

Typography Essentials

Process Book

ideate: notes

Glypeme = visual mark

Confessional Truths

Assignment 1: A = A
Audio visual

- type face? size of letter?
- What is position? serif?
- serif?
- Only one 'A'.

Roman system of writing
8x8 - If have surface how would display glyphing A in 8x8 that shows phone

- ah
- Display makes viewer think of only one referent - ah
- Immediately think of A sure
- See A think A

Read/write left → right - people primarily
righty go right-left would smear writing. 9/21

Futura typeface - pointed at top of A
is correct. Cardinal strokes in all letters
or glyphs. Need to first recognize them
Can't be complex need to be able to
discern cardinal strokes

1. Well define cardinal strokes in glyphs so that optically clear/precise/ascendible for discerning
- optical clarity so that glyphs are clear in all languages - universal ascendibility / ~~universally~~ geometric shapes and length of strokes → construction of type face that has optical clarity.

Futura - capitalizes on geometry of glyph.
expansion (bold, italic) done around skeletal structure (cardinal strokes)

Font Futura

Assignment 1: Type Futura, center of pg
small size

1. Optical clarity major reason for choice of typeface
2. Where place letter?

- wrong  - Negative space becomes competitive / optically active
- right  - engage our mind.
- game b/w foreground / bg - when bigger neg space becomes foreground
 - empty space becomes sign vehicle or signifier.
- Ratio b/w neg & pos space.

- To prevent this reduce size of letter / more neg space / place right way to reduce active neg space
- serif - greater gap b/w letters - neg space more active. Can inc. leading b/w space b/w lines
- serif is used b/c the smaller the size there is +ve. more optically clarity.

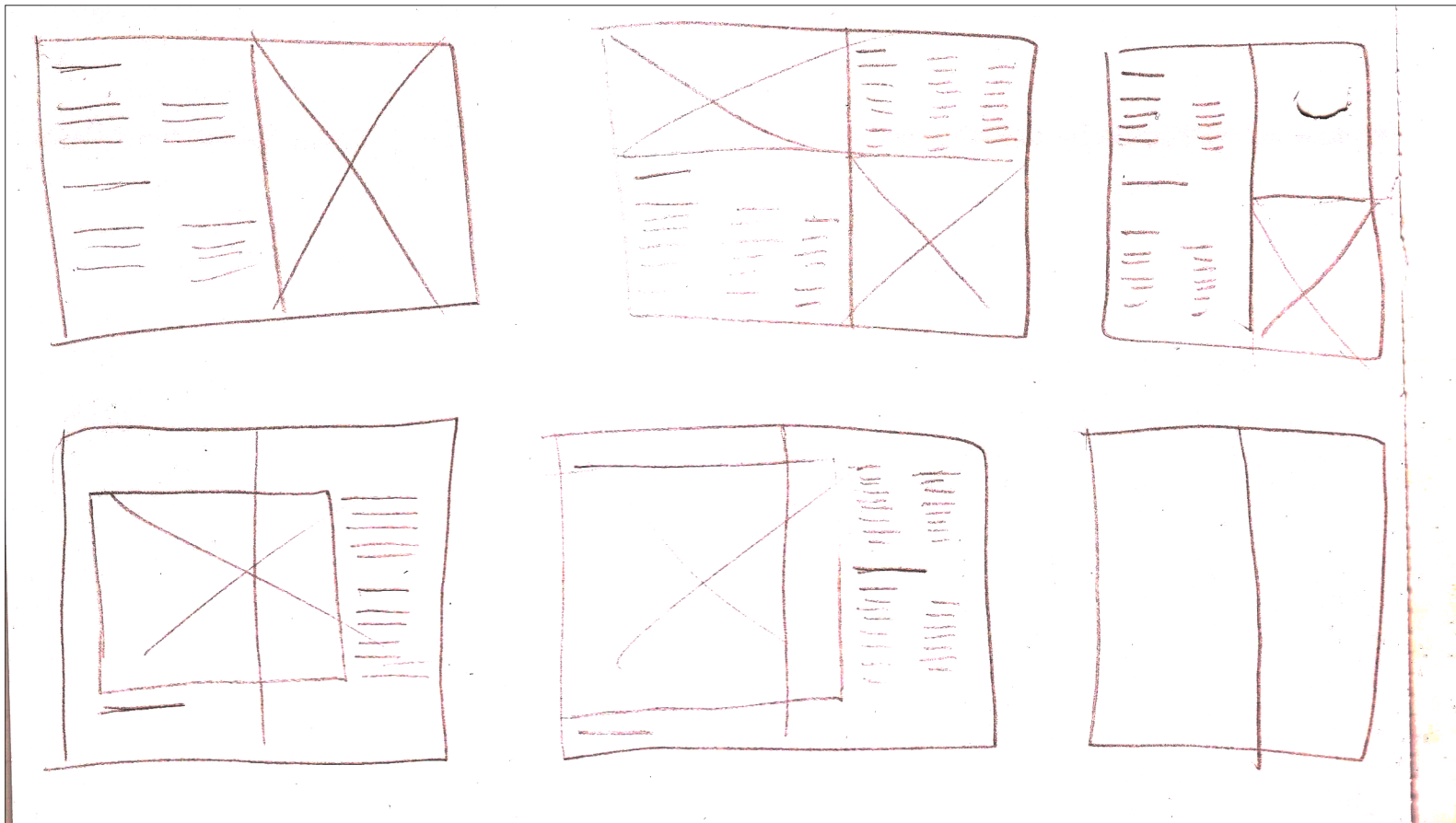
Position - Central position is most efficiently corresponds to effectiveness. Object of attention into center when focused on physiological you're state of mind is at meditation.

