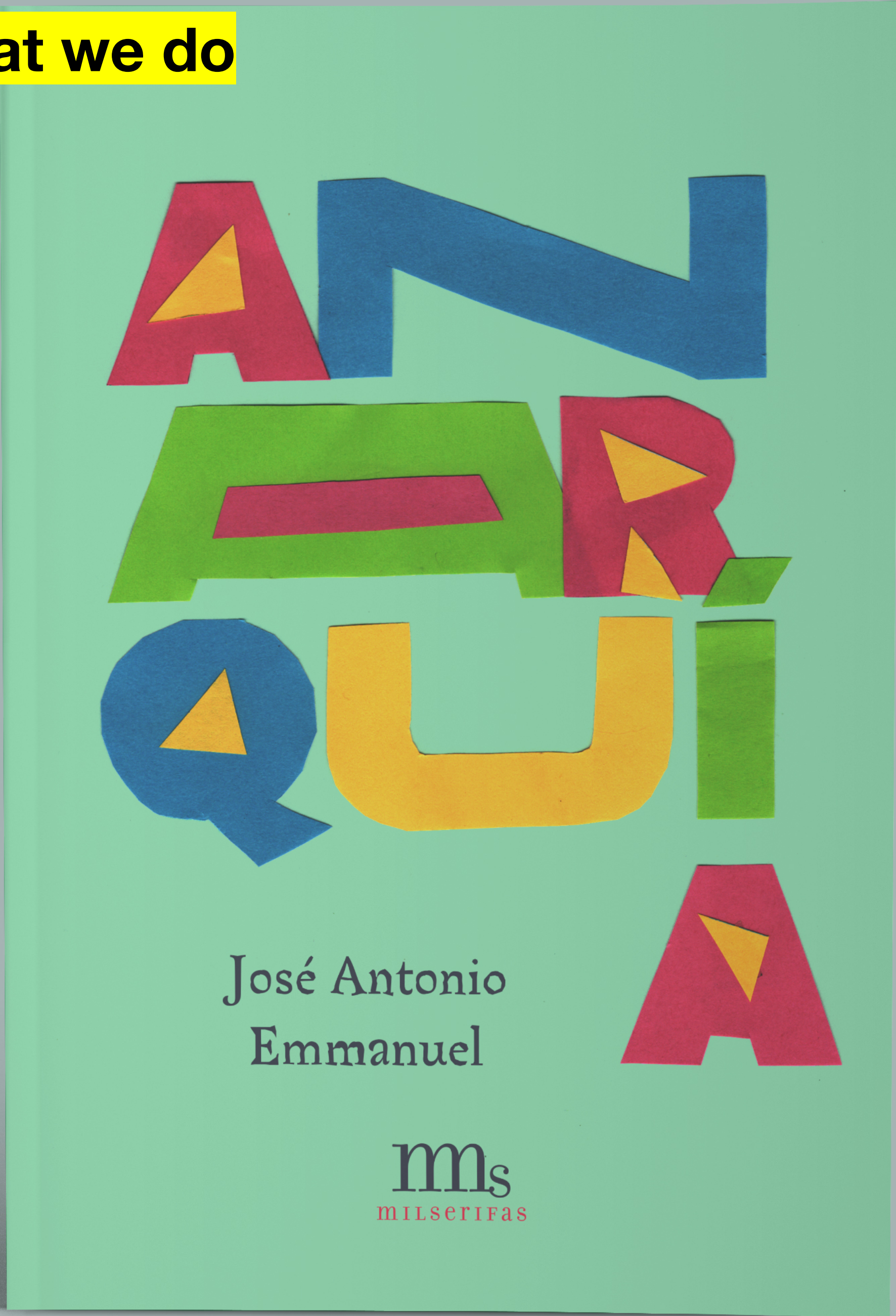
Sin embargo,
a nadie preocupó lo más
mínimo este hecho,
muy normal dentro del
prodigio de la naturaleza.

Pero a Cielo
—que así se llamaba la mujer—,
le sucedió algo tan extraño
que su embarazo
por un momento
hizo temblar las leyes
biológicas de la perpetuidad
de nuestra especie.

.7.

And this is a
typeface that
we develop

This is the kind of stuff that we do



And this

¡QUÉ
ES LA
ANAR-
QUÍA!



NARQUÍA, queridos niños, es la doctrina que no conformándose con la organización que se ha impuesto a la humanidad, desde los tiempos en que empezaron a crear la sociedad, intenta dar una constitución a la vida basada en los principios sacrosantos del amor universal y de la solidaridad humana.

Su misión es hacer cesar la desigualdad reinante entre los seres que los divide en pobres y ricos, explotados y explotadores, esclavos y dominadores. Que la vida sea tal cual debe ser: la libre manifestación de las facultades, la espontaneidad de los actos, la liberación final destruyendo las causas que se oponen a que la sociedad se base en la más plena libertad y en la más absoluta independencia.

Entre las causas que la anarquía quiere destruir por considerarlas nocivas y perjudiciales al desarrollo libre del individuo y de la colectividad puedo enumerar las siguientes para que no olvidéis nunca que, al combatirlas, laboramos por el bienestar de todos.

for children to learn to read

Tarea 19 SEP 2018

muñeca mamá

mochila manzana

La mona mi mi tiene

un moño marrón.

Decidir cómo va escrito

¿Qué letra escribiste?
¿Cómo suena?

Escribe las letras que faltan para completar las palabras.
Lee todo.

17 SEP 2018

M m m m m

ma me mi mo mu

ma me mi mo mu ma me

ma me mi mo mu ma me mi

Practicar y mejorar

¿Cómo suena la m?
¿Qué otras palabras del cuento recuerdas que empiecen con m?

Repasa y remarca los trazos y las letras. Inicia en el punto verde, sigue las flechas y termina en el punto rojo. Copia las letras y las sílabas hasta terminar el renglón.

17 SEP 2018

mango iguana

membrillo león

manzana chango

melón zorrillo

Leer para aprender

Lee, con ayuda, los nombres de las frutas y únelas al animal cuyo nombre termina igual. Fíjate en el ejemplo.

¿Qué otras palabras conoces que terminen en án, como melón, o en ana, como manzana?

05 SEP 2018

a e i o u

¿Quiénes son?
Juan oso

Mamá osa

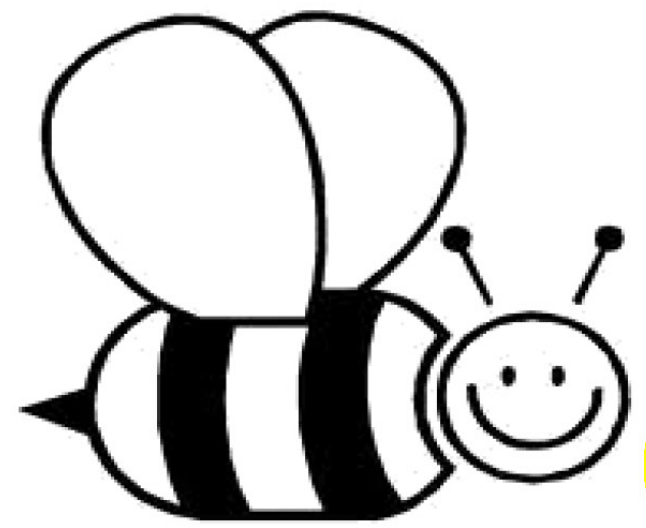
¿Qué había en la fiesta?
pastel

¿Cuántos años cumplió Juan Oso?
cinco

Decidir cómo va escrito

¿Cuántos años cumpliste? ¿Qué es lo que más te gusta de las fiestas de cumpleaños?

Lee las vocales y completa las palabras con las letras que faltan.



abeja

a



a a a a a a a a
a a a a a a a a
aa aa aa aa aa aa
aa aa aa aa aa aa



Alicia

A



A A A A A A A A
A A A A A A A A
Aa Aa Aa Aa Aa Aa

P p



Papá



pi po pe pu pa
PI PO PE PU PA

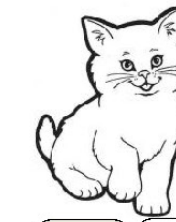
papá pesa mapa pipa
espuma Pepe pasas

Pepe es mi papá.
Papá ama a mamá.
Memo usa ese mapa.
Ema pesa esas pasas.
Susú pasea, pisa
esa espuma.

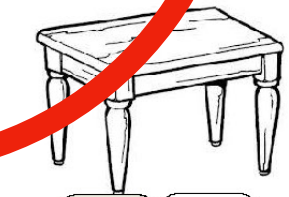
Ejercicios



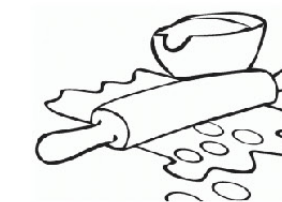
Escribe la sílaba que falta para completar la palabra



Su su



me



ma



o



Encierra las sílabas que forman cada palabra.

