



**Typography**  
**(420-TYP-ID)**

**Class 01**

# Typography: linguistic and aesthetic

When is a heavy weight of advertising bound to fail? Is the smartest advertiser the one with the biggest budget? If you look at the history of advertising you will observe the following facts. There are advertisers who slackened or weakened their efforts (sometimes at critical times) and the results can be seen in the forgotten trademarks of the past. On the other hand, there are advertisers who mounted massive advertising campaigns—costing many millions of dollars—who have failed to increase their sales. The question of the advertising appropriation should always be preceded by these questions: Do I have an idea which will sell my product? Has my agency been thorough enough to arrive at a sound selling strategy and ingenious enough to express it in an arresting and interesting way? If the answers to these questions are "yes," advertising tonnage can be regarded as an investment instead of an expense. Everything depends on the idea. Ideas sell products because—people buy ideas.

YOUNG & RUBICAM • ADVERTISING

# Typography: characters to be read

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## SOME PERSONAL LETTERS OF HERMAN MELVILLE

The readers of *Typee* therefore can imagine, and will share, our surprise, at hearing that here in Buffalo, is a credible witness of the truth of some of the most extraordinary incidents narrated in the book. Toby, the companion of Mr. Melville in the flight from the whale ship and whom in his book he supposes to be dead, is now living in this city, following the business of a house and sign painter. His father is a respectable farmer in the town of Darien, Genesee Co. We received from Toby this morning the subjoined communication. His verbal statements correspond in all essential particulars with those made by Mr. Melville respecting their joint adventures and from the assurances we have received in regard to Toby's character, we have no reason to doubt his word. His turning up here is a strange verification of a very strange and as has been hitherto deemed an almost incredible book:

“To the Editor of the Buffalo *Commercial Advertiser*:

“In the New York *Evangelist* I chanced to see a notice of a new publication in two parts called “*Typee, a residence in the Marquesas*” by Herman Melville. In the book he speaks of his comrade in misfortune “Toby” who left him so mysteriously and whom he supposed had been killed by the Happar natives. The Evangelist speaks rather disparagingly of the book as being too romantic to be true, and as being too severe on the missionaries. But to my object: I am the true and veritable “Toby” yet living, and I am happy to testify to the entire accuracy of the work so long as I was with Melville, who makes me figure so largely in it. I have not heard of Melville, or “Tommo,” since I left him on the Island, and likewise supposed him to be dead; and not knowing where a letter would find him, and being anxious to know where he is, and to tell him my “yarn” and compare “log” books, I have concluded to ask you to insert this notice, and inform him of my yet being alive and to ask you to request New York, Albany, and Boston papers to publish this notice so that it may reach him. My true name is Richard Greene, and I have the scar on my head which I received from the Happar spear and which came near killing me. I left Melville and fell in with an Irishman who had resided on the island for some time and who

434

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-435-

## Typography: characters to be viewed

POVERTY

# Typography: page layout techniques

## Typography: content hierarchy

**HIERARCHY**  
LETS THE READER KNOW  
WHERE TO LOOK FIRST.

## Typography: contributes to brand image

*Coca-Cola*

*Ballantine's*

*MailChimp*

**NASA**

**Google**

**BRAUN**

*Kellogg's*

*Instagram*

*Persol*<sup>®</sup>

**logitech**

*Massimo Dutti*

**stripe**

# Typography: can be used to grab attention

In truth, we know our magazine isn't for most people. It's a magazine that aspires to engage readers in thoughtful, intelligent discussions important to Canadians. Discussions that go beyond the sound bites of 24-hour news channels, text messaging shorthnd, or 140-character tweets. But please do follow us on Twitter :)

*The Walrus* is a magazine that takes its time to investigate stories.

Our goal is to say it best, not first. It's why we're Canada's best magazine you've probably never read. Now, if you've read all the way up to this point and reading isn't something you would normally do, our apologies. To make it up to you, here's a word of the day for your personal growth—subversive: seeking or intending to subvert an established system or institution.

If you'd like to learn even more, you can subscribe at [walrusmagazine.com](http://walrusmagazine.com). If attention span short, follow @walrusmagazine.

