

Designing the Experience Continuum

Typography in the Age of the Connected Everything

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I want to know what you know

*I'm a user
experience strategist*



So, I'm a designer.

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by **JASON PAMENTAL** ✉ — 1 Feb, 01:30pm in **DESIGN & DEV**

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This got me thinking

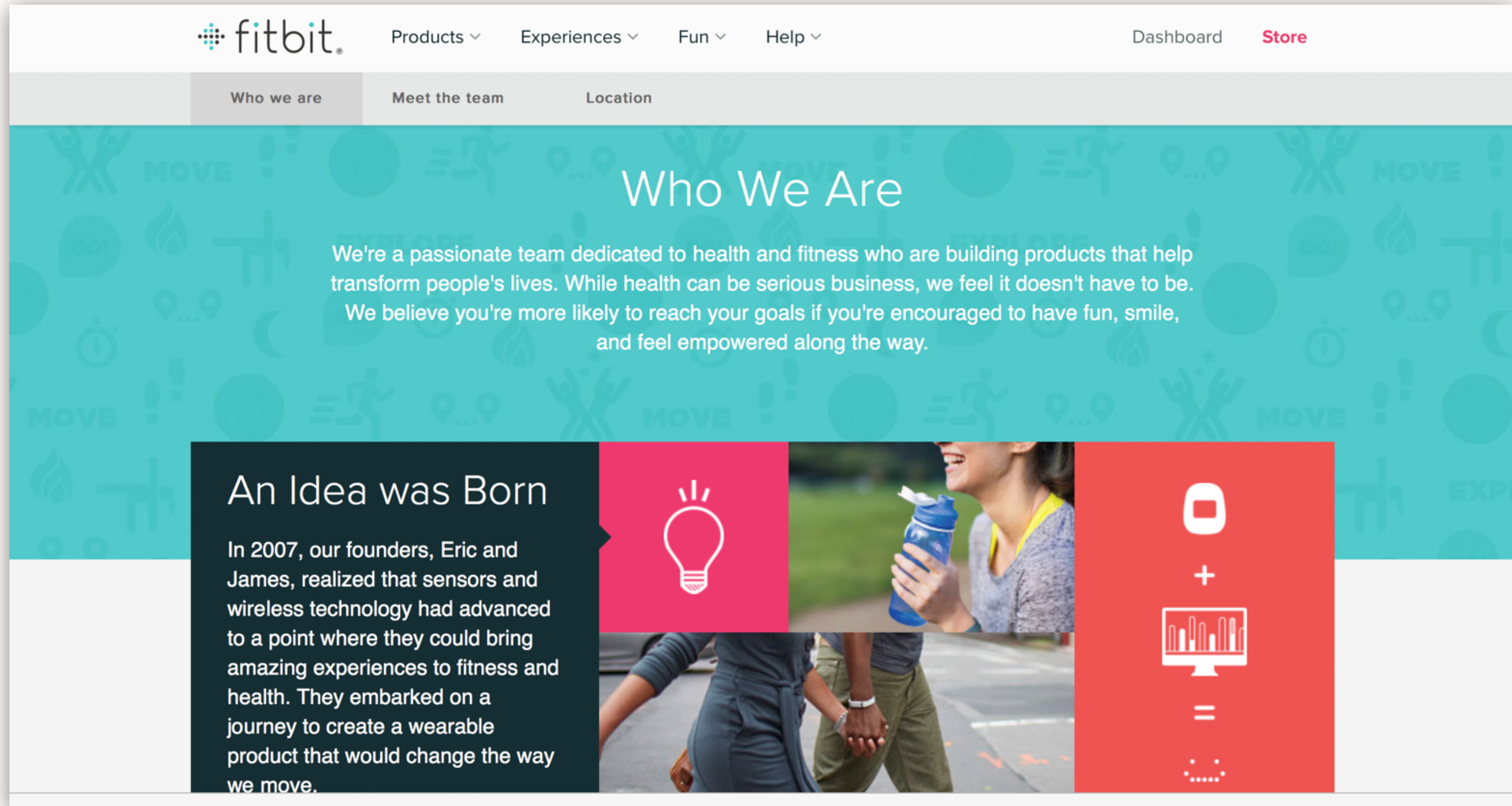
tripping the continuum fantastic



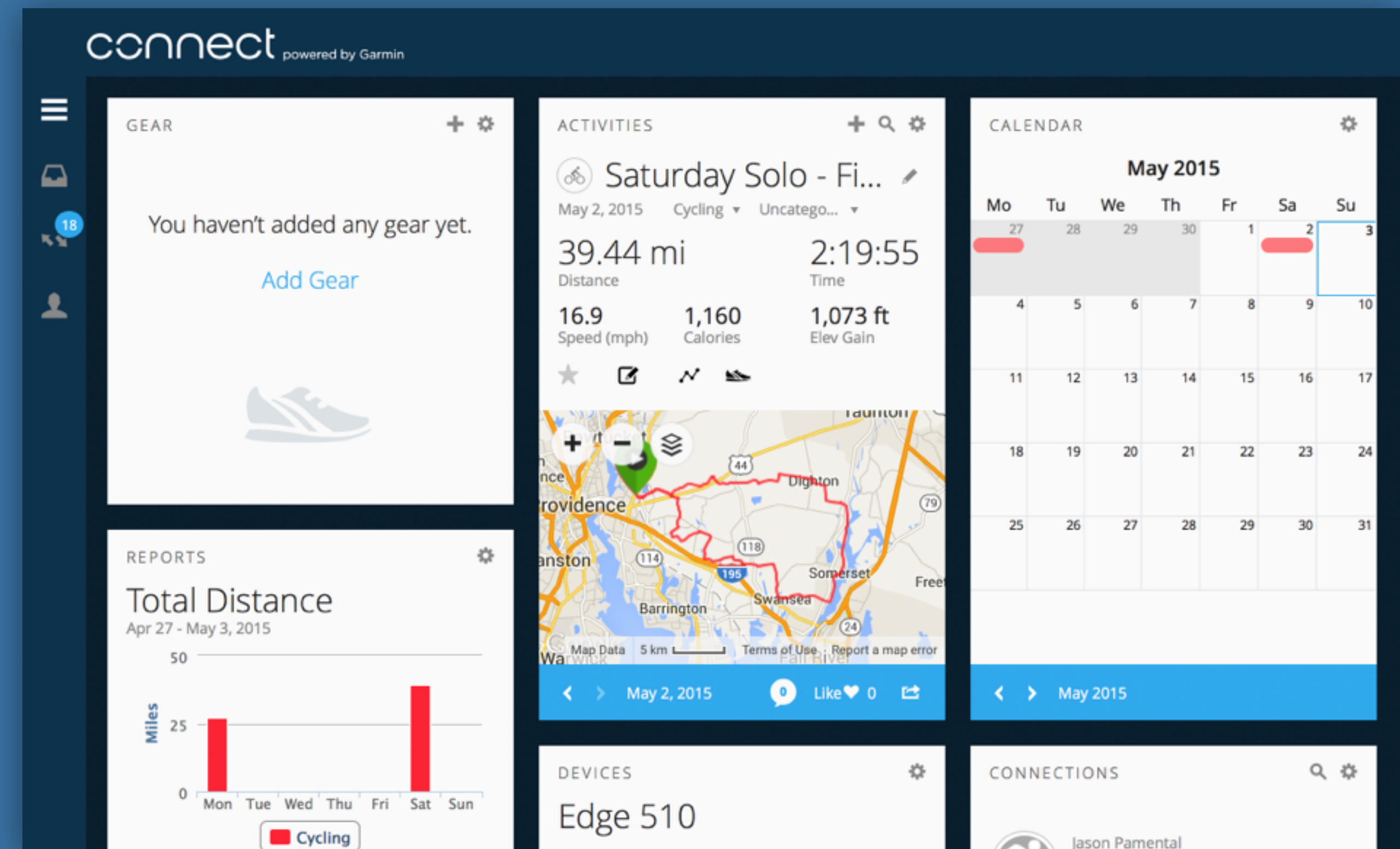
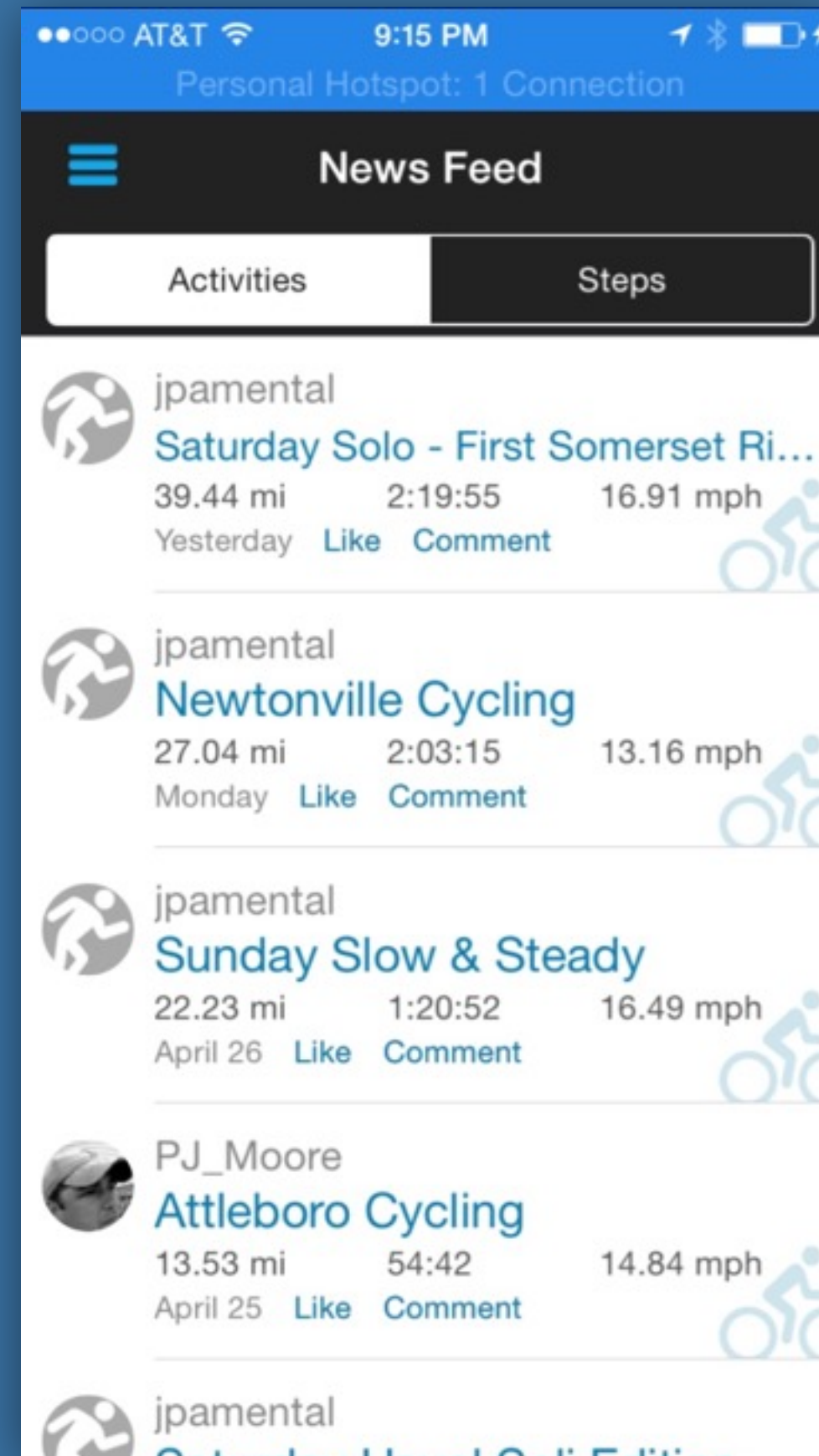
A little out of step



