

“We can evaluate the maturity of a field of knowledge by considering four questions: first, are the boundaries of its focus, and - consequently - its positioning and relationships with other fields, clear and well understood? Second, is there a body of knowledge that is accepted as foundational for all activity by the community active in the field? Third, are there established routes for learning and participating in the field? And fourth, are there established paths for research, reflection, knowledge generation and correction in the field? ”

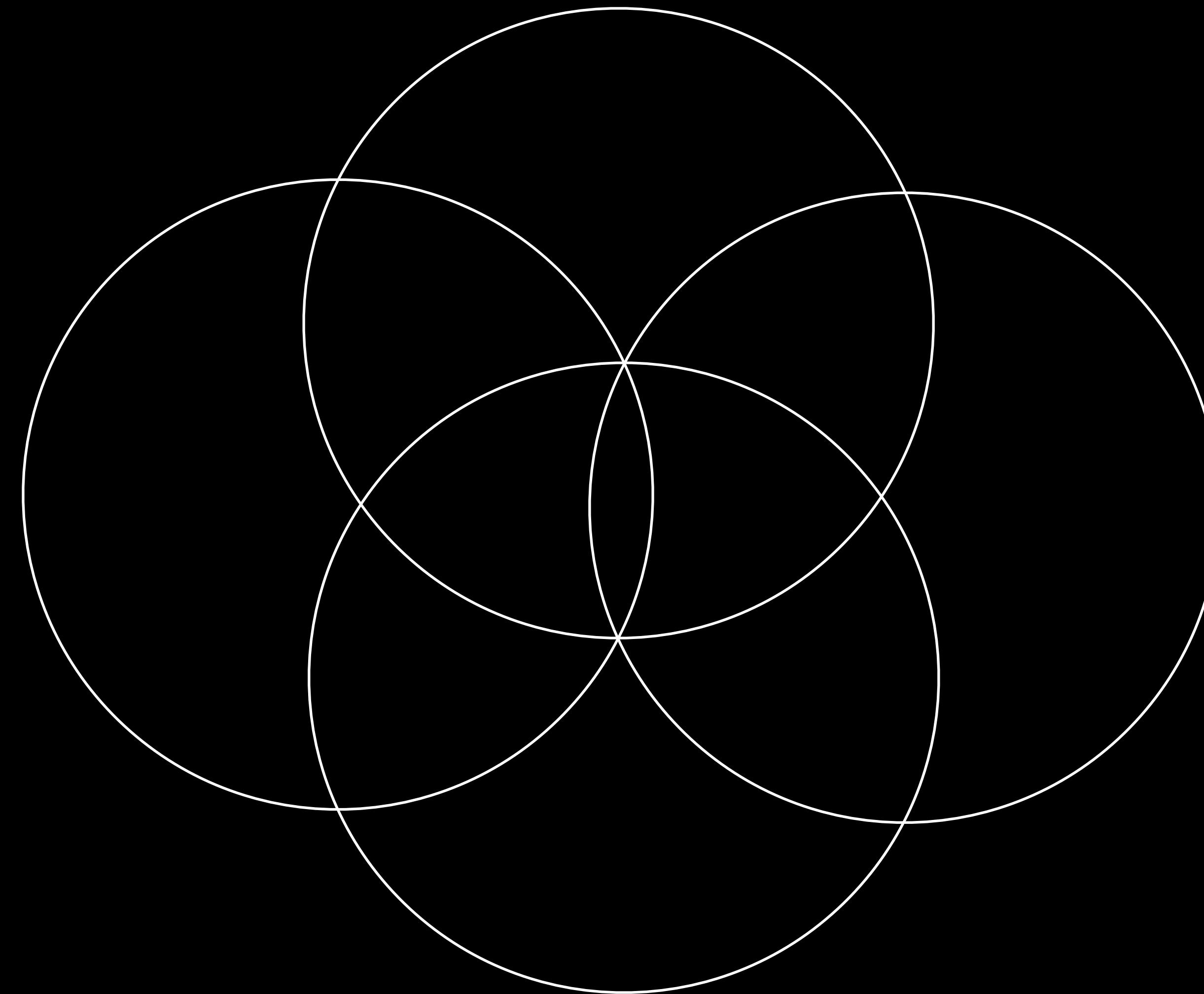
THEORY OF TYPE DESIGN
GERARD UNGER
(1942-2018)