me ma
si sa

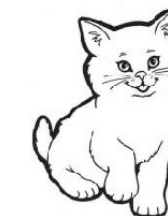


o mo
so si



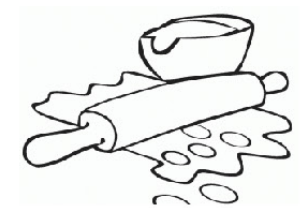
Su su

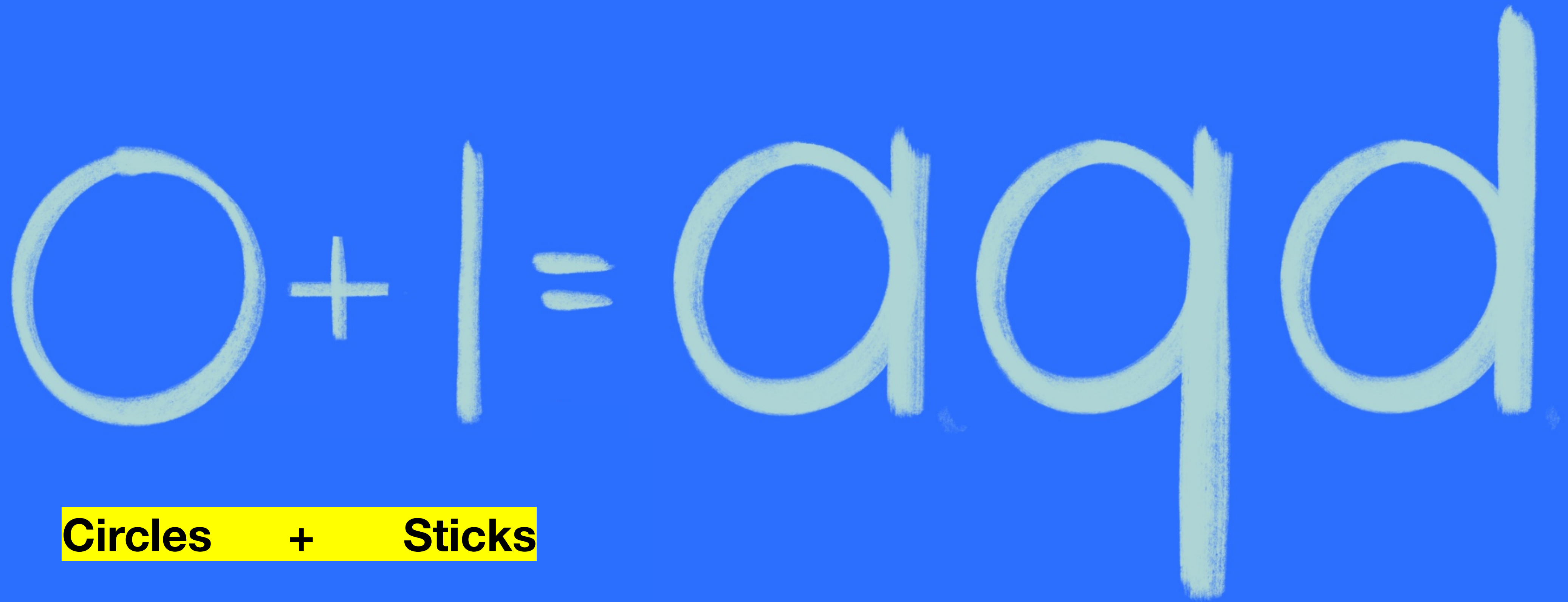
se sa



ma so

sa su



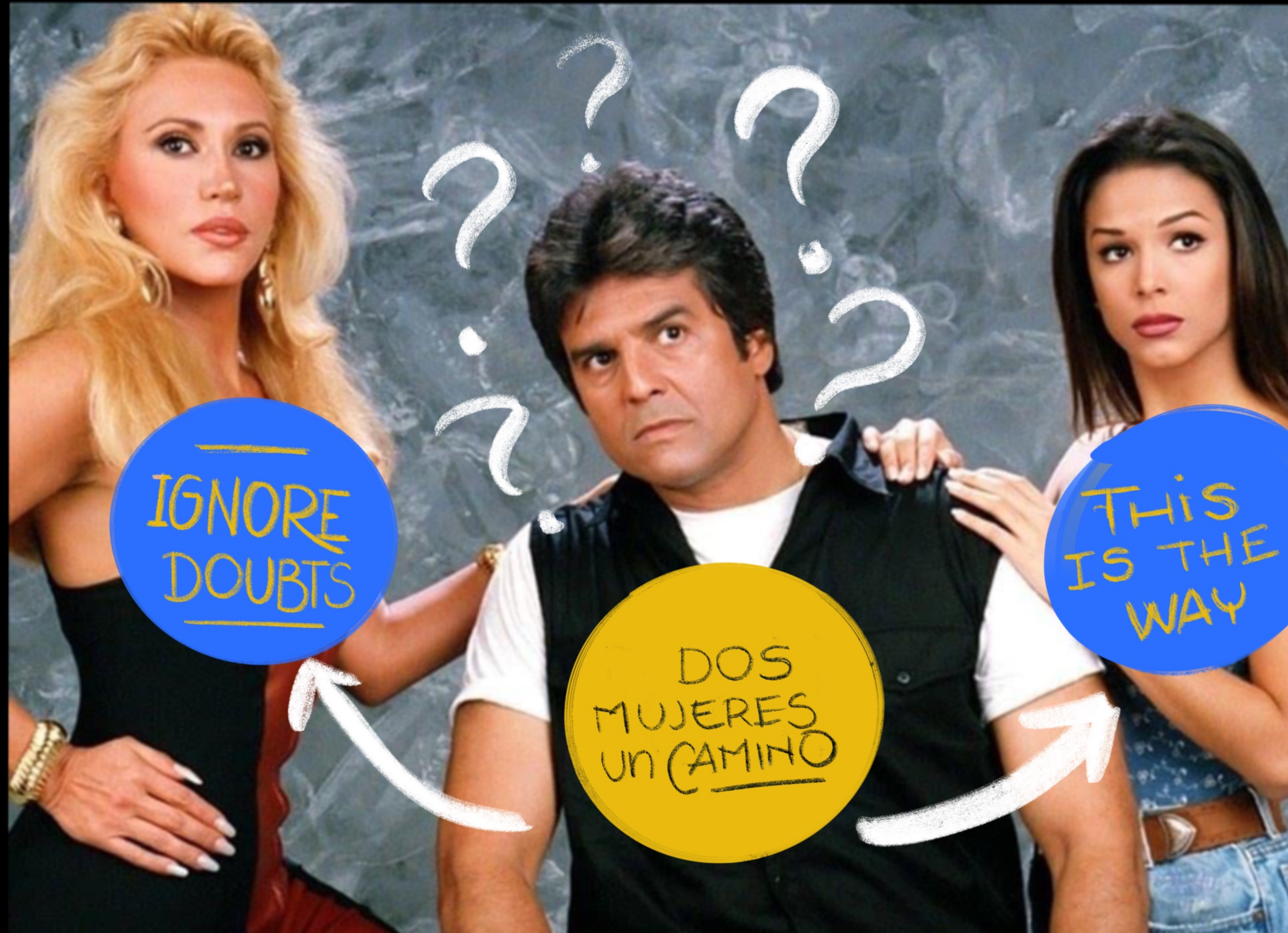


Circles + Sticks

- **Is this font really that easy to read for someone who is learning to do it?**
- **Is this really the most effective way to communicate with our specific readers?**
- **Who I am designing for, who really is my real audience?**
- **Are the parents that choose that product or the childrens that are going to consume it?**
- **Who is this kid that is going to interact with this typography or with this project?**

WHY?!





IGNORE
DOUBTS

DOS
MUJERES
UN CAMINO

THIS
IS THE
WAY



CLUE: IT'S NOT
FROM LEFT TO
RIGHT.

WORDS-LETTERS
HOW DO YOU
READ?



CLUE: IT'S NOT
FROM LEFT TO
RIGHT.

WORDS. LETTERS
HOW DO YOU
READ?



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FROM LEFT TO
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WORDS. LETTERS
HOW DO YOU
READ?

وَالزَّمْحُ وَال

Baldula arabic

היא לא שהמט

adapter hebrew display

Широкая

Baldula cyrillic

All the world's

Marcovaldo Regular

→ arabic

→ Hebrew

→ Cyrillic

→ Latin!

Fonts from: lovetypography.com ♥

وَالزَّمْحُ وَال

Baldula arabic

→ arabic

כִּי יָצַא לְאֶרֶץ מִצְרַיִם

adpt hebr

→ hebrew

LEARN TO DECIPHER

THIS WEIRD FORMS!

ВІСЬОМЬ НАДІЙ

Baldula cyrillic

→ cyrillic

All the world's

→ Latin!

