

# Characteristics of type



*“Those properties  
by which [a font ]  
excites feelings  
within the reader.”*

-Legibility, atmosphere-value and forms of  
printing types, Gerrit Willem Ovink, 1938

These feelings  
are cultural,  
not biological  
or absolute

Culture is still  
very powerful!

Culture is  
by definition  
something which  
is shared

Let's do  
a test!

Which font  
matches the  
feeling of the  
word best?

*Surfing*

Surfing

*Eugenia*

*Brutal*

**Brutal**

*Brutal*

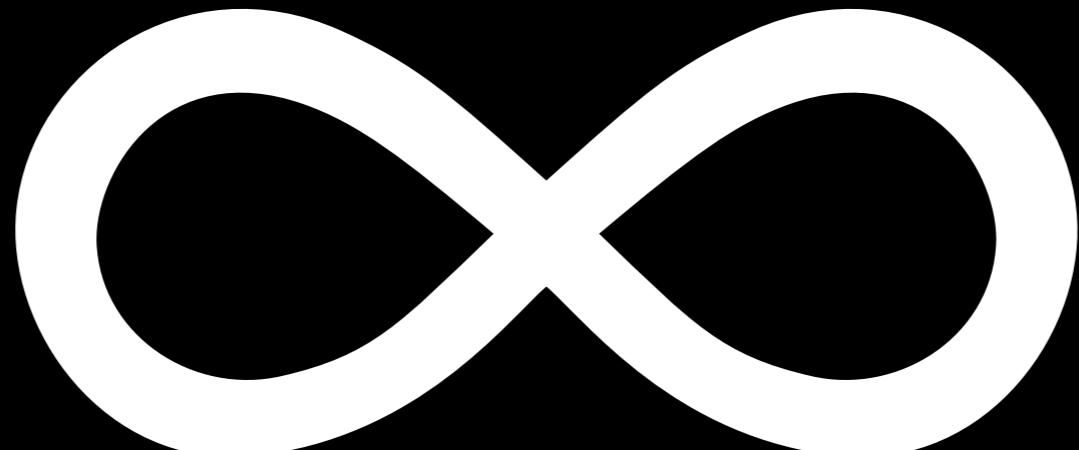
*classy*

classy

*Classy*

We might not  
all agree... but  
most of us will

because we share  
a visual culture

voice is  
variable

Just like songs,  
we keep making  
new ones

Is it  
important?



**VERY!**



why?



**It is FUN!**

what  
else?



It alters  
behavior

People make  
choices based  
on how  
letters feel

and what they  
associate with  
those forms

10 things you MUST know about business

# Entrepreneur

HOW TO

## MAKE



The DeltaWing  
HOW A REVOLUTIONARY RACE CAR WAS BORN P14

The End of Cash?  
YOUR NEXT WALLET IS A SMARTPHONE P52

Backyard Genius Awards  
RADICAL INVENTIONS BY NEARLY NORMAL PEOPLE P48

# IANID

# Popular Mechanics

Home Adventure Technology Science Automobile

## Diana

5 años después

the electronic dance music. djs

# elekt

I lai laidback luke  
au audrey napoleon  
J jur junior sanchez  
t the thomas gold

Harper's

# BAZAAR

10 RESEE

THINK PINK!

GWEN STEFANI

# FILM

'12: The Meaning of

THE

# THE SPEED IS

# CAR AND DRIVE

AUGUST 2012

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calories  
290

fiber  
3g

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## macaroni & beef

ELBOW MACARONI AND BEEF IN A TOMATO SAUCE



for  
**RWARDS?**

See side for details.

KEEP FROZEN  
SERVING SUGGESTION

COOK THOROUGHLY

NO PRESERVATIVES

Got a  
taste for  
**RWARDS?**

Join the Stouffer's Dinner Club



KEEP FROZEN  
SERVING SUGGESTION  
COOK THOROUGHLY



**HUNGRY-MAN**

SATISFY YOUR CRAVING

**SALISBURY STEAK**

DO NOT  
PURCHASE  
IF CARTON  
OPEN OR DO

**HUNGRY-MAN**

SATISFY YOUR CRAVING

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Can  
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Quornai



How do you  
create a  
new voice?



