

TRYPOG
RAPIDLY
GDT 100

INGRID ANKERSON
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TODAY

- » Semester overview
- » What is typography?
- » Type anatomy

What is typography?



**“Typography is what
language looks like.”**
—Ellen Lupton
Thinking with Type

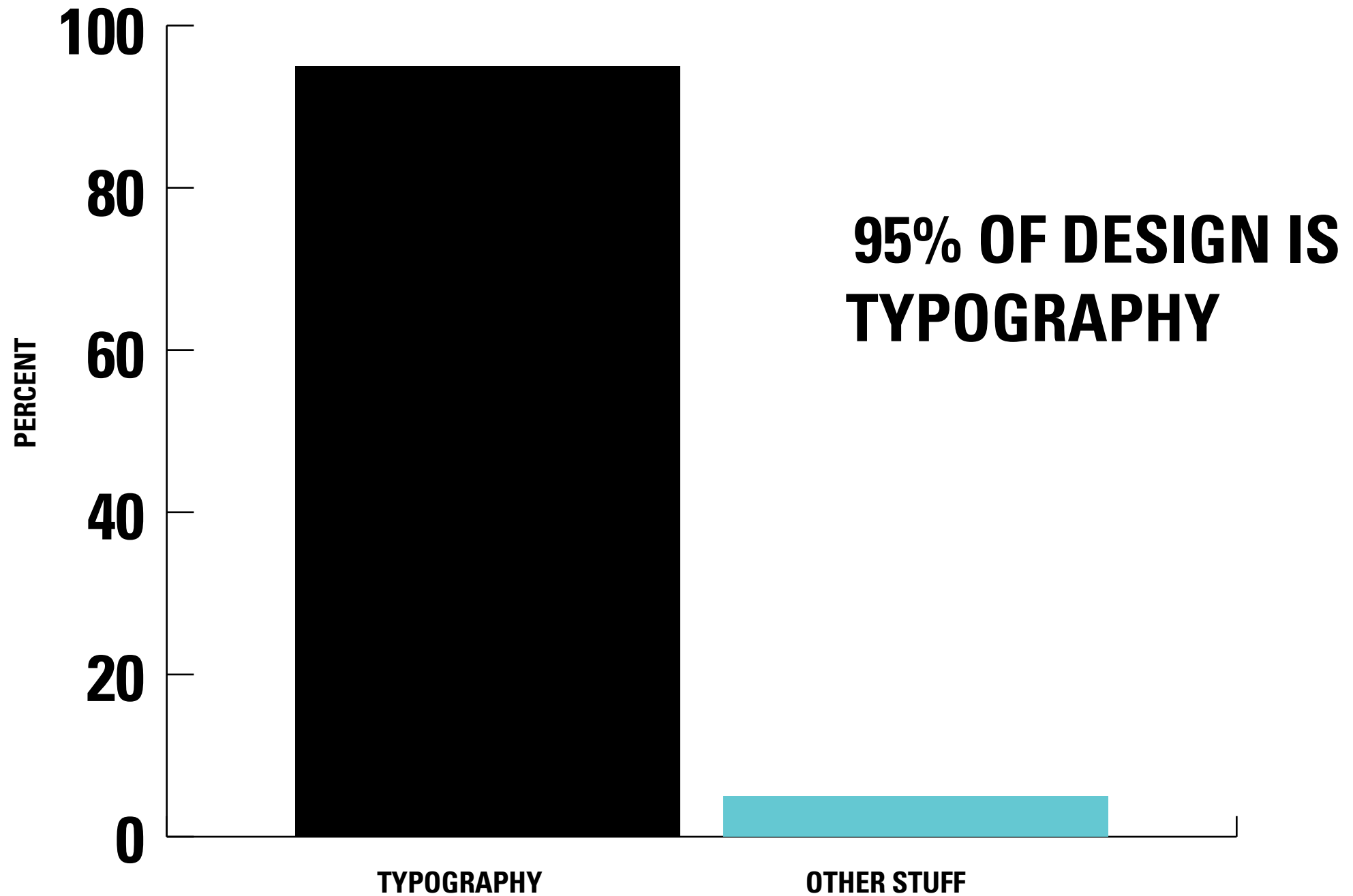
Small details

Big picture

Beautiful form

Appropriate function

Common sense



**TYPE IS
EVERY-
WHERE**

It can be familiar.







Ingredients: Whole Grain Oats (includes the oat bran), **Modified Corn Starch, Sugar, Salt, Tripotassium Phosphate, Oat Fiber, Wheat Starch, Vitamin E** (mixed tocopherols) **Added to Preserve Freshness.**

Vitamins and Minerals: **Calcium Carbonate, Iron and Zinc** (mineral nutrients), **Vitamin C** (sodium ascorbate), **A B Vitamin** (niacinamide), **Vitamin B₆** (pyridoxine hydrochloride), **Vitamin A** (palmitate), **Vitamin B₂** (riboflavin), **Vitamin B₁** (thiamin mononitrate), **A B Vitamin** (folic acid), **Vitamin B₁₂, Vitamin D₃.**

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Exchange: 1 1/2 starch

Exchange calculations based on *Choose Your Foods: Exchange Lists for Diabetes* ©2008 the American Dietetic Association, the American Diabetes Association

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

			% Daily Value**
Protein	-	-	9%
Vitamin A	10%	15%	10%
Vitamin C	10%	10%	10%
Calcium	10%	25%	8%
Iron	45%	45%	50%
Vitamin D	10%	25%	6%
Thiamin	25%	30%	35%
Riboflavin	25%	35%	35%
Niacin	25%	25%	35%
Vitamin B ₆	25%	25%	45%
Folic Acid	50%	50%	60%
Vitamin B ₁₂	25%	35%	30%
Phosphorus	10%	25%	8%
Magnesium	10%	10%	10%
Zinc	25%	30%	30%