Marcovaldo Regular

Fonts from: lovetypography.com ❤️

DECODING

Mother

/m ə ð ə r/

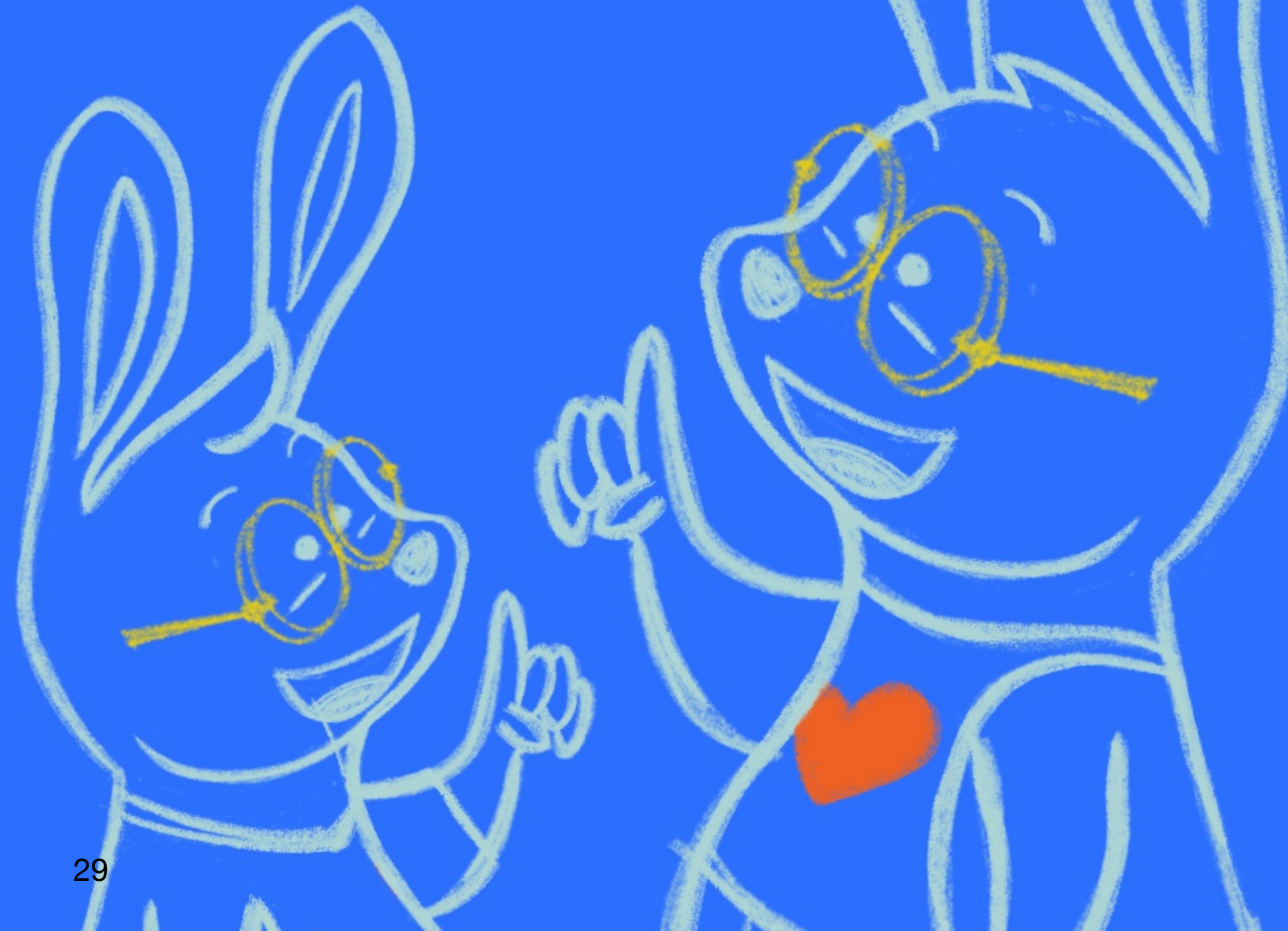
MEMORY

mother



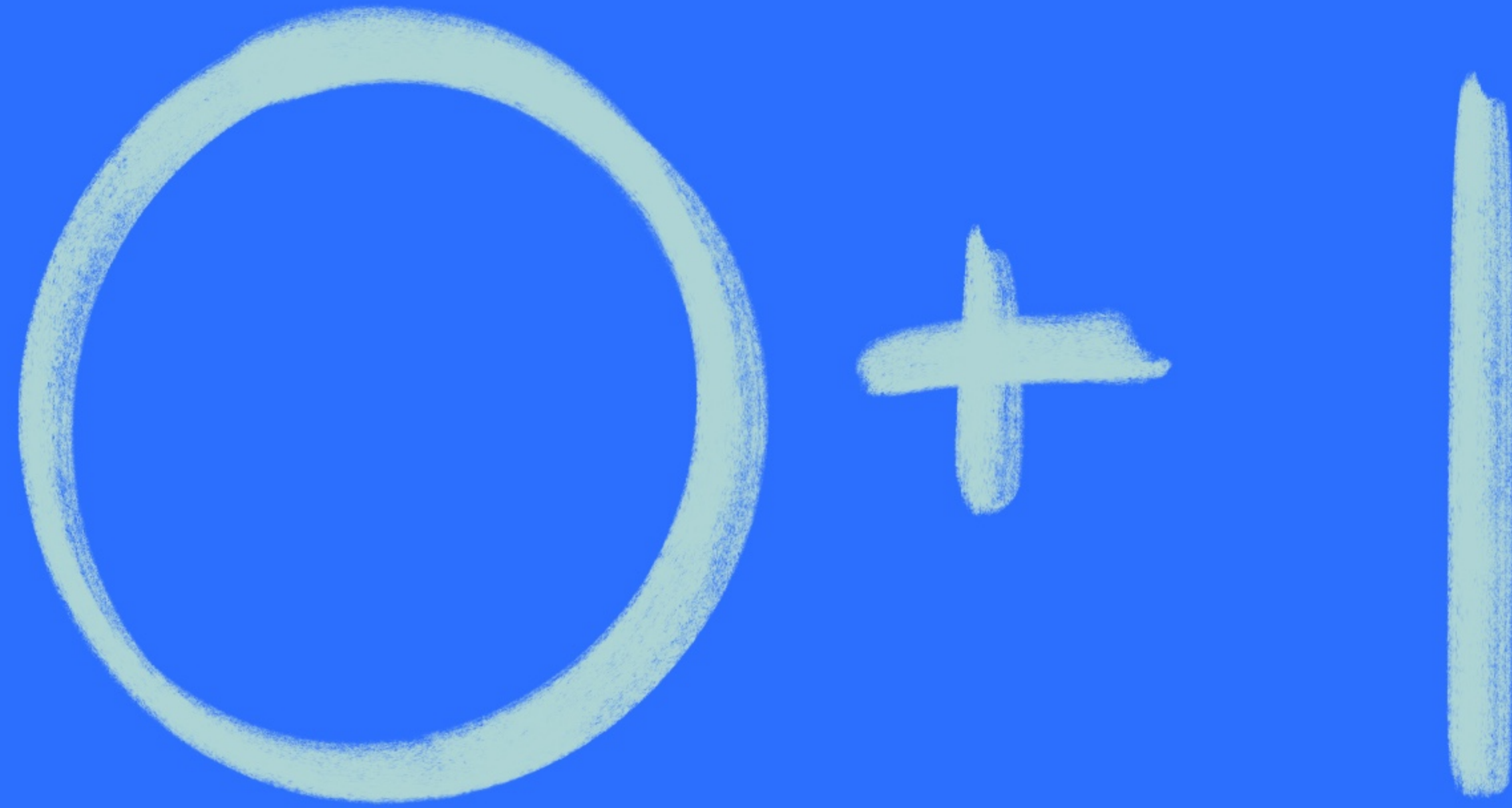
ANALOGY

Mother

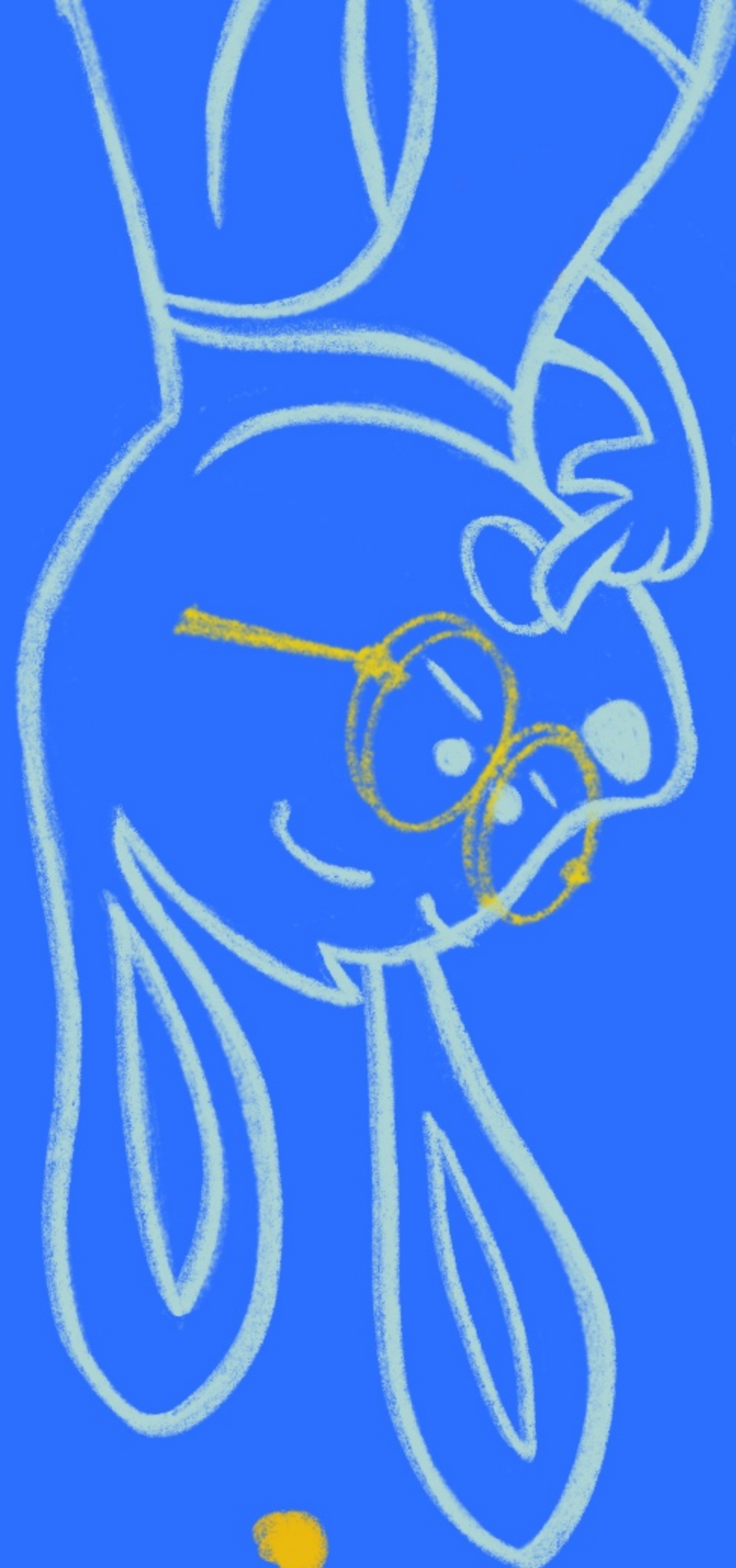


So, at least in the very beginning of the learning process, the recognition of the shapes plays a really important role.