Control  
characteristics

# Culture shifts

# Gutenberg 1439

*Hoc plaq*z* Incipit lib*z* breviarii q*p* no*z* genesi di-*  
**A** principio creauit deus celū *animus*  
 et terram. **T**erra autem erat i manis et  
 vacua: *z* tenebre erāt super faciē abissi:  
 et spiritus dīni ferebatur super aquas.  
**D**ixitq*z* deus. *Fiat lux.* **E**t factū ē lux.  
**E**t vidit deus lucem q*p* esset bona: et  
 diuisit lucem a tenebris. appellavitq*z*  
 lucem diem *z* tenebras noctem. **F**actū  
*qz* ē vespere *z* mane dies unus. **D**ixit  
 quoq*z* deus. *Fiat firmamentū in me-*  
*dio aquarū: et diuidat aquas ab a-*  
*quīs.* **E**t fecit deus firmamentū: diui-
*sitq*z* aquas que erant sub firmamen-*  
*to ab hijs que erant super firmamen-*  
*tum: *z* factum est ita.* **V**ocauitq*z* deus  
 firmamentū celū: *z* factum est vespere  
 et mane dies secundus. **D**ixit vero de-  
**us.** **C**ongregentur aque que sub celo  
 sunt in locum unū et amaret arida

pessent diei ac nocti: *z* diuiderēt lucem  
 ac tenebras. **E**t vidit deus q*p* esset bonū:  
 et factū ē vespere et mane dies quartus.  
**D**ixit etiam deus. **P**roducant aque  
 reptile animē viventiis et volatile sup  
 terram: sub firmamento celi. **C**reauitq*z*  
 deus cere grandia. et omnē animā vi-  
 uētem atq*z* notabilem quā produxe-  
 rānt aque in species suas: *z* om̄ne vo-  
 latile secundū genus suū. **E**t vidit de-  
 us q*p* esset bonū: benedixitq*z* ei dicens.  
**C**rescite et multiplicamini. et replete a-  
 quas maris: auesq*z* multiplicentur  
 super terram. **E**t factū ē vespere *z* mane  
 dies quintus. **D**ixit quoq*z* deus. **P**ro-  
 ducat terra animā viventem in gene-  
 re suo: iumenta *z* reptilia. *z* bestias ter-  
 re secundū species suas. **F**actū ē ita. **E**t  
 fecit deus bestias terre iuxta species su-  
 as: iumenta *z* om̄ne volatile terre in ge-  
 nere suo: secundū species suas. **E**t factū ē ita. **E**t

Jenson 1470 uum

Apolline iud

fatorum imp

terat. Vnde a

arentem interrogauimus, & au-  
re latissimis tecti, ac cū doctis, &  
ium sententiā nostrā in hunc, &

nus. C H R I S T I N O M I N E  
ptorem Curiae nostrae Episcopa-  
s, quæ cōtra venerabilem virum  
llegij Societatis nominis I E S V  
ocuisset, & super his audito eo-