# IT'S PROBABLY NOT FOR YOU.

Thoughtful Intelligent Canadian

THE WALRUS



## Typography: emotional charges and moods

*You'll always be mine...* 

**YOU'LL ALWAYS BE MINE...** 

# Typography: emotional charges and moods



## Typography: emotional charges and moods



## Typography: emotional charges and moods



# Typography: type families (typefaces)

A roman typeface (Garamond old style)

A sans serif typeface (Helvetica)

**An Egyptian typeface (Stymie condensed)**

A script typeface (Apple chancery)

A blackletter typeface (Old English)

A monospaced font (Courier)

Dingbats (Zapf dingbats):

❖□☆\*\*\*■▶↗⑩✳✚★★❖★✳☞✚

# Typography: usage and tradition (front matter)

**BOOK TITLE**

**Author Name**

**Publisher**

LOGO

**ALSO BY**

**Author Name**

**BOOK TITLE**

**Author Name**

**Publisher**

**Publisher Info**

- Publisher Name
- Publisher Address
- Book Edition
- Copyright
- Catalog-in-Publication Data
- ISBN
- Disclaimer
- Jacket Designer

**Table of Contents**

**And/Or**

Acknowledgements  
Foreword  
Dedication

**BOOK TITLE**

# Typography: physiological needs

TEMPERATURE  
29 MAX DAY | 20 MAX NIGHT | 65% HUMIDITY

BRINGING BANGALORE BACK TO YOU!

2 PAGE MAID IN INDIA  
Raw deal for domestic help

3 PAGE CITIZEN SPEAK  
Couple, police battle it out on Facebook

3 PAGE INTERVIEW  
SANTOSH PADMANABHAN

SHORT TAKES

Modi for State in August or September

**BANGALORE:** The Bharatiya Janata Party's Election Committee chief Narendra Modi is set to visit the State in August or September to review the State party's preparations for the Lok Sabha elections. Karnataka is said to be one of the priority States for him as it is the only southern State where the party has a strong presence. Page 6

**BHARAT SANCHAR NIGAM BOARD**  
Customer Service Centre  
Franchisee: 1800 102 5295  
Offer on DATA packs  
Customer Service Centre  
Franchisee: 1800 102 5295  
SMS DATA30 to 5295

**Khurshid to visit Iraq**  
NEW DELHI: External Affairs Minister S. M. Krishna will begin a two-day visit to Iraq on June 19. He will hold talks with top Iraqi leaders on issues of mutual interest, including oil imports. Mr. Khurshid will meet his Iraqi counterpart Hisham Zebard and discuss bilateral, regional and international issues.

**Cabinet reshuffle today**

**NEW DELHI:** The much-awaited reshuffle of the Union Cabinet will take place on Monday, ahead of which C.P. Joshi and his team will be present. Their resignations were accepted on Sunday. Both Joshi and Makar had handed over their resignations last night. Their resignations were accepted by President Pranab Mukherjee with immediate effect, a Rashtrapati Bhawan communique said. The reshuffle will take place tomorrow evening, a Rashtrapati Bhawan spokesperson said.

**Ratan Tata is chief adviser to AirAsia**

**NEW DELHI:** The low-cost carrier AirAsia announced on Sunday that industry leader Ratan Tata would serve as chief adviser to

INVESTIGATION

## Mining scam keeps getting bigger

Loss to exchequer from illegal mining at least eight times more than estimated in Lokayukta report

MINING SCAM

Siddipto Mondal

**BANGALORE:** The epic proportions of the illegal mining scam that was uncovered by the Karnataka Lokayukta in its July 2011 report have just one act of a much larger, more complex and multi-layered drama.

The new information suggests that the dominant narrative of the miners' money, that illegal mining is a political game-changer that sent the powerful to jail and catalysed a major change in the state is just one part of the mining story.

A six-month-long investi-

gation by *The Hindu*, with help from local blowers in the Railways, the Karnataka Commercial Taxes Department and the CBI, points to losses to the state exchequer in January 2006 and December 2010 that are, at the very least, Rs 1 lakh crore or eight times the estimated figure given in the Lokayukta report. The Lokayukta, and others, said that the State lost Rs 2,000 crore in Commercial Taxes.

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A six-month-long investi-

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A six-month-long investi-

CONTINUED ON PAGE 7

MORE DIRT

Karnataka

BELLARY

35 CRORES

WORTH IRON ORE SHIPPED

12 CRORES

ACCORDING TO LOKAYUKTA

1 lakh CRORES

TOTAL WORTH OF TRANSACTION

2,000 CRORES

VAT LOSS

THE KINGPIN

G. Janardhan Reddy, alleged kingpin in the mining scam, is now in jail

CONTINUED ON PAGE 7

BRINGING BANGALORE BACK TO YOU

WHY, you might ask. After all, Bangalore has known *The Hindu* for its credible, fearless and unfettered journalism.

For never dumbing down. For vanguard journalists that brings the world to your doorstep every morning and beams Bangalore across the globe.

But Bangalore has evolved, and so have we.