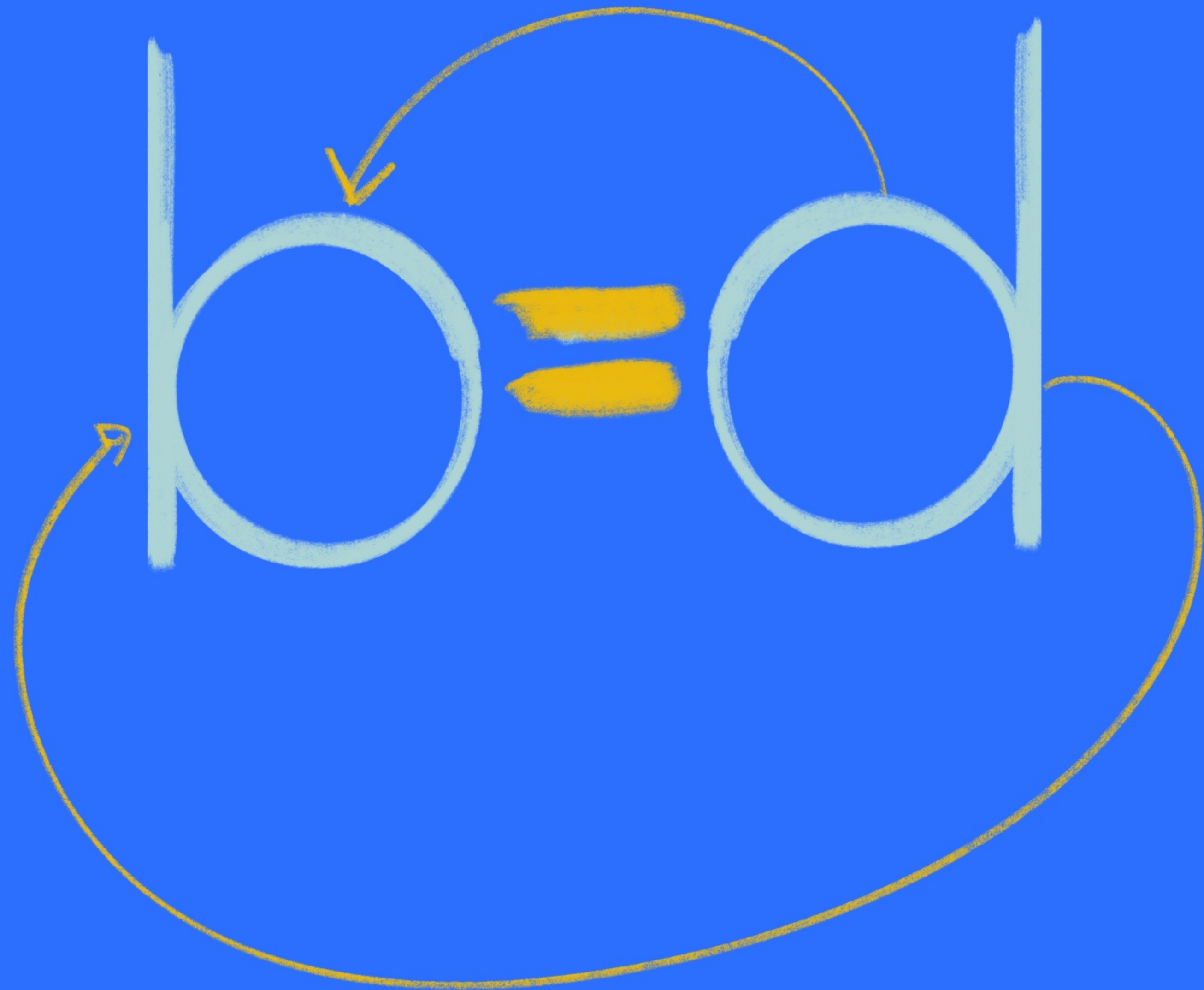




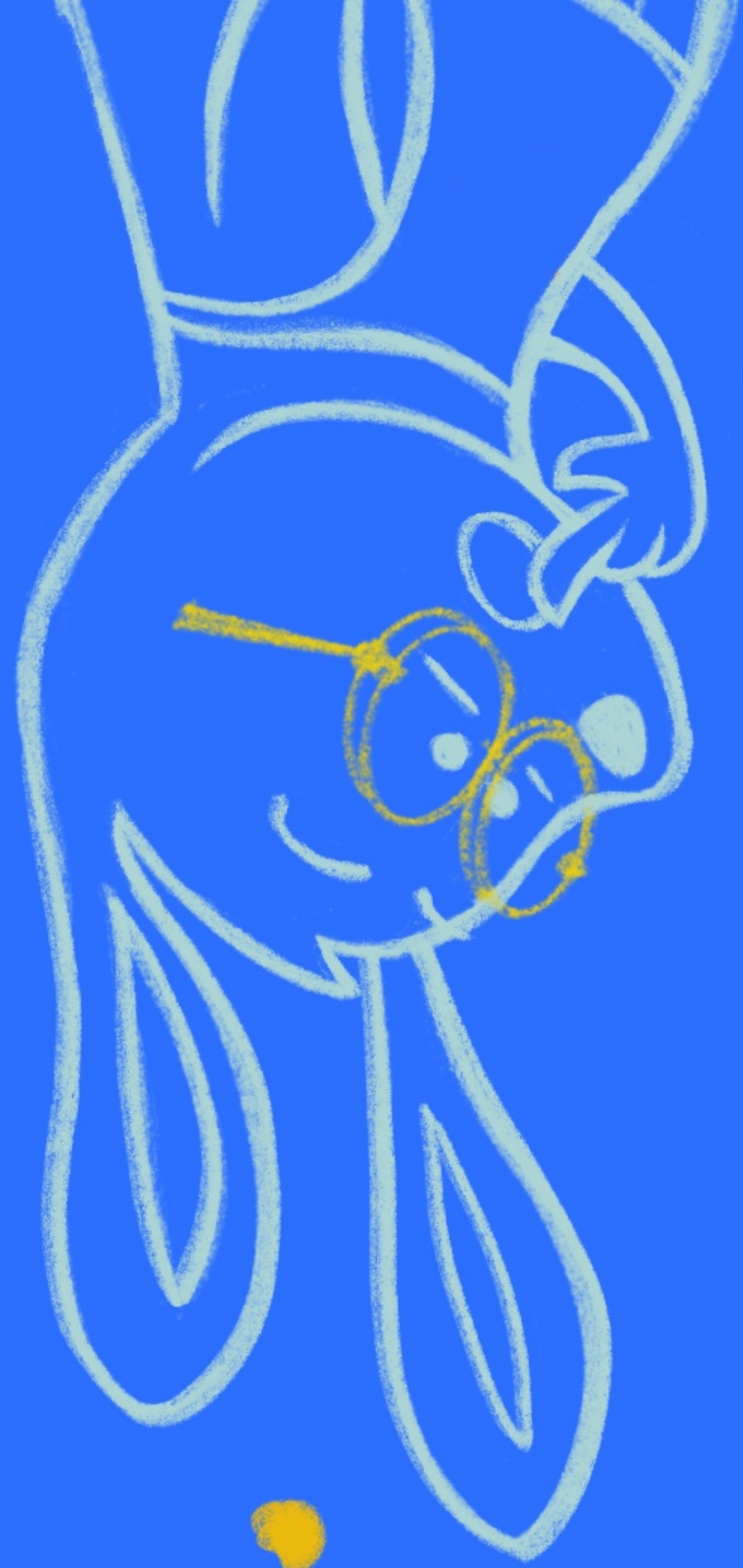
Same structure



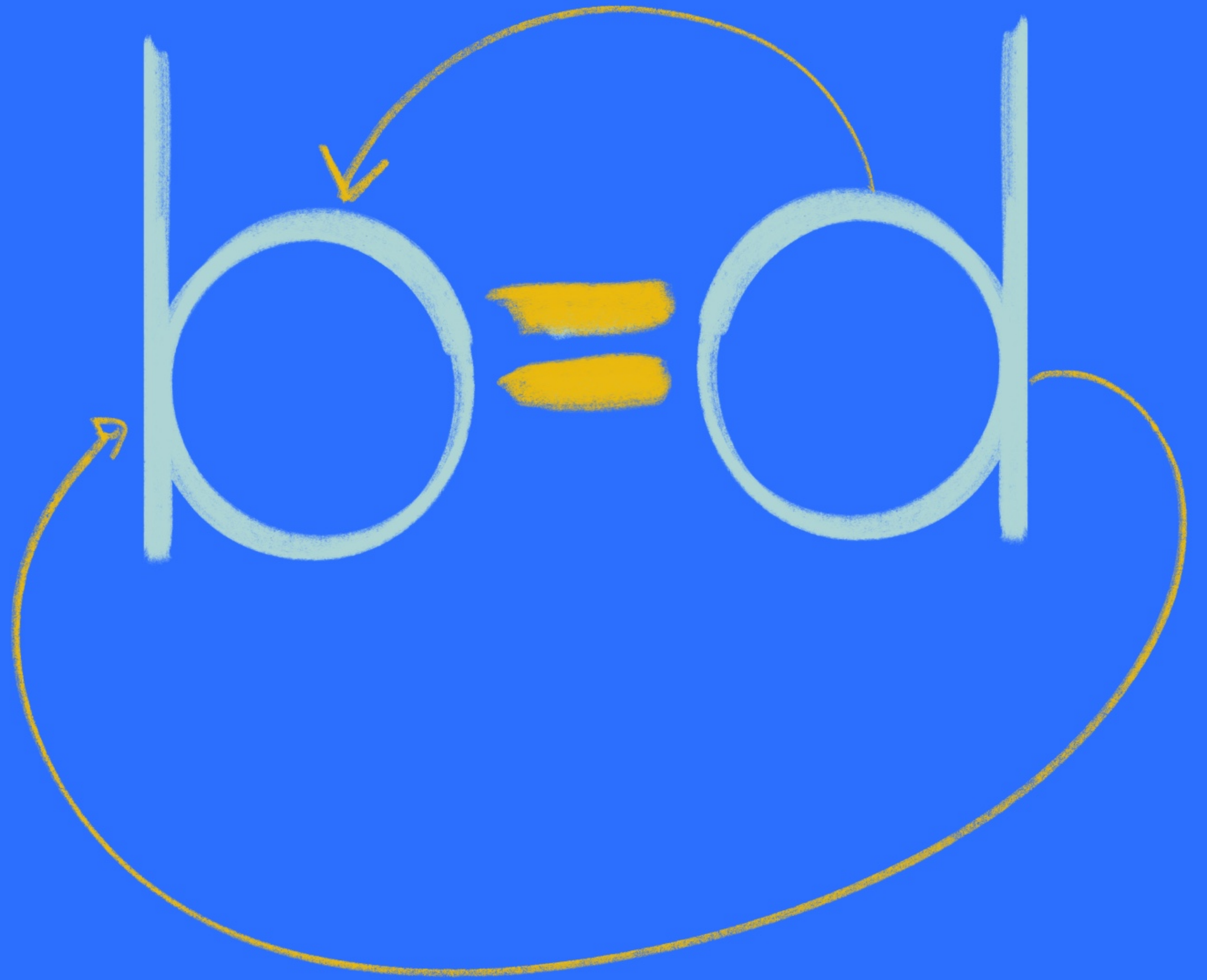
?