A little out of step



A wayfinding icon lost its voice



A wayfinding icon lost its voice



A wayfinding icon lost its voice

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Garmin Real Vision™

Thanks to Garmin Real Vision™, hard-to-read house numbers are a thing of the past. When approaching select destinations, your nüviCam LMTHD display will switch to camera view and a bright arrow will point to where you want to go.



A wayfinding icon lost its voice



Published on *Garmin Newsroom* (<http://newsroom.garmin.com>) on 4/23/15 6:00 am CDT

Garmin® nüviCam™ LMTHD Guides, Alerts and Records with Built-in Dash Cam and Premium Driver-Assist Features

Release Date:

Thursday, April 23, 2015 6:00 am CDT

Terms:

[Automotive](#) ^[1] [Featured Releases](#) ^[2]

Dateline City:

OLATHE, Kan.

OLATHE, Kan.--([BUSINESS WIRE](#) ^[3])--Garmin International Inc., a unit of Garmin Ltd. (NASDAQ: GRMN), today announced **nüviCam LMTHD**, the first portable navigation device (PND) to feature a built-in dash cam and advanced alerts to enhance driver awareness on the road. Thanks to the integrated dash cam that continuously records and automatically saves files on impact, the nüviCam offers the protection of having an eyewitness that records exactly where and when events occurred.

One of the most comprehensive PNDs to ever hit the roads, the nüviCam offers the latest in premium driver-assist features typically found only in luxury vehicles. For example, **Forward Collision Warning**¹ alerts drivers if they're driving too close to the car ahead; **Lane Departure Warning**¹ alerts will appear and sound if the driver drifts off the road or into oncoming traffic; and **Garmin Real Vision**[™] takes the guess work out of deciphering hard-to-see house numbers by displaying the camera view along with a bright arrow to direct drivers where to go when approaching select destinations.

"The nüviCam LMTHD goes beyond helping drivers get from Point A to Point B," said Dan Bartel, Garmin vice president of worldwide sales. "The intuitive driver-assist features not only lessen the stress of getting you to your destination, but the nüviCam also provides peace of mind in knowing that your commute is being recorded and can be referenced should you need it."

The nüviCam features a 6-inch pinch-to-zoom glass display with a high-definition dash cam built in to the back of the device. When powered on, the integrated dash cam continuously records on the included microSD card, and if an incident occurs, the device's Incident Detection will automatically save files on impact. GPS records exactly where and when events occur, and drivers can play back the video on the device or watch later from a computer. There's also a Snapshot feature on the nüviCam that allows drivers to capture still images in or outside of the vehicle if desired. The included magnetic mount enables the device to be easily and quickly secured or removed from the vehicle.

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Dual Motor Model S and Autopilot

October 10, 2014

By The Tesla Motors Team



Autopilot

Autopilot combines a forward looking camera, radar, and 360 degree sonar sensors with real time traffic updates to automatically drive Model S on the open road and in dense stop and go traffic. Changing lanes becomes as simple as a tap of the turn signal. When you arrive at your destination, Model S will both detect a parking spot and automatically park itself.

Standard equipment safety features are constantly monitoring stop signs, traffic signals and pedestrians, as well as for unintentional lane changes.

Autopilot features are progressively enabled over time with software updates. The current software version is **6.2**, adding automatic emergency braking and blind spot warning.

Houston, we have a problem

wherein I steal liberally from Brené Brown

the reckoning

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Princeton Prize honors 27 high school students for promoting understanding, respect

Posted May 5, 2015; 12:45 p.m.

by Office of Communications



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Twenty-seven high school students from around the United States have been named recipients of the 2015 [Princeton Prize in Race Relations](#). The students were honored April 24-25 during the annual Princeton Prize Symposium on Race held on the Princeton University campus.

The awards recognize young people who have demonstrated a commitment to advancing the cause of positive race relations and who have worked to increase understanding and respect among all races.

The winners recently traveled to campus to participate in a two-day program that included group discussions, presentations, and speeches on topics such as "Prejudice in the Blink of an Eye: The Science of Racial Bias" by Stacey Sinclair, associate professor of psychology and African American Studies, and "The Power of Story" by Anthony Carter, former chief diversity

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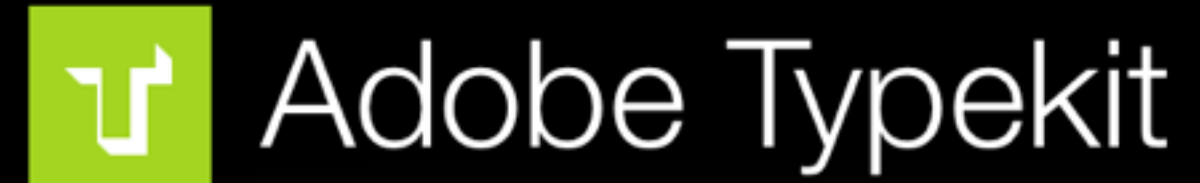
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the rumble

curiosity is a shit-starter

Great typefaces



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Great typography: OpenType

Life of <p>

Strange! Nothing will content them but the extremest limit of the land; loitering under the shady lee of yonder warehouses will not suffice.