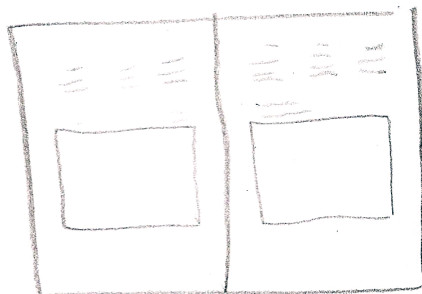
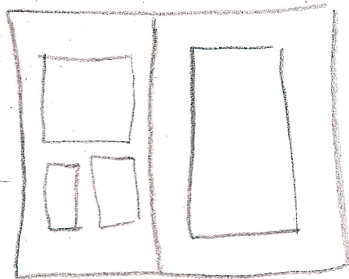
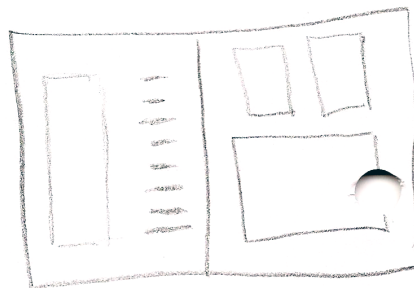
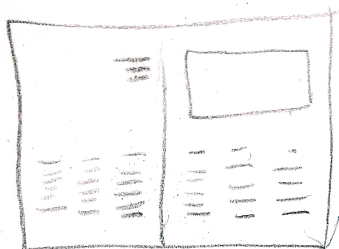
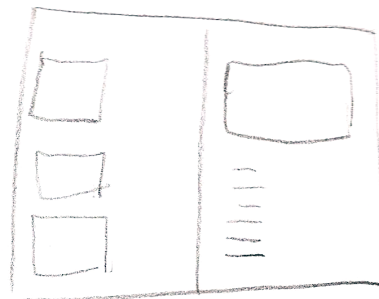
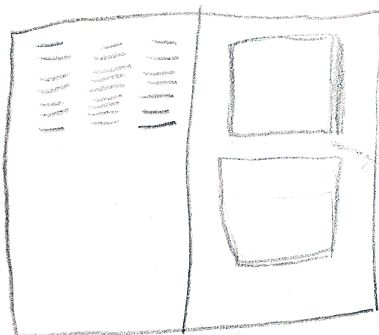
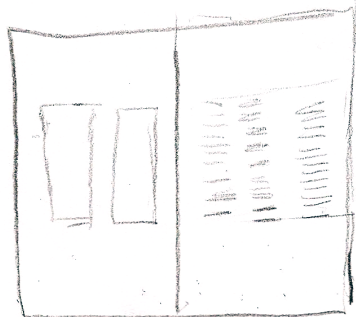
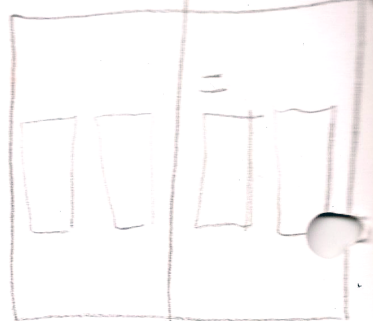
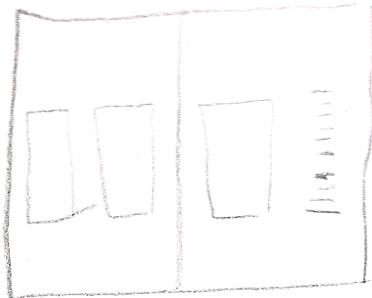
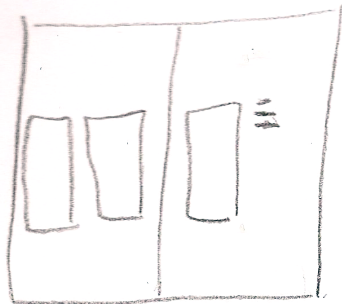
Primary function of type - code visually phonetic systems - code words of different languages

