

# Typography and Technology

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I I I I

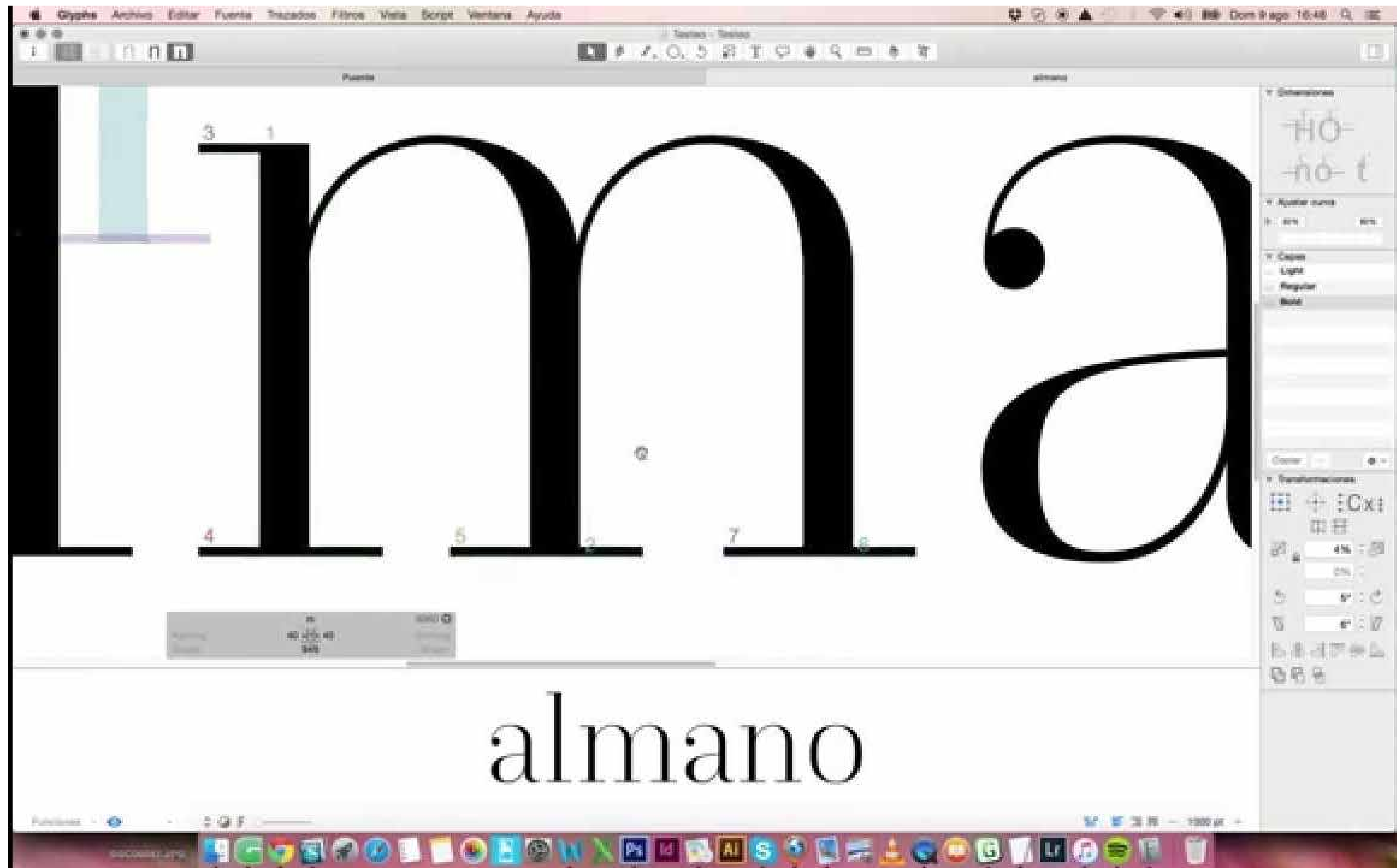
o o

F F

P P P

X

X



# Type as software

## Software Update

iOS 7 beta 4 will begin installing in 0 seconds. Your iPhone will restart when installation is finished.