Great typography: OpenType

Life of <p>

*Strange! Nothing will content them but the extreme
limit of the land; loitering under the shady lee of your
warehouses will not suffice*

Great typography: first line emphasis

By reason of these things, then, the
whaling voyage was welcome; the great
flood-gates of the wonder-world swung
open, and in the wild conceits that
swayed me to my purpose, two and two
there floated into my inmost soul,
endless processions of the whale, and,
mid most of them all, one grand hooded
phantom, like a snow hill in the air.

Great typography: first line emphasis

By reason of these things, then, the
whaling voyage was welcome; the great
flood-gates of the wonder-world swung
open, and in the wild conceits that
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there floated into my inmost soul,
endless processions of the whale, and,
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phantom, like a snow hill in the air.

Great typography: dropcaps

CALL ME ISHMAEL. SOME YEARS AGO—NEVER MIND HOW LONG PRECISELY—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to

Great typography: orphans

By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill in the air.

Great typography: orphans

By reason of these things, then, the whaling voyage was welcome; the great flood-gates of the wonder-world swung open, and in the wild conceits that swayed me to my purpose, two and two there floated into my inmost soul, endless processions of the whale, and, mid most of them all, one grand hooded phantom, like a snow hill in the air.

the revolution

Marking a legal milestone

White & Case helps bring the US Bill of Rights and Declaration of Independence to London's Magna Carta celebrations

This year marks the 800th anniversary of King John's granting of Magna Carta, 63 clauses that form "the most influential secular document in the history of the world," according to former UK Justice Minister Lord McNally. White & Case is pleased to be a sponsor of [Magna Carta: Law, Liberty, Legacy](#), the British Library's seminal exhibition marking the anniversary, which runs from March 13 to September 1, 2015.

The centerpiece of the exhibition is the Library's two original copies of the 1215 Magna Carta. White & Case is sponsoring the loan of two other highlights from the exhibition: an original copy of the US Bill of Rights and Thomas Jefferson's handwritten copy of the Declaration of Independence. "None of the original copies of these documents have ever been on display in the UK before, marking a national first," said Oliver Brett, office executive partner in London. "They are also the biggest loan the British Library has ever hosted."