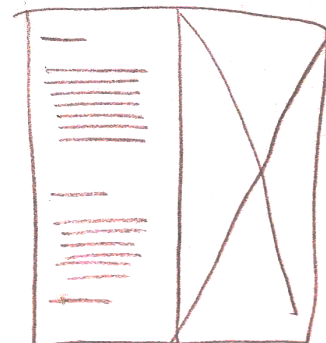
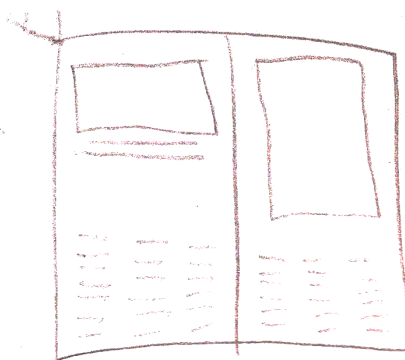
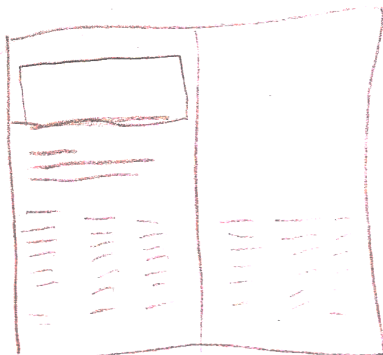
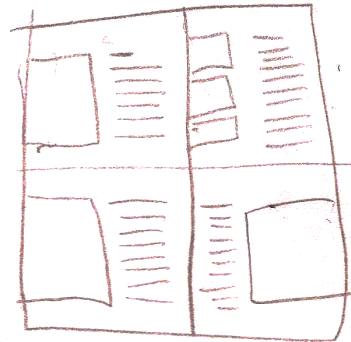
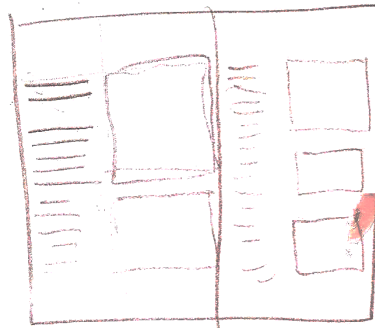
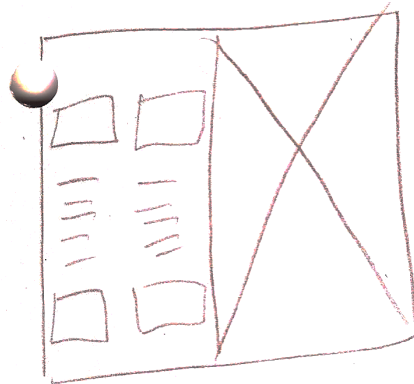
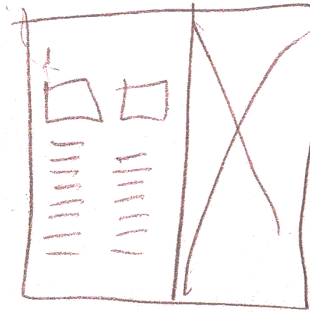
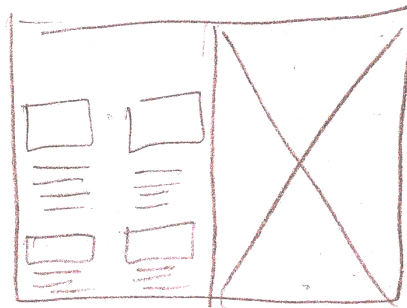
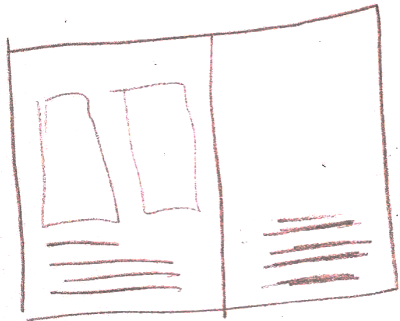
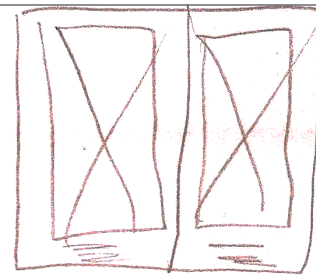
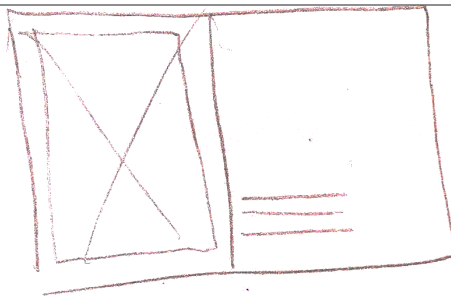
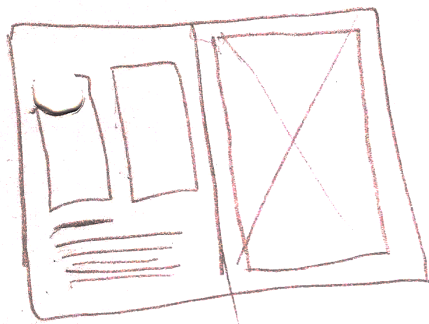
The art of writing / calligraphy uses brushes. logographic marks are distorted from what normally be.

