

TYPOGRAPHY: FORMATION + TRANSFORMATION

Transformation of Information

Rhythm

Rhythm is inherent in every detail of typography. The configuration of strokes creates the rhythm of a letter; letterform and space determine the rhythm of a word; words and word spaces form the rhythm of a line; and lines and interline space create the rhythm of a text.

In typography, rhythm is not experienced as an isolated visual sensation. It is part of a larger composition of elements and affects the entire space. Two typographic elements placed in a space create a subtle rhythm; further subdividing a space results in smaller units that create a rhythm within that space.

Rhythm is created by the repetition or alternation of visual elements. Rhythm can be predictable, like a pattern, or animated and progressive, created through movement and counter-movement of elements. The rhythm's strength affects the expression of the whole design.

Rhythm is essential for attracting and keeping a viewer's attention. The rhythm created through a simple repetition of elements soon becomes monotonous and tiring. A line pattern with regular intervals, or a square grid, is optically static. A static pattern attracts, but does not maintain, attention. An effective rhythm depends on the variation of positions, weights, sizes, or number of typographic elements.

In typographic communication rhythm stimulates both the mind and the eye. An effective rhythm is progressive and changing; its strength is defined by the optical sensation it evokes. However, an effective rhythm depends on both action and relief. Excessive rhythm without relief fatigues the reader.

WILLI KUNZ

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Typography: Formation + Transformation

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TRANSFORMATION OF INFORMATION

Willi Kunz

T Y P O G R A P H Y : *Formation + Transformation*

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