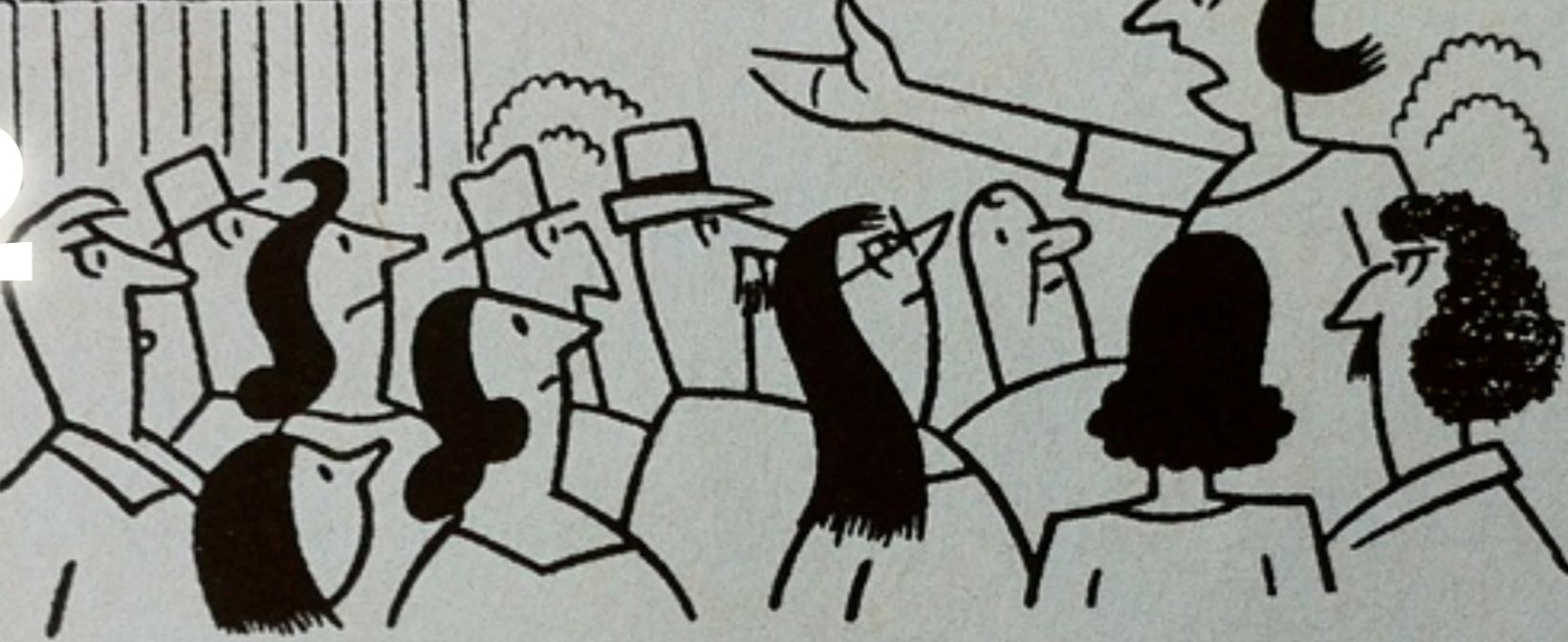
17th C

60

# RANCH LIFE AND

when they reach the main creek in range cattle are not so wild, but Eastern-raised beasts have little stupidly at him until he rides directly. of stock is thus collected, and all a where some large fork joins the driven by some of the men who have the shorten . . .

# 2012



**I**t would be hard to imagine an unlikely historical moment to surpass the one for birth control to become the focus of outraged political controversy. For starters, there is the statistic that nine per cent of all American women who have had sex have used contra-

partido

safflower

safflower

**next: Use**

Utility is limited  
by what is  
culturally  
acceptable

But there are also  
optical issues

Optical issues are  
about how large  
something appears

...not necessarily  
how large  
actually is.