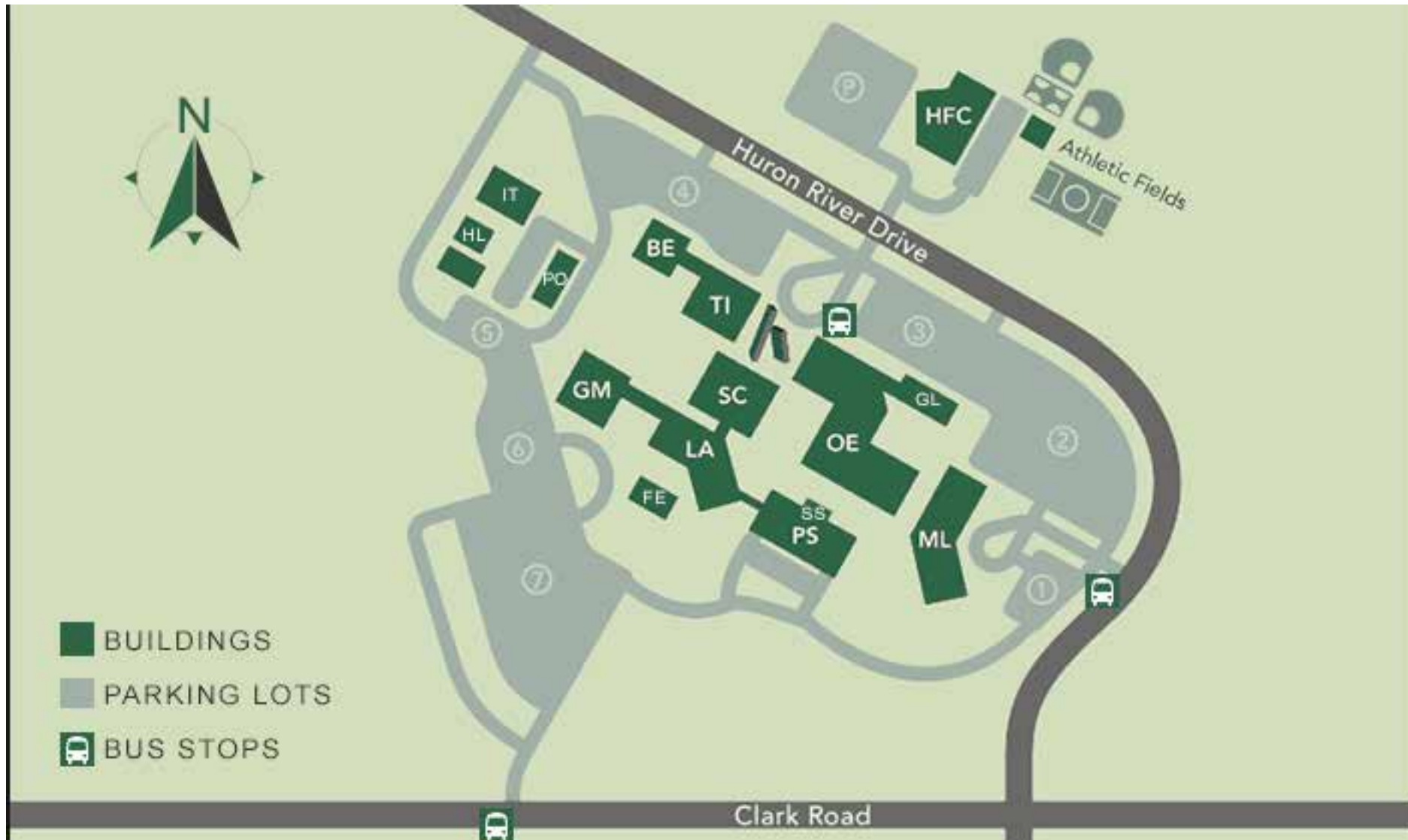
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Google Search

I'm Feeling Lucky







Welcome
Ann Arbor
CITY LIMIT

SISTER CITIES

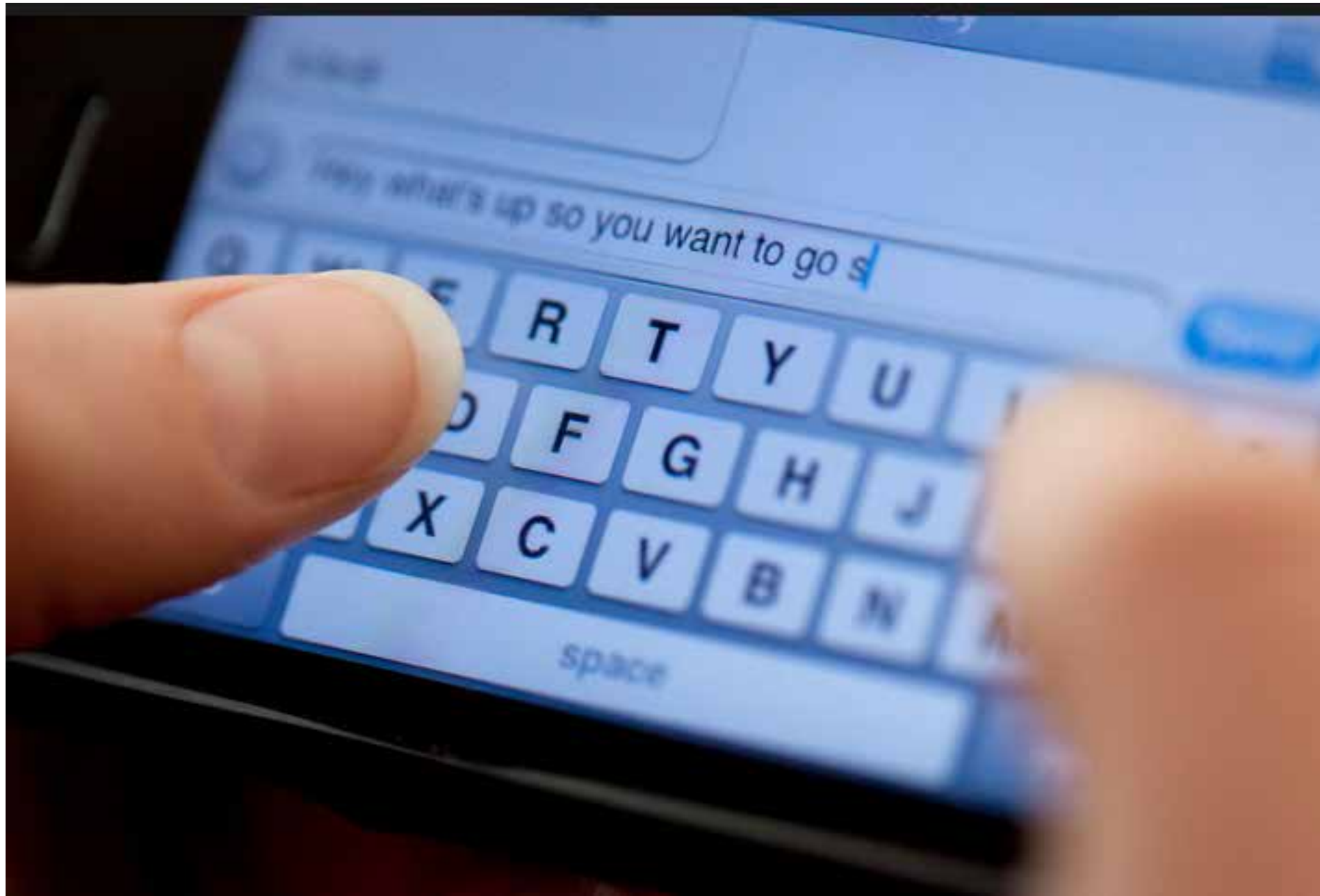
TÜBINGEN, GERMANY	1965
BELIZE, BELIZE	1967
HIKONE, JAPAN	1969
PETERBOROUGH, ONT.	1983
JUIGALPA, NICARAGUA	1986

DAKAR, SENEGAL	1997
REMEDIOS, CUBA	2003









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Find more of what you're looking for with Graph Search.



