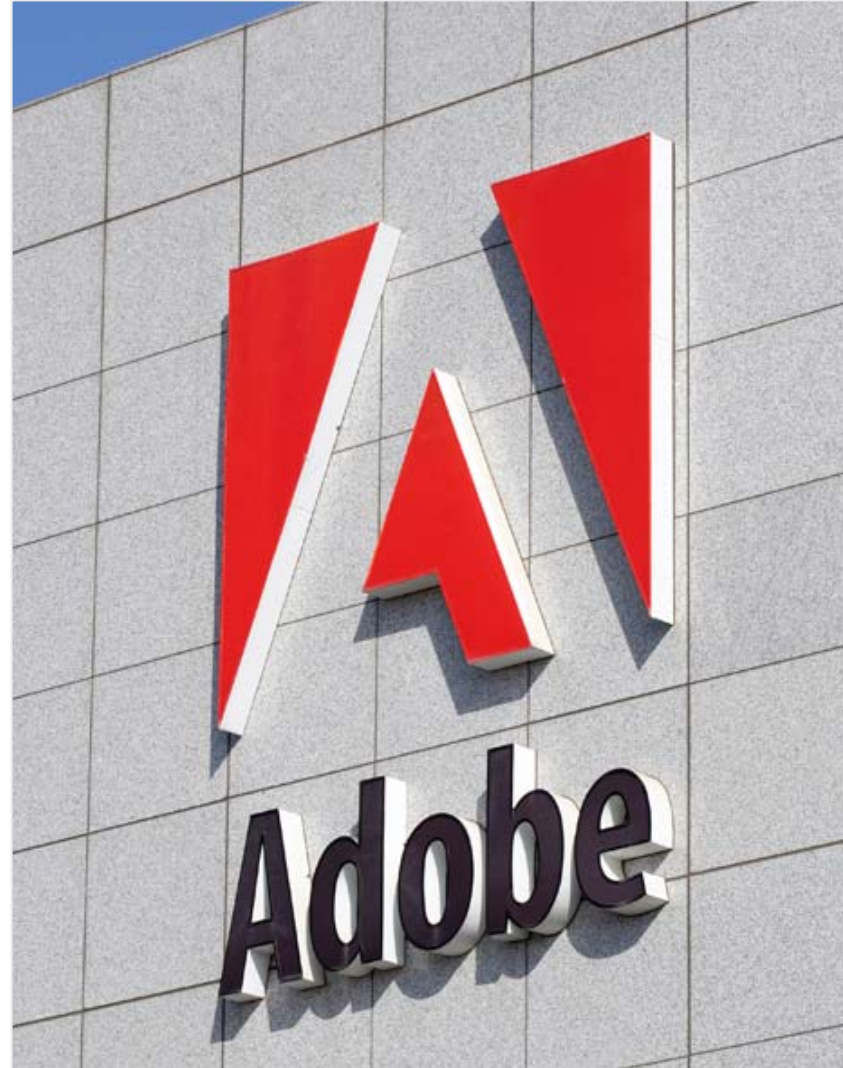


Advanced Multiple Master Concepts

Thomas Phinney
Program Manager
Fonts & SING technologies

27 September 2006



Agenda

- Multiple Master refresher
- The Kinking Problem
- MM design space options
 - Intermediate masters
 - Transitional masters
- Inside-out & no-fly zones
- Position of Masters in Design Space

Multiple Master Axes

dynamic range

design axes

a a a a a a a a

weight

light to bold

a a a a a a a a

width

condensed to extra-extended

A A A A A A A A

style

sans serif to serif

a a a a a a a a

optical size

6-point to 72-point (scaled to the same size)