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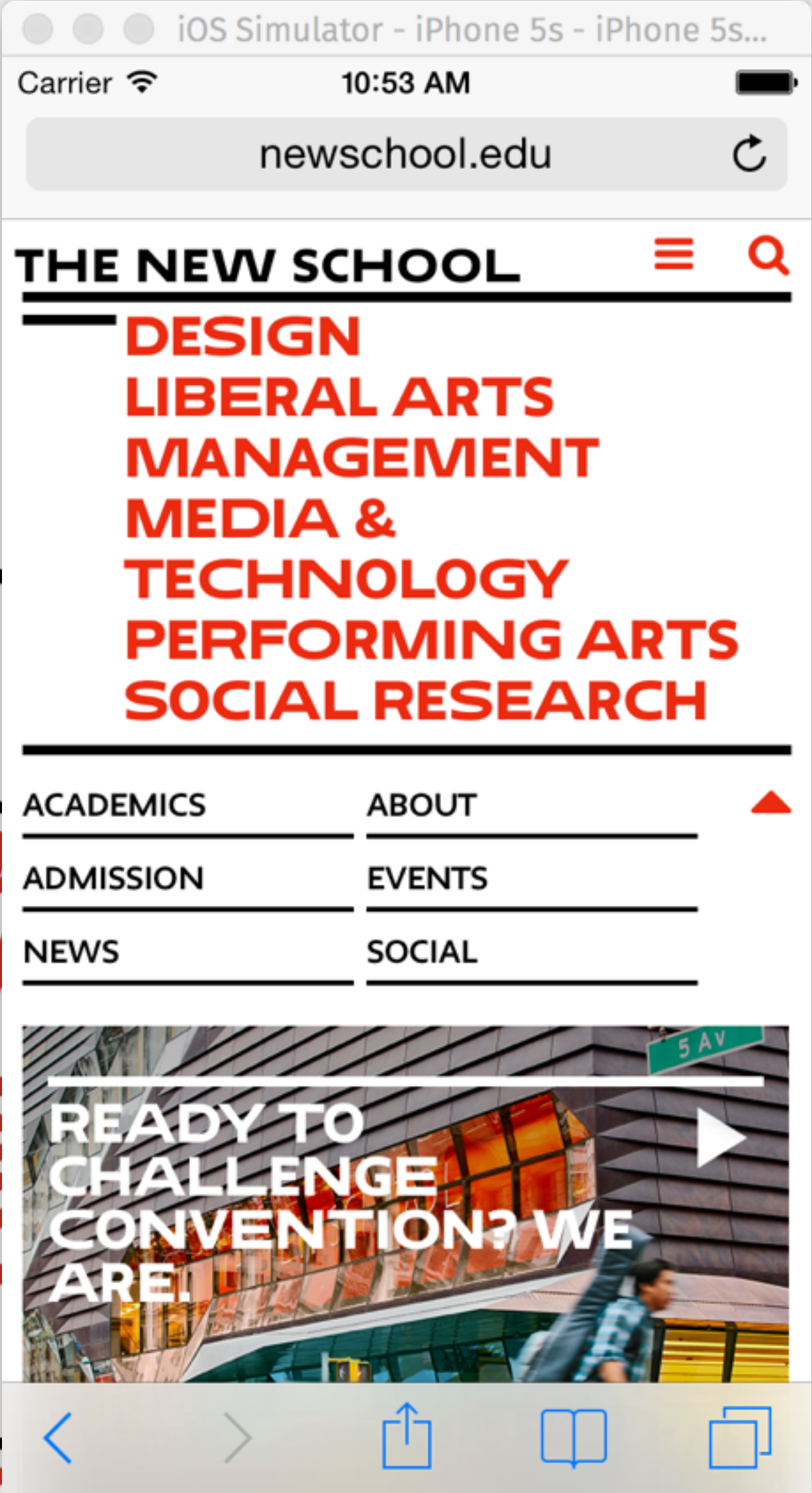
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by KRISTINA HALVORSON

“In the last few years, research has suggested that addiction involves many of the same brain pathways that govern learning and memory.”

— [Harvard Mental Health Newsletter, July 2004](#)

I’m one of those people who really doesn’t have many childhood memories to speak of. The years just blur together, bound by

Six years old, family vacation. We stayed in a cabin on Gull Lake in Brainerd, Minnesota. Every day I got a quarter for candy at the resort store, and every day I bought the same thing: Sixlets. I’d bite off the end of the wrapper, then squeeze three or four of the candy-coated chocolate balls right into my mouth. Apparently, I also fished and tried water skiing for the first time. Or so I’m told.