GDT 100-01
TYPOGRAPHY I

TR 9AM-11:55PM

GM 011

Ingrid Ankerson
iankerson@wccnet.edu
734.477.8508

Office: GM 300H

Office Hours
Tues NOON-1:30
Thurs NOON-3:30
and by appt

Introduction to Typography

COURSE DESCRIPTION

Typography I is an introduction to the evolution and principles of typography, concentrating on typographic form and classification, type as form/image, display type, text type, typographic relationships, readability/legibility, grid systems, fundamental design principles, and page layout. Assignments investigate typography as an element of design whose form and purpose is to achieve successful, informative, and expressive visual communication.

Type can be hand-made.







HOW DOES ONE SAY

*“cancel THE
reservations”*
IN ITALIAN?

New

SERVES TWO

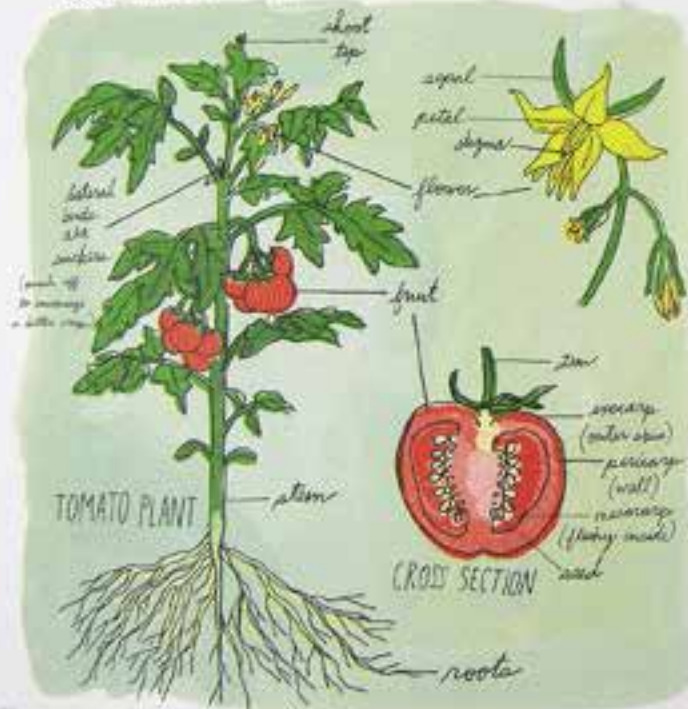
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tomato

(LYCOPERSICON ESCULENTUM)

The two main groups of tomatoes are determinate and indeterminate.
Determinate are bush tomatoes that stop growing when the top bud fruits. All of the tomatoes on a determinate plant ripen at the same time. They don't need to be staked or pruned.
Indeterminate varieties are vine tomatoes. They will keep growing until killed by frost. They require support like cages and stakes.



4 Ways to Grow Tomatoes



STAKE

Place the stake before putting the plant in. Tie the plant to the stake loosely.



UPSIDE DOWN

Slip plant through the hole in the bottom of a pot. Turn upside down and fill with soil. Hang on a sunny porch.



CAGE

Place cage over plant. No need to tie or prune. Wrap plastic around the cage to protect young plants in cold weather.

TRELLIS

Build structure shown below and stretch heavy twine between the top and bottom braces. Set plants about 12 inches apart. Wrap stems around twine as they grow. Use a different cord for each stem.





ANDAZ

30TH AVENUE

VISION &

VALUES

EVERYONE

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THE WAY WE LIVE

WE HAVE A

POSITIVE

TEAM & FAMILY

SPIRIT

WE CREA




SAVEUR DE LA FRANCE

Zingerman's

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these sardines are fished on day boats, right off the coast of brittany, at conser-
verie gonidec, which is the last sardine factory in the famed harbor of concarneau, they are processed and hand packed into each tin with care. we carry two of their different tins, so either try the sardines in extra virgin olive oil for \$9.99 each, or go with the premium vintage tin for a special treat, only \$14.99!



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BUY 30 TINS OF FISH (MIX OR MATCH) & GET 30% OFF!

BIG FISH LITTLE FISH

T.R. TAKES SELECTIVELY SOURCED SALMON & CURES IT WITH HONEY THAT'S BEEN INFUSED WITH 12 YEAR OLD SCOTCH, THEN COLD SMOKES IT TO PERFECTION.

SCOTTISH HONEY SALMON



It can be edible.

