A relationship between typography, designers and users to build a creative experience in the digital culture

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Abstract

Typography is a content reproduction media, facilitator of access to information and a communication instrument. Its use in the digital culture makes it possible for the users to materialise their experiences in several other types of media. The reality inherent to its traditional use, however, may hinder the creativity of digital users due to problems related to licensing, protection, piracy, and design. The purpose of this article is to propose a set of guidelines to the design of digital types considering the creative experience of the user related to the use of typography in digital environments. This way, considering current social characteristics, such as interconnectivity, immediate flow of circulation and communication – as well as the expansion of consumption patterns and access to materialised cultural goods – it is hoped that the design of digital types will assume new economic features in order to reflect social ideals based on the stock and distribution of zero marginal costs. Initiatives based on content and free typography services, such as Google Fonts, among others – which require subscription, such as the ones offered by Monotype and Adobe Typekit, web-based software development (Prototypo), and the utilization of typographic development environments (Font Bakery) – may be relevant options in the relationship between designers, users, typography, and experience in the digital culture.

Keywords: Typography, creativity, typography community, type design, creative user experience.