So we bring Bangalore back to you.

To the old-time Bangaloreans stumped by the explosive growth of this once quiet town. The techie searching for an identity in an alien city. The expatriate who part of India or the world that has made this cosmopolitan metropolis its home. The fleeting visitor marvelling at the high-tech skyline. The 'prodigal' child of the city who has come home.

Starting today, we bring the city back to you in a chic new design with a fresh clutch of content – sharp images and news and new columns in the main edition and a crosses-and-mains neighbourhood view of your locality in Bangalore Local, our weekend special.

And as we bring you the hyper-local news edition, our national segments continue to get stronger. In-depth and image-rich sports, including soccer from around the world; business and science coverage; and political analysis from India and South East Asia to our already impressive list of foreign bureaus that included the US, the UK, France, Russia, Africa, West Asia, Pakistan, Nepal, Thailand, Japan and China. No other English-language paper in India has more overseas correspondents than *The Hindu*.

To begin with, National Technical Research Organisation (NTRO), which has been unshakably present from its gumpet airfield in Hyderabad to support State police and Central armed police forces fighting on the ground, will start executing UAVs (unmanned aerial vehicles) about 20 hours of flying this month-end.

Another important tactical improvement to the anti-Naxal operations would be introduction of at least two more UAVs by the Central Reserve Police Force (CRPF) to the current strength of around 10 UAVs being operated by the NTRO.

CONTINUED ON PAGE 7

Timeline of the Mining saga

2001 TO 2003: Bellary produces more than 25 million tonnes of iron ore

MARCH 2007: EPL (JD (S)) coalition government orders Lokayukta probe into illegal mining

JULY 27, 2011: Lokayukta submits its report to the government

AUGUST 01, 2011: G.S. Yeddyurappa resigns as Chief Minister

OCTOBER 15, 2011: Yeddyurappa surrenders in court, sent to jail

SEPTEMBER 5, 2012: Bellary's illegal mining kingpin G. Janardhan Reddy arrested

THE KINGPIN

G. Janardhan Reddy, alleged kingpin in the mining scam, is now in jail

CONTINUED ON PAGE 7

UAVs to log more hours to counter Maoists

Special Correspondent

**NEW DELHI:** Amid growing concerns over increasing casualties in the Naxal heartland, the Union Home Ministry has drawn ambitious plans to unleash the power of unmanned aerial vehicles (UAVs) to assist security forces fighting Maoists deep inside jungles and remote locations.

Comparing the question papers of 2012 and the one given on Sunday, he said, "It is a very good paper." Mr. Gowda said the only difference between all the 180 multiple-choice questions being the same as last year's (2011) GETT, the Technical Students' Federation (TSF) is now demanding a re-examination.

"It is a very good paper," said Mr. Gowda, State president of TSF, which exposed the Karnataka Examinations Authority (KEA) 'goft' marks.

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CONTINUED ON PAGE 7

**Su-Kam**  
Ek nayi soch

When I take over, Electricity bills take off!

Hi! I am Brainy and I harness solar energy to power your homes and offices, thus, reducing hefty electricity bills. My built-in 'Artificial Intelligence' uses solar power to charge the battery of the Power Conditioning Unit as well as

shutting off the load.

We follow our basic principles and whatever happens I am not worried about the consequences," said a defendant Mr. Kumar, who did not utter Narendra Modi's name till he last minute.

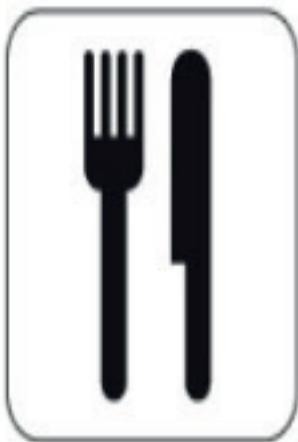
He blamed "external interference" for the souring of relationship, accusing the JD (S) central leadership of meddling in Bihar's affairs. "Till the JD's concerns were limited to Bihar there was no problem. The coalition with the Congress and the JD (S) stand was not clear. We too have to run a party which has its own ideology. If we don't read the writing on the wall we will be stunned."

Mr. Kumar will be the first to admit that the JD (S) has not been able to form a government in Bihar. The JD (S) has indicated no interest in staking claim to form State government.