?







New brand and shine fears:

- I am not a researcher**
- I do not have the knowledge (?)**
- I am a person who does practical things**
- Being a graphic designer in Mexico does not include research and "there are no serious investigations" (false)**
- I didn't want to go there**

Practical fears:

- Time**
- They're going to close the schools**
- Spring break**
- Bureaucracy** **הר**

But actually it was something like this:

- The schools opened their doors to us**
- lovely children**

Awesome kids 🥰 😄



Awesome kids 🥰 😄

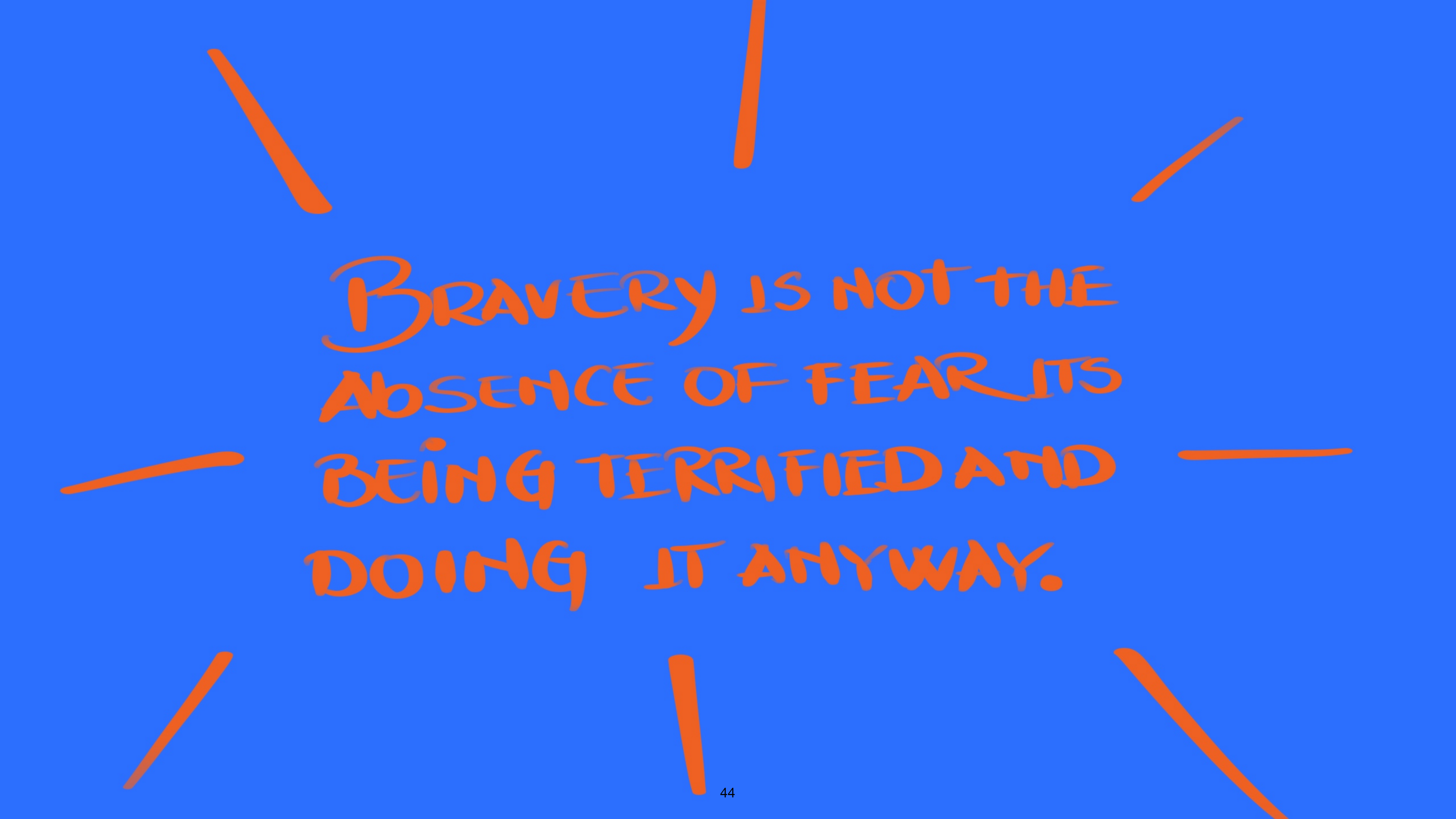




— Teachers wanting to know more and tell us about their experiences



– Lovely kids :D and their learning process



BRAVERY IS NOT THE
ABSENCE OF FEAR ITS
BEING TERRIFIED AND
DOING IT ANYWAY.

$$x = ax^2 + bx + c$$

$$Y = (X_2) = \frac{-b \pm \Delta}{2a}$$

$$z = \sqrt{b^2 - 4ac}$$

$$V = \frac{1}{3} \pi r^2 \cdot h$$



	30°	45°	60°
sin	1/2	√2/2	√3/2
cos	√3/2	√2/2	1/2
tan	√3/3	1	√3



TYPE 2
FONT S = TYPEFACE

Simple and clean shapes makes it difficult for kids to distinguish some letters from others

- Should we make a proposal for this congress?
- Is our subject important and useful?
- Is it an interesting subject to share?
- Have we found relevant information? Does someone else care about it?





TO JAPAN!



Our biggest concerns:

Travel to Japan

English

we were there, fear-less







working for free

**THERE IS A HUGE DIFFERENCE BETWEEN WORKING
FOR FREE AND INVEST IN SOMETHING YOU CARE
ABOUT**

In what do you invest your time and efforts?

New deadlines, new challenges.

Design Process

01. Sketch Process (analog)

albggio COGVIJ

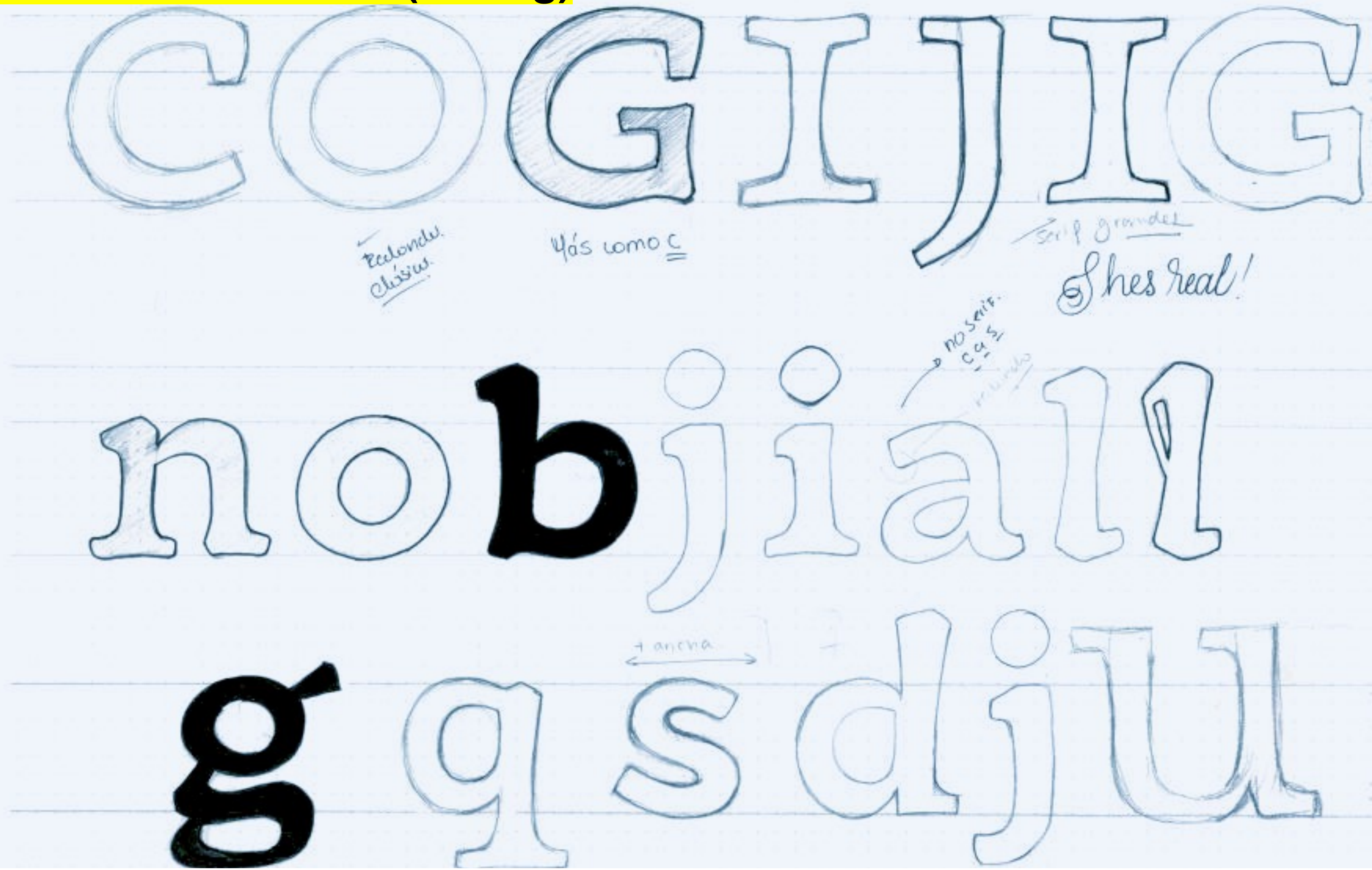
l a a a b g g g

o o n o l a n b

GarMa Gama Maga Infant.