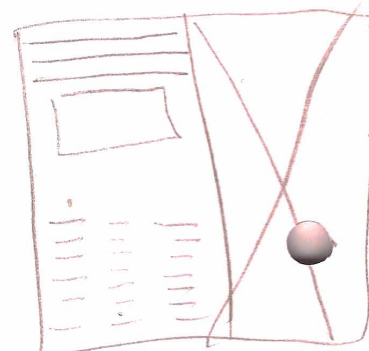
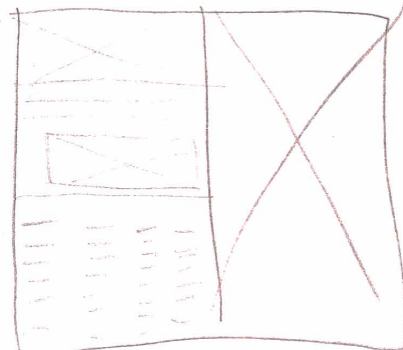
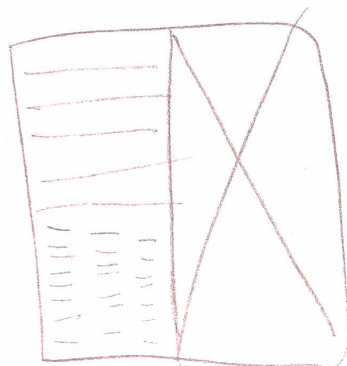
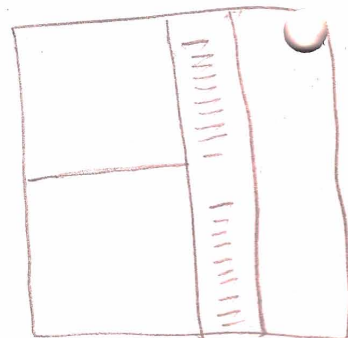
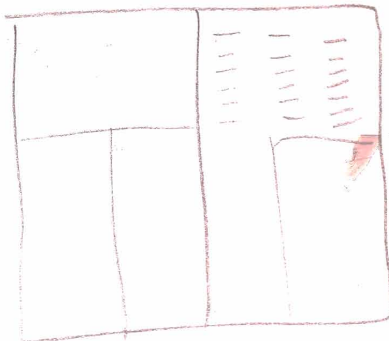
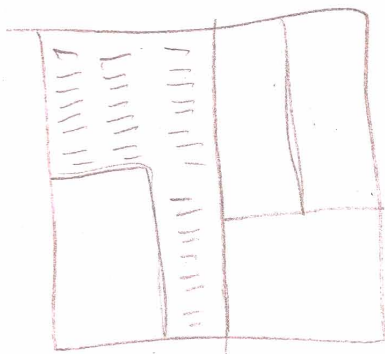
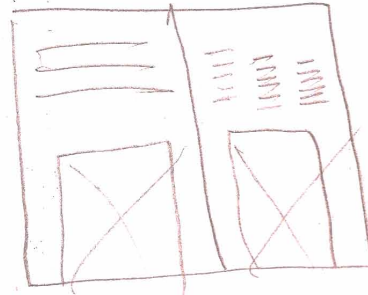
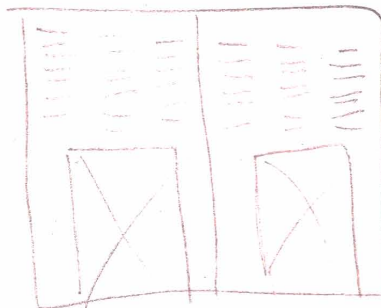
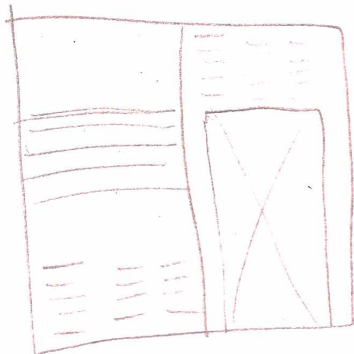
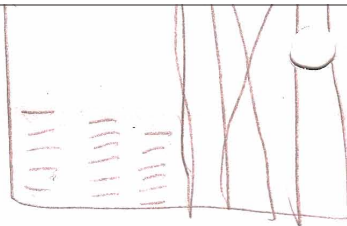
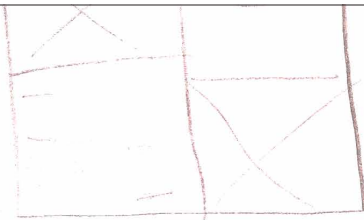
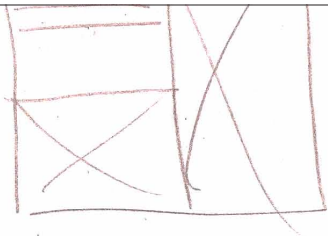
- Handwritten texts shows presence of author. - brush, pressure on paper etc. Reader - what is text?
- End of an aesthetic power
- Aesthetic forms bring into writing.

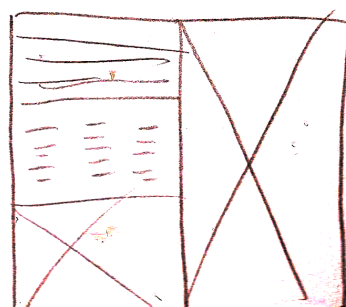
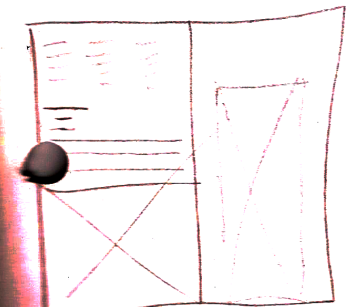
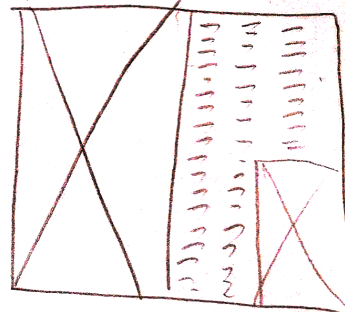
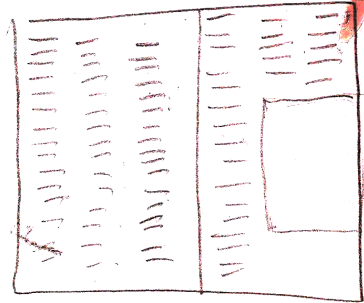
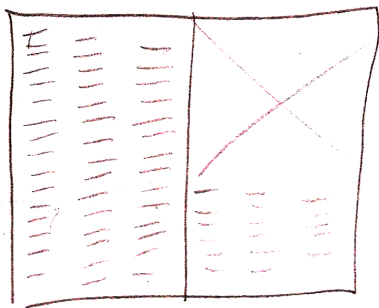
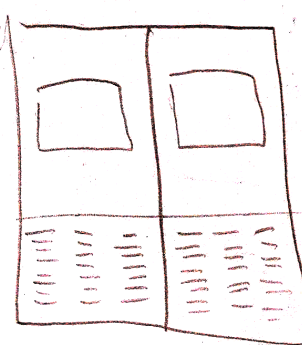
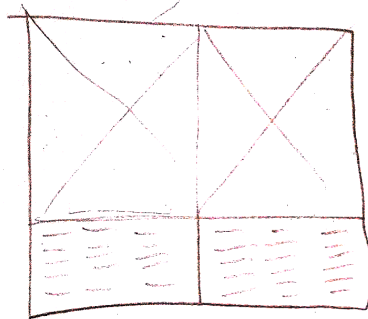
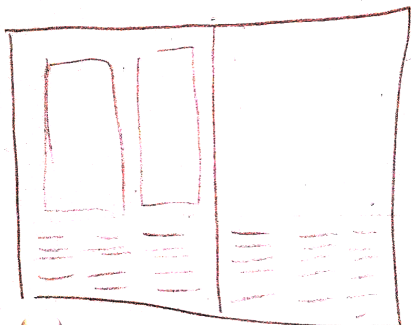
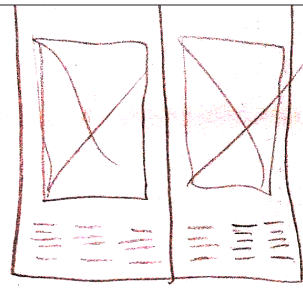
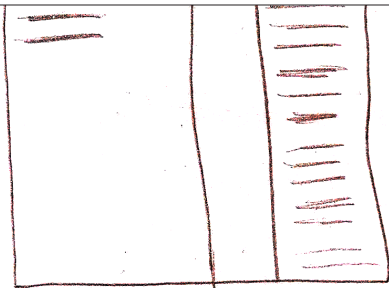
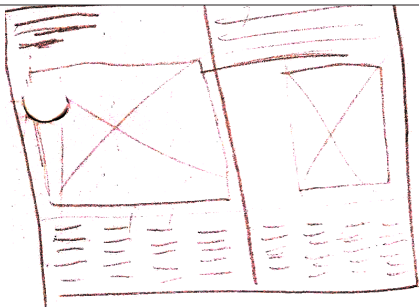
ideate: **sketches**