1-D & 2-D MM design space

CIVIC — Extra Light Normal

CIVIC

CIVIC

CIVIC

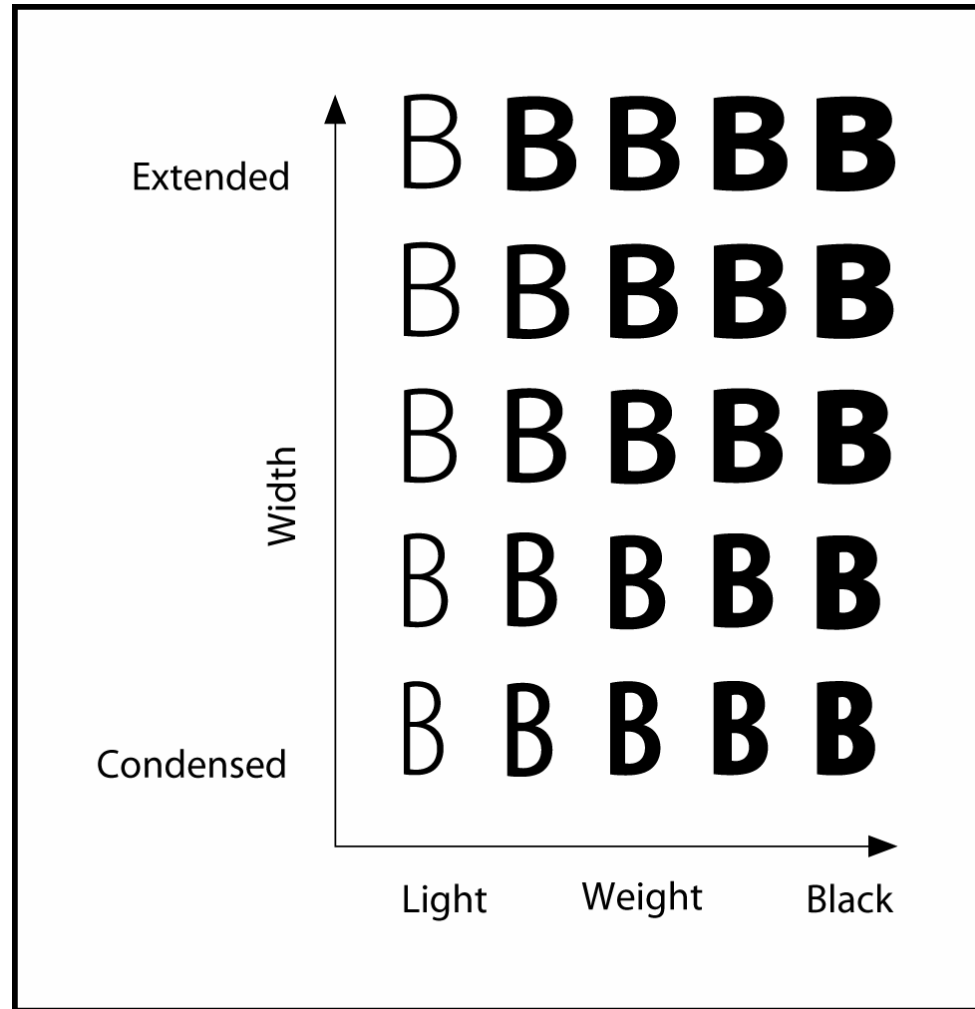
CIVIC

CIVIC

CIVIC — Bold Normal

Light Condensed				Bold Condensed
CIVIC	CIVIC	CIVIC	CIVIC	
CIVIC	CIVIC	CIVIC	CIVIC	CIVIC
CIVIC	CIVIC	CIVIC	CIVIC	CIVIC
CIVIC	CIVIC	CIVIC	CIVIC	CIVIC
CIVIC	CIVIC	CIVIC	CIVIC	
Light Normal				Bold Normal