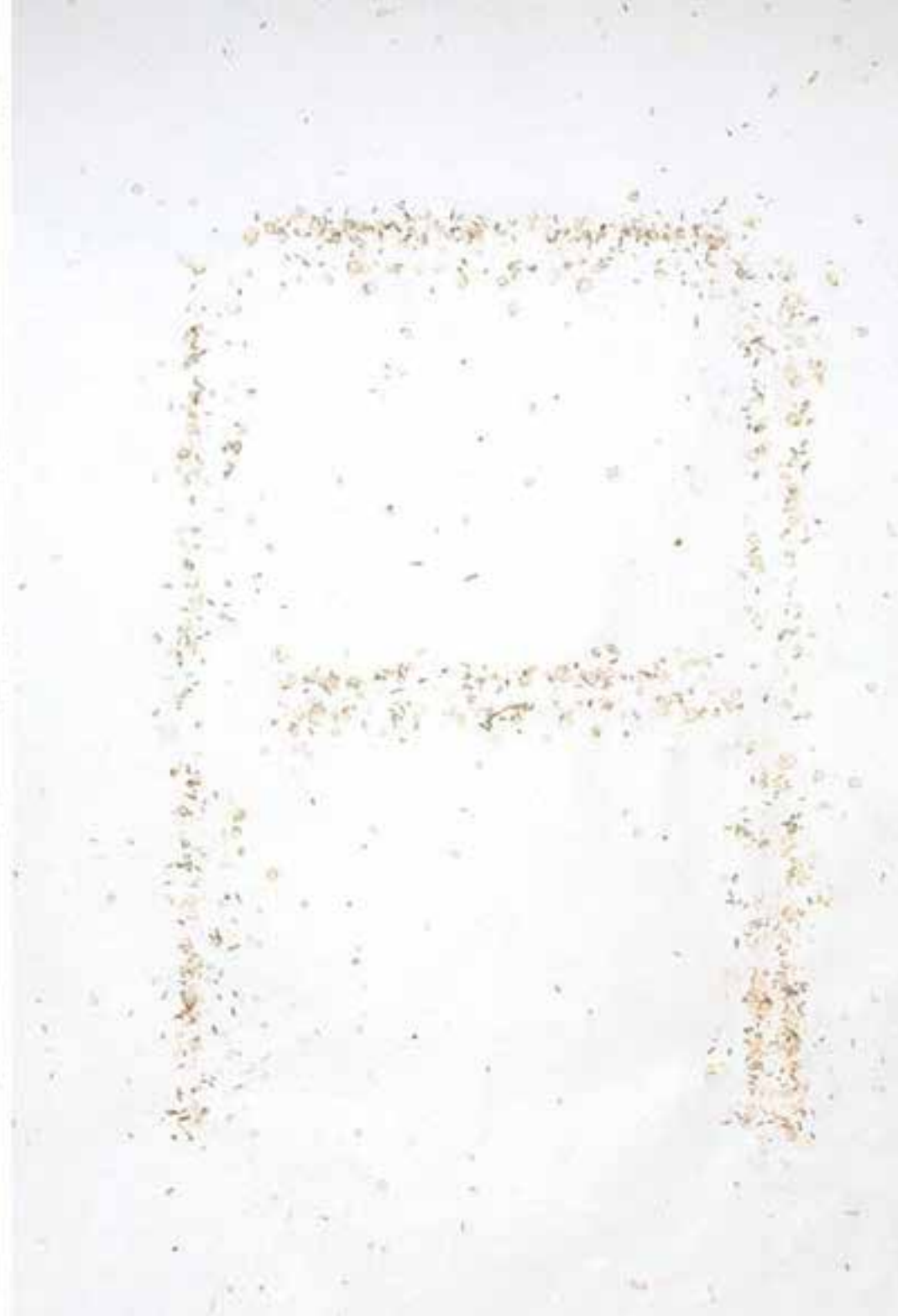
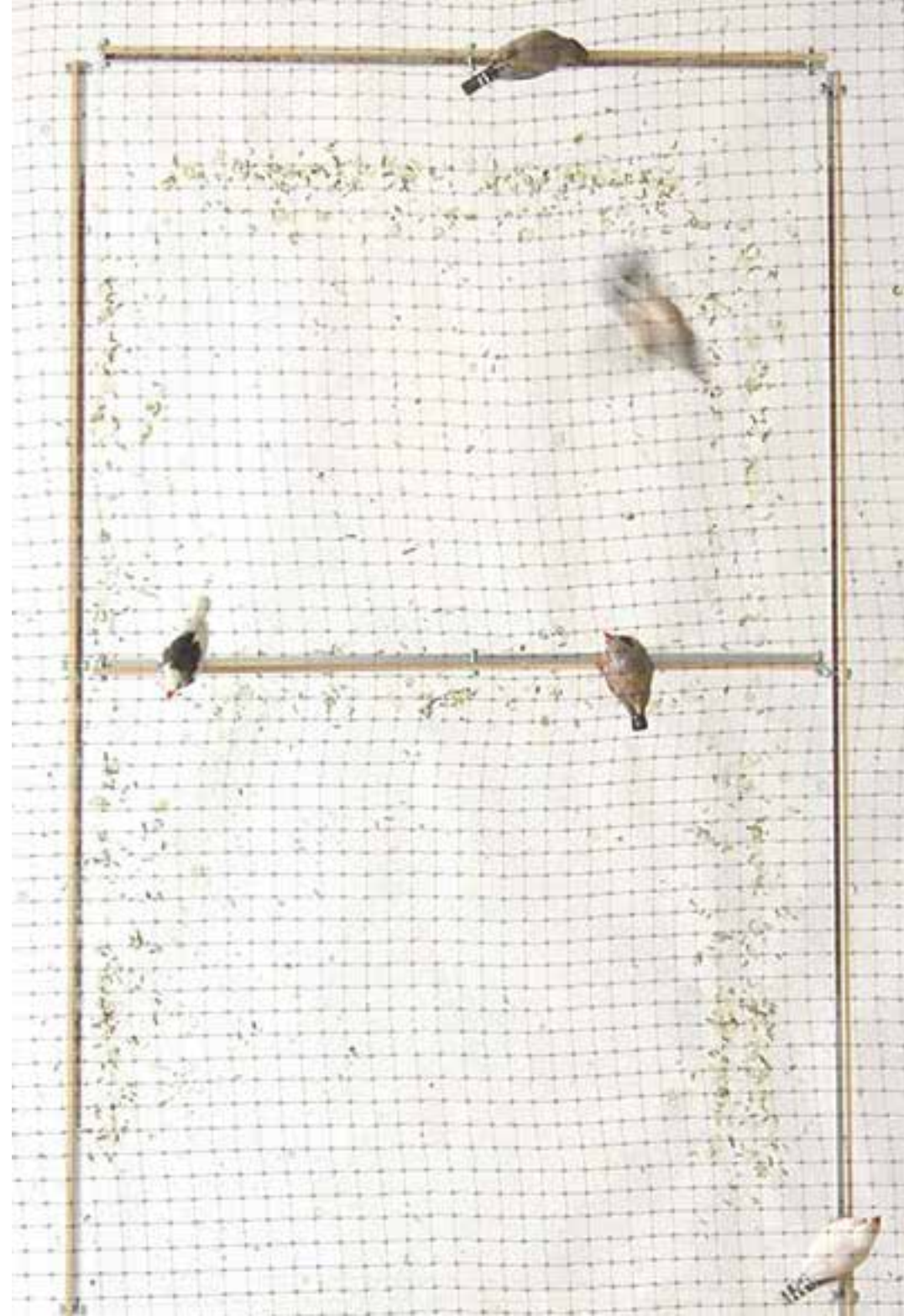




