



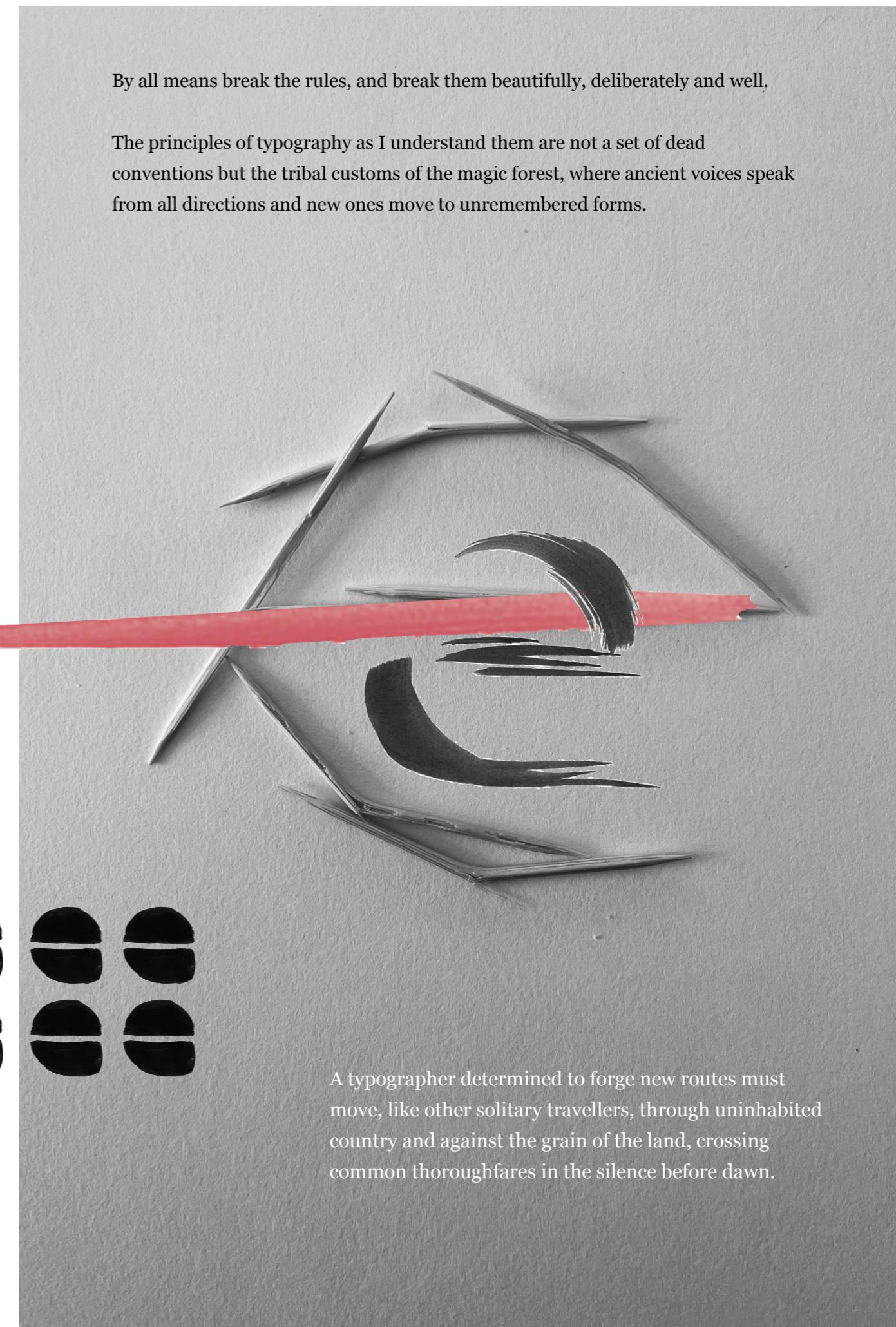
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COMD201**





By all means break the rules, and break them beautifully, deliberately and well.

The principles of typography as I understand them are not a set of dead conventions but the tribal customs of the magic forest, where ancient voices speak from all directions and new ones move to unremembered forms.



A typographer determined to forge new routes must move, like other solitary travellers, through uninhabited country and against the grain of the land, crossing common thoroughfares in the silence before dawn.



Typography is the craft of endowing human language with a durable visual form, and thus with an independent existence. Its heartwood is calligraphy – the dance, on a tiny stage, of the living, speaking hand – and its roots reach into living soil, though its branches may be hung each year with new machines. So long as the root lives, typography remains a source of true delight, true knowledge, true surprise.



Letters have a life and dignity of their own. Simple as it may sound, the task of creative non-interference with letters is a rewarding and difficult calling. In ideal conditions, it is all that designers are really asked to do – and it is enough.

from *The Elements of Typographic Style* by Robert Bringhurst



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