Later

Install

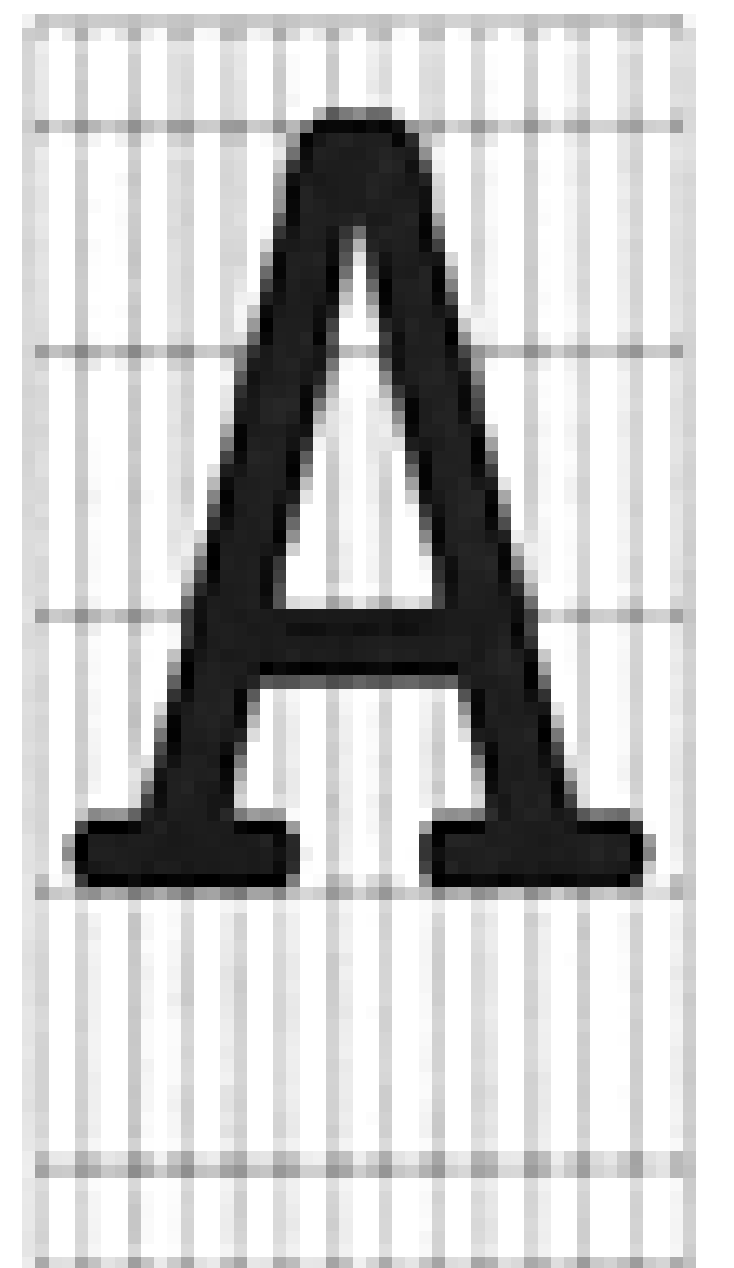
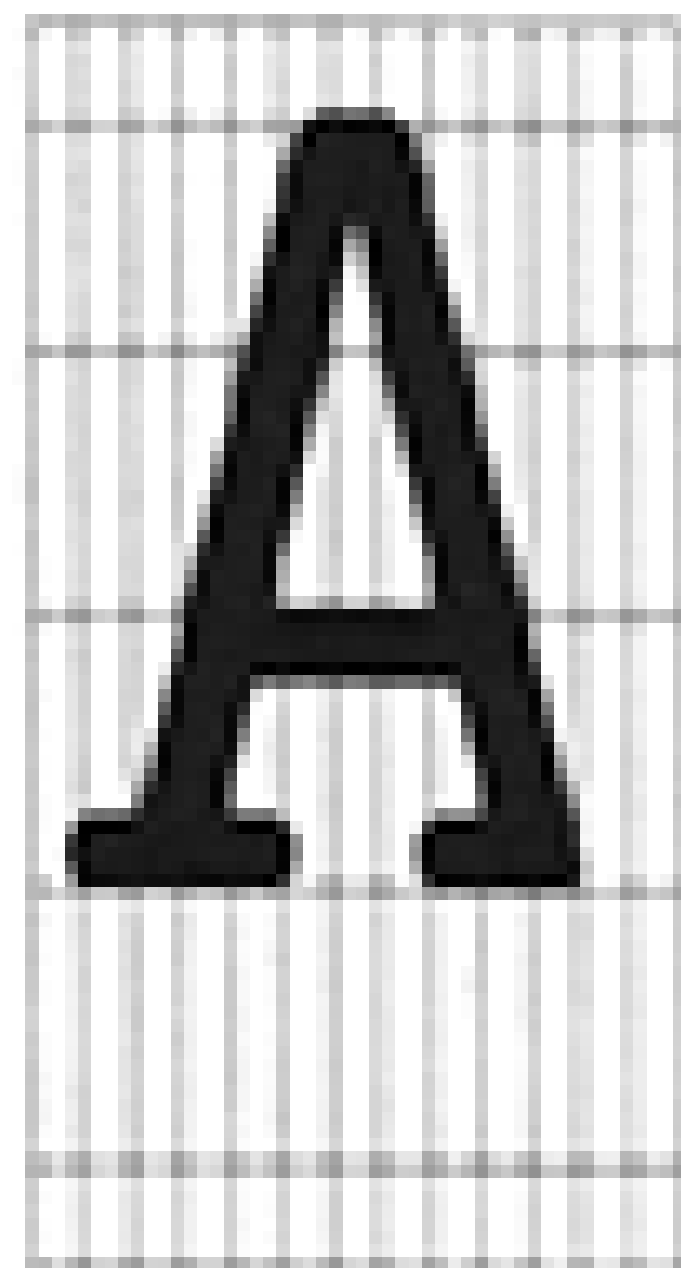
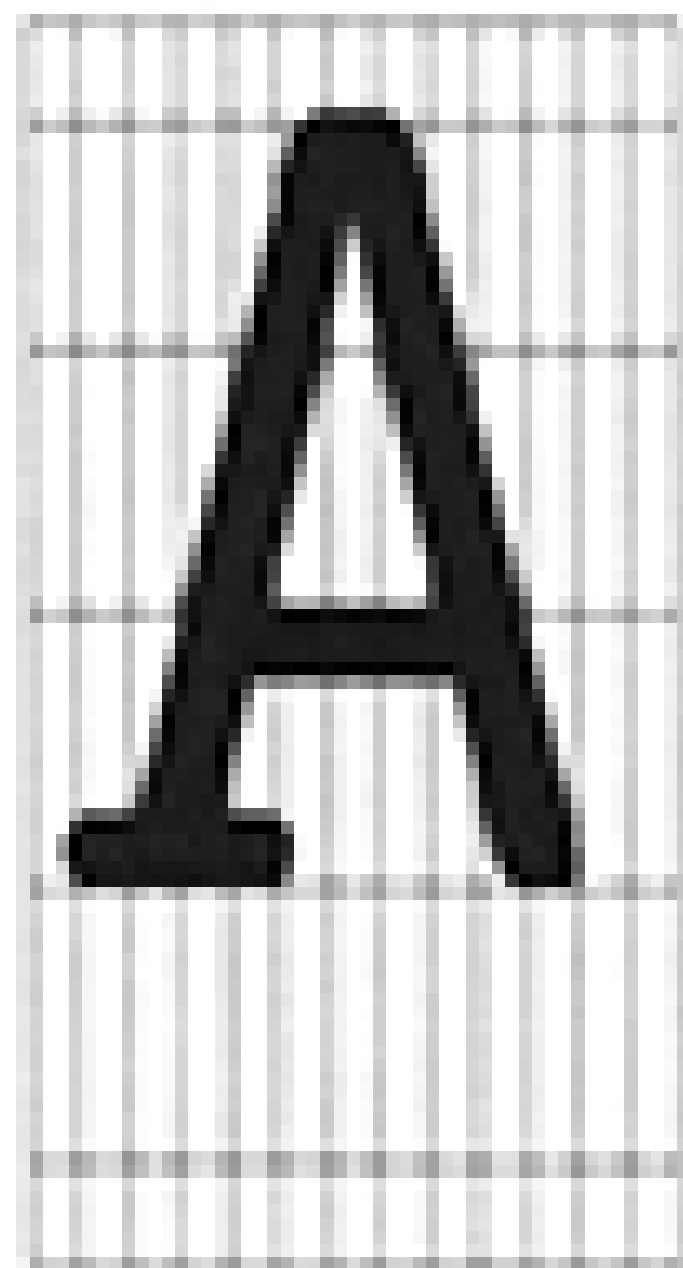
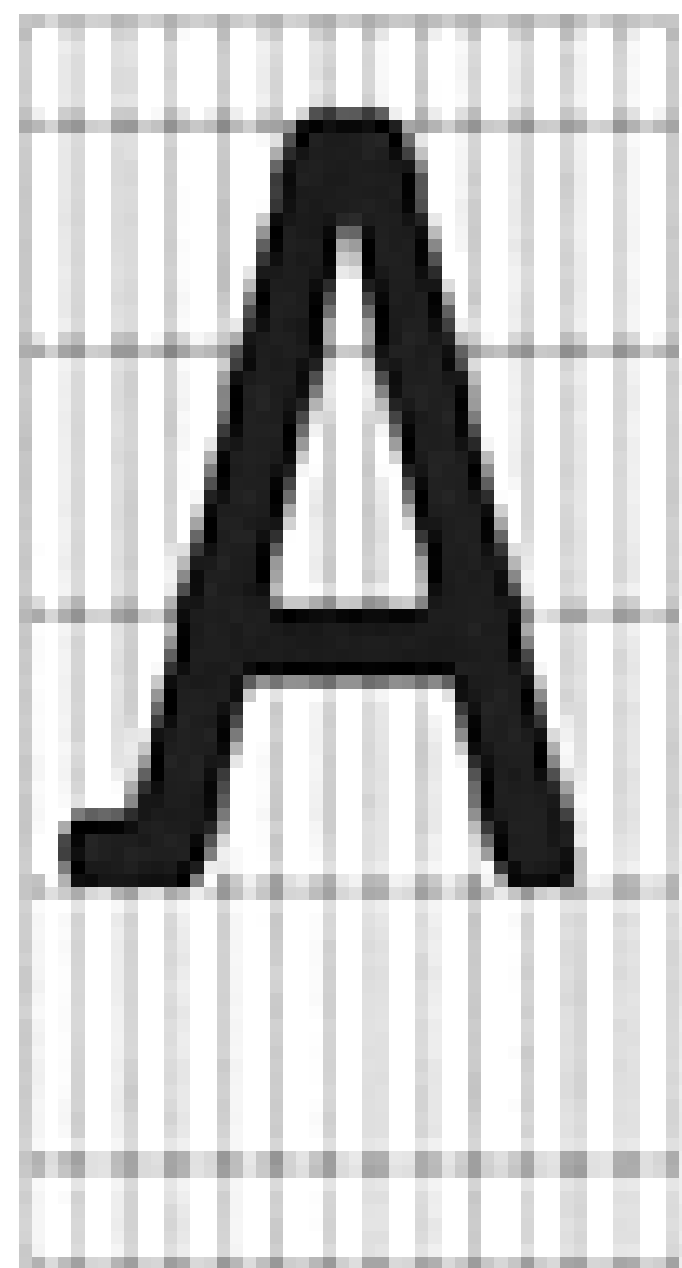
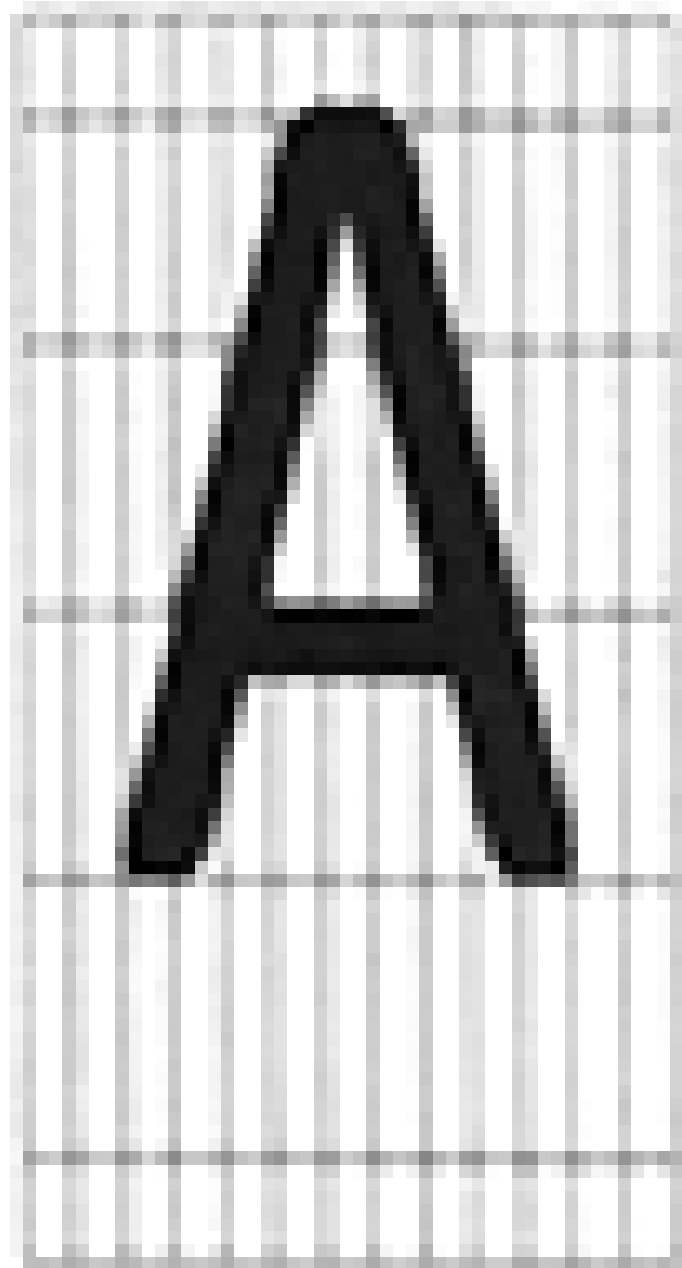