\* Focus on Lok Sabha elections and JD (S)'s nationwide alliance prospects

CONTINUED ON PAGE 7

## Typography: pictographs



## Typography: ideographs



# Genesis of characters: early stage of writing



## Genesis of characters : Cuneiform



# Genesis of characters: Cuneiform

3000 BC	2800 BC	2500 BC	1800 BC	600 BC	<u>Transliteration</u>
					an (god, heaven)
					ki (earth)
					lu (man)
					sal (woman/female)
					kur (mountain, land)

# Genesis of characters: Cuneiform

original pictograph	pictograph in position of later cuneiform	early Babylonian	Assyrian	original or derived meaning
				bird
				fish
				donkey
				ox
				sun, day
				grain
				orchard
				to plow, to till
				boomerang, to throw, to throw down
				to stand, to go

## Genesis of characters : Babylonians cylinder seal



## Genesis of characters : Egyptians (hieroglyphs)



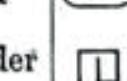
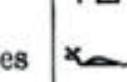
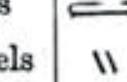
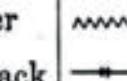
# Genesis of characters : Egyptians (hieroglyphs)



# Genesis of characters : Egyptians (hieroglyphs)

	A		F		S
	I/A		M		SH
	Y		N		K/Q
	Y		R		K
	A		H		G
	W/U		H		T
	W/U		KH		CH
	B		KH		D
	P		S		J

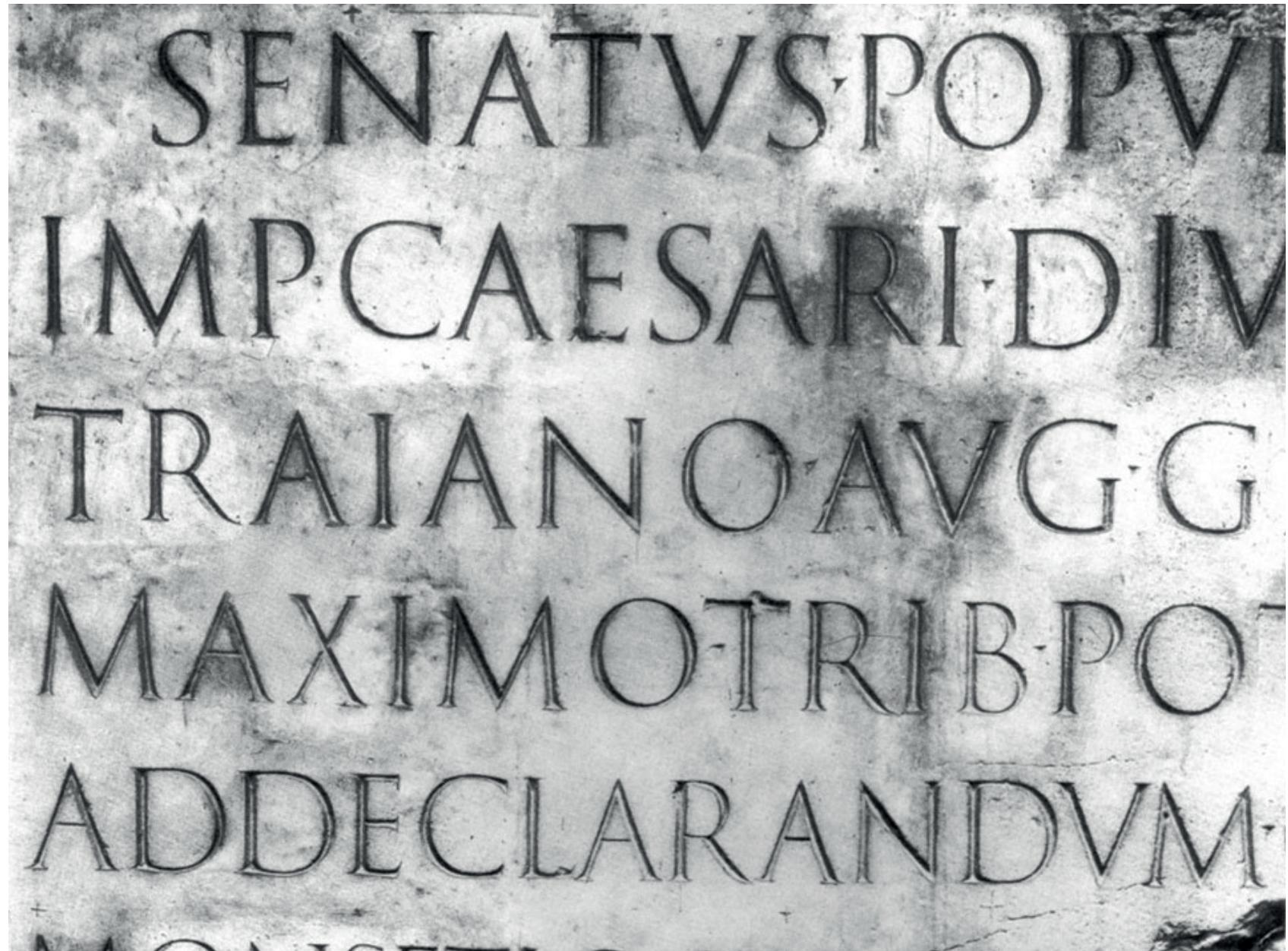
# Genesis of characters: evolution of alphabet