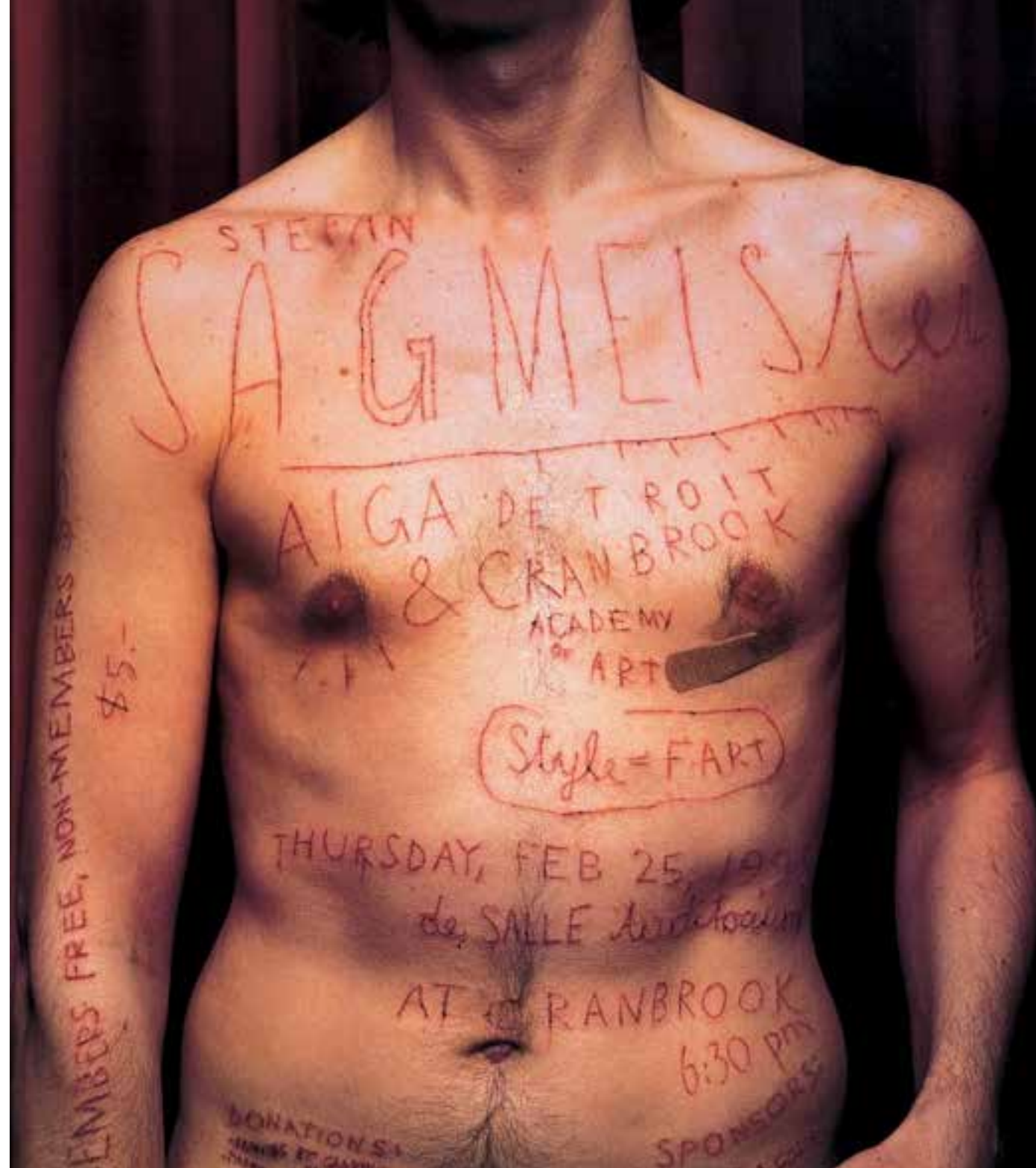
श्रीगणेशाय नमः



And not so much.



It can hurt.



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It can be loud.

SPEAK THE TRUTH

HOMOSEXUALITY WILL ALWAYS
BE A SEXUAL PERVERSION
— John Jay, *First Christian Church*

**"WE MUST PERSEVERE,
UNTIL THE DAY WHEN
ACCEPTANCE
TRIUMPHS OVER
PREJUDICE.
I WILL SUPPORT YOU IN THIS
QUEST, AND IT WILL HAPPEN."**

— Rev. Martin Luther King, Jr.

THERE IS A GAY AND SECULAR
PROBLEM IN THIS COUNTRY THAT
IS PROVED TO USE VIOLENCE
TO USE VIOLENCE
— Rev. Dr. Martin Luther King, Jr.

**"AS LONG AS PREJUDICE
EXISTS IN THIS COUNTRY,
IN THIS WORLD,
WE ARE ALL
ITS VICTIMS."**

— Rev. Dr. Martin Luther King, Jr.

THE MATTHEW SHEPARD
ACT IS REALLY A HONOR
— Rev. Dr. Martin Luther King, Jr.

**"THEY ARE SAYING IN ONE
INCREASINGLY LOUD,
AMERICAN VOICE, 'HONEY,
BABY, RATHER THAN WORRY
ABOUT WHO SOMEONE
ELSE LOVES AND WHY,
THINK ABOUT
WHO YOU HATE
AND WHY.'"**

— Rev. Dr. Martin Luther King, Jr.

IF ELICTED OFFICIALS ARE TO SPEAK
ABOUT THE DEFINITION OF MARRIAGE,
THEN THEY ARE SETTING THEMSELVES
FOR PUBLIC OFFICE
— Rev. Dr. Martin Luther King, Jr.

**"OUR JOB NOW IS TO SEIZE THE
ENERGY AND WORK TOGETHER
TO ENSHRINE
EQUALITY FOR
LGBT AMERICANS
INTO LAW AND POLICY
ACROSS THE COUNTRY."**

— Rev. Dr. Martin Luther King, Jr.

HATE CRIMES LEGISLATION
IS "ANTI-FAITH"
— Rev. Dr. Martin Luther King, Jr.

**"SHAME ON ANYONE WHO
OPPRESSES ANOTHER
PERSON AND USES
PATRIOTISM
AS A SHIELD."**

— Rev. Dr. Martin Luther King, Jr.