THE ROUTES

THE BOUNDARIES

THE KNOWLEDGE

THE DYNAMIC

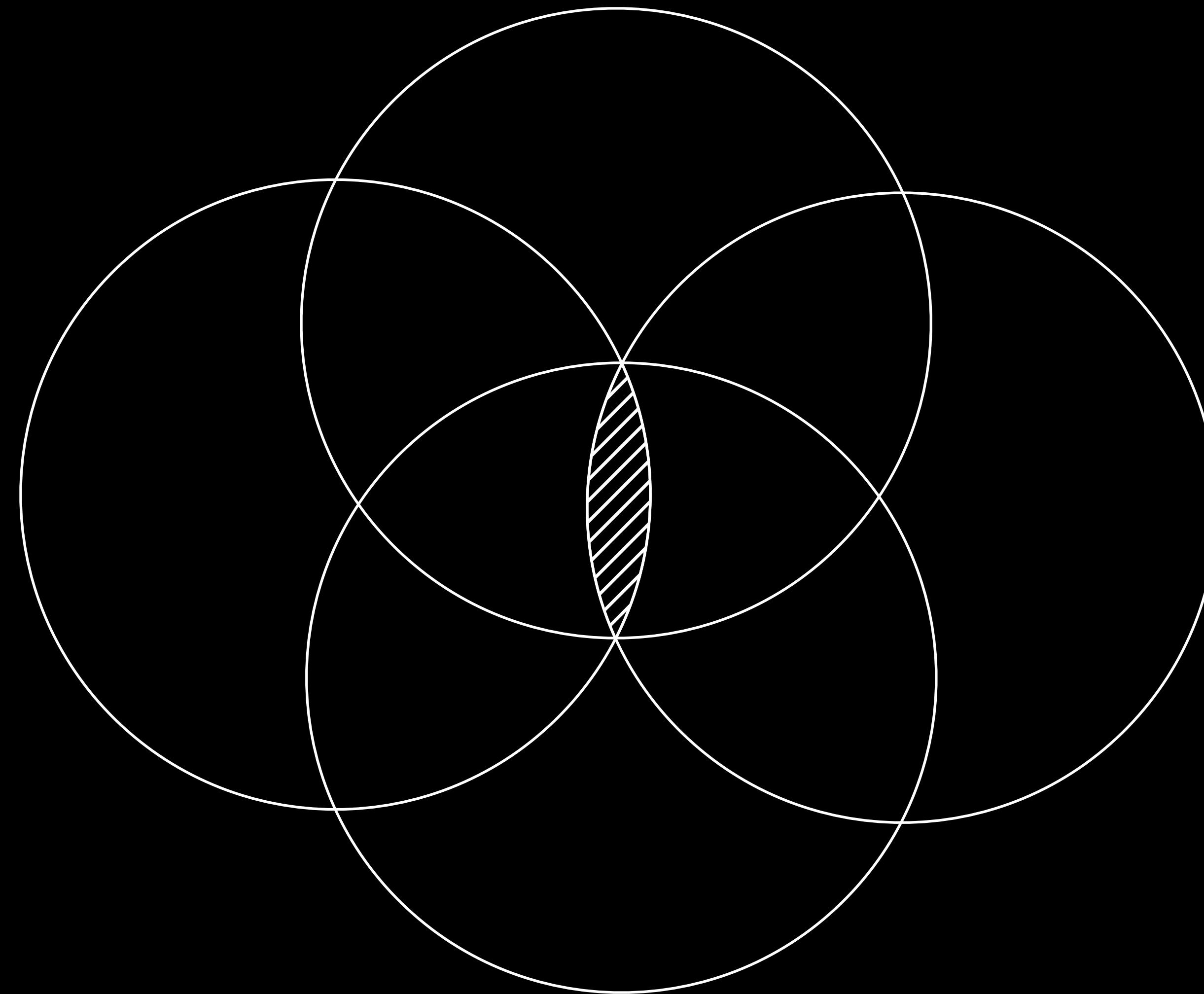


THE ROUTES

THE BOUNDARIES

THE KNOWLEDGE

THE DYNAMIC



THE ROUTES

THE BOUNDARIES

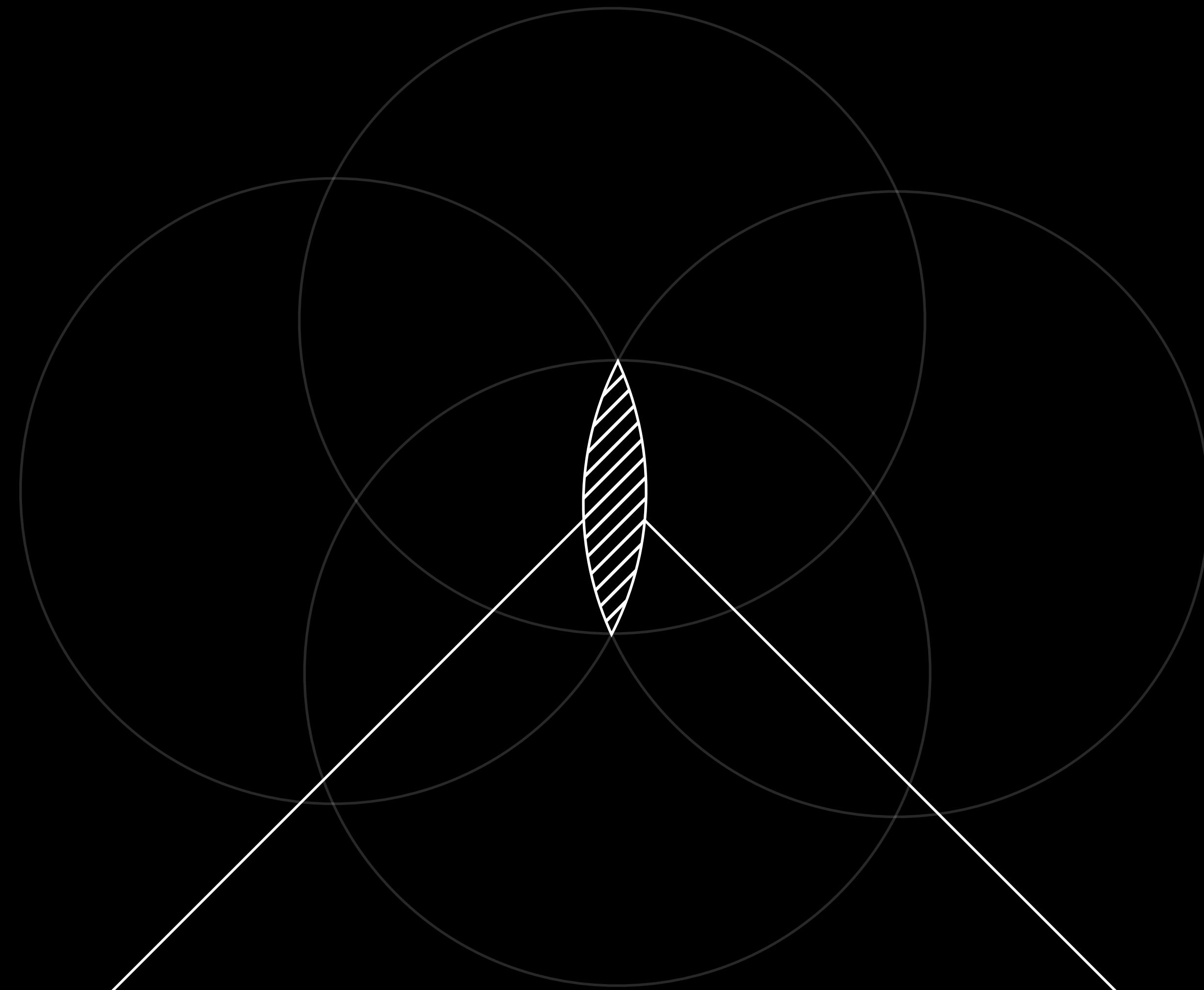


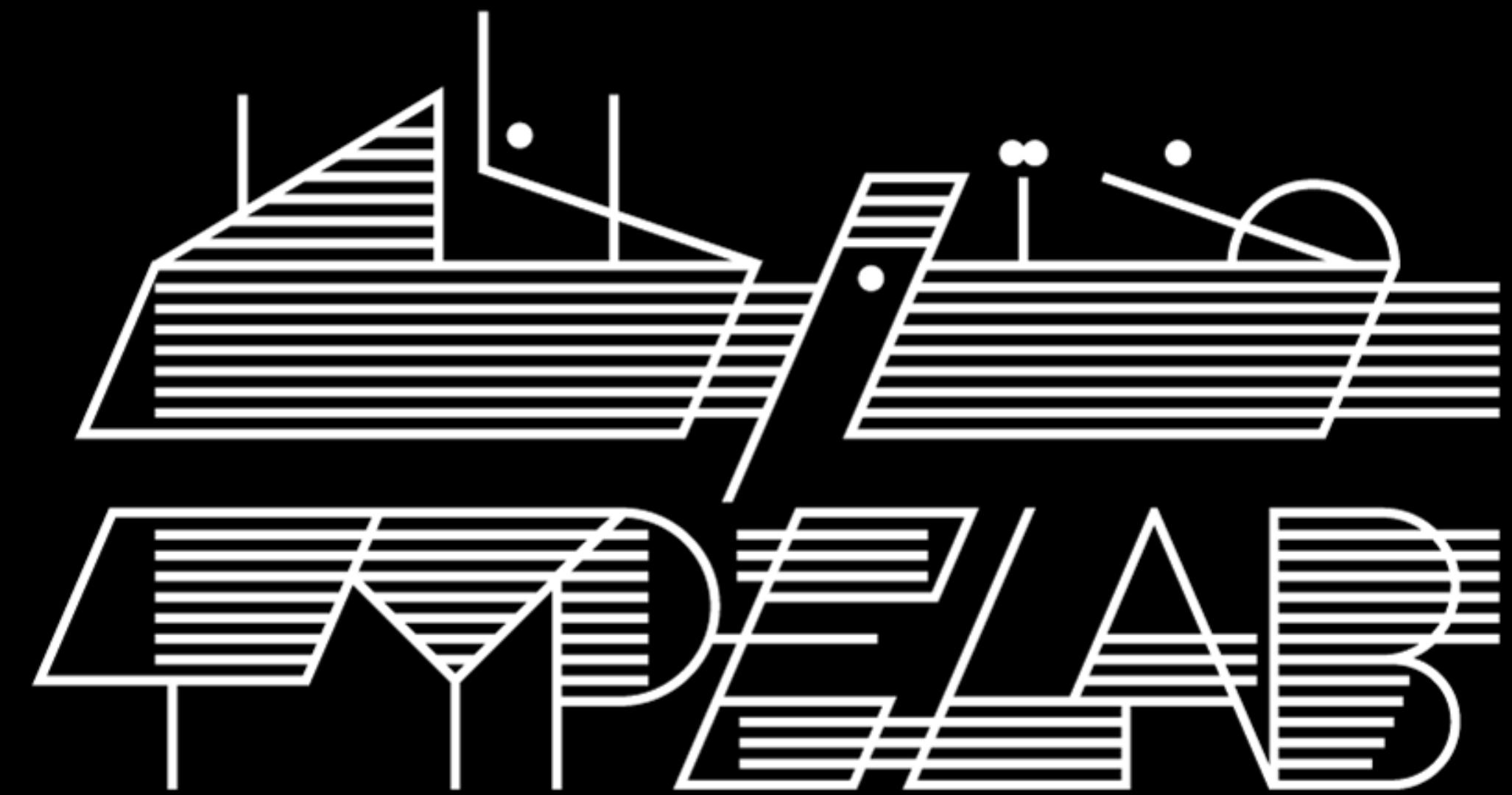
TypeLab

THE KNOWLEDGE

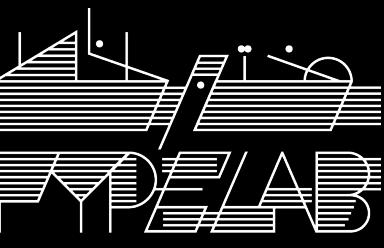
THE DYNAMIC

TypePlatform



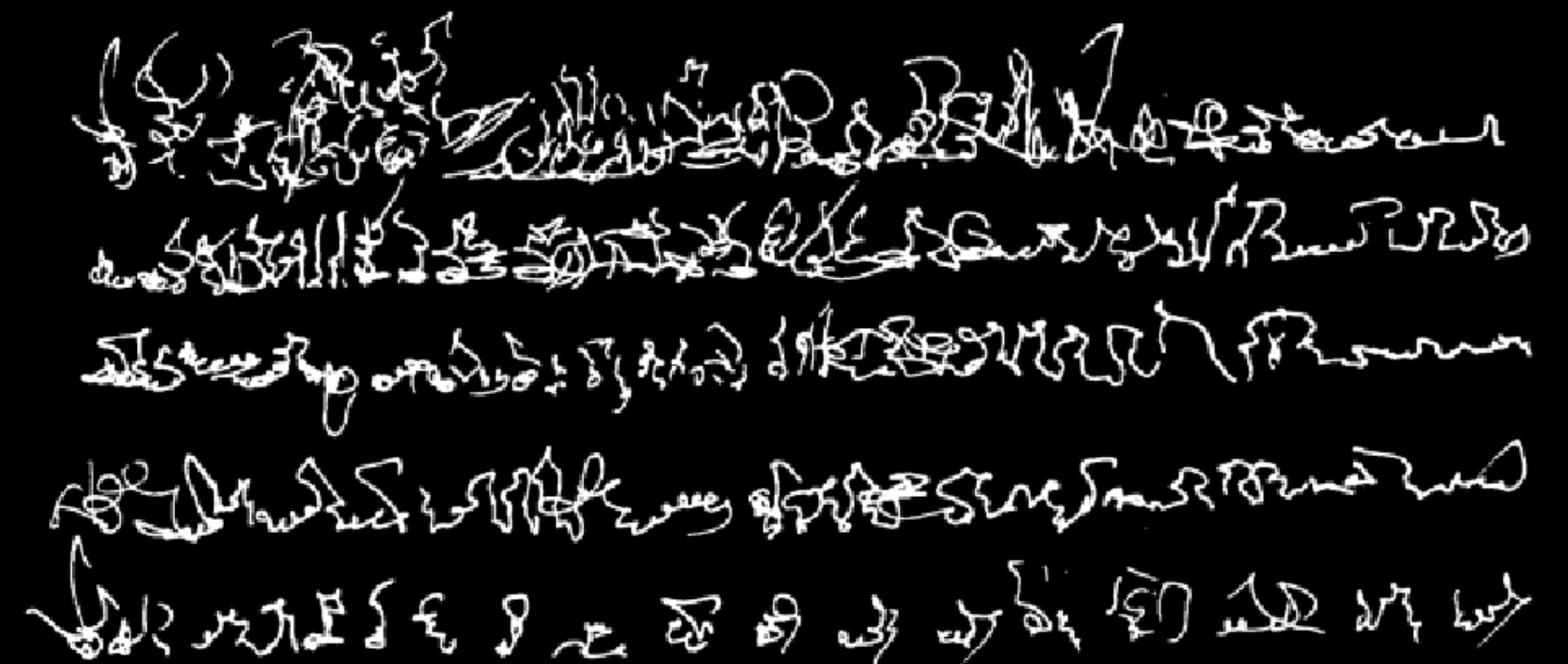


instagram.com/TypeLab.sandberg/