NOT  
T  
ZED  
ES  
ES  
SES



Centre  
Infotouriste  
Québec 22  
9 km

40 EST  
Monttréal

342 EST  
Pointe-Fortune

55



A

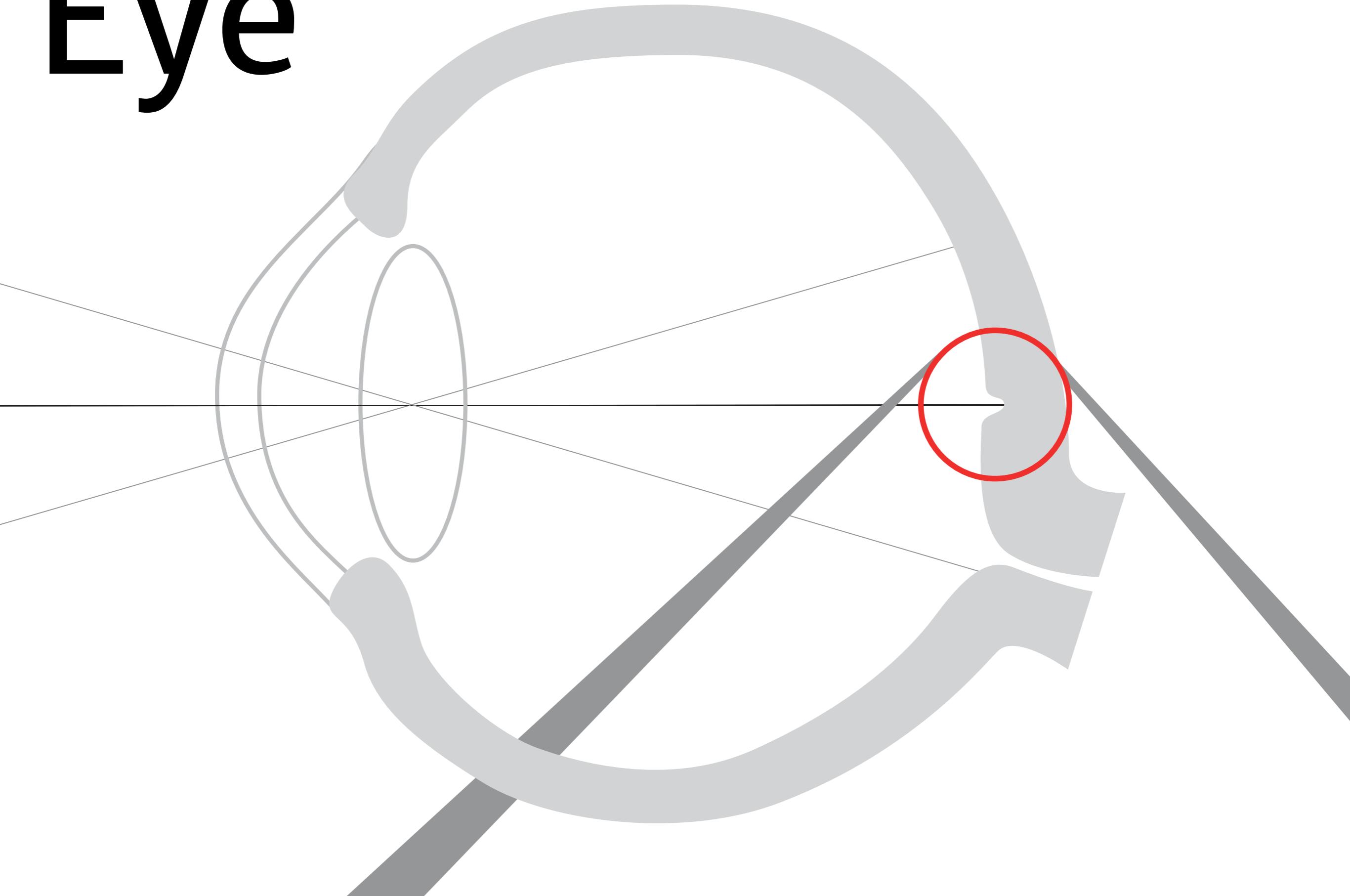
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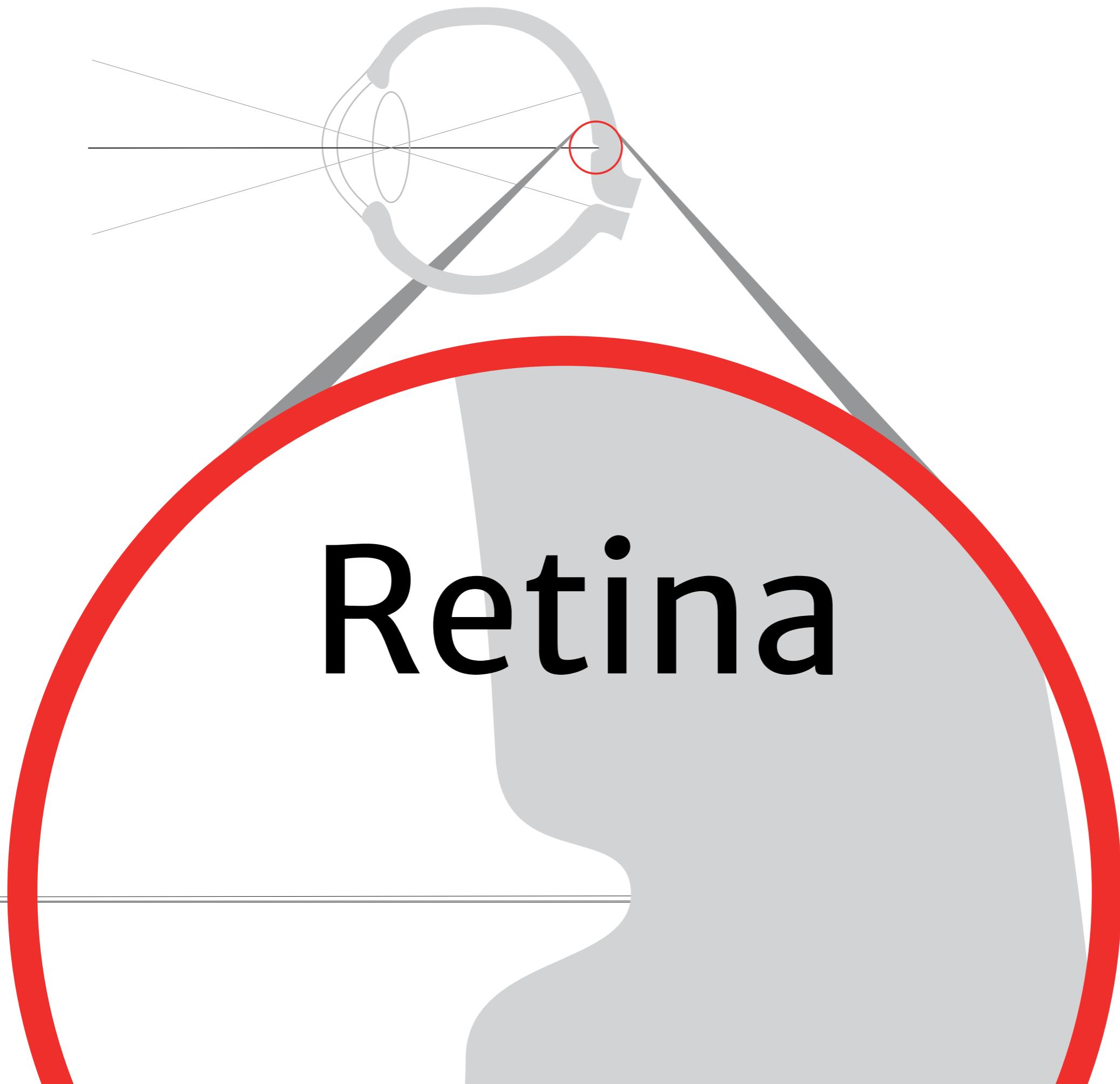