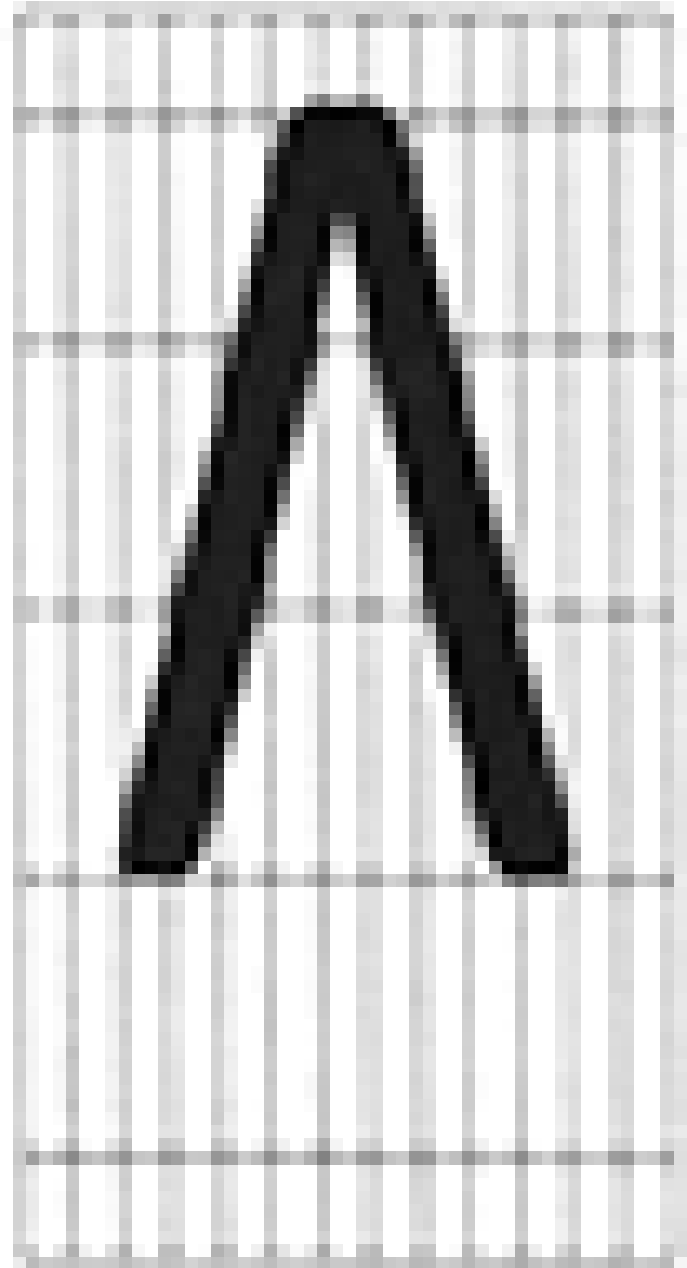
**“Perhaps the most significant implication of the WYSIWYG revolution was to bring immediacy back to the process of typography. Now we compose on a screen that simulates the page we have in mind. With that innovation, typography is reunited with writing: the sketch is the design. We still take the sentence as raw material but the work of typography is a real-time elaboration of the language. This is amplified by the fact that the finished product is now often distributed on the very medium on which it is composed, the monitor. The permanent become permanently transient. So now the question becomes: when is typography done?”**