TypeFiction





A sample of asemic writing, consisting of five horizontal rows of abstract, fluid strokes and shapes. The strokes vary in thickness and orientation, creating a complex, non-linear visual texture. There is no discernible text or meaning within the sample.

ASEMIC WRITING

Asemic writing is a wordless open semantic form of writing. The word asemic means "having no specific semantic content", or "without the smallest unit of meaning". With the non-specificity of asemic writing there comes a vacuum of meaning, which is left for the reader to fill in and interpret. All of this is similar to the way one would deduce meaning from an abstract work of art.



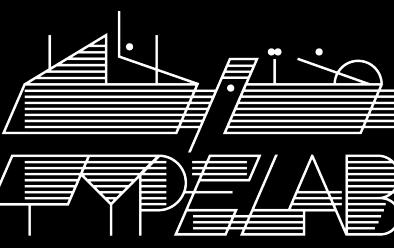
h	h	i	h	r	z	g	c	g	g	q	q
a	t	c	d	e	f	g	h	i	j	k	l
m	n										
l	l	l	v	y	u	u	s				
o	p	q	r	s	t	u	v	w	x	y	z
									.		ch

de - l'e

Fig. 24. Martian alphabet, summary of the signs obtained.
 (Never has been given as such by Mlle. Smith.)

Martian alphabet by Hélène Smith late 1800s

Asemic writing by Andrew Clark



ASEMIC WRITING IN WORLD-BUILDING



FICTION

ART & DESIGN

US HERE NOW!

ᜉ λαθν̄ ρίτας ḥ
ρων̄ bγíí ṝ ḵ̄
n̄ ɬaɬw̄r̄i ṝ yd̄r̄.
bá ᜉ ṝv̄r̄ n̄h̄
ȳs̄n̄ ṝ ḵ̄v̄s̄iñ̄d̄
᷄ d̄v̄r̄a ṣ̄r̄ p̄n̄s̄r̄
n̄ t̄h̄ȳ n̄ ī ɬ̄p̄ȳr̄
k̄ w̄ȳh̄n̄l̄r̄ ::



Film still from “The Lord of the Rings” (2001)