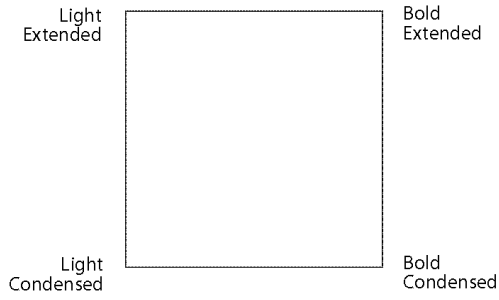
2-D design space



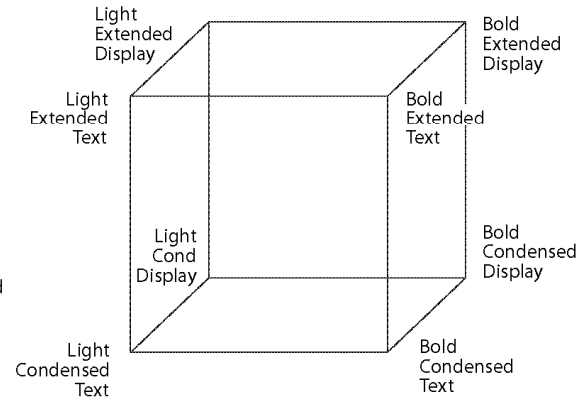
1-axis font

Light ————— Bold

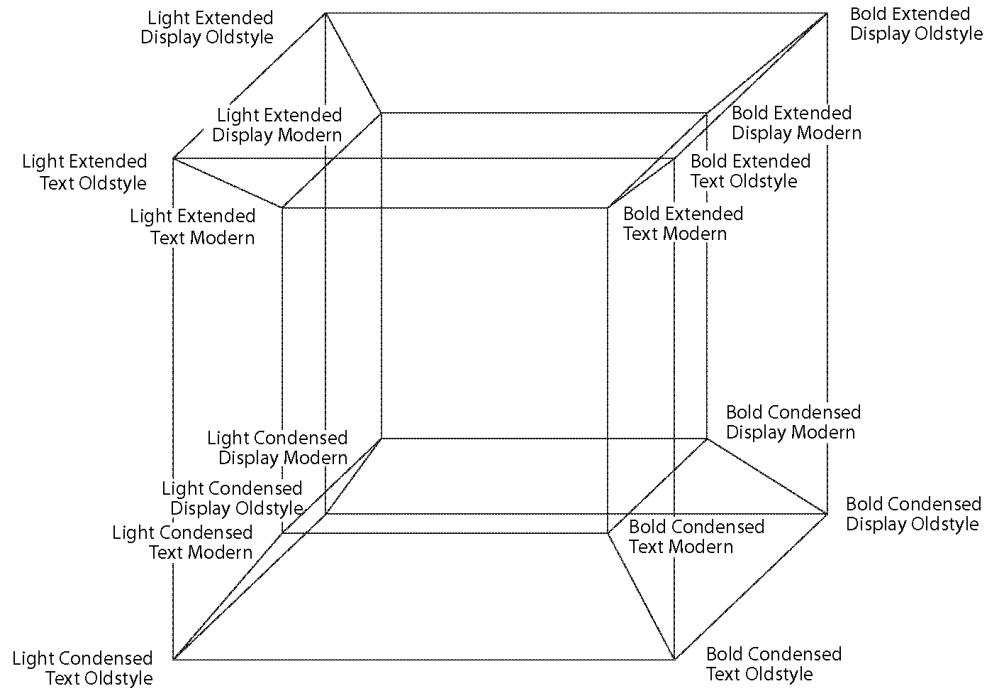
2-axis font