Seven years old, living in Edmond, Oklahoma. My grandparents



53° F



Elon



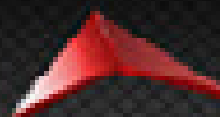
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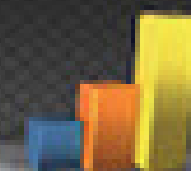
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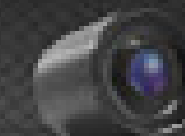
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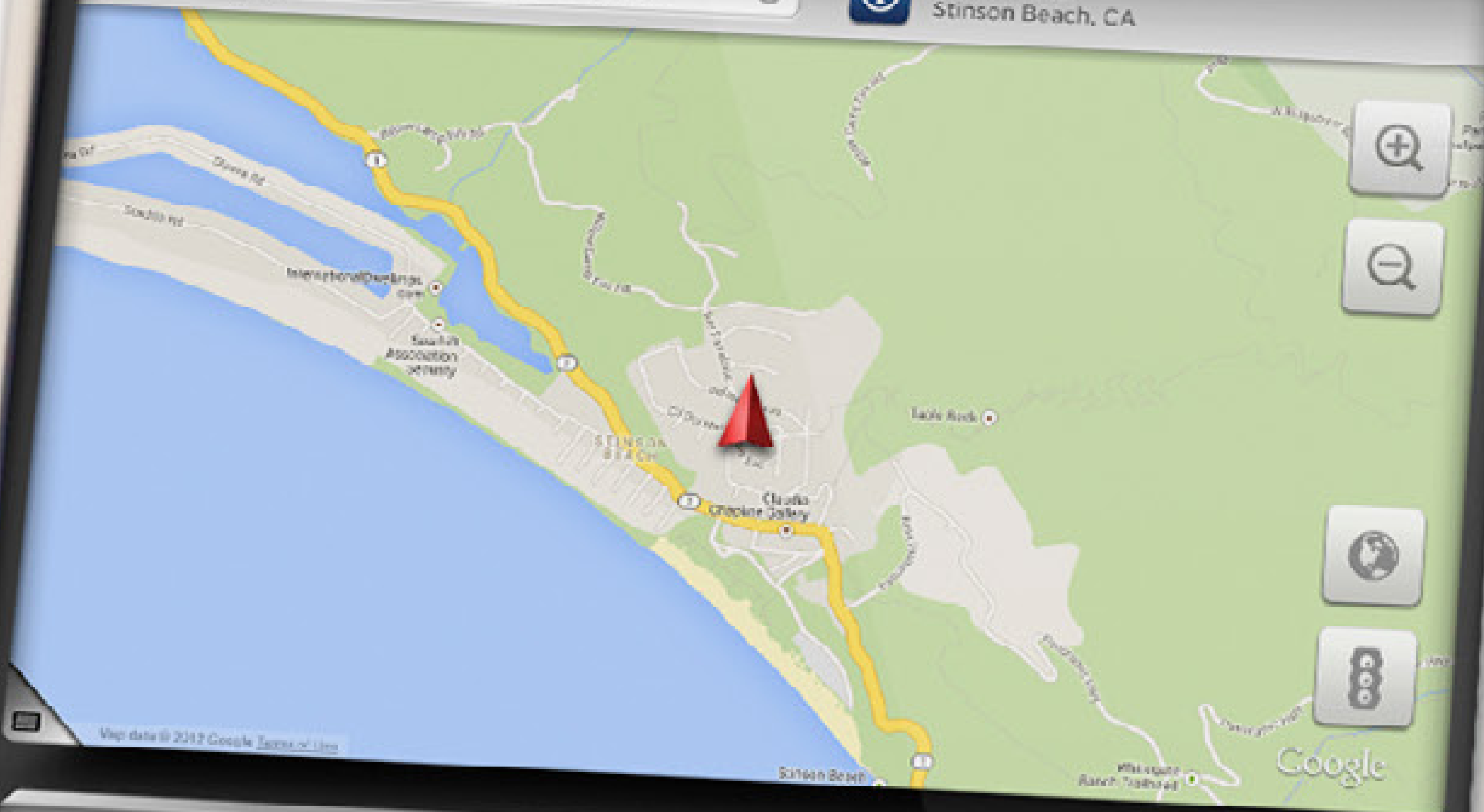
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fresh tilled soil

Jason Pamental

jason@freshtilledsoil.com

401.743.4406

@jpamental

480 Pleasant Street, Suite A310
Watertown, MA 02472

bloody brilliant experience design

pulled a fast one on you

Repeat after me

One brand. One identity. One continuum.



thank you

Get in touch!

Jason Pamental | @jpamental | jason@rwt.io

Slides: slideshare.net/jpamental

Book signing after this in the bookstore!

Resources

- 5 Typeface Challenges (TNW Article): <http://bit.ly/jphowlive1>
- Monotype Spark: <http://spark.monotype.com>
- Web font services: fontdeck.com, fonts.com, typography.com/cloud, typekit.com, webtype.com, fontshop.com, myfonts.com, emigre.com
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- New School: newschool.edu
- Jason Santa Maria's archived site: <http://bit.ly/jphowlive2>
- Responsive Typography (O'Reilly: bit.ly/rwtbook)