

TYPE IS VISUALIZING VERBAL THOUGHT
COMMUNICATION IS EVERYTHING WE EXPRESS TO EACH OTHER
SO...WHAT IS TYPE AS COMMUNICATION?



IS THIS CONFUSING?
...DAMN

\$500
\$250
\$500
\$250
\$500
\$250
\$500
\$250
\$500
\$250
\$500

WHO DECIDES
WHICH FORMS OF COMMUNICATION
ARE PRIMARY & SECONDARY?

WHO IS JACK WEISS?
WHO IS JOSEPH ESSEX?
WHO IS STEVE CURTIS?
WHO IS JESS HORA?
WHO IS FRANCES MACLEOD?

DOES OUR DESIGN
RETAIN AN AESTHETIC
THAT RESONATES
OR IS IT JUST STUCK
IN 90'S POSTMODERNISM?

MAYBE I SHOULD ASK SOMEONE ELSE WHAT THEY THINK

WILL THIS JUNGLE BE DENSE ENOUGH?



THIS

~~Speak~~

WE ALL KNOW THAT TYPE IS NOT TRUTH
TYPE IS A LIE THAT MAKES US REALIZE TRUTH
IT IS OUR LOYAL MESSENGER

YET CAN IT SAVE OUR FRAGILE WORLD?

HELvetica NEUE BOLD

COOPER BLACK

THINGBATS MONO

\$500
\$250
\$250
\$500
\$250
\$500

~~think~~

WAIT, ISN'T EVERY THOUGHT META
SINCE THINGS IN REALITY
ARE JUST... WHAT THEY ARE?

...HOW DO PHILOSOPHERS AND POETS NOT GO CRAZY?

SHOULD'VE THESE NOTES BEEN
HANDWRITTEN & SCANNED
FOR THAT
"HANDWRITTEN & SCANNED"
LOOK?

~~write~~

WHAT MATTERS MORE?
THE TYPE?
OR WHATS TYPED?

AT THIS RATE IT'LL TURN INTO AN ESSAY

#F5F5F5

#E8E8E8

#0000FF

#FFFFFF

#231F20

IF THEY DON'T GET THIS
I'M GOING TO HATE THIS POSTER
BEFORE I'M DONE WITH IT
ALTHOUGH IF IT'S WELL DONE
WE'LL BE ON THE SAME PAGE
...RIGHT?

NO NO NO... ITS TOO OBVIOUS... TOO CLICHE...
ARE THEY JUST GOING TO PICK THE PRETTIEST ONE?

DOES ALL THIS SHOW THAT I CARE?

[HTTP://COMMONS.WIKIMEDIA.ORG/WIKI/FILE:SOCRATES.PNG](http://commons.wikimedia.org/wiki/File:Socrates.png)

[HTTP://WWW.INRIODULCE.COM/LINKS/FIND1.HTML](http://www.inriodulce.com/links/find1.html)

[HTTP://STA-CHICAGO.ORG/SCHOLARSHIP](http://sta-chicago.org/scholarship)

[HTTP://CDN.VECTORSTOCK.COM/I/COMPOSITE/03,22/GREEK-COLUMN-VECTOR-810322.JPG](http://cdn.vectorstock.com/I/composite/03,22/Greek-column-vector-810322.jpg)

WOULD THIS POSTER EVEN MAKE SENSE WITHOUT ALL THIS?
WOULD IT BE... BETTER?!?!?

\$500
\$250
\$500
\$250
\$500