3-axis font



4-axis font



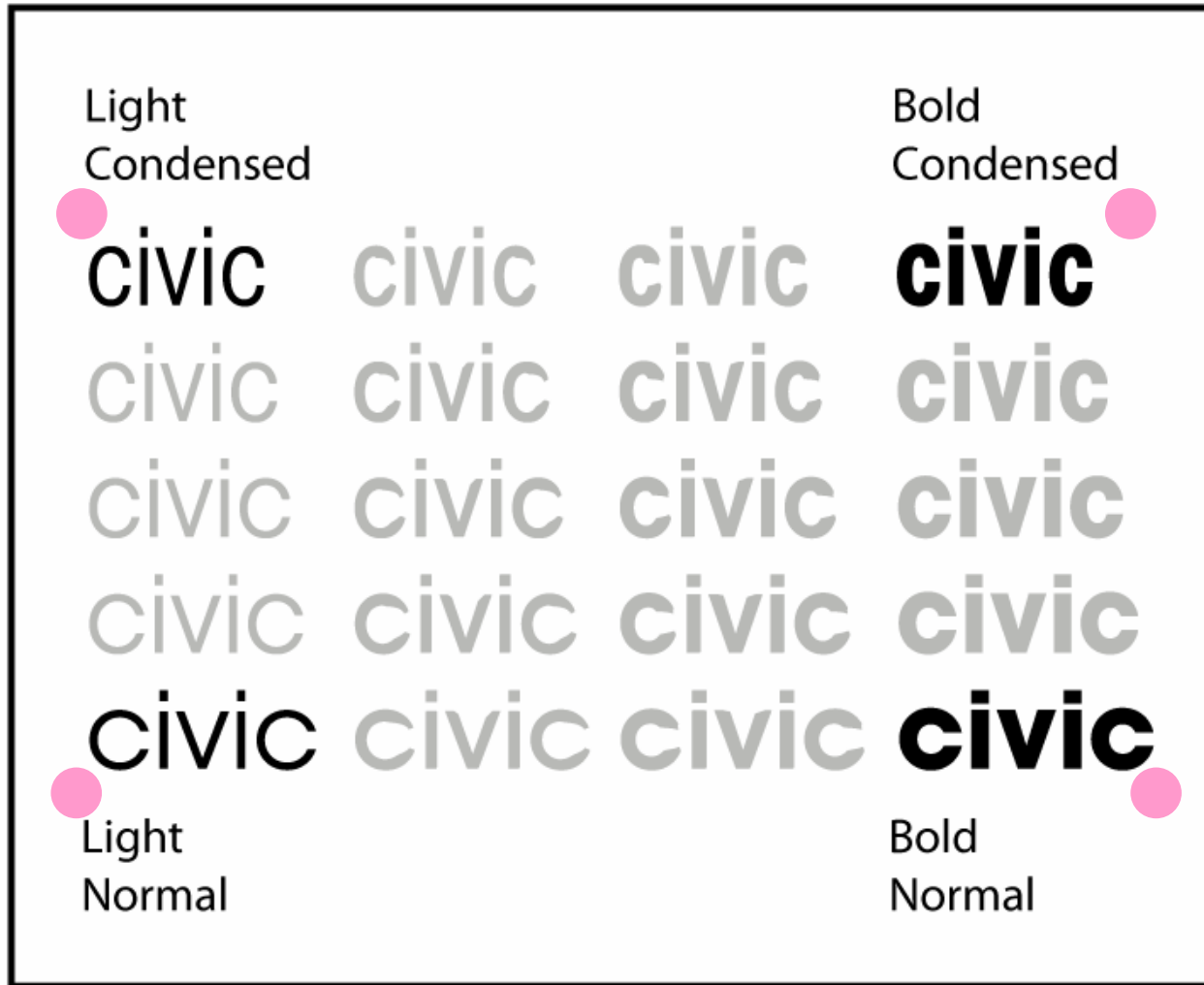
The Kinking Problem



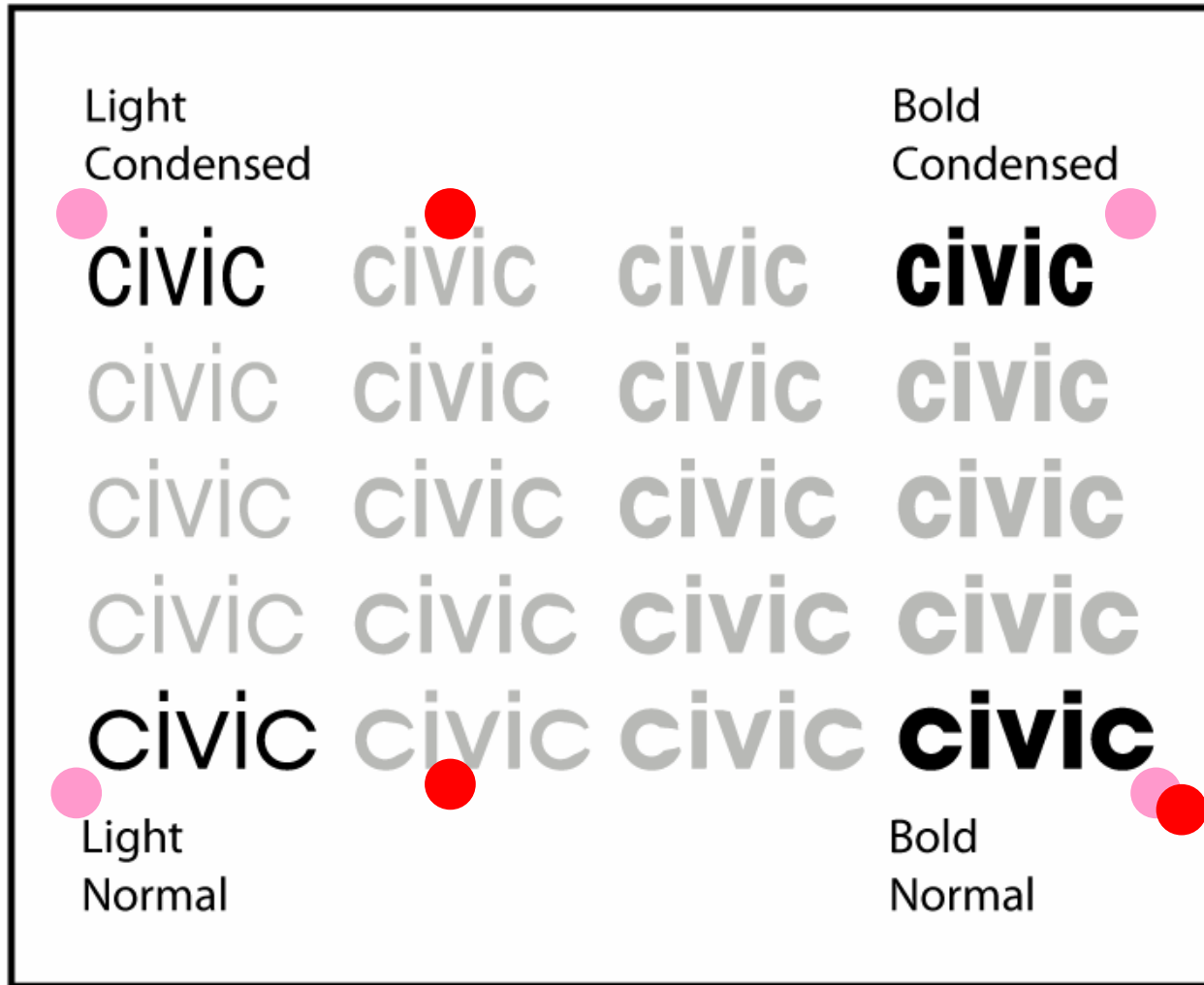
Design Space Options

- Non-corner masters
- Intermediate masters
