

# TODAY

1. Print & turn in figure/ground
2. Logotype examples
3. Type personality
4. Word composition exercise
5. First project

Who am I?

Who am I?

Who am I?

# Are Some Fonts More Believable Than Others?

RECENTLY, ERROL MORRIS PULLED A COVERT EXPERIMENT ON READERS OF *THE NEW YORK TIMES*. THE RESULT? TYPEFACES CAN SWAY YOUR BELIEFS.

For every 1,000 respondents, almost five more people agreed with Deutsch's statement when it was written in Baskerville than they did when it was written in Helvetica.

# TYPOGRAPHY FOR LAWYERS

ESSENTIAL TOOLS FOR POLISHED & PERSUASIVE DOCUMENTS

BY MATTHEW BUTTERICK

FOREWORD BY BRYAN A. GARNER

2ND EDITION



<http://www.typographyforlawyers.com/>

# **TYPE PERSONALITIES**



**McSWEENEY'S**  
FULL TO BURSTING! FULL TO BURSTING! FULL BLOOD OF US ALL!

**THE PRESUMPTION OF GOOD WILL**

**NO. 9**

**DOUG DORST**  
JEFF GREENWALD  
A. M. HOMES

**GABE HUDSON**  
DENIS JOHNSON  
ROY KESSEY  
K. KVASHAY-BOYLE

**NATHANIEL MINTON**  
ELLEN MOORE  
VAL VINOKUROV  
W.T. VOLLMANN

**FRUST**  
THE GROWING PAIN

**HOLD**  
THE GROWING PAIN

TAKE: your aggression. QUESTION: your aggression. REMOVE IT: from the company of others. WALK WITH IT: in a forearmy place. ALONE? Yes, alone. LEAVE IT: under a great wide sky, expand, apart. DO NOT: bury it. DO NOT: live with it. NEVER: in your home. NOT: in your life. It is viral. It GROWS: like a shadow. WE MUST: carry it away.