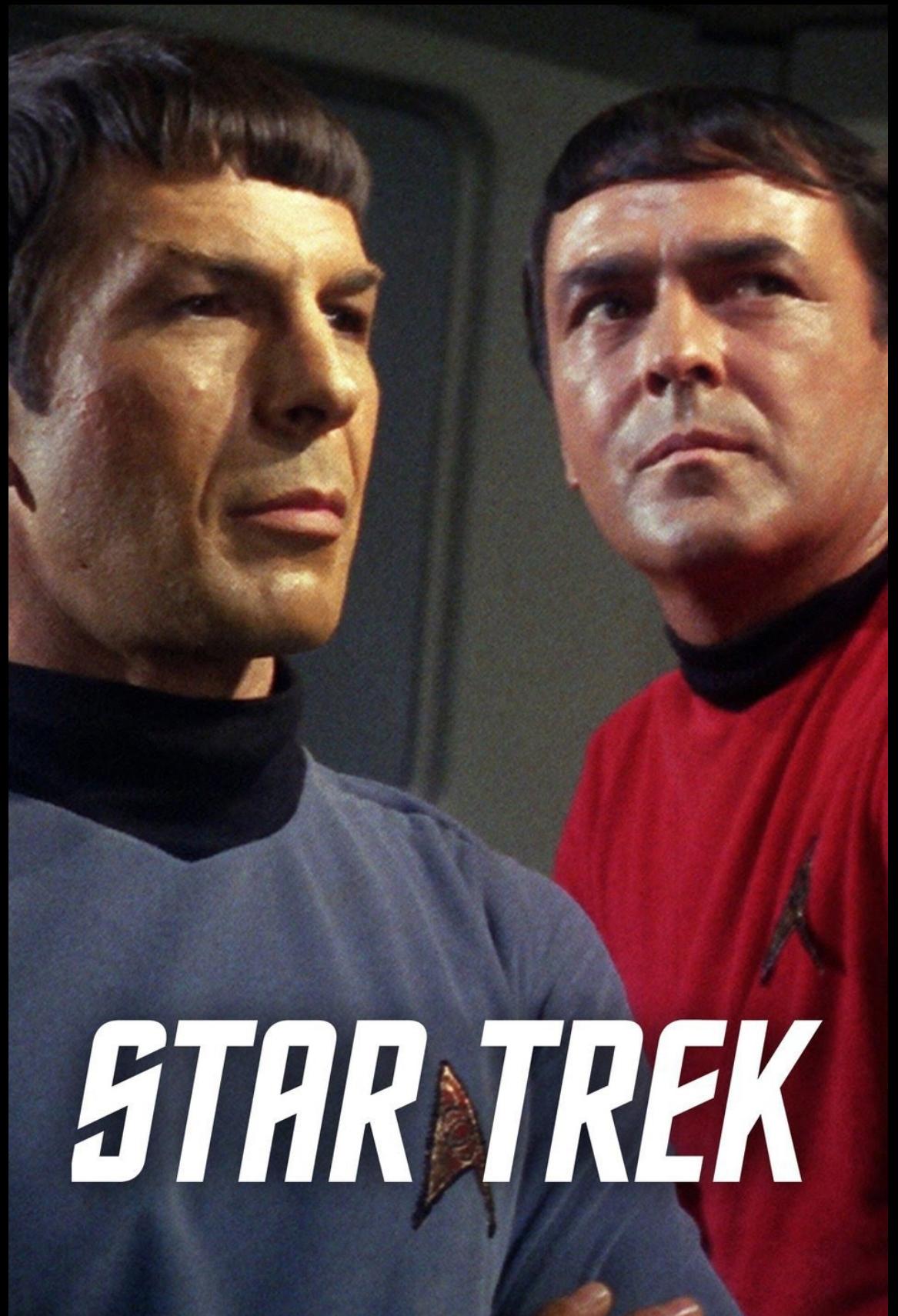
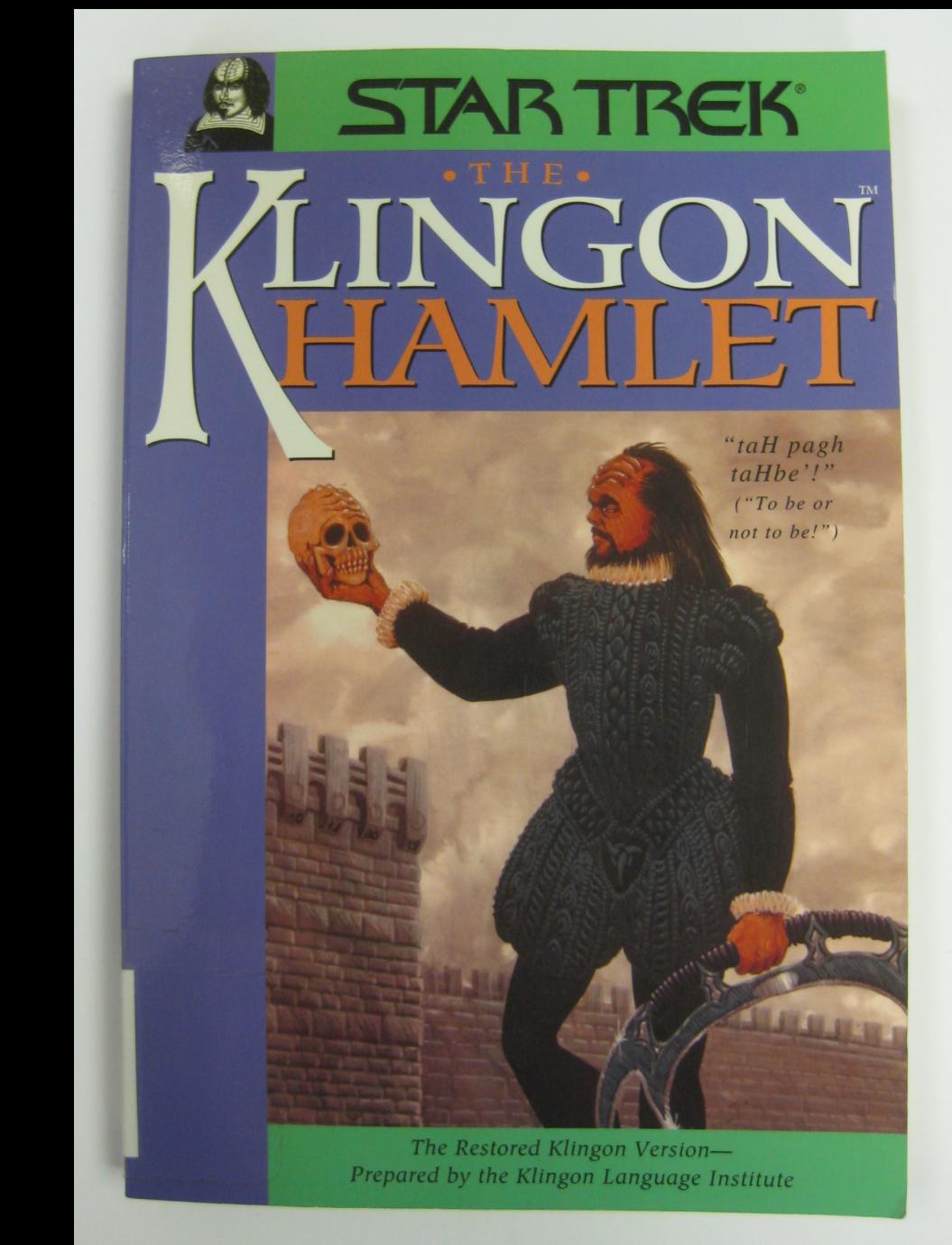
First article of the Universal Declaration of Human Rights, written with a spelling-based pointed mode of Tengwar script