- Transitional masters

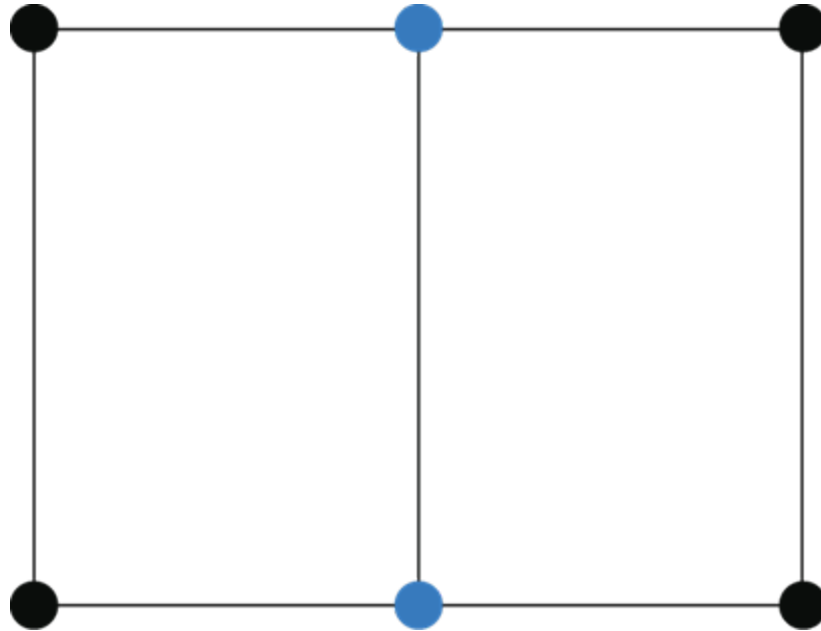
Design Space options: non-corner masters



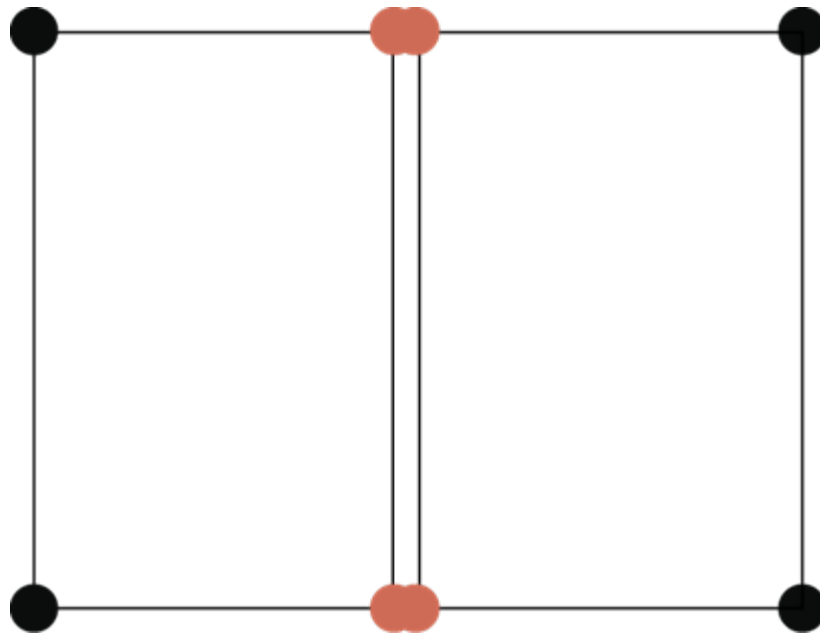
Design Space options: non-corner masters