**KNOW THEM. KNOW THEM. THEY CAN TALK! THEY CAN TALK!**

**CARRY IT. CARRY THEM**

**KEEP IT SWEET. DO NO HARM.**

**And yet: YOUR HARM IS OUR HARM**

**REMEMBERING!**

**WRAP YOUR ARMS!**  
TINY AND WEAK ATROPHYING BUT TIGHT

**REMEMBERING!**

**YOU MUST — REMEMBERING!**

**MORE FOR YOUR SAKE THAN THEIRS**

**EFFLORESCENCE**

**GEGENSCHNEIDEN**

**Do you sense it?**

**LATE SUMMER EARLY FALL 2002 WE WILL DO THIS YEAR**

**ISBN 0-9719047-5-8**  
9780971904750

**MEMBERSHIP IS EASY! CALL 212-260-2400**

**THE BRITISH VENUS**

**BRING IN 'DA NOISE, BRING IN 'DA FUNK**

**AND OTHER PLAYS**

**WASP 2 WOMEN**

**CHANG FRAGMENTS**

**LEAR**

**DANCING KNEES**

**THE SKRIKER**

**WAKEUP CALL**

**MEMBERSHIP IS EASY! CALL 212-260-2400**

**95 96 SEASON**

**212-260-2400**  
425 LAFAYETTE STREET

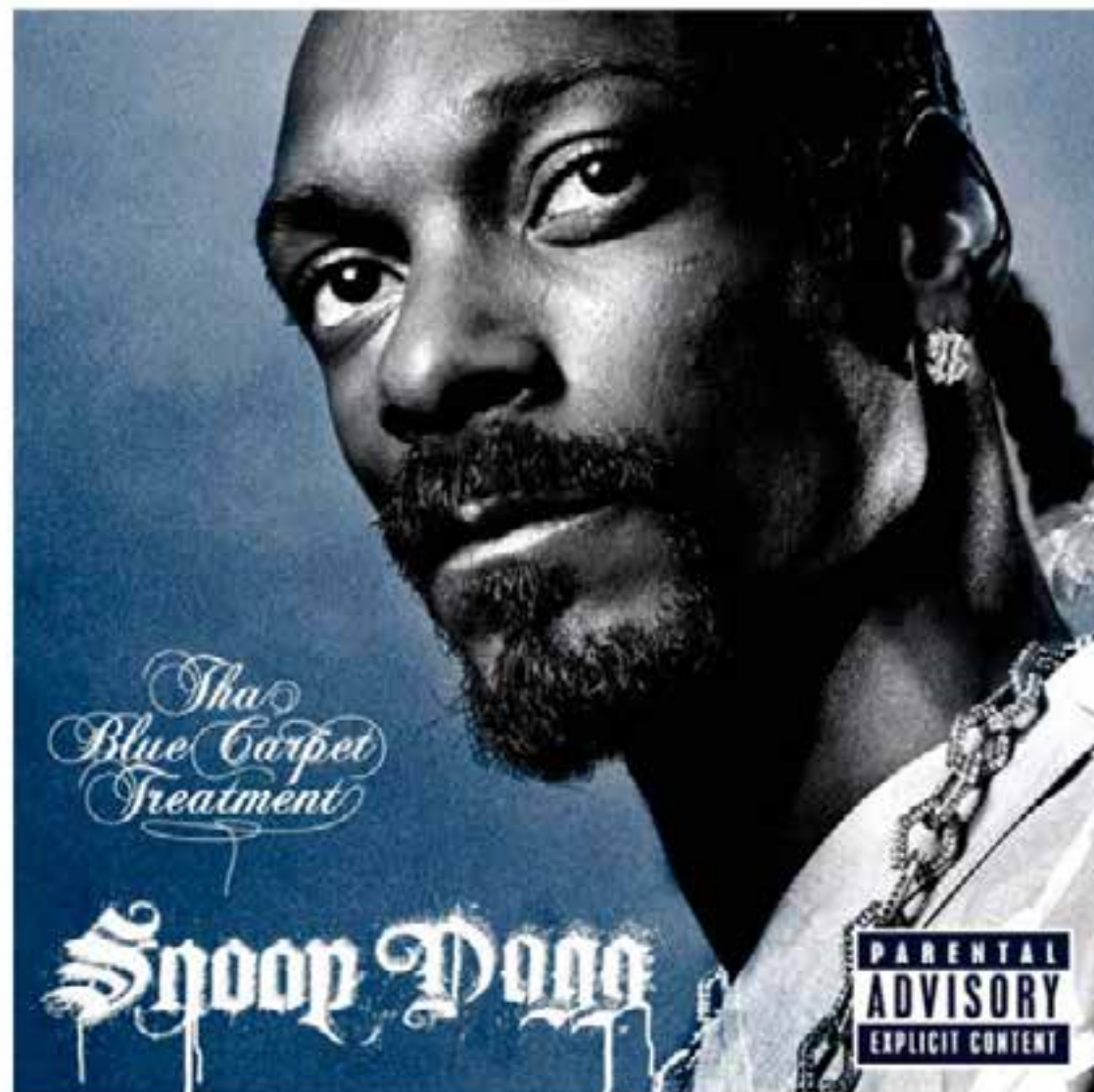
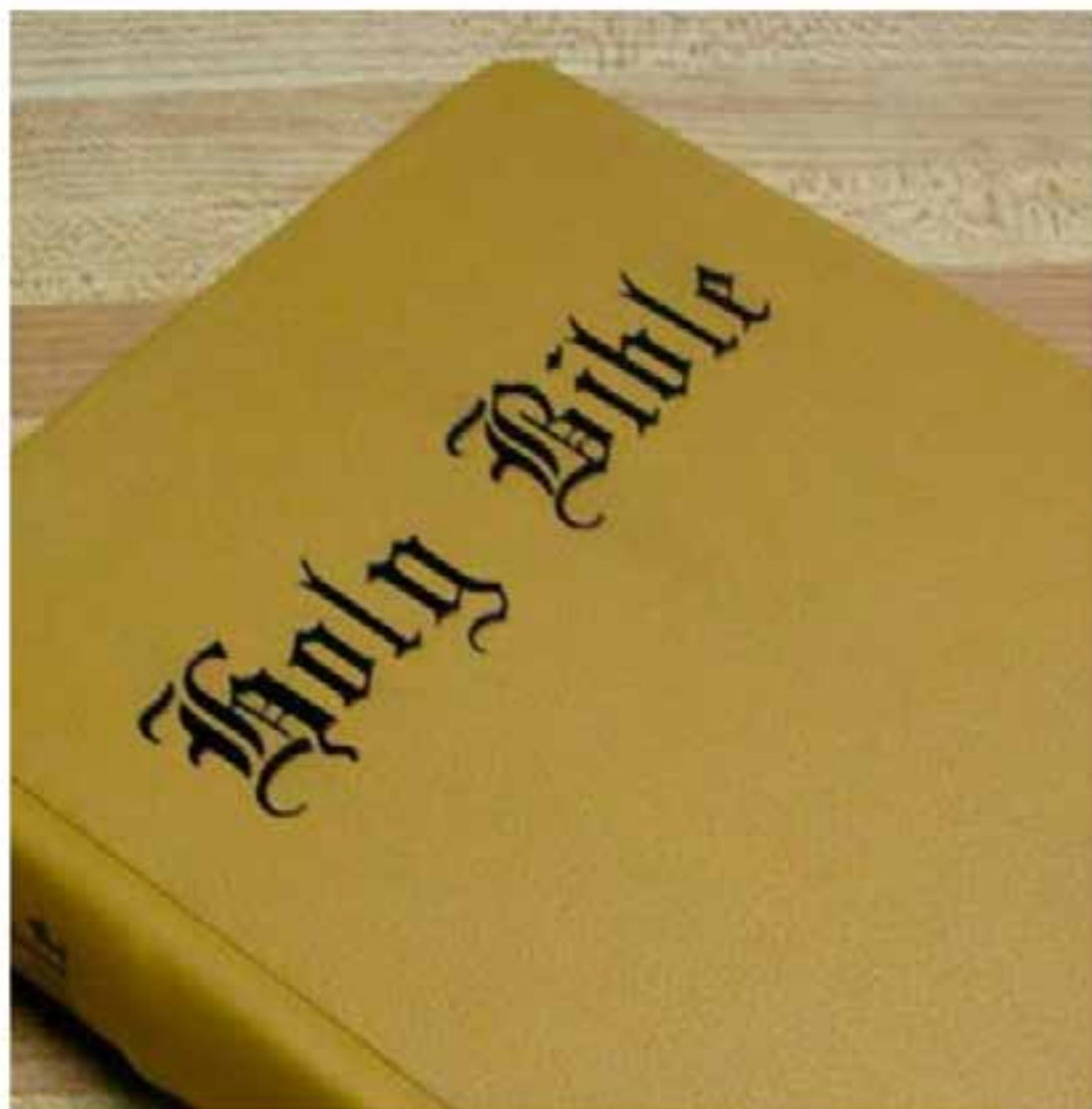
**SPECIAL ADD-ON PRODUCTION**

