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### **Class Assignment**

#### **Typography and Authority: How a Typeface Helped Launch Apollo**

This video tells about the importance of typography and how this was helpful in the launching Apollo. According to Douglas Thomas, a typeface is more than a writing style. A typeface sends message and tells stories. We see and use different font styles and typefaces in our everyday life without giving any attention to it. A new and modern typeface, named FUTURA, was designed which was adapted by Americans. For example, Vanity Fair magazine was written in some decorative font and followed a different style. But with the advent of futura, the magazine came with a new look: no capitalized letters and asymmetric placement of paragraphs.

This typeface was used in Apollo space craft. It was not only used in writing instruction manuals But also for labeling buttons and switches. Every single machine and every single thing involved in Apollo operation used futura typeface. This use was not just a random decision. It was to lower the cognitive load on the minds of astronauts. If they used different typeface or font types, astronauts could have faced difficulties every time when they changed working on different things. He ended his talk saying, a typeface tells about history, culture and a story.

Reference:

<https://www.youtube.com/watch?v=XnFaEJDAKOA>