**“A painting is never finished, only abandoned.”  
—da Vinci**

**“A painting is never finished, only abandoned.”  
—da Vinci**

**A website is never finished, only launched.**





**What happens when  
typography doesn't  
need to be static?**

abpfoe

droid sans

abpfoe

roboto

BEFORE

KkR

AFTER

KkR

OCD!?

OCD!?

15679

15679

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

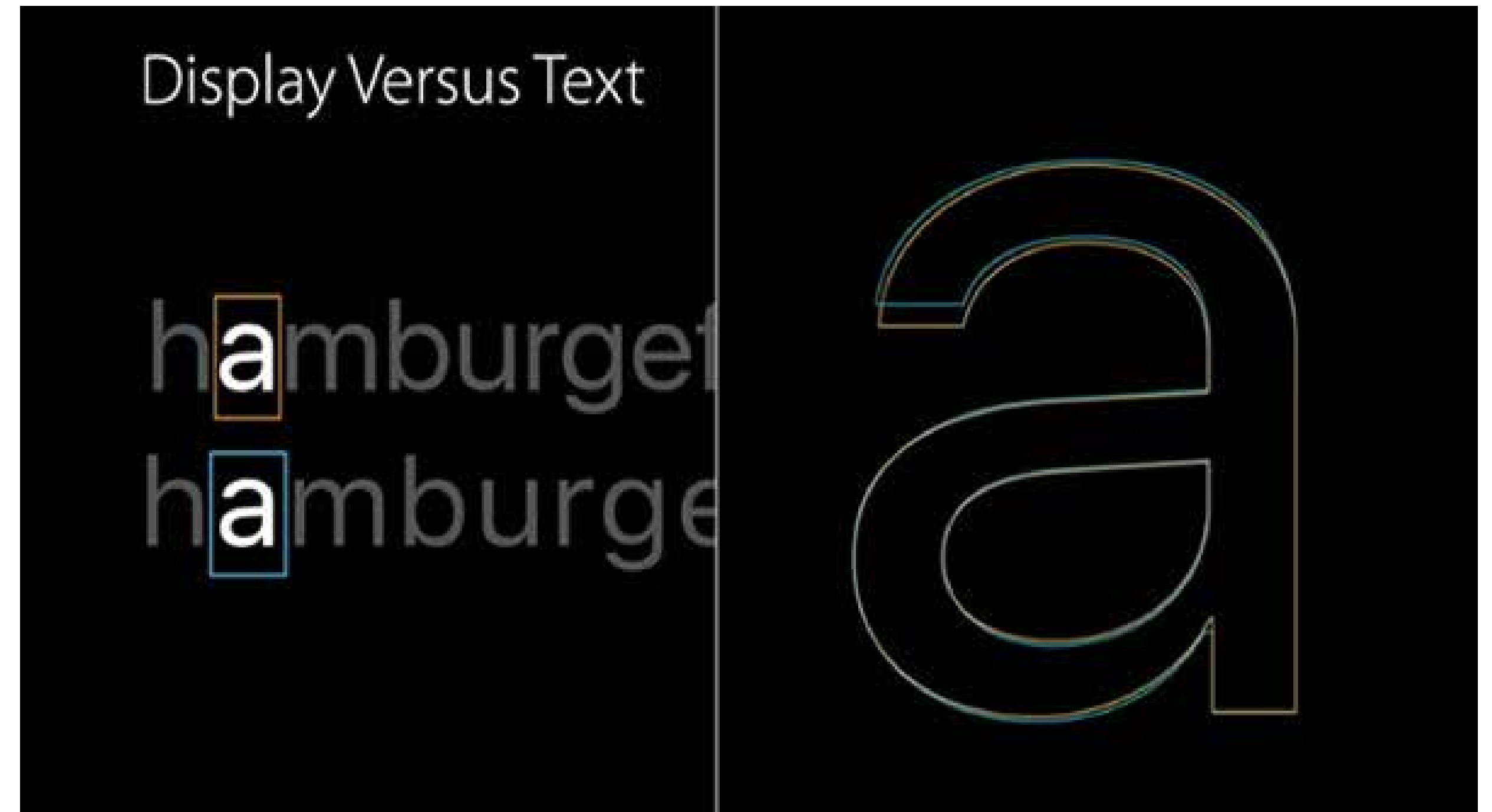
1 2 3 4 5 6 7 8 9 0 **SAN FRANCISCO DISPLAY**