j i o

01. Sketch Process (analog)

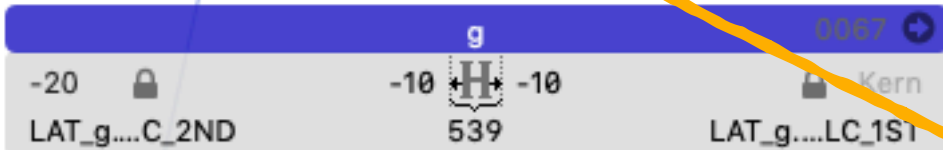
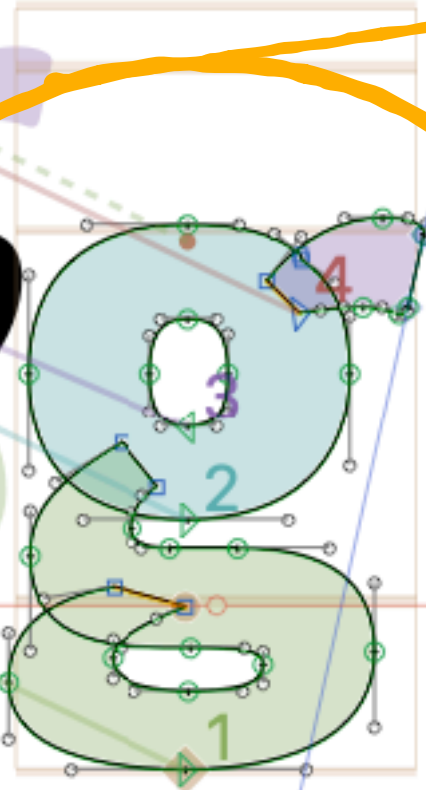


01. Sketch Process (Digital)

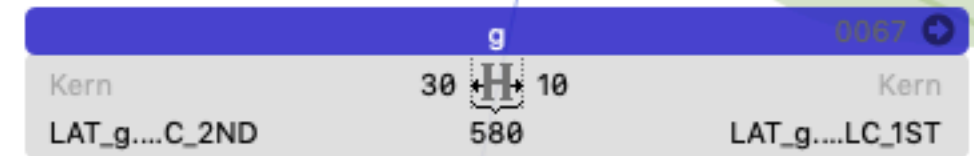
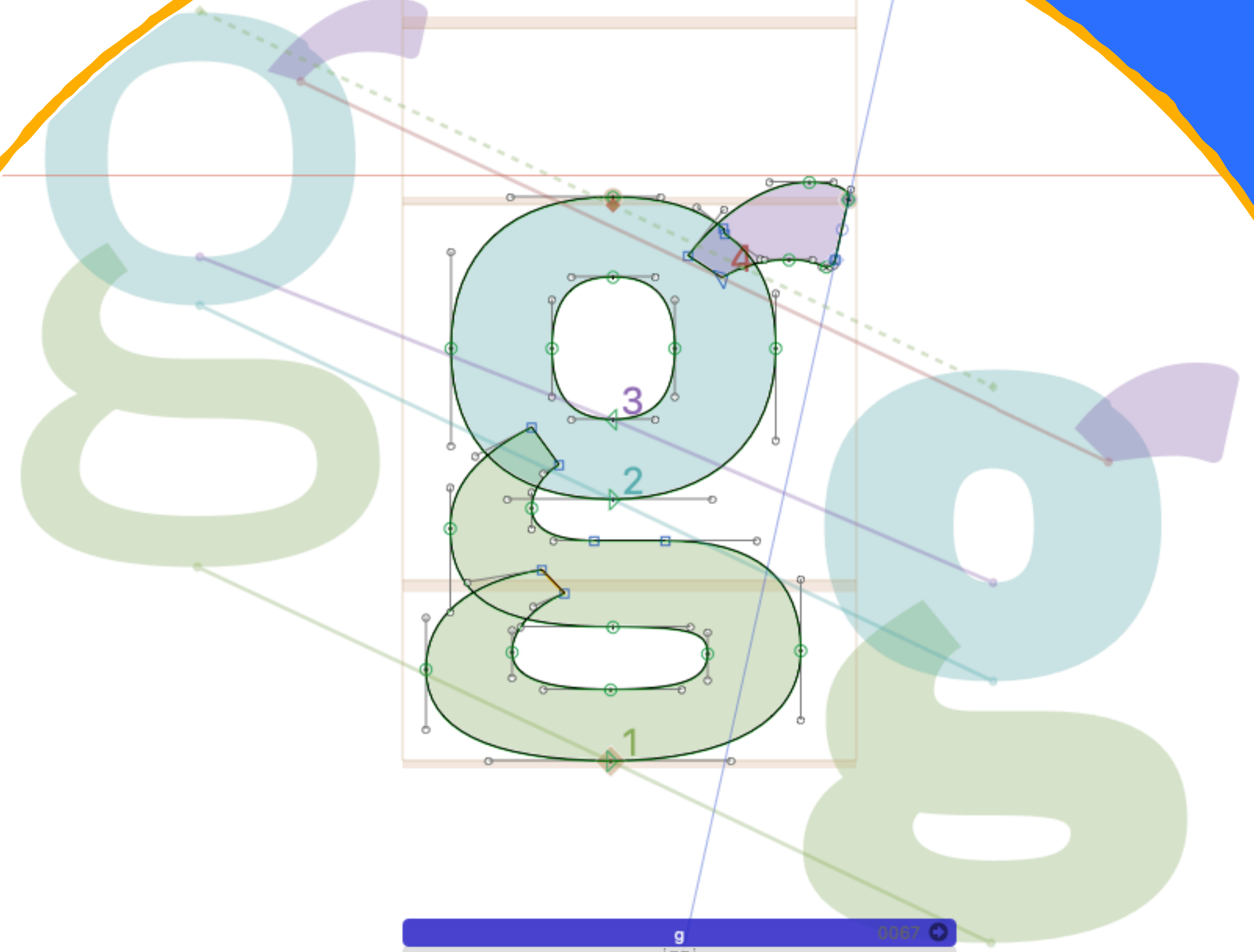
a ij ln

02. Drawing masters

w r o w e r f



g g g g g



g g g g g

02. Drawing masters of Bold

														A	B	C	D	E	F	G	H	I	J	K				
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Eacute	Ebreve	Ec...lex	Ed...sis	Egrave	Eo...ek	Gbreve	Gc...nt	Hbar	Iacute	Ibreve	Ici...lex	Idi...sis	Igrave	Io...ek	Lcaron	Ldot	Lslash	Ntilde	Eng	Oacute	Obreve	Oc...on	Oc...lex	O...esis	Ograve	Oh...ut	O...ron	
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02. Drawing masters Light

.notdef																										A	B	C	D	E	F	G	H	I	J	K
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02. Results: A single Typeface



02. Results: A whole family (Bold, regular, light)

Aprendamos a leer y escribir

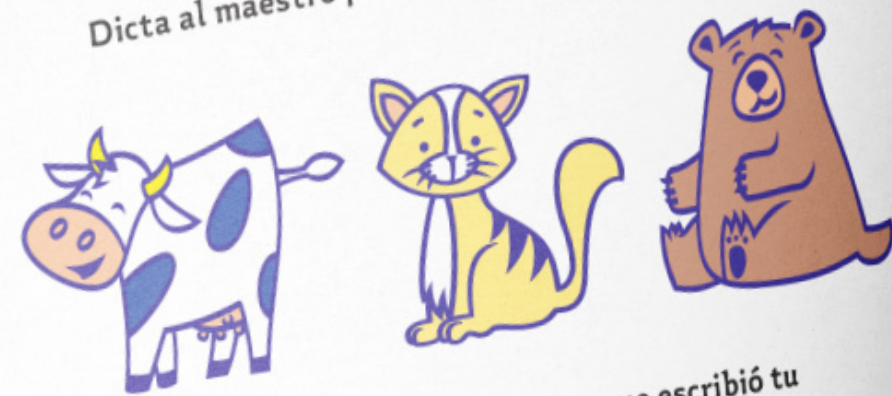
Palabras que empiezan como...

Escribe tu nombre:

.....

- Dicta al maestro palabras que empiezan igual que tu nombre.

Dicta al maestro palabras que empiezan como:



- Copia algunas de las palabras que escribió tu maestro.

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Lista de palabras

Dicta al maestro palabras que comienzan como cada imagen de la siguiente tabla.

- Copia en la tabla algunas de las palabras que escribió tu maestro.