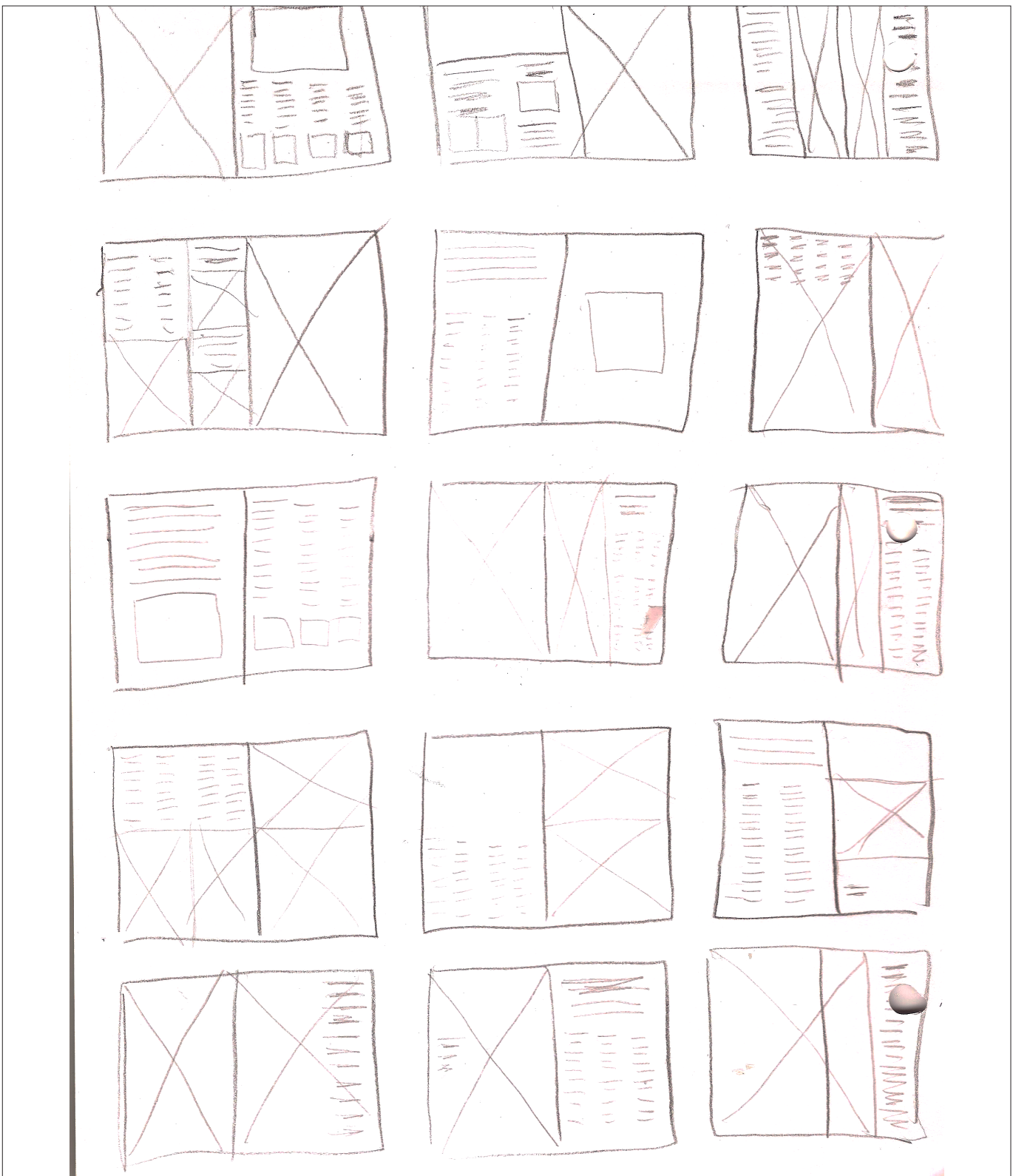




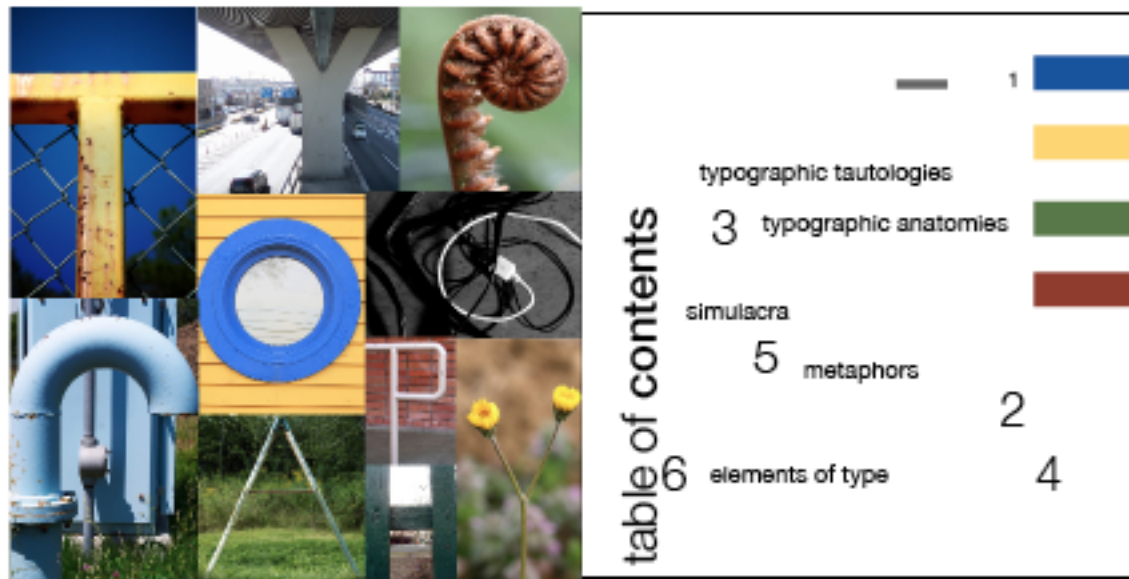








ideate: **digital roughs**





contents

- 1 semiotics
- 2 typographic tautologies
- 3 typographic anatomies
- 4 simulacra
- 5 metaphors
- 6 elements of type



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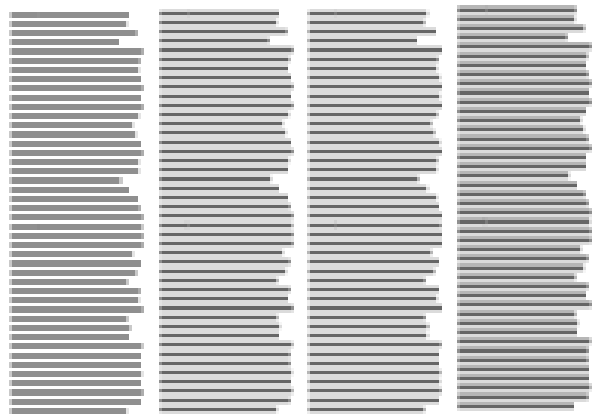
contents

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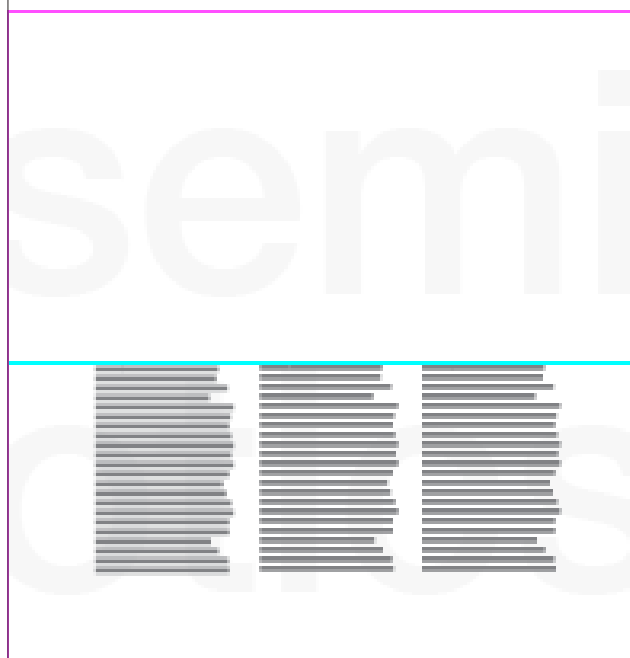
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semiotics



semiotics



assignment 1

NIHIL·EST·IN
INTELLECTU
QUAD·NON
FUERIT·IN
SENSU·NISI
INTELLECTU
IPSE



assignment 1



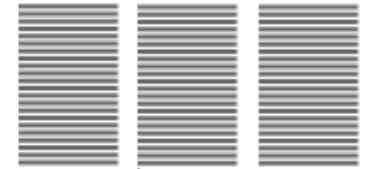


**typographic
tautologies**

**COMPARISON
BETWEEN TWO
OTHERWISE
UNLIKE ENTITIES**



metaphors



metaphors



Horizontal spacing is measured in ems, which is a adding measurement. One em is equivalent to the type size. Meaning that if you had 18-point type the em is 18 points. Because of this we know that one-em is then proportionally the same in any size of the type. A designer often divides ems into fractions. Half of an em is referred to as an en. Then the word space is the space in between words. The word space between any words usually depends on how the type is set. Whether it is justified, flushed left or flushed right the word spacing varies. It is also dependent on the typeface, color and size. "Normal" type and text size usually has a measurement of word spacing of a quarter of an em or M/4. A reasonable minimum for word spacing in justified text would be