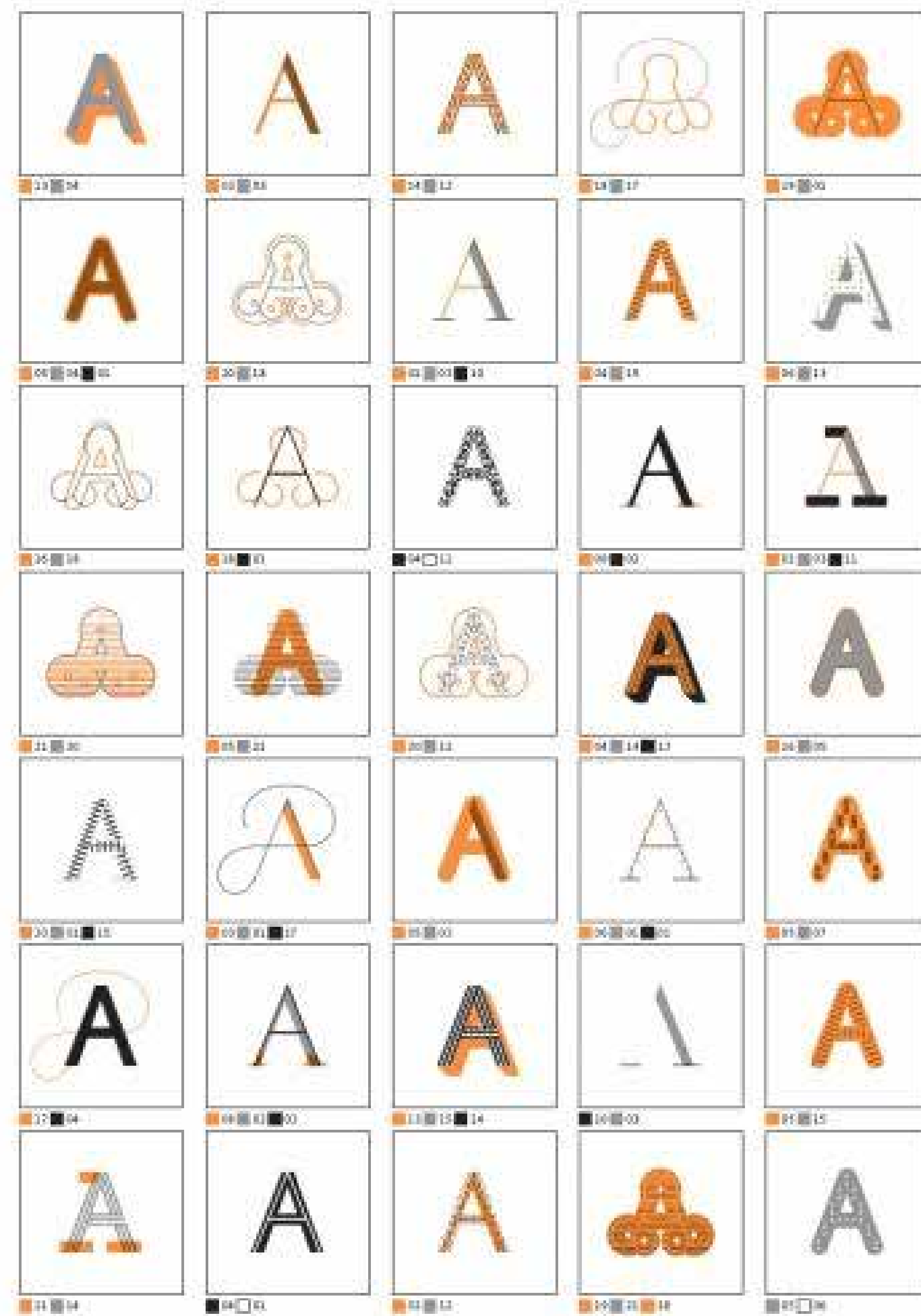
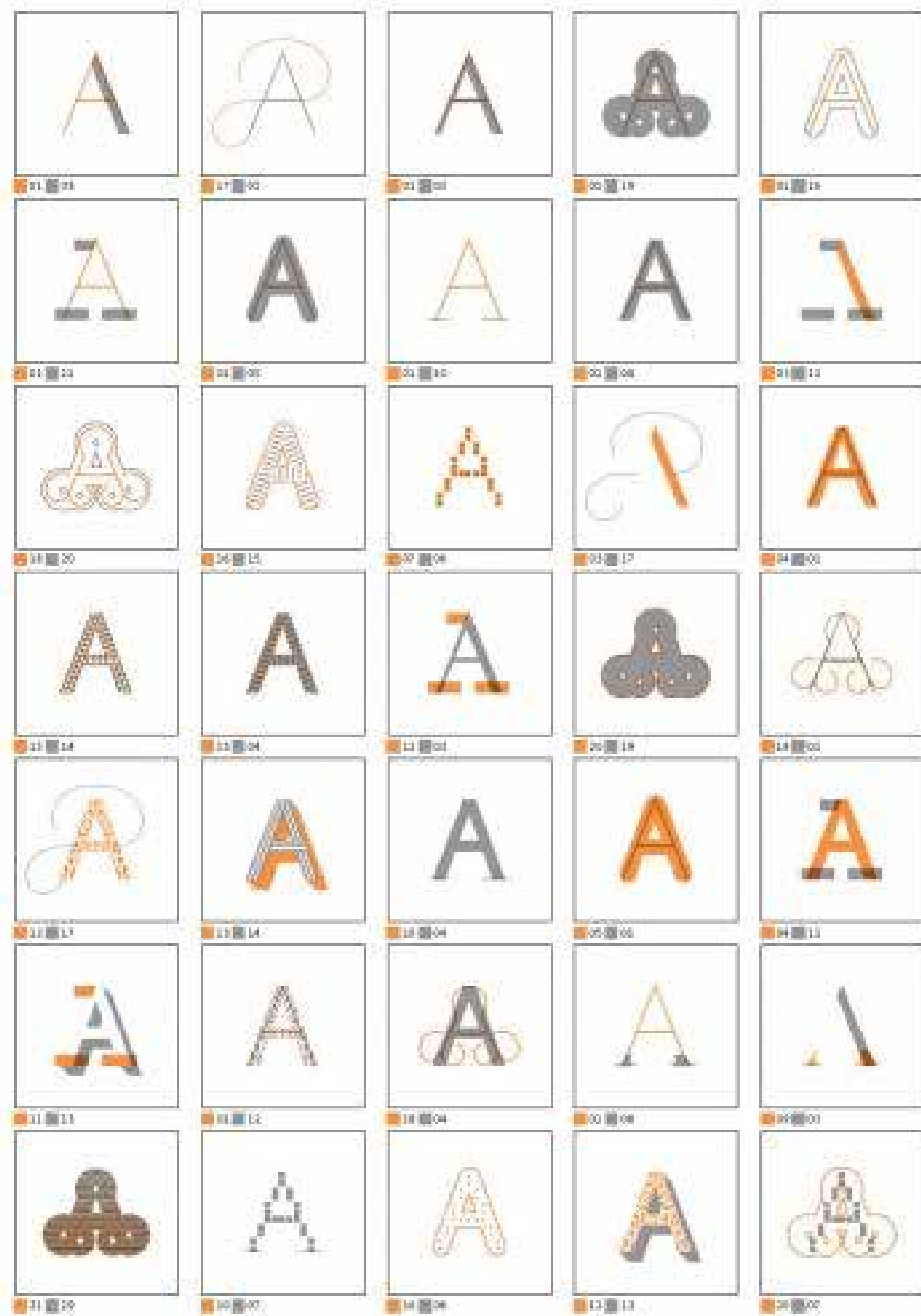
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0 **SAN FRANCISCO TEXT**