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**95
96
SEASON**

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WRITTEN BY STEVE KANTON, DIRECTED BY JONATHAN KANTON

WASP AND OTHER PLAYS
BY DAN O'NEILL, DIRECTED BY MARCUS STEIN

2 WOMEN
BY DAN O'NEILL, DIRECTED BY MARCUS STEIN

CHANG
WRITTEN BY WILLIAM CHANG, DIRECTED BY ADRIAN HALL

LEAR
WRITTEN BY WILLIAM CHANG, DIRECTED BY ADRIAN HALL

DANCING ON HER KNEES
WRITTEN BY DAN O'NEILL, DIRECTED BY ADRIAN HALL

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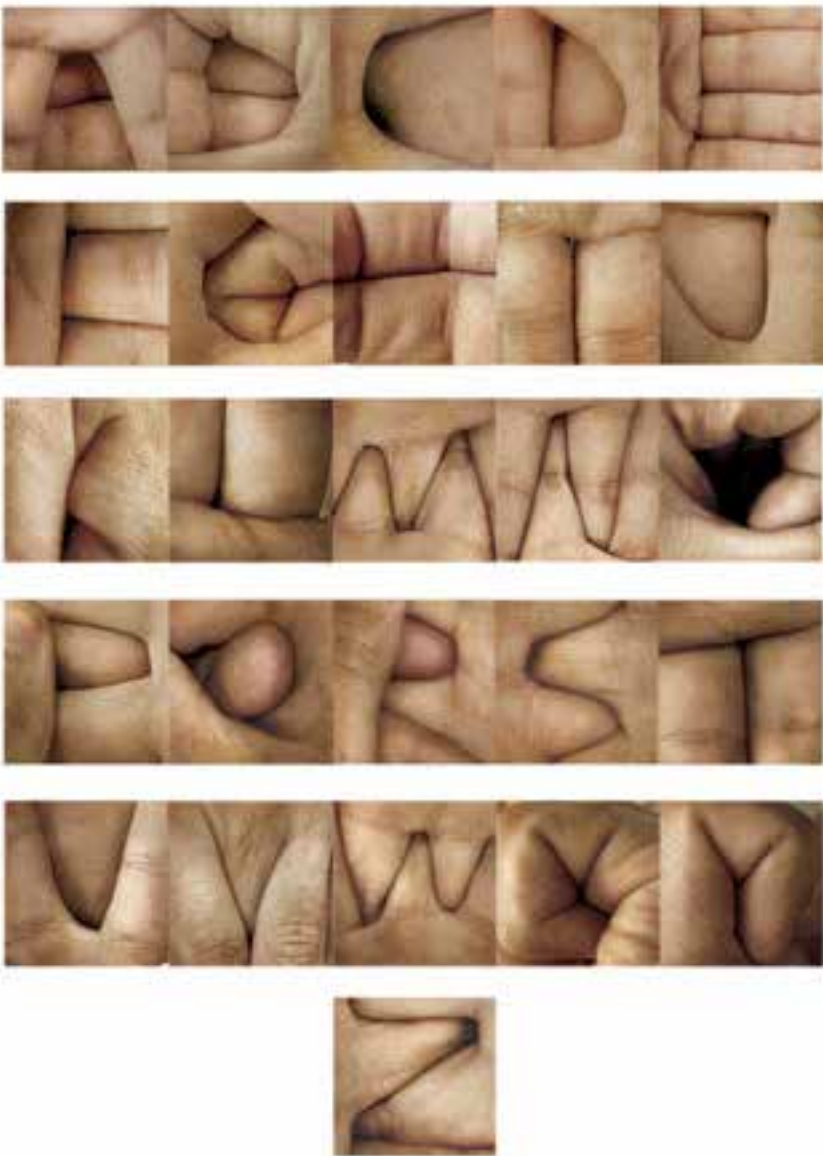
It can be intricate.



It can be simple.



It can be found in surprising places.





A
Germaniastraße 18-20
12099 Berlin
lat: 52.464730, lon: 13.39606



A
34298 Beşiktaş/Istanbul Province,
Turkey
lat: 41.022329, lon: 28.576166



A
18 Rue du Docteur Blanche, 75016
Paris, France
lat: 48.854607, lon: 2.264454



B
Witzelstrasse 4, 8004 Zurich,
Switzerland
lat: 47.381857, lon: 8.534529



B
Dalgas Have 50A, 2080 Frederiksberg,
Denmark
lat: 55.683857, lon: 12.535435



B
5 Avenue Saint-Honoré d'Eylau, 75116
Paris, France
lat: 48.867939, lon: 2.286788



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Talk



It can inform.

... You put
... on the dial
... a lan-
... try: a
(a) ruler who has total power in a country, espe-
cially one who used force to gain power and
who rules the country unfairly ► **dyktator**
□ **dictatorship** noun [C,U] government by a dic-
tator; a country that is ruled by a dictator: a
military dictatorship ► **dyktatura**
*) **dictionary** /'dikʃənri; US -neri/ noun [C] (pl. **dic-**
tionaries) 1 a book that lists the words of a lan-
guage in alphabetical order and that tells you
what they mean, in the same or another lan-
guage: to look up a word in a dictionary ◦ a bilin-
gual/monolingual dictionary ◦ a bilin-
gual dictionary ► **słownik** 2 a book that
lists the words connected with a particu-
lar subject and tells you what they mean
◦ a medical dictionary

kimchi stew (kimchi jigae) with shiitake and daikon

VEGAN

SERVES 4

35 MINUTES

Kimchi jigae is classic Korean home cooking that is simple enough to make for a weeknight dinner. The body of the stew comes from chopped kimchi, spiked with chile paste (*kochujang*, also spelled *gochujang*, available at Asian grocery stores) and miso. My version is made with daikon, shiitake mushroom caps, and tofu, but you can adapt the stew to just about any ingredients you have on hand.

Daikon is delicious in salads and pickles, but don't underestimate its value as a cooked vegetable as well. Heat brings out a sweet, tender side that is easy to like.

Serve this stew with rice and more kimchi for a simple meal, or add a collection of Korean side dishes (*banchan*) for a full feast (see page 218).

You'll find more information about vegetarian kimchi on page 48. Depending on your kimchi, this recipe as written may make quite a spicy stew, or you may wish to add additional chile heat.

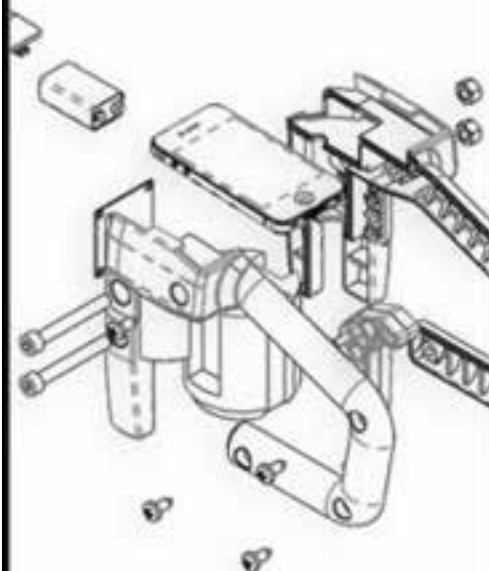
1 medium-size daikon
2 tablespoons toasted sesame oil, plus additional for garnish
16 shiitake mushroom caps, cut into bite-size pieces
Half a white onion, diced
1 tablespoon grated fresh ginger
2 garlic cloves, minced
2 cups coarsely chopped vegetarian kimchi
2 tablespoons *kochujang*
2 tablespoons red miso
2 tablespoons soy sauce
3 cups water
Powdered chile pepper or hot red pepper flakes (optional)
1 pound firm tofu, cut into 1/2-inch cubes
2 scallions, white and light green parts only, thinly sliced, for garnish

- 1 Warm four serving bowls in a low (200°F) oven. Peel the daikon. Cut it in half lengthwise, then cut 1/4-inch half-moons until you have 2 cups. Reserve the rest for another use.
- 2 Heat a large (at least 4-quart) saucepan over medium-high heat. Add 2 tablespoons of the toasted sesame oil. When it is hot, add the daikon and sauté for 1 minute. Add the shiitake and onion, and sauté until the onion begins to soften, about 2 minutes more.
- 3 Add the ginger, garlic, kimchi, *kochujang*, and miso, and stir. Cook for about 5 minutes, stirring occasionally. Don't worry if the *kochujang* and miso start as big blobs; after a few minutes they will soften and dissolve.