**FEATURING**

**MEMBERSHIP IS EASY! CALL 212-260-2400**

Who am I?



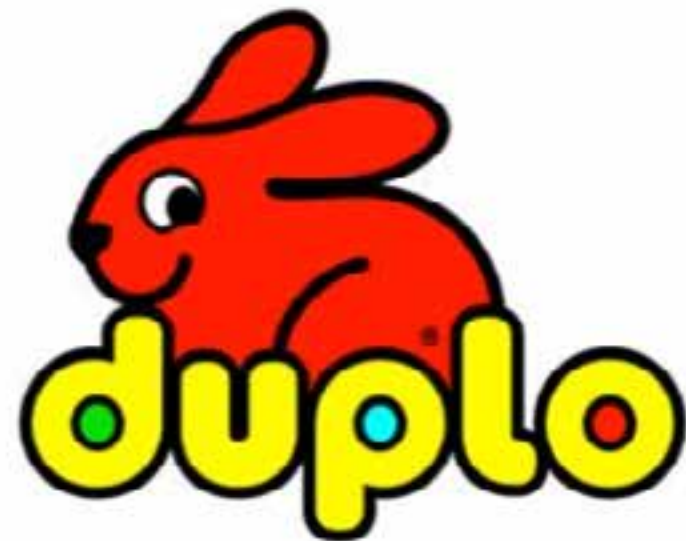




**EXPRESSING EMOTION**

**WE WANT A FUN LOGO**

*How Fun!*



**WE ARE ORGANIC/HEALTHY**



organic

WHOLE  
FOODS  
MARKET



plum market®

door to door  
organics



**WE WANT IT TO LOOK EXPENSIVE**

**GUCCI**

**VERSACE**

TIFFANY & Co.

**BENTLEY**

**ROLEX**

GIORGIO ARMANI



**WE ARE DIFFERENT**

different

different

**Families**  
A READERS DIGEST  
PUBLICATION

MARRIAGE

MOTHER  
CHILD

other interesting typographic  
solutions with personality

Herb Lubalin

Typography

typography

*typography*

TYPOGRAPHY



Typography

*typography*

typography

TYPOGRAPHY

TYPOGRAPHY

*typography*

typography

TY P*ography*

**EXIT**



H ~ R I Z O N



**VAN GOGH**  
H

**ELEVATOR**

# HOMEWORK

1. Word composition (end of class)
2. Logo concepts for critique on Wednesday
3. Journal entry: Expressive typography