Created by J. R. R. Tolkien 1930s, John Ronald Reuel Tolkien (1892 – 1973) was an English writer, poet, philologist, and academic, best known as the author of The Hobbit and The Lord of the Rings.



Unicode range CSUR U+F8D0..U+F8FF

Made by: Marc Okrand, James Doohan, Jon Povill
Late 1960s



Klingon language is the constructed language spoken by the fictional Klingons in the Star Trek universe. Klingons were swarthy humanoids characterized by prideful ruthlessness and brutality. Klingons practiced feudalism and authoritarianism, with a warrior caste relying on slave labor.

HOL

DRILL

EXIT

PHONEME

HELP

charghbej vIt



The truth shall
conquer.

CATEGORY

Phrases

ILLUSTRATION

TUTOR

MORE



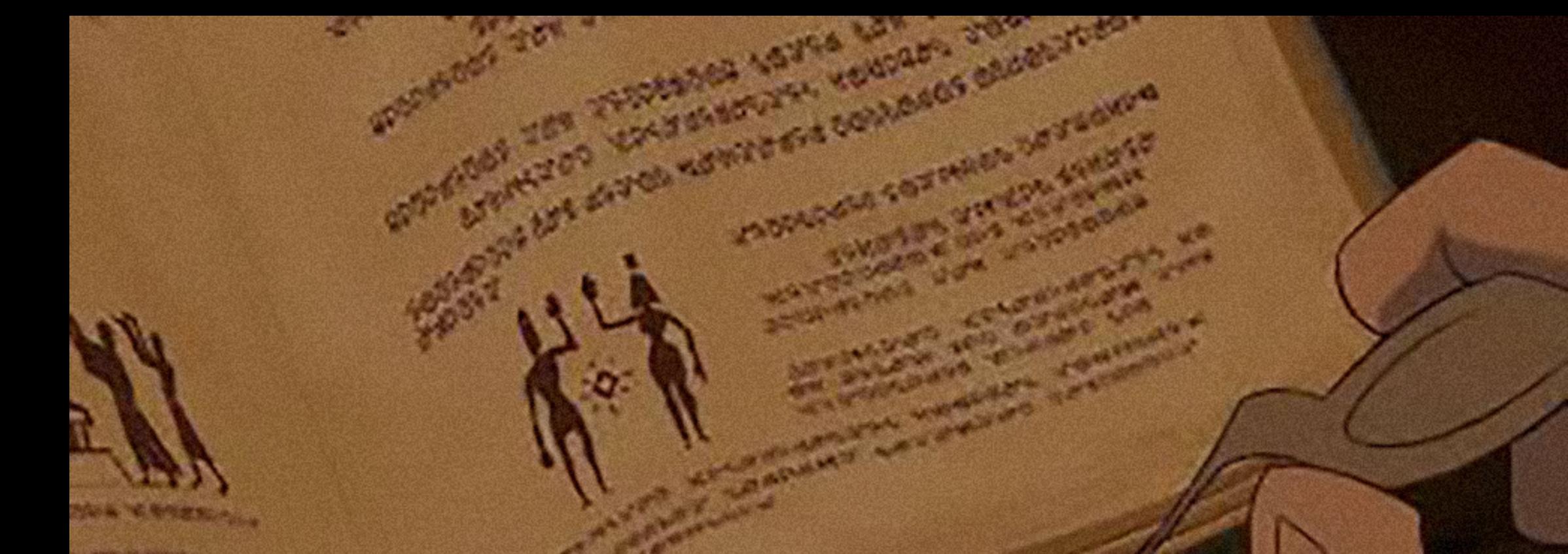
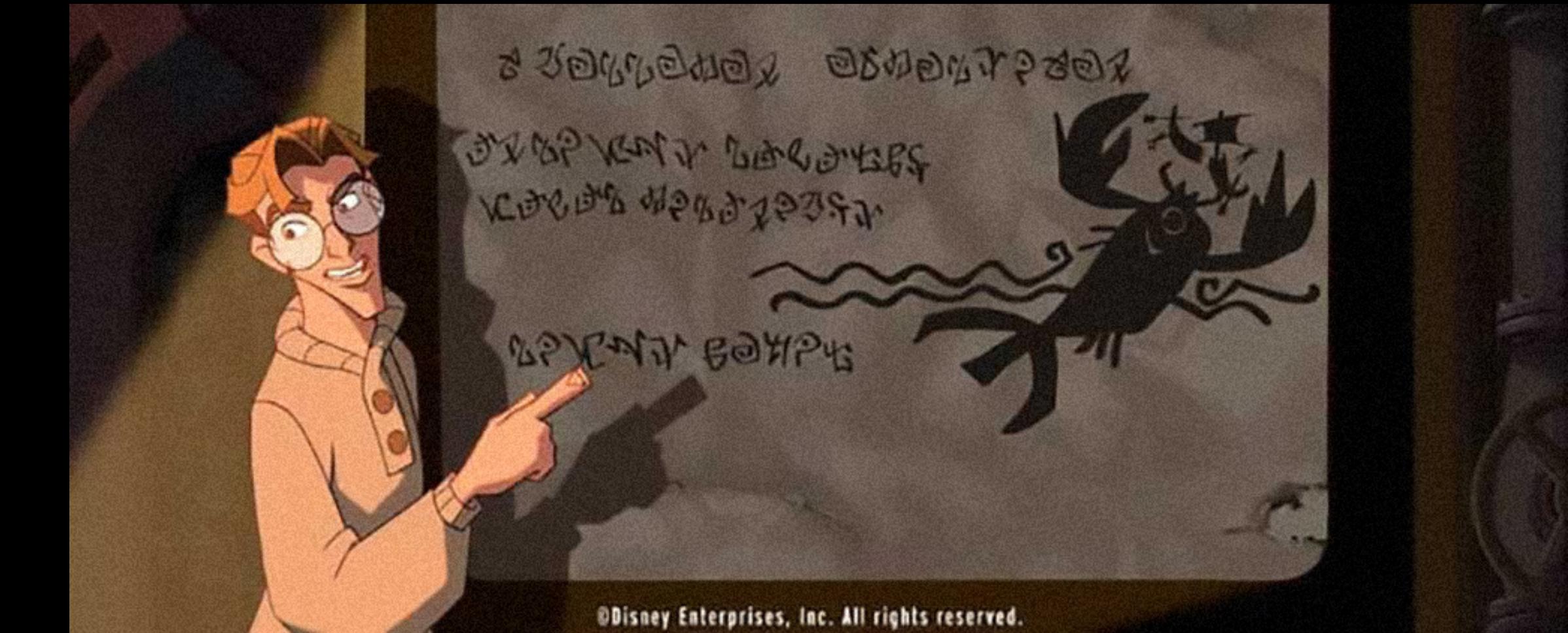
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a b c d e f g h

ଇ କୁ ର କୁ ଲୁ ନୁ ଏ
i j k l m n o p

ରୁ ତୁ ପୁ ବୁ ରୁ
q r s t u v w

ଏ ରୁ ଲୁ ମୁ ଥୁ ରୁ
x y z ch sh th

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0 1 2 3 4 5 6 7 8 9



Atlantean language by Marc Okrand 1996

Film stills from “Atlantis: The Lost Empire” (2001)



Wakandan Script

Designed by Hannah Beachler based on Nsibidi symbols one of the oldest form of writing in Africa between about 400 and 1400 AD.



Film stills from “The Black Panther” (2018)