Values	EGYPTIAN		SEMITIC	LATER EQUIVALENTS		
	Hieroglyphic	Hieratic.		Greek	Roman	Hebrew
<i>a</i>	eagle				<b>A</b>	<b>A</b>
<i>b</i>	crane				<b>B</b>	<b>B</b>
<i>k (g)</i>	throne				<b>C</b>	<b>ג</b>
<i>t (d)</i>	hand				<b>D</b>	<b>ד</b>
<i>h</i>	mæander				<b>E</b>	<b>ה</b>
<i>f</i>	cerastes				<b>F</b>	<b>ו</b>
<i>z</i>	duck				<b>Z</b>	<b>ז</b>
<i>χ (kh)</i>	sieve				<b>H</b>	<b>ח</b>
<i>θ (th)</i>	tongs				...	<b>ת</b>
<i>i</i>	parallels				<b>I</b>	<b>ו</b>
<i>k</i>	bowl				<b>K</b>	<b>כ</b>
<i>l</i>	lioness				<b>L</b>	<b>ל</b>
<i>m</i>	owl				<b>M</b>	<b>מ</b>
<i>n</i>	water				<b>N</b>	<b>נ</b>
<i>s</i>	chairback				<b>S</b>	<b>ס</b>

# Genesis of characters: Greek alphabet

Greek Letter		Name	Equivalent	Sound When Spoken
A	α	Alpha	A	al-fah
B	β	Beta	B	bay-tah
Γ	γ	Gamma	G	gam-ah
Δ	δ	Delta	D	del-tah
Ε	ε	Epsilon	E	ep-si-lon
Ζ	ζ	Zeta	Z	zay-tah
Η	η	Eta	E	ay-tay
Θ	θ	Theta	Th	thay-tah
Ι	ι	Iota	I	eye-o-tah
Κ	κ	Kappa	K	cap-ah
Λ	λ	Lambda	L	lamb-dah
Μ	μ	Mu	M	mew
Ν	ν	Nu	N	new
Ξ	ξ	Xi	X	zzEye
Ο	ο	Omicron	O	om-ah-cron
Π	π	Pi	P	pie
Ρ	ρ	Rho	R	row
Σ	σ	Sigma	S	sig-ma
Τ	τ	Tau	T	tawh
Υ	υ	Upsilon	U	oop-si-lon
Φ	φ	Phi	Ph	figh or fie
Χ	χ	Chi	Ch	kigh
Ψ	ψ	Psi	Ps	sigh
Ω	ω	Omega	O	o-may-gah

## Genesis of characters : Latin alphabet



## Genesis of characters : Rustic capitals

HOC RUGOSIS ILLI HOC IGNIS QU  
QUID PRIMUM DE SIRIA QUAE RARCO  
CARTHAGO NOVA ILLI QVATYROS ILLAM  
SERVAVIT MORIENS ILLADIMMELADE  
IDEM ALIAS FERODOLORA DQ ILLA  
HIS ITAM SIRUXIMANIB CANTRIO SQ  
UOCEDIESSICILUTROS ITA CRUDILIS AI  
EXSTINXIT ILLI MQ SOROR ET POPULUM C