a fifth of an em and a maximum would be half of an em. While designing a page it is important for a designer to choose an appropriate line length. The ideal length of a line is typically 66 characters. A rational minimum is a 40-character line. Anything less than that will result in inconsistent word spacing and an outbreak of hyphenation. A page designer should also consider the line length should be 3/4 with a 1/4 em first-line tab. With this tab you should measure the length of the lowercase alphabet in any typeface and size and the table will give you the average number of characters to use for your line length. While designing a page a designer sometimes will have to then kern different letter forms. Robert Brinshaw explains "the act of altering the space between individual letters of text." With the development of the computer kerning has become increasingly easy. Today, digital fonts have been developed with the help of a kerning table. This table can show how much spacing is needed for various

pairs of letters, numbers and symbols. It is important to keep capital with punctuation since if there isn't enough space they can be misread. While numbers are usually omitted from kerning tables it is also important to kern them. Kerning tables also vary with different languages. A kerning table made to function with an English language will be different from different languages and will need to be altered.

There are a few general rules that should be followed when setting justified text. If a word is hyphenated at the end of a sentence two characters should be left behind and at least three characters should be brought to the next line. An example of this is with the word 'usually'. It should be hyphenated as 'usually.' The end of a hyphenated word or word shorter than four letters should not be left at the end of a paragraph and you shouldn't have more than three consecutive lines of hyphenations. Therefore when using hyphenations it is important to realize that

[illegible]

Chapter seven discusses the historical aspect

a * § & & ; ' ! ?
1 2 3 4 8 † £ z

metaphors

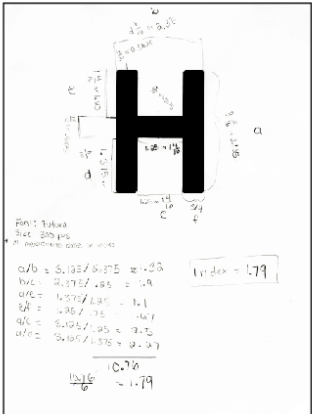
A Metaphor is a figure a speech that forms an analogy between two things or two ideas. There are two parts that make up any kind of metaphor: the ground and the figure. A metaphor transfers the meaning of the figure to the ground. It essentially makes a comparison. One famous metaphor is from Shakespeare's play As You Like It. It said, "All the world's a stage. And all the men and women merely players. They have their exits and their entrances. And one man in his time plays many parts, His acts being seven ages". This quote is an example of a metaphoric structure. The word world is an example of a ground and the word stage is an example of a figure. The metaphor also compares the world with a stage and men with players. It's a transfer of vision and is how metaphors function.

All natural languages are metaphors. Also, expressions in our natural languages already contain comparisons, which are then also metaphorically correct. The expressions are

metaphors. Special languages are different. The special kinds of languages are scientific languages or natural science languages. With natural sciences some parts of the language is comprised using mathematics and some parts are comprised using natural language. When using natural languages scientists try and avoid using metaphors but sometimes it is unavoidable and metaphors have to be used. There are also visual metaphors. An example of this is an image of light. This is a special kind of metaphor for thinking, an idea or knowledge. Another example of this is how the world is because there is light in everything. Light is a word. This word corresponds between the world and order. The word can reveal order. Light is has to be logical. Light is the way people live or customary living. Customs regulate people's lives. Customs also connected to questions of moral issues. Ethical reasoning is not the same as moral reasoning in ethics. Moral recommendations can be more related to one ethnic group, society or time period. Morality is at the core of certain societies.

A combination of oral or written words and images make metaphors. The word and rhetoric is the art of persuasion. Rhetorical skills give power to the speaker in order to persuade the listener. They also influence