Design Space Options: Intermediate Masters



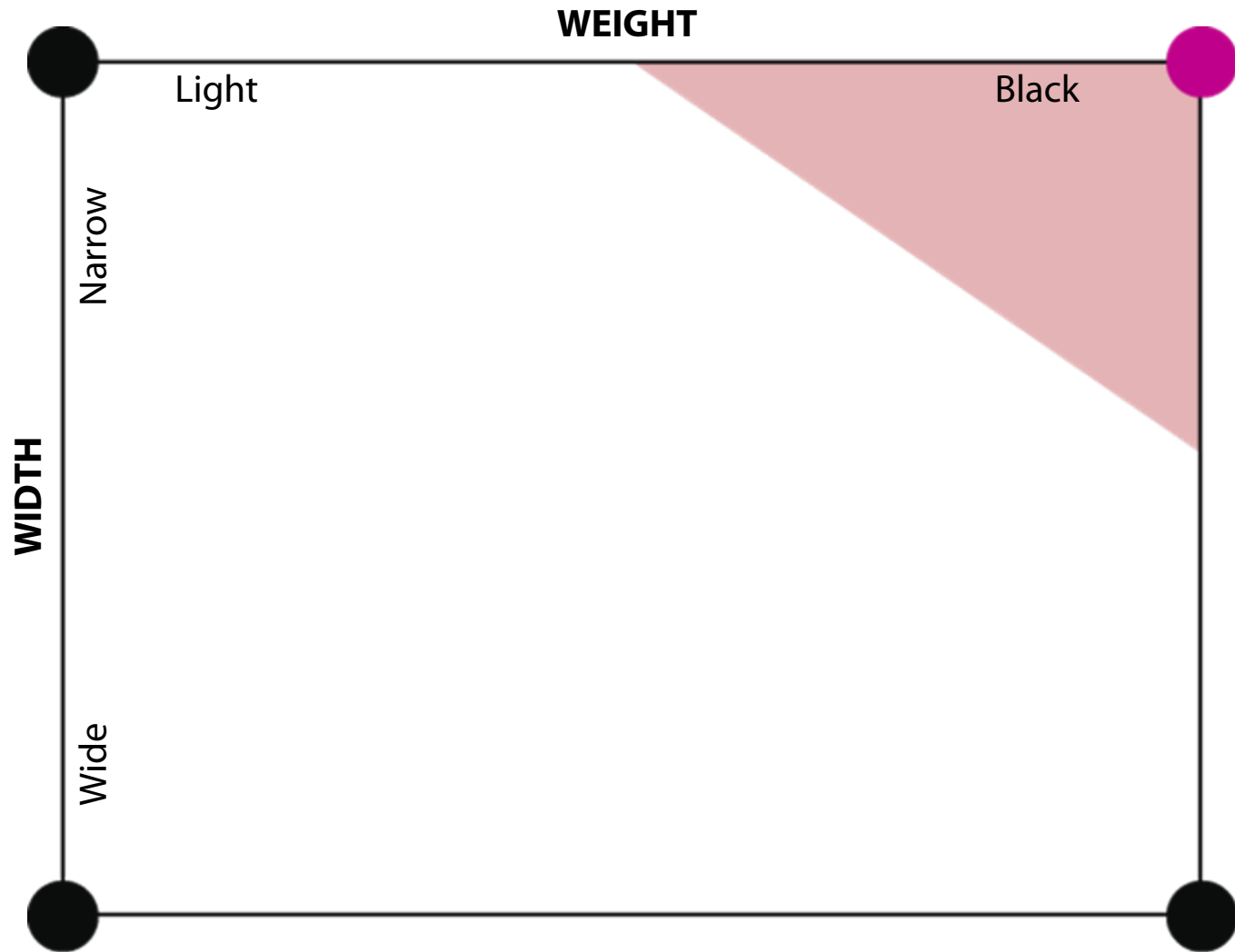
Design Space Options: Transitional Masters