## Genesis of characters : Uncial & Half Uncial

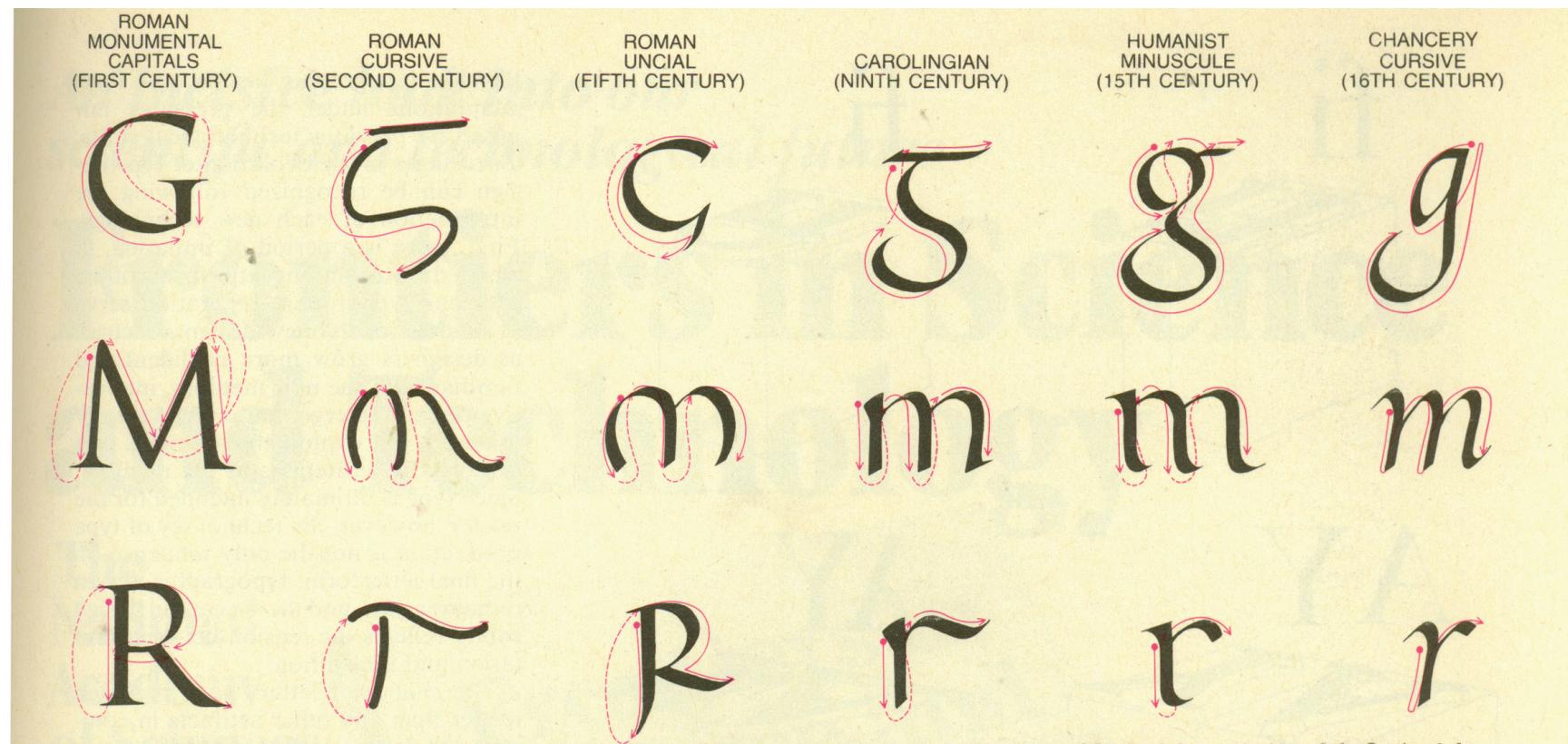
**Uncial**

ΑΔΕΗΜΦΨΣΝΛΡ

**Half uncial**

αβcδeфghмnoрqр

# Genesis of characters: Cursive (and evolution of characters)



# Genesis of characters: Codex



# Genesis of characters : various scripts in Europe

rię beatitudinę;  
asti. nosq; pia infi-  
sti. quib; obseruat  
omnib; liberemu-  
cationib; tuis om-  
currentur. et rem  
na proueniant. f  
qui conspiciſ omn  
estatu. interiuſe

Carolingian script

“mille arietum con-  
ne mens uite ab  
Sequitur. xxvii  
PTEREA ME  
t pater. quia ego  
am meam. & iteri  
meam. Quid au-  
me pater diligit.  
z ut resurgam. C  
io enim nondum

