

TURMERIC BLACK; 72pt

**Hellenic senate &
assembly meetings**

TURMERIC BOLD; 72pt

**Co-consul leaders of
the Roman Republic**

TURMERIC REGULAR; 72pt

Autocratic ruler of
the Argead Dynasty

«PURITY —OF HEART, IS TO WILL ✦ ONE THING»

^{16pt} As Senner points out (1992, p. 17), in the geography of cro-magnon man, although there were measurements and pictography (as prerequisites to writing), the social and economic conditions necessary to require the complicated administrative register of the first writing systems were not yet in place. It seems clear, however, that when humans started using figurative and symbolic representations using pictorial techniques to engrave on rocky surfaces they had produced the first graphic communication. They were drawings of specific facts and objects from the world that surrounded them.

^{12pt} At heart, the two aforementioned directions have the same aim: to communicate ideas and thoughts, whether literally transcribing the spoken code or not. Likewise, in both cases, we can see the schematic process in the representation, where the image merely preserves the most important traits to ensure identification, (which at times proves impossible). The trend to economise and produce efficient communication is another characteristic trait. The formal development of consolidated writings thus led to a cursive and linear form being produced, in which the link to any similarity with the original image is all but lost.

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HE WHO HAS A
— «WHY»
TO LIVE CAN
BEAR ALMOST †
ANY «HOW»

^{14pt} At heart, the two aforementioned directions have the same aim: to communicate ideas and thoughts, whether literally transcribing the spoken code or not. Likewise, in both cases, we can see the schematic process in the representation, where the image merely preserves the most important traits to ensure identification, (which at times proves impossible). The trend to economise and produce efficient communication is another characteristic trait.

^{10pt} As Senner points out (1992, p. 17), in the geography of cro-magnon man, although there were measurements and pictography (as prerequisites to writing), the social and economic conditions necessary to require the complicated administrative register of the first writing systems were not yet in place. It seems clear, however, that when humans started using figurative and symbolic representations using pictorial techniques to engrave on rocky surfaces they had produced the first graphic communication. They were drawings of specific facts and objects from the world that surrounded them. At heart, the two aforementioned directions have the same aim: to communicate ideas and thoughts, whether literally

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