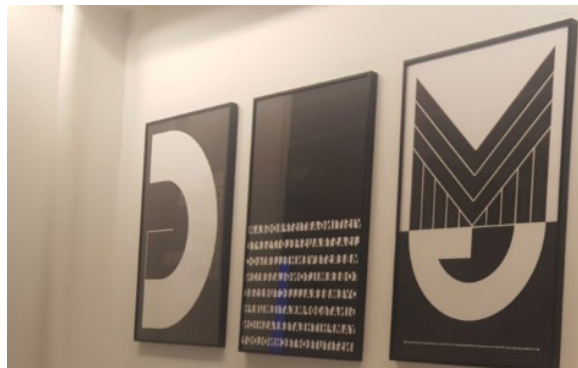## Midterm: **Networking At Type Thursday!**
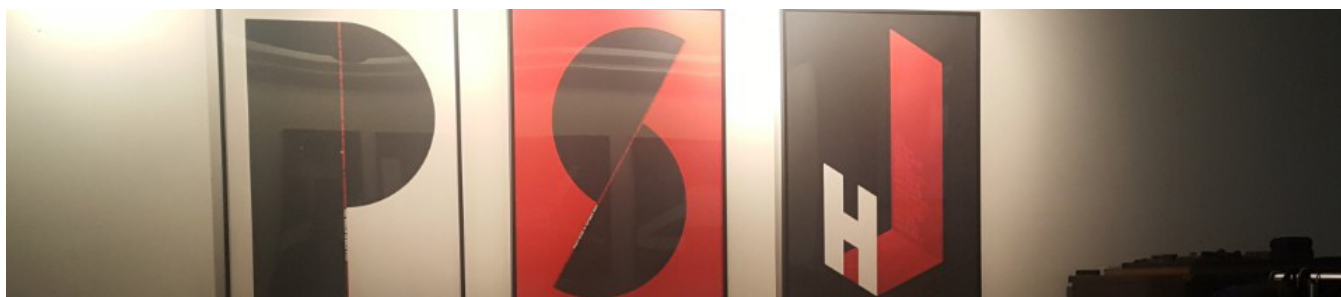
An American Author by the name of Lewis Howes once said, "Effective networking isn't a result of luck - it requires hard work and persistence." This quote means that networking is a two-way street that isn't obtained by luck- but by working hard to pursue the relationship of a person of interest. This quote couldn't be more true as for my networking event I attended Type Thursday NYC- The type director's club and hard work and effort was needed to network and assist others in their work-in-progresses.

Shots of the Revenue, including framed graphic design pieces in black and white

I chose this event because of its heavy emphasis on typography and the fact that it ws led by editorial designer, Kara Gordon of Point5. Because my end goal is to become an editorial designer I felt this event was more tailored to me- hearing her, and the other professionals in the room critique work left a huge impression on me. I decided to go with a friend so we arrived around 30min earlier. We were greeted with beverages and food and allowed to walk around the revenue. It was very cozy and intimate- not an auditorium like most networking events but in that way it felt a lot more personal and less intimidating despite the big names such as Adobe Type Kit being a sponser being there.

The critique session was an hour long- short in comparison to our class time. This made me realize that 'wow, a solid critique takes 2 hours long or more'. The first piece we were shown was by a Brazilian graphic designer who tried her hand at creating a type face. I was amazed at how she described her type, using words like 'x-height', 'counters' and 'base-line'. To be honest it had been a while since I've heard type be spoken about so elegantly.

Shots of the Revenue, including framed graphic design pieces, this time showing bold typography as per the theme of the event

These are all words from my under-under graduate experience and now I fully appreciate and will utilize these classroom words better. She had created the whole alphabet using letter press as an inspiration, her strokes varying into inkblots to imitate an actual tool writing creating the words. Although she was set on her bouncy type face that appeared to "dance", she expressed issues with kerning- and critiquers expressed how heavy her 's' was compared to the other letters (her 's' had more weight in it's grooves thus making it look heavier in her 26 letter alphabet). It really is the details that matter. Small details was a big theme of this event and it amazed me to see how if I were not a design student, small things like those would be totally missed.

The next project we viewed was by Karolina Lach. Her introduction was simple: "I'm a UI designer and because that's boring I do pottery on the side." I found it witty and effective. She showed us her pottery typography and it was nothing like I've ever seen before. She carved typographical quotes sourced from Tumblr and internet memes into clay. She spoke about her composition and we spent 15minutes talking about how she could improve. Her initial letters were too big and didn't offer interesting negative space while she wanted to keep certain elements. Her onscreen presentation was unfortunately quite hard to see considering we had to look at the carved clay which were all currently brown as she had not fired up the clay or used glazed to fully distinguish the letters.

After her slides I managed to get her contact via Instagram (*@therealkarolina)* since she hadn't brought business cards with her (I'm guessing because she was well aquainted with most of the attendees). I had a chance to speak with her about the process of her work and why she enjoys it so much. She told me that she prefers the handon approach to design rather than computer based. This resonated with me a lot because I realized that everyone has a certain kind of style they enjoy even if they work in other aspects of design.

Throughout the event we were given many takeaways such as a type book, stickers, pins and a tiny little booklet.
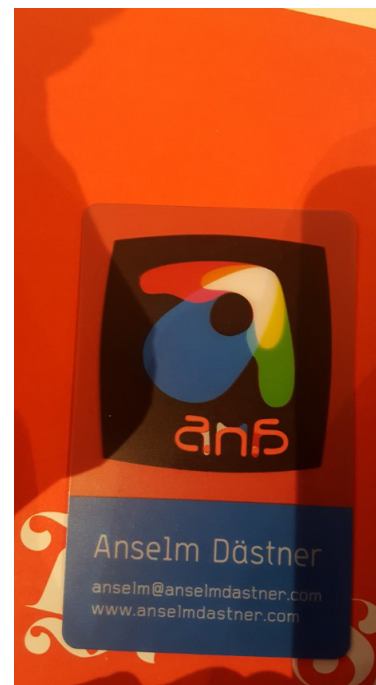*The piece in this photo is of the type book we were given featuring bold, expressive faces.*

Afterwards another type face designer presented her type face that was modeled on the German language- a blunt cut, geometrically shaped one. Although her alphabet was solid, her glyphs needed work. I didn't connect with her after her presentation but I did present with the man who volunteered to present in lieu of another attendee being missing. His name was Anselm Dastner and had been active throughout the critiques and when I spoke to him it made sense why. Mr. Dastner was not a student but a paid professional who works with big name clients. We spoke briefly about his experience in the industry and how he managed to design logos for big clients such as Marvel which is his current project. He explained the process and admitted to not knowing too much about Marvel's subject matter. What I learned from him is that research matters in design and although a subject may be unfamiliar the internet makes information readily available.

Mr. Dastner's buisness card.

I received a lot of knowledge during the networking sessions. This experience has motivated me to attend the future Type Thursday for critique and more networking opportunities. One thing I learned for certain is that to be an editorial designer I definitely need to improve my type setting skills and people skills since getting a job in editorial design is about having skills and knowing more people in the industry. Another thing I learned is that critique will follow me as a designer all throughout my life and won't stop just because I finished undergraduate studies. This just means that to be a true creative professional, like the profesor said, one must be able to not only take critique but defend our work, too. Because Type Thursday lectures speak a lot about critiques I saw examples of professionals defending their choices politely- when they do so using intelligent words like 'it works because', it's easier to see how their explanation fits the project and it ends up 'working'. At the same time, they're aware that their work needs improvement Just like Lewis Howes once said, "Effective networking isn't a result of luck - it requires hard work and persistence."