Pregothic script

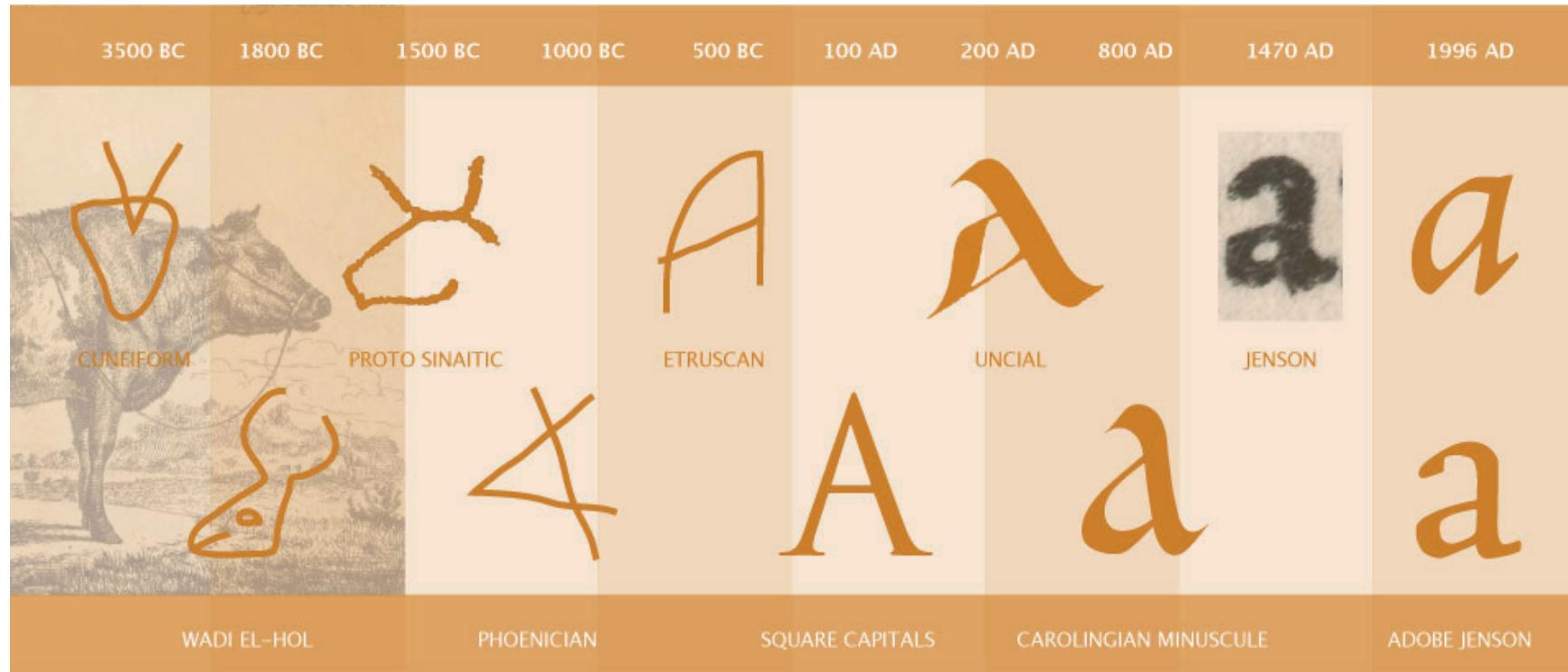
TM IMPRE II  
Et foliū cī non  
uict. nō om̄ia q̄cū  
niet pſperabūt  
oniſic impri  
ſtanq̄n plū

Gothic script

## Genesis of characters : Roman alphabet

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 À  
Å É Í Ó Ü 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 à å é í õ ø ü  
& 1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ? )

# Genesis of characters: evolution to Roman alphabet



Readability : Words are recognized, not read

**Uppercase**

**UPPERCASE**

Readability: Words are recognized, not read

Do yuo fnid tihs  
smilpe to raed?  
Bceuase of the  
phaonmneal pweor  
of the hmuau mnid,  
msot plepoe do.

# Importance of layout: novel

AVOGADRO CORP

hardwood desk and leather chairs. It was more than a small step up from the plastic and fabric in the normal conference rooms.

David took some comfort in the ritual of getting coffee. He poured two raw sugars into a steaming mug and smiled at the lavishly-stocked buffet containing everything from tea and juice to breakfast pastries and lunch foods. Avogadro was an egalitarian, geek-culture company, but top executives had their perks.

Still no one had arrived, so he wandered around the room admiring the view. The dominant feature was the Fremont Bridge over the Willamette River. In the foreground, loft buildings dotted the Pearl District and, to the right, taller structures marked Portland's downtown. Directly to the east, close to where the upper slopes of Mount Hood lost themselves in dense cloud, the early morning sun broke through a rent in the overcast, sending shafts of light to paint the city orange and rose. He was just wondering if he could see his own house in northeast Portland when he heard a welcoming "Hello David."

Sean Leonov entered alongside a tall, dark-haired man, whom David at once recognized from photos and articles: Kenneth Harrison, Avogadro's other cofounder, respected throughout the company. Sean shook David's hand and introduced them.

Other senior vice presidents started to file in, and Sean briefly introduced each in turn. David shook hands or gave nods as appropriate, his head swimming with names and roles.

For a few minutes, a cocktail party atmosphere reigned as people grabbed food and coffee and socialized. They gradually took seats, arranging themselves in something resembling a pecking order around Sean and Kenneth. One seat at the head of the table was conspicuously empty.