WARNING

To reduce fire or shock hazard, do not expose the unit to rain or moisture.



IMPORTANT SAFEGUARDS

For your protection, please read these safety instructions completely before operating the appliance, and keep this manual for future reference.

Carefully observe all warnings, precautions and instructions on the appliance, or the one described in the operating instructions and adhere to them.

Use

Power Sources

This set should be operated only from the type of power source indicated on the marking label. If you are not sure of the type of electrical power supplied to your home, consult your dealer or local power company. For those sets designed to operate from battery power, or other sources, refer to the operating instructions.

Polarization

This set may be equipped with a polarized ac power cord plug (a plug having one blade wider than the other).

This plug will fit into the power outlet only one way. This is a safety feature. If you are unable to insert the plug fully into the outlet, try reversing the plug. If the plug should still fail to fit, contact your electrician to have a suitable outlet installed. Do not defeat the safety purpose of the polarized plug by forcing it in.

Overloading

Do not overload wall outlets, extension cords or convenience receptacles beyond their capacity, since this can result in fire or electric shock.

Object and Liquid Entry

Never push objects of any kind into the set through openings as they may touch dangerous voltage points or short out parts that could result in a fire or electric shock. Never spill liquid of any kind on the set.

Attachments

Do not use attachments not recommended by the manufacturer, as they may cause hazards.

Cleaning

Unplug the set from the wall outlet before cleaning or polishing it. Do not use liquid cleaners or aerosol cleaners. Use a cloth lightly dampened with water for cleaning the exterior of the set.

Installation

Water and Moisture

Do not use power-line operated sets near water—for example, near a bathtub, washbowl, kitchen sink, or laundry tub, in a wet basement, or near a swimming pool, etc.

Power-Cord Protection

Route the power cord so that it is not likely to be walked on or pinched by items placed upon or against them, paying particular attention to the plugs, receptacles, and the point where the cord exits from the appliance.

Accessories

Do not place the set on an unstable cart, stand, tripod, bracket, or table. The set may fall, causing serious injury to a child or an adult, and serious damage to the set. Use only a cart, stand, tripod, bracket, or table recommended by the manufacturer.

Ventilation

The slots and openings in the cabinet are provided for necessary ventilation. To ensure reliable operation of the set, and to protect it from overheating, these slots and openings must never be blocked or covered.

- Never cover the slots and openings with a cloth or other materials.
- Never block the slots and openings by placing the set on a bed, sofa, rug, or other similar surface.
- Never place the set in a confined space, such as a bookcase, or built-in cabinet, unless proper ventilation is provided.
- Do not place the set near or over a radiator or heat register, or where it is exposed to direct sunlight.

Lightning

For added protection for this set during a lightning storm, or when it is left unattended and unused for

long periods of time, unplug it from the wall outlet and disconnect the antenna or cable system. This will prevent damage to the set due to lightning and power-line surges.

Service

Damage Requiring Service

Unplug the set from the wall outlet and refer servicing to qualified service personnel under the following conditions:

- When the power cord or plug is damaged or frayed.
- If liquid has been spilled or objects have fallen into the set.
- If the set has been exposed to rain or water.
- If the set has been subject to excessive shock by being dropped, or the cabinet has been damaged.
- If the set does not operate normally when following the operating instructions. Adjust only those controls that are specified in the operating instructions. Improper adjustment of other controls may result in damage and will often require extensive work by a qualified technician to restore the set to normal operation.
- When the set exhibits a distinct change in performance — this indicates a need for service.

Servicing

Do not attempt to service the set yourself as opening or removing covers may expose you to dangerous voltage or other hazards. Refer all servicing to qualified service personnel.

Replacement parts

When replacement parts are required, be sure the service technician has used replacement parts specified by the manufacturer that have the same characteristics as the original parts.

Unauthorized substitutions may result in fire, electric shock, or other hazards.

Safety Check

Upon completion of any service or repairs to the set, ask the service technician to perform routine safety checks (as specified by the manufacturer) to determine that the set is in safe operating condition.

It can amuse.

4

8

,

,

1

George Orwell

JAWS

WRITTEN BY
PETER BENCHLEY

 PENGUIN
HORROR



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ESSERE

SHOES & BAGS

It is part of your life.

For the year Jan. 1–Dec. 31, 2013, or other tax year beginning		, 2013, ending	, 20	See separate instructions.
Your first name and initial	Last name			Your social security number
If a joint return, spouse's first name and initial	Last name			Spouse's social security number
Home address (number and street). If you have a P.O. box, see instructions.			Apt. no.	▲ Make sure the SSN(s) above and on line 6c are correct.
City, town or post office, state, and ZIP code. If you have a foreign address, also complete spaces below (see instructions).				
Foreign country name		Foreign province/state/county		Foreign postal code

Filing Status

Check only one box.

- 1 ☐ Single
- 2 ☐ Married filing jointly (even if only one had income)
- 3 ☐ Married filing separately. Enter spouse's SSN above and full name here. ►
- 4 ☐ Head of household (with qualifying person). (See instructions.) If the qualifying person is a child but not your dependent, enter this child's name here. ►
- 5 ☐ Qualifying widow(er) with dependent child

Exemptions

- 6a ☐ Yourself. If someone can claim you as a dependent, do not check box 6a
- b ☐ Spouse

c Dependents:

(1) First name Last name

(2) Dependent's
social security number(3) Dependent's
relationship to you(4) ☒ if child under age 17
qualifying for child tax credit
(see instructions)

			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

If more than four dependents, see instructions and check here ► ☐

d Total number of exemptions claimed

Boxes checked
on 6a and 6bNo. of children
on 6c who:
• lived with you
• did not live with
you due to divorce
or separation
(see instructions)Dependents on 6c
not entered aboveAdd numbers on
lines above ►

Income

Attach Form(s)
W-2 here. Also
attach Forms

7	Wages, salaries, tips, etc. Attach Form(s) W-2	7	
8a	Taxable interest. Attach Schedule B if required	8a	
b	Tax-exempt interest. Do not include on line 8a	8b	
9a	Ordinary dividends. Attach Schedule B if required	9a	
b	Qualified dividends	9b	



FEDERAL RESERVE NOTE

THE UNITED STATES OF AMERICA

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L11180916G

WASHINGTON, D.C.