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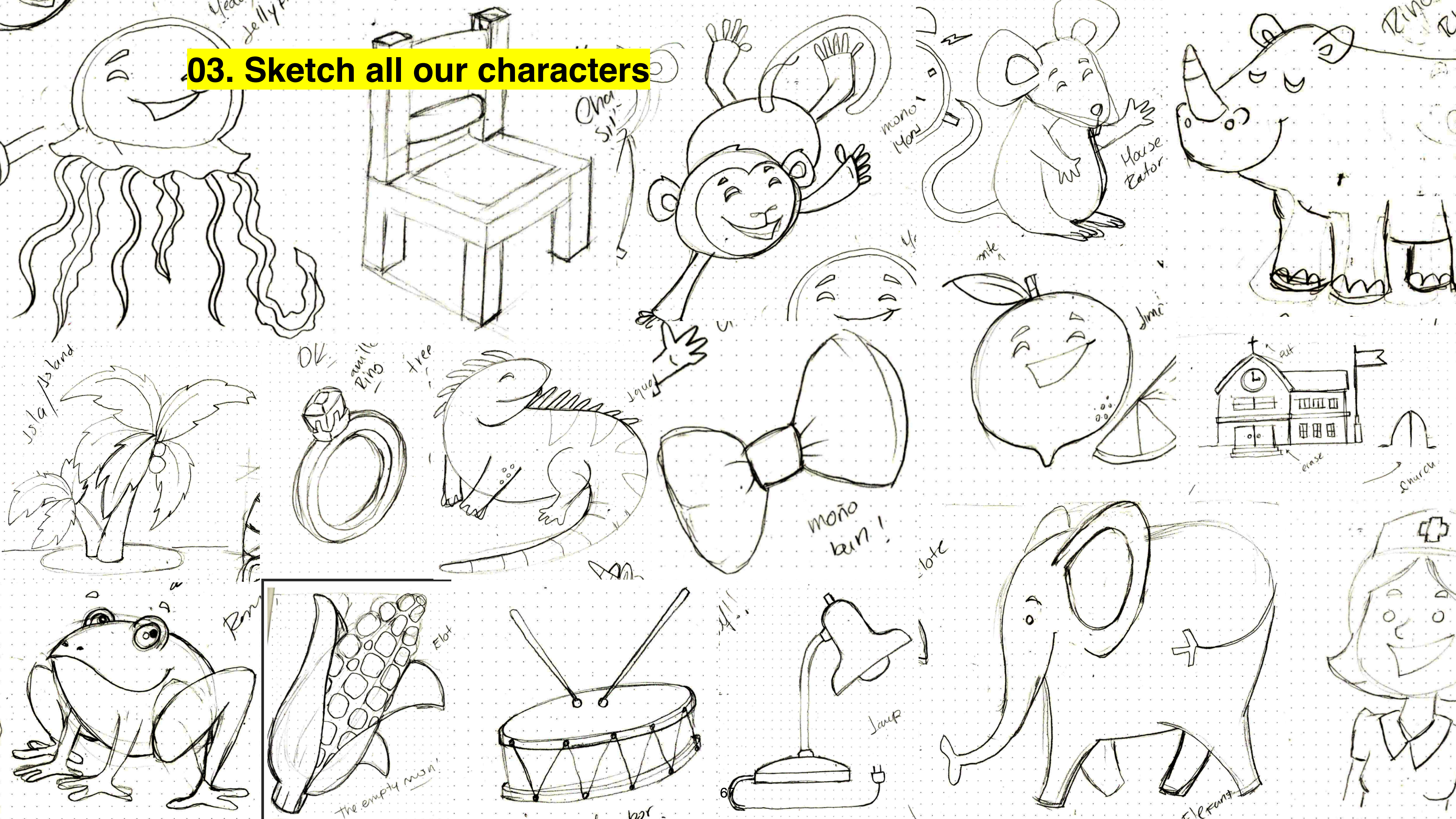
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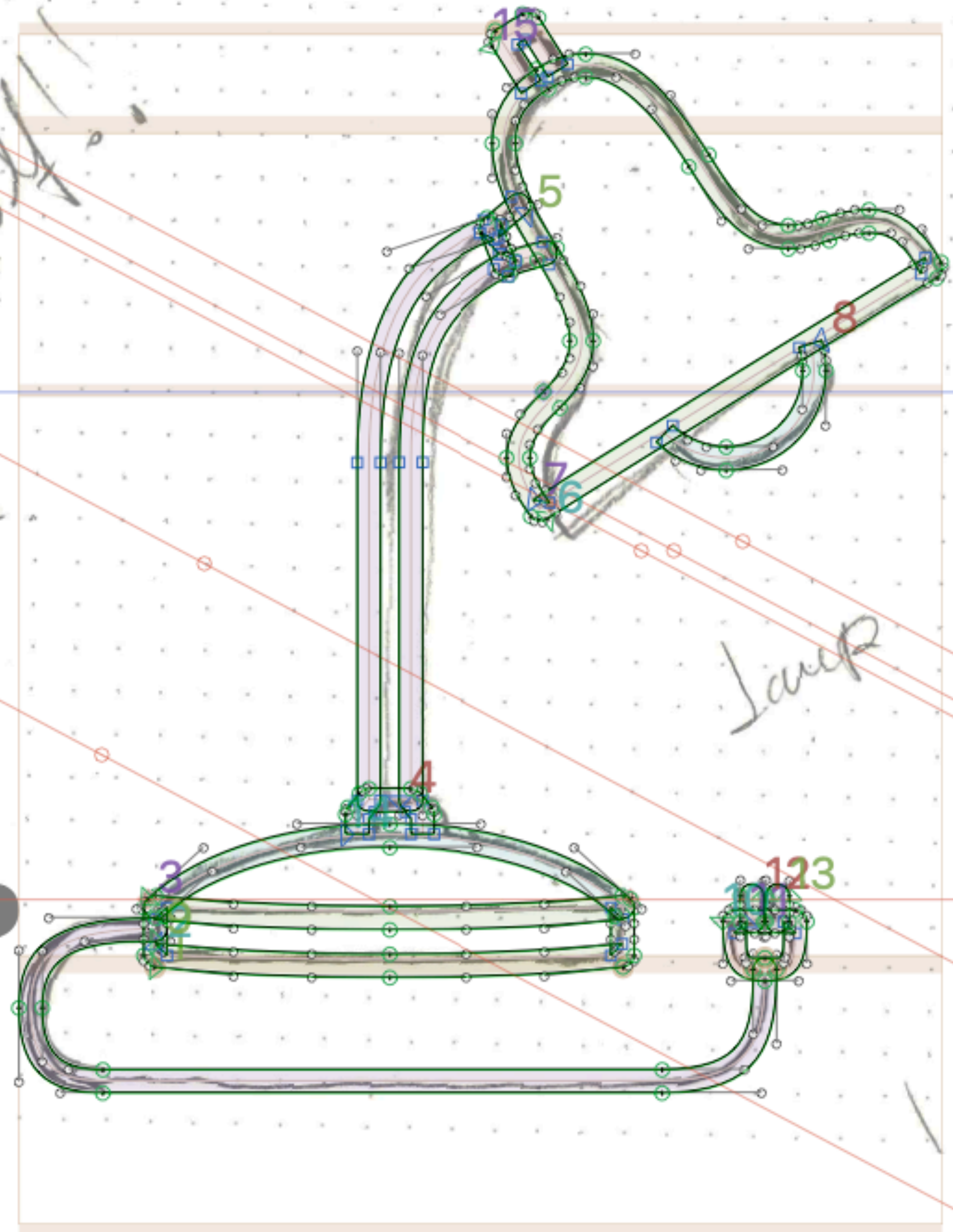
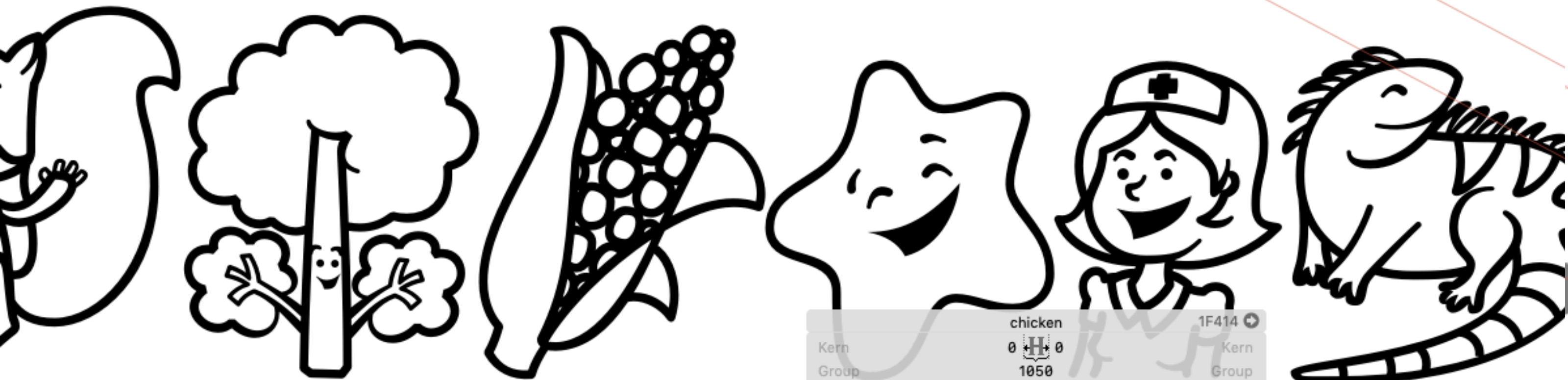
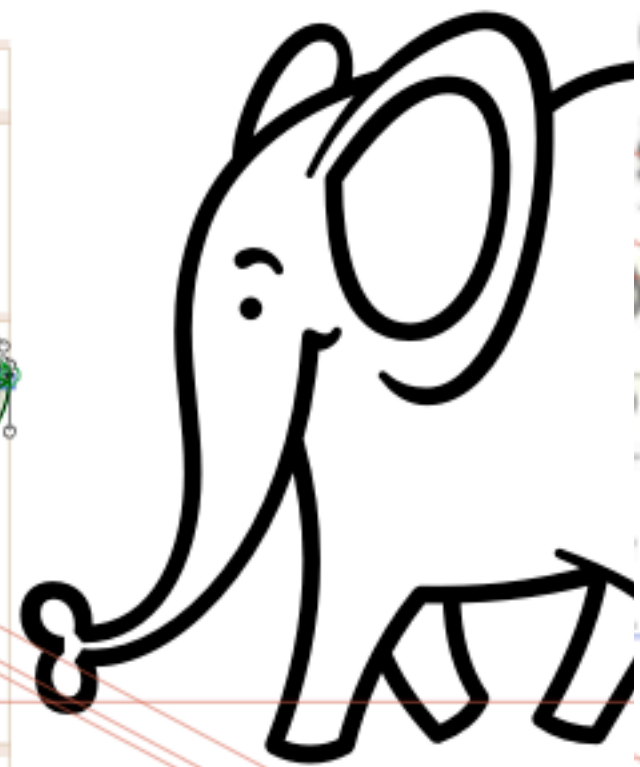
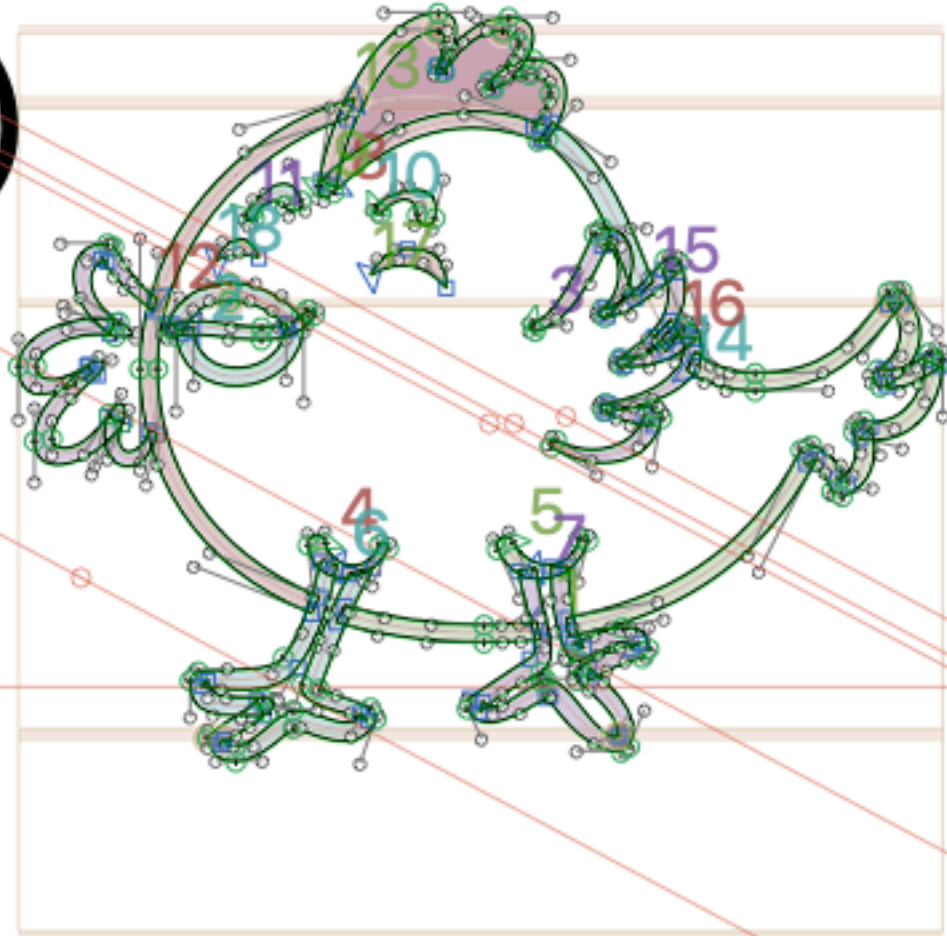
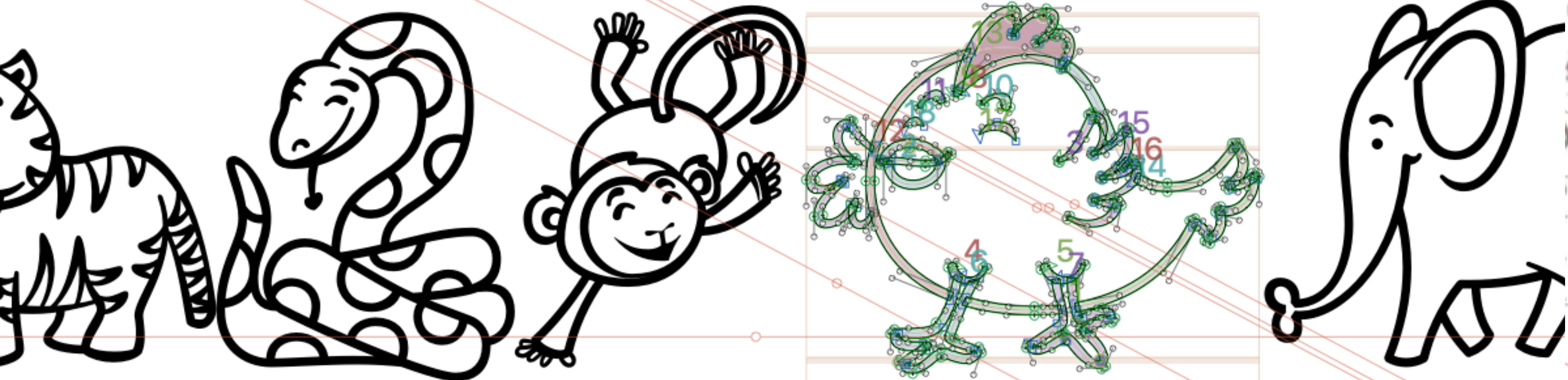
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Escribe en tu cuaderno palabras que empiecen como: **mano, oreja y foca.**

