

Curriculum vitae

name: Jo A. J. De Baerdemaeker
date of birth: 08 September 1974

Qualifications

- 1999 Master of Arts in Graphic Design and Communication at St Lukas Brussels University College of Art and Design (Belgium)
Graduated with distinction and awarded as 'Laureate of 1999'
- 1999 Exhibition at the Art Gallery St Lukas Brussels University College of Art and Design (Belgium)
- 2001–2003 Postgraduate Aggregate Typography Plantin-Moretus Society, Antwerp (Belgium)
Graduated with distinction
- 2004 Master of Arts in Typeface Design, Department of Typography & Graphic Communication, University of Reading (UK)
Graduated with distinction
- 2005–2009 PhD in Typography at the Department of Typography & Graphic Communication, University of Reading (UK)
Title of thesis: *Tibetan typeforms: an historical and visual evaluation of Tibetan typefaces from their inception in 1738 up to 2009*
Funded by the Art and Humanities Research Board (AHRB) and by the Faculty of Arts and Humanities (University of Reading)

Academic work

- 2005 Lectured and ran two typeface design/typography workshops at St Lukas Brussels University College of Art and Design (Belgium)
- 2006 Conducted a Devanagari typeface design training course for Open University as part of the EuropeAid funded project Neralec, in Kathmandu (Nepal), under the supervision of Dr Fiona Ross
¶ Conducted a follow-up Devanagari typeface design training course (on technical postproduction) for Open University as part of the EuropeAid-funded project Neralec, at the Department of Typography & Graphic Communication, University of Reading under the supervision of Dr Fiona Ross
¶ Guest lecturer and workshop, Central Saint Martin, London (UK):
'The hierarchy of the white': lecture on the basic principles of typeface design
¶ Conducted a practical workshop at 'A–Z33 Typography/Process/ Space' at the Provinciale Hogeschool Limburg, Hasselt (Belgium)
¶ Co-curator with Dr Fiona Ross and Dr Rathna Ramanathan of the Non-Latin Typeface Design Conference exhibition at St Bride Printing Library and consultation for the Non-Latin Typeface Design Conference exhibition at the University of Reading, September–October 2007
- 2007 Lecturer 'OpenType and VOLT for Devanagari typefaces' at the MA Typeface Design, Department of Typography & Graphic Communication, University of Reading (UK)
- 2008 Lecturer 'OpenType and VOLT for Devanagari typefaces' at the MA Typeface Design, Department of Typography & Graphic Communication, University of Reading (UK)
¶ Lecturer 'OpenType and VOLT for Arabic typefaces' at the MA Typeface Design, Department of Typography & Graphic Communication, University of Reading (UK)
- 2009 Lecturer 'Niet-Latijnse lettertypes en meertalige typografie' at the Sint-Lucas Beeldende Kunst Gent, Hogeschool voor Wetenschap en Kunst (Belgium)

Conference papers

- 2006 'Tibetan typeforms: from their inception in 1738 up to the present day' paper at ATYP1'06, the annual typography conference of Association Typographique Internationale in Lisbon (Portugal)
- 2007 'Tibetaanse lettertypes: van hun ontstaan in 1738 tot recente ontwikkelingen' paper at 'Dag van het artistiek onderzoek' St Lukas Brussels University College of Art and Design (Belgium)
- ¶ 'Tibetan typeforms: from their inception in 1738 up to the present day' paper at 'Tweede Dag van het artistiek onderzoek' of IvOK (The Institute for Practice based Research in the Arts) at the Lemmensinstituut, Leuven (Belgium)
- ¶ 'Tibetan typeforms' presentation for the Oxford Guild of Printers, Kidlington (UK)
- ¶ 'Typographic research: a practical approach' paper at 'from verbal to graphic', third inter-national conference on typography and visual communication, Thessaloniki (Greece)
- ¶ 'Tibetan typeforms: an introduction to the Tibetan script and its typography' paper at the Non-Latin typeface design conference at St Bride Institute, London and the Department of Typography & Graphic Communication, University of Reading (UK)
- ¶ 'Tibetaanse lettertypes' paper at 'Onderzoek in de kunsten' of the Royal Academy of Arts, Antwerp (Belgium)
- 2009 'Imposing characters: a workshop on type design and typography': a joint two-day workshop with Dr Fiona Ross at the School of Cultural Texts and Records, Jadavpur University, Kolkata (India)
- ¶ 'Niet-Latijnse lettertypes en meertalige typografie' workshop at Het boek: wat/nu? Studiedag over de toekomst van het boek at KASK & Hogeschool Gent (Belgium)
- ¶ 'An approach to designing typefaces for South Asian languages for contemporary typographic use' paper at TYP09: THE HEART OF THE LETTER, the annual typography conference of Association Typographique Internationale in Mexico City (Mexico)