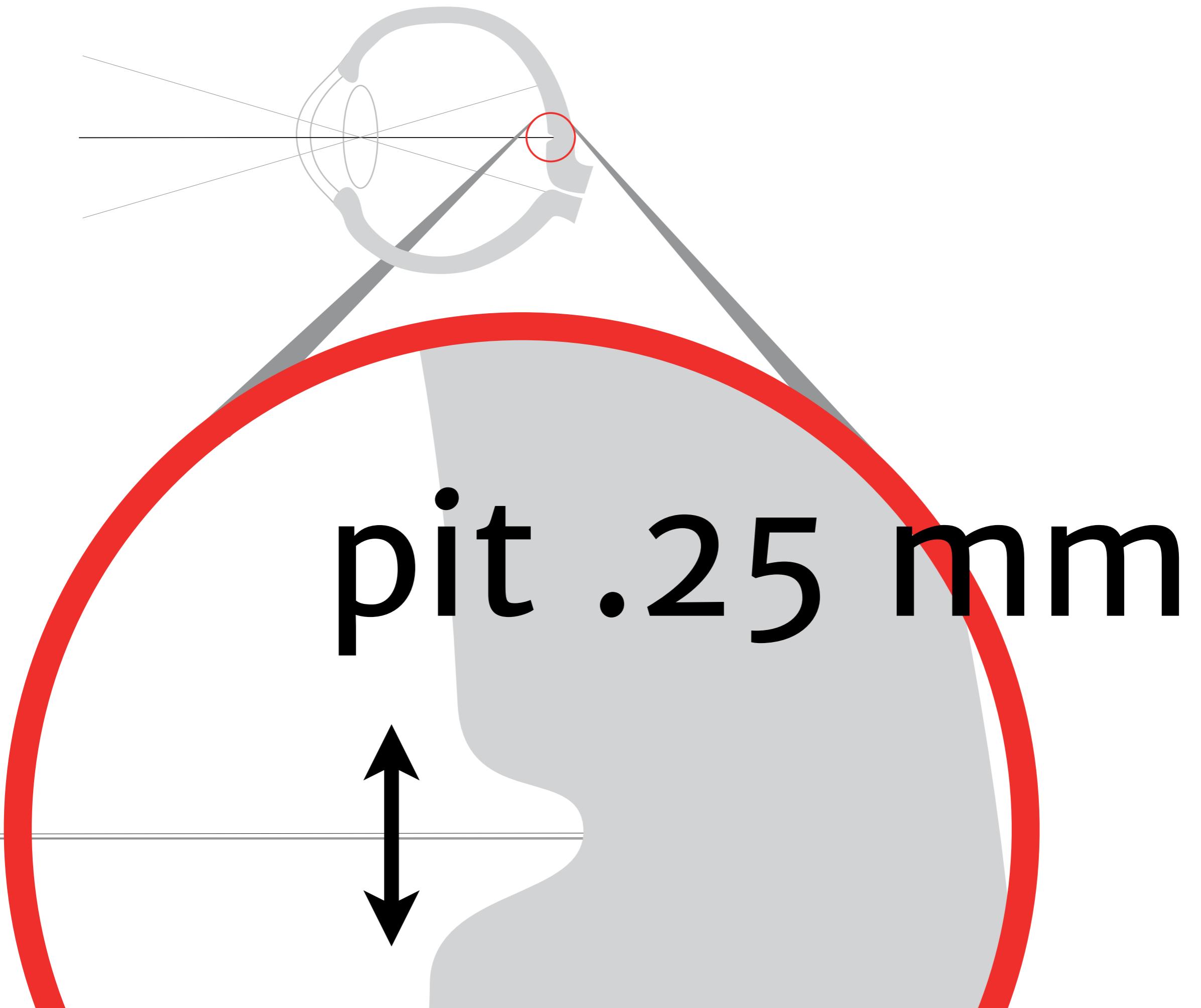


A

# Eye







V

Text that will be small  
in the eye needs  
to be designed  
differently

More space  
between letters

hello

hello

larger word space

he ran

he ran

wider letters

mammal

mammal

stronger, less  
delicate features

a

a

larger x height

bix

bix

lower contrast

a

a

More boxlike

**Gepha**

**Unde**



What's next?

Let's plan your type  
for the workshop.

Think about:



What voice are you  
going for?

What kind of use  
are you going for?