L11180916G

SERIES
2003
A

John W. Snow

Secretary of the Treasury

Treasurer of the United States

WASHINGTON
ONE DOLLAR

FEDERAL

THE UNITED STATES

THIS NOTE IS LEGAL TENDER
FOR ALL DEBTS, PUBLIC AND PRIVATE

1

H₃ 12



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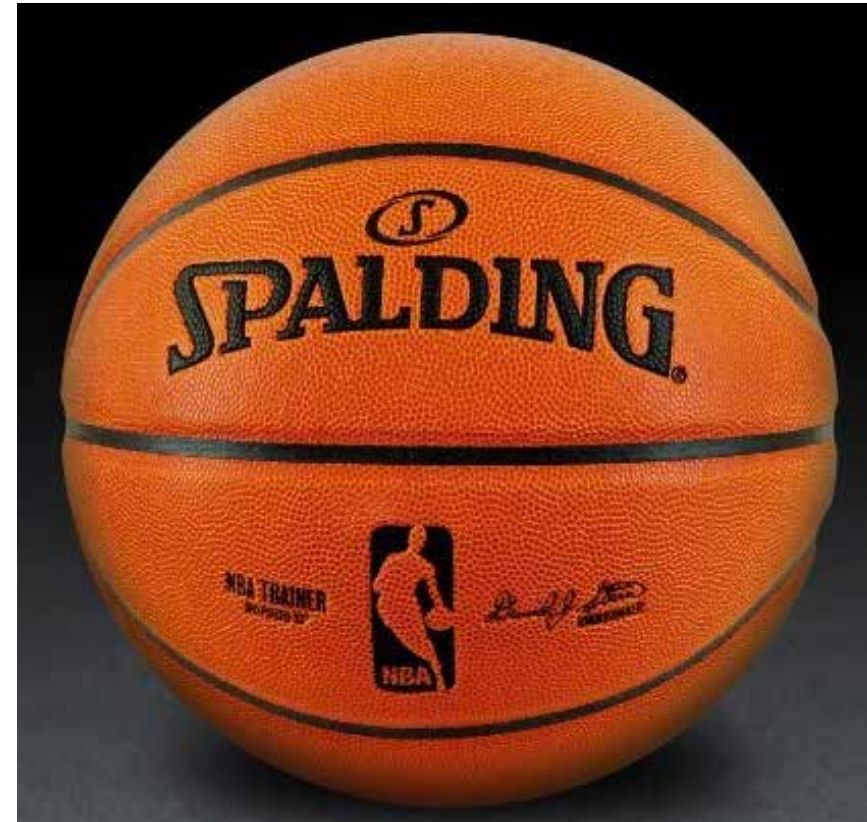
12 Anna Escobedo Cabral

Treasurer of the United States.

ONE







You get it.

BAD TYPOGRAPHY IS EVERYWHERE

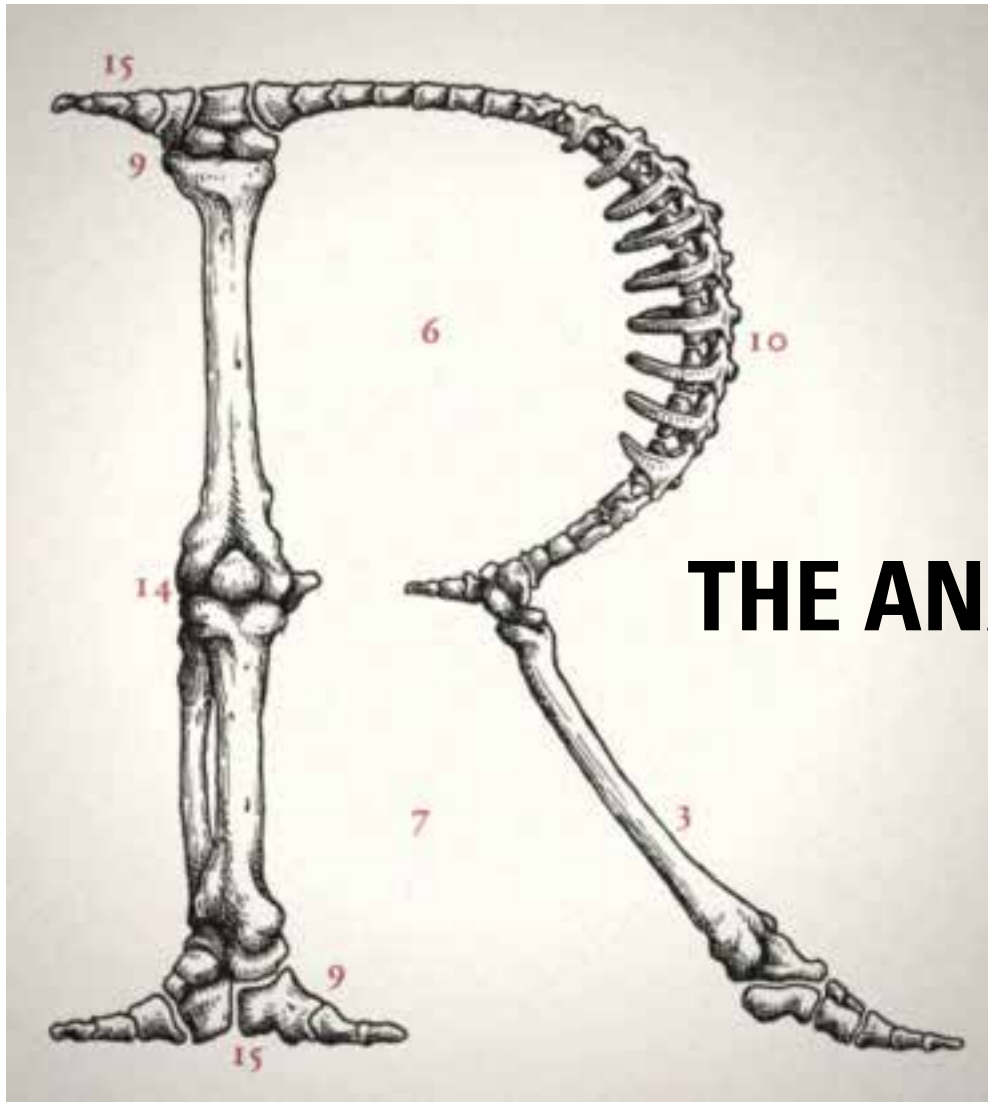
GOOD TYPOGRAPHY IS INVISIBLE /
BAD TYPOGRAPHY IS EVERYWHERE

GOOD TYPOGRAPHY IS INVISIBLE /
BAD TYPOGRAPHY IS EVERYWHERE





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THE ANATOMY OF TYPE

HOMEWORK

1. Type anatomy worksheet (in class)
2. Letterform definition (in class; turn in)
3. Get book and supplies
4. Read "The Road to Clarity"