03. Sketch all our characters

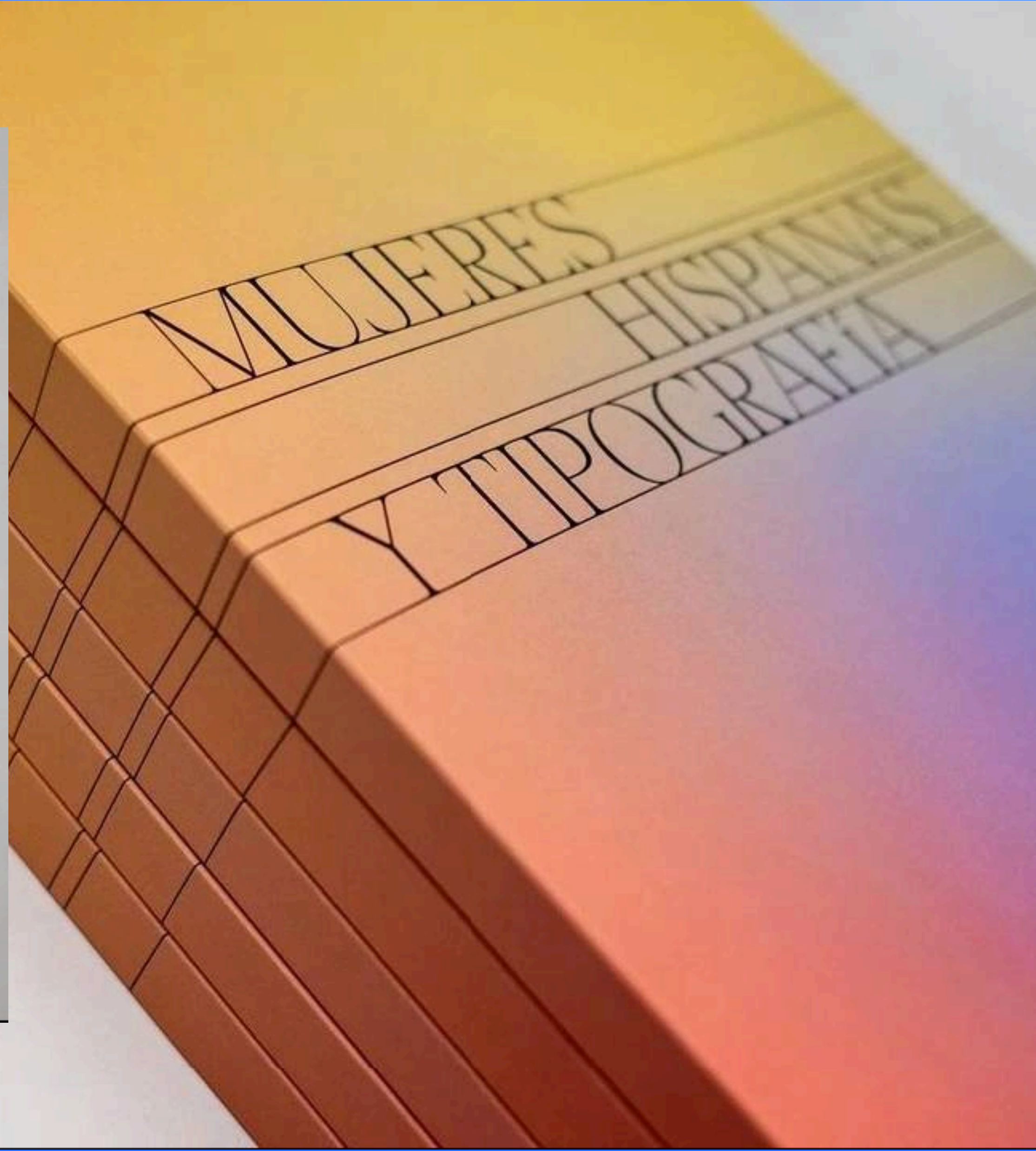


03. Vectorizing our characters



03. Results: A typographic game to learn to read and write





1. Dare and be brave

2. Work despite obstacles

3. Put a deadline and work hard

4. Choose where to invest

5. Be grateful

6 Share your privilege

Thank you so much!

Tipastype