metaphors 29

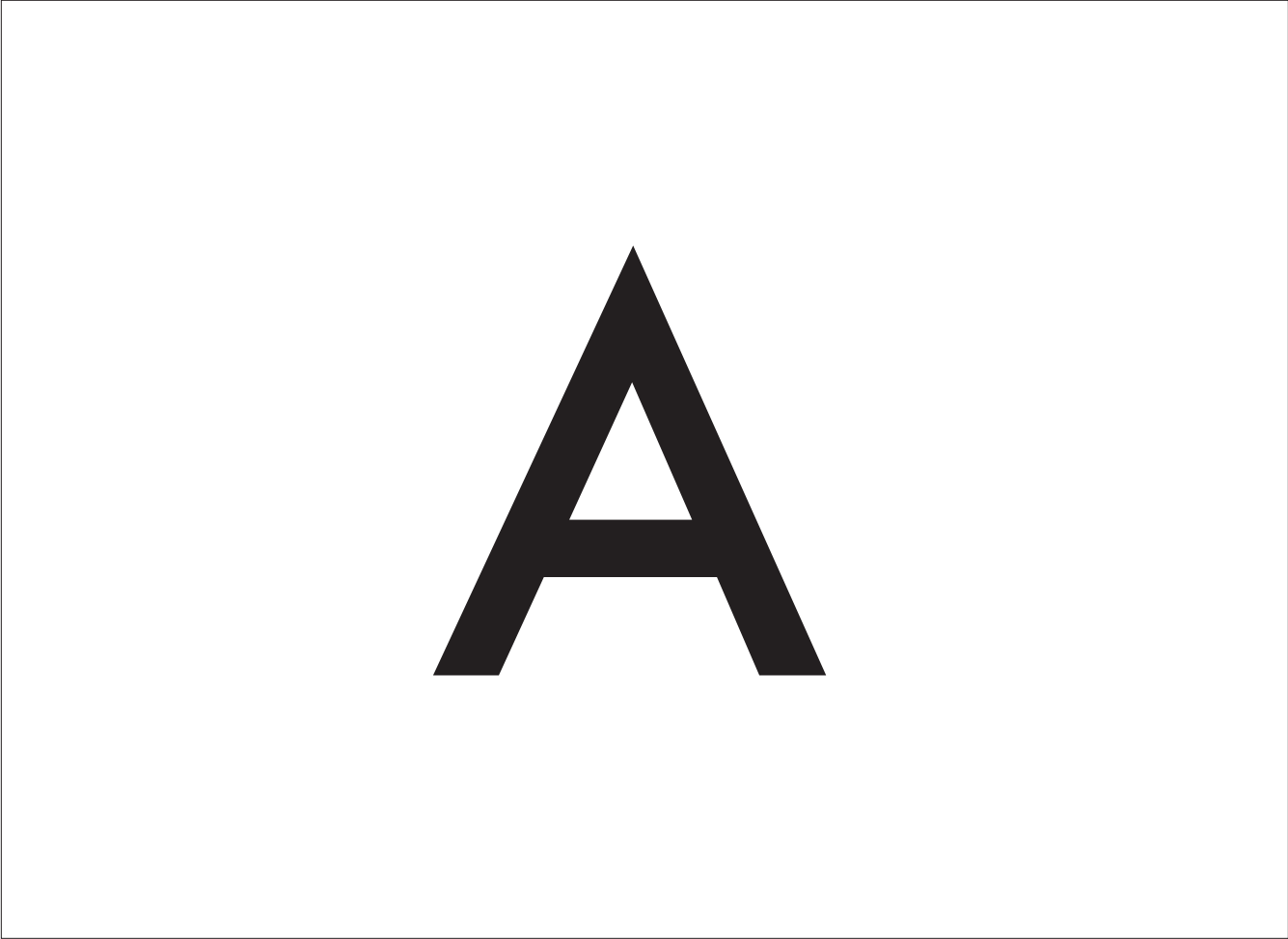


anatomies 15

ANATOMY 15	
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95	96
97	98
99	100

elements 35

ideate: **book content**



A

A = A assignment

Historical Analysis of the Letter A



Proto-Semitic



Early Phoenician



Phoenician



Greek



Roman

Stylistic Analysis of Typeface



Futura



Arial



Gill Sans



Univers



Helvetica

Phonemic Values of the Letter A



Korean
(a)



Arabic
(ʾalif)



Hebrew
(aleph)

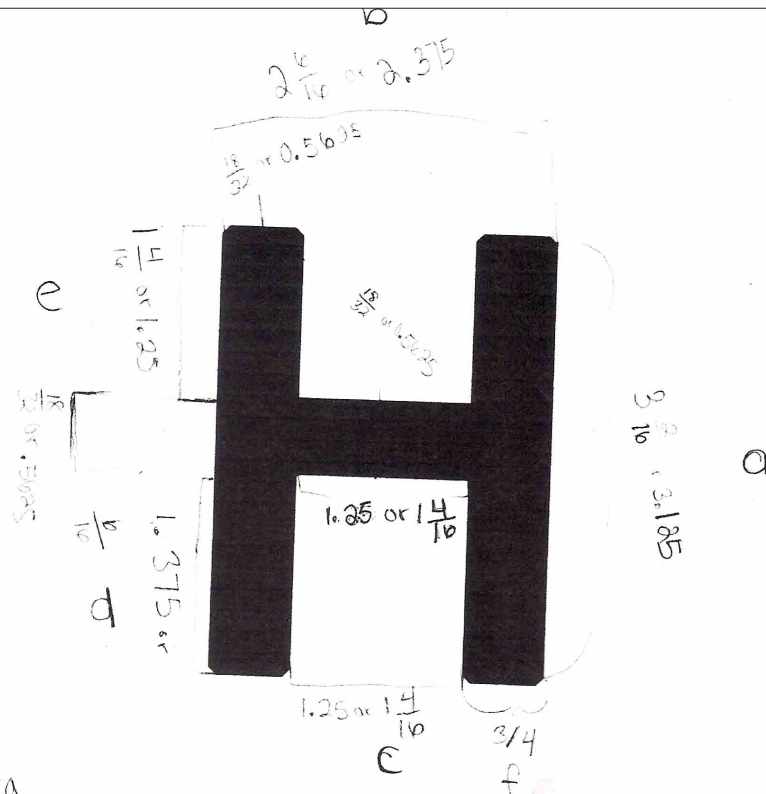


Hindiu
(ā)



Japanese
(āh)

NIHIL·EST·IN
INTELLECTU
QUAD·NON
FUERIT·IN
SENSU·NISI
INTELLECTU
IPSE



Font: Futura

Size 300 pts

* All measurements done in inches

$$a/b = 3.125 / 2.375 \approx 1.32$$

$$b/c = 2.375 / 1.25 = 1.9$$

$$d/e = 1.375 / 1.25 = 1.1$$

$$e/f = 1.25 / .75 = 1.67$$

$$a/c = 3.125 / 1.25 = 2.5$$

$$a/d = 3.125 / 1.375 = 2.27$$

$$\text{Index} = 1.79$$

$$\frac{10.76}{6} = 1.79$$