Publications

- 'Tibetan typography, an introduction'. Sint-Lukas Galerie Brussel 2 (March–April–May, 2006): 20–21
- 'An introduction to the Tibetan script and typography'. Typo 26 (June 2007): 2–9
- Consultation for Non-Latin typefaces, published by St Bride Library and the University of Reading Department of Typography & Graphic Communication, 2008

Relevant research training

› Graduate School of Arts and Humanities (University of Reading):

- Collecting Material, Acknowledging Sources, Copyright, Accuracy
- How to Get Published in the Arts and Humanities
- Information analysis and the conception and design of databases (given by Professor Harold Short – King's College, University of London)
- Introduction to Teaching Methods
- Methods and Resources in Humanities Computing
- Presenting your Dissertation
- Presenting Research Papers
- Referencing Systems

› Department of Typography & Graphic Communication (University of Reading):

- Approaches to research: from research question to interpretations of outcomes
- Critical reading and effective note-taking
- Introduction to academic writing
- References, footnotes and quotations
- Structured interviews as a research technique

Extra research skills

- The conception and design of a database, which processed my collection of a vast body of Tibetan material in order to store and manipulate it usefully within the database. The conceptual and visual analysis of the material within the database resulted also in the development of visual schema's in order to ease further referencing and identification of the visual aspects of Tibetan typeforms
- Established good relationships with the curators at the British Library (London), the Bodleian Library (Oxford), the St Bride Library (London), the Plantin-Moretus Museum (Antwerp), The Oxford University Press Archives (Oxford), Imprimerie Nationale (Paris), Academy of Sciences (Budapest) and the Museum of Printing (Beijing)
- Hosting a website that displays non-Latin typefaces (<http://www.typojo.com>)

Professional work

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| 2000–2005 | Worked as a graphic designer of books, magazines and visual communication for educational purposes at Averbode Publishers, Averbode (Belgium) |
| 2005-present | Country delegate for Belgium in the Association Typographique Internationale (ATyPI) |
| 2005-present | Lecturer 'Geschiedenis van de typografie' (history of typography) at St Lukas Brussels University College of Art and Design (Belgium) |
| 2009-present | Assistant-Lecturer at the Department of Typography & Graphic Communication, University of Reading (UK) |

Typeface designs

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| 1999 | Construct |
| 2004 | Lungta, a Tibetan-Latin OpenType font |
| 2007 | Wiels, a custom-made typeface in OpenType for Wiels, the Museum of Contemporary Art in Brussels |
| 2008 | Wiels Light, the second weight for the Wiels typeface family |
| 2009 | Elegant Contemporary, a 4-family sans serif typeface family for the visual identity of Nottingham Contemporary, the Centre of Contemporary Art in Nottingham |

Roles

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| 2006–2009 | Research student course representative |
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Software skills

Fontlab Studio 5, VOLT, Adobe InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS, Adobe GoLive CS, Adobe Keynote, Acrobat Professional, Quark Xpress 6.5, MS Word, MS Excel, MS Powerpoint, Lotus Notes, Outlook
› both in Mac OS X as Windows environment

Contact details

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