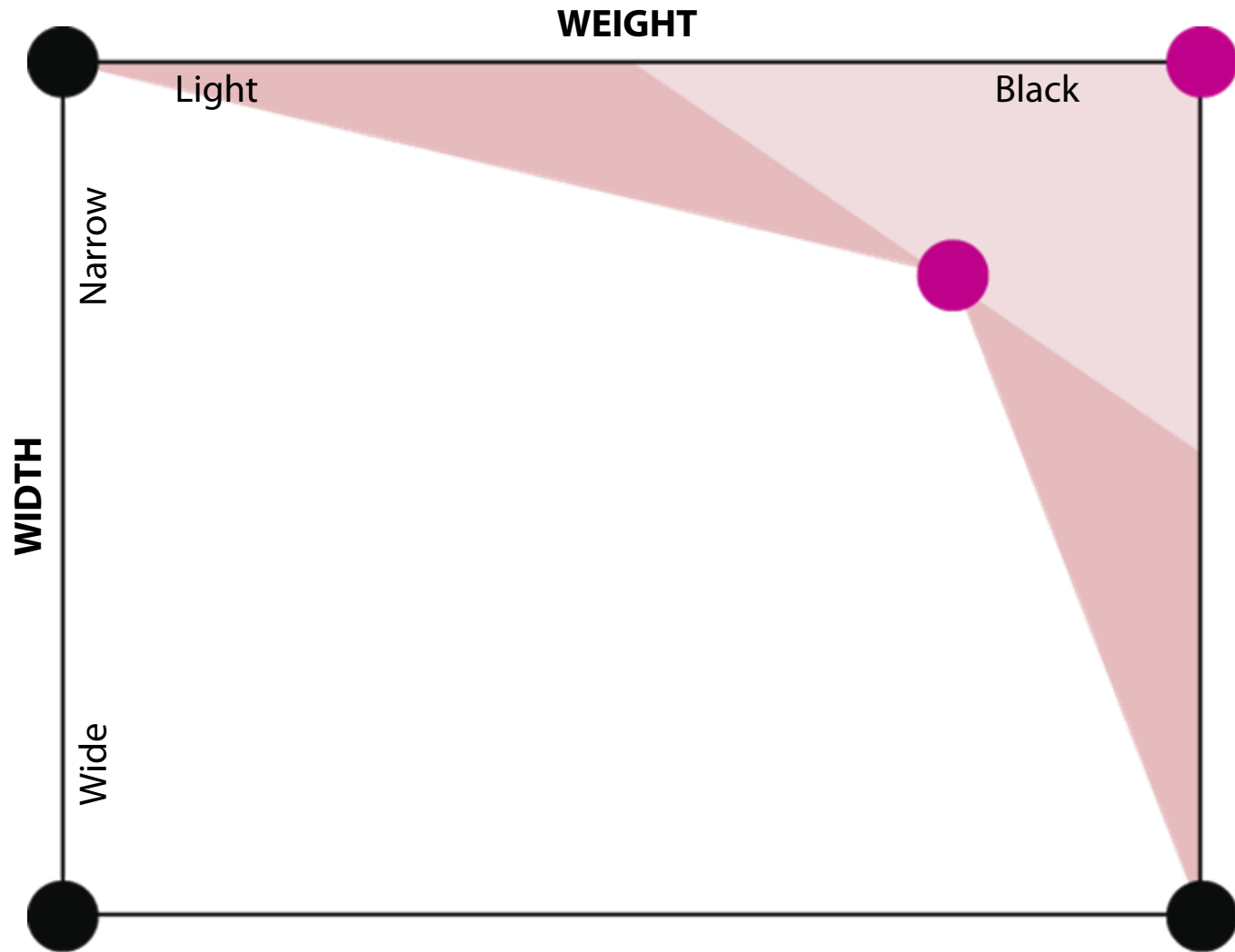
“Faking” intermediate & transitional masters

- Demo

Inside-out & no fly zones



Inside-out & no fly zones



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