	(23pt)	John Appleseed
	(22pt)	John Appleseed
	(21pt)	John Appleseed
SF Pro Display (20pt)		<u>John Appleseed</u>
SF Pro Text (19pt)		John Appleseed
	(18pt)	John Appleseed
	(17pt)	John Appleseed
	(16pt)	John Appleseed









KADIST

*KADIST*

*KADIST*



KRALIČE OPEN, APRIL - AUGUST 2011  
BY PROJECT PROJECTS WITH TIMO GAESSNER

SALT EXPLORES  
CRITICAL AND TIMELY  
ISSUES IN VISUAL AND  
MATERIAL CULTURE, AND  
CULTIVATES INNOVATIVE  
PROGRAMS FOR RESEARCH  
AND EXPERIMENTAL  
THINKING.

KRALIČE UNCERTAIN, JANUARY - APRIL 2012  
BY SULKI & MIN (SOUTH KOREA)

SALT EXPLORES  
CRITICAL AND TIMELY  
ISSUES IN VISUAL AND  
MATERIAL CULTURE, AND  
CULTIVATES INNOVATIVE  
PROGRAMS FOR RESEARCH  
AND EXPERIMENTAL  
THINKING.

KRALIČE MARBLE, SEPTEMBER - DECEMBER 2011  
BY DRIES WIEWAUTERS (BELGIUM)

SALT EXPLORES  
CRITICAL AND TIMELY  
ISSUES IN VISUAL AND  
MATERIAL CULTURE, AND  
CULTIVATES INNOVATIVE  
PROGRAMS FOR RESEARCH  
AND EXPERIMENTAL  
THINKING.

KRALIČE 2WAY, SEPTEMBER - DECEMBER 2012  
BY THIRST (USA)

SALT EXPLORES  
CRITICAL AND TIMELY  
ISSUES IN VISUAL AND  
MATERIAL CULTURE, AND  
CULTIVATES INNOVATIVE  
PROGRAMS FOR RESEARCH  
AND EXPERIMENTAL  
THINKING.

Poster  
Excellence  
Resimli Ay  
Peace  
Sale!  
Jam  
Kanji

Single  
Two by Two  
Two Up  
Three Up

Thanks to Jeremie Hornus, Nina  
Stössinger, Andrew Johnson, Onur  
Yazıcıgil, and Nick Sherman. This stuff  
works now. Let's make it look good.

<http://lettererror.com/dev/mathshapes/>

THE LIFE OF PABLO  
THE LIFE OF PABLO  
THE LIFE OF PABLO  
THE LIFE OF PABLO  
THE LIFE OF PABLO  
THE LIFE OF PABLO



THE LIFE OF PABLO

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“*[The Life of Pablo is]* a living breathing changing creative expression”

—Kanye West









## TAKE A LOOK AT EVERY CHANGE KANYE WEST MADE TO 'THE LIFE OF PABLO' AFTER ITS RELEASE

Emmanuel C.M. | June 17, 2016

Def Jam



SHARE ON TWITTER



SHARE ON FACEBOOK

Since *The Life of Pablo* dropped back in February, **Kanye West** has gradually made changes to the album and updated it on streaming services. The LP is referred to as living art and it appears that 'Ye will be refining it for the foreseeable future.

Def Jam, 'Ye's label, issued a press release confirming this by saying, "In the months to come, Kanye will release new

**“A programmer writes some code and inevitably makes the mistakes that result in the malfunctions called bugs. Then, for some period of time, normally longer than the time it takes to design and write the code in the first place, the programmer tries to remove the mistakes.”**

**—Ellen Ullman**

**“Fonts need to be edited just as carefully as texts do—and may need to be reedited, like texts, when their circumstances change. The editing of fonts, like the editing of texts, begin before their birth and never ends.”**

**—Robert Bringhurst**

**How can new technologies change the development and design of typefaces?**

**How could this change how we design?**

**How can we start thinking of typography as a living, breathing, changing thing?**