When the bustle of arriving attendees died down, Sean stood. "I've already introduced you to David Ryan, the lead for the ELOPe

WILLIAM HERTLING

project. I hired David two years ago to prove the feasibility of a radical new feature for AvoMail. He's done an incredible job, and I invited him here to give you a look at what he's developed. Prepare to be amazed."

"Thank you, Sean," David said, walking to the front of the room. "Thanks, everyone, for coming."

He thumbed his phone to project his first slide, a black and white of a secretary leaning over a typewriter. "One of the early corrective technologies was Liquid Paper," he said, to chuckles from the audience. "Highly innovative in its own time, it allowed typists to reduce the rework associated with correcting an error. But correction fluid was nothing compared to the spellchecker, a tool that both detected and corrected errors automatically." In the background, the slide changed to a photo of a man using a first-generation personal computer.

"Years later, as processing power increased, grammar checkers were invented. First generation software detected only trivial mistakes, but later versions evolved to both detect and fix a wide range of problems including purely context-dependent issues. These corrective technologies started out in word processors and gradually worked their way throughout the whole suite of communication tools from presentation editors to email." He paused, enjoying the storytelling.

David focused his attention on one executive at a time, making eye contact with them before he moved to the next. "Today, the standards of business communication have changed. It's not enough to have a grammatically checked, correctly spelled email to be an effective communicator. You must intimately know what your recipients care about and how they think in order to be persuasive, using the right mix of compelling logic, data, and emotion to build your case."

# Importance of layout: poetry

Agnosto 2013

The deer antler spray must be working  
because my Christ complex is on  
the wane. My wonder is back. The Pope is  
retiring and I wonder if he's still  
infallible if he leaves the toilet seat up  
in his new rooms in the convent.

If I were a Scientologist, I would be working  
in Tom Cruise's garden and going clear.

The color of Beyoncé's skin is beatific. I have  
never seen anything so beautiful. There  
needs to be a new crayon called "Beyoncé"  
so I can buy the 64-pack with the sharpener  
and color all day long. I'll put on  
Leonard Cohen and hold that crayon  
like a crucifix.

When John Brown reached the scaffold  
he said, "This is a beautiful country. I never  
had the pleasure of seeing it before," as he  
gazed over the valleys of Virginia. And  
what of the wonderful vistas seen by the pilots  
on the clear-as-crystal morning of 9/11? Or the  
jumpers from the Towers?

And then the Tsarnaev brothers bomb the Boston Marathon.

If I believe again  
I will blame it on you.

The Tree

Early one morning  
an Amsterdam city worker  
will drive his truck  
to 263 Prinsengracht Street.  
He'll take his chainsaw  
and cut a wedge-shaped  
piece of wood from the base  
of the chestnut tree  
that is now over  
a hundred years old  
and blighted (the tree may  
creak in the wind).

He may not even notice  
the attic window  
where Anne Frank gazed  
down on the tree.

He'll tie a rope around  
the trunk and pull  
it down. The whole operation  
won't take more than  
half an hour  
not counting the wood chipping.

# Importance of layout: newspaper

THE GW HATCHET

NEWS

August 29, 2013 • Page 3

September 3, 2013 • Page 3

## New alcohol policy could kick up costs for student groups

JEREMY BARNHORN  
Assistant News Editor

Student organizations would be required in different areas to obtain permits to host events under a new proposed alcohol policy, which would increase costs for student groups and impose restrictions on their events.

Students and administrators this month explored a new policy for alcohol events at the university, including a key part of the proposed policy that would force groups to obtain permits to host events with bartenders and require both students and staff to buy their own alcohol drinks.

The new alcohol policy is expected to come within the next week after a faculty vote on the university's new alcohol policy.

White

While administrators and faculty members had been told that the proposed policy would not affect the university's legal liabilities, some are questioning whether it would cause financial challenges.

Alfredo Janda, the Center for Alcohol and Other Drug Abuse and Prevention, said the proposed policy would force groups to obtain permits to host events with bartenders and require both students and staff to buy their own alcohol drinks.

The new alcohol policy is expected to come within the next week after a faculty vote on the university's new alcohol policy.

White

## Typefaces (examples)

**Aachen**

American Type

AvantGarde

Arial

**Arial Black**

**BANKGOTHIC**

**Bauhaus**

**BOSTON TRAFFIC**

*Brody*

*Brush Script*

Century Schoolbook

**Comic Sans**

**Cooper**

COOPERPLATE

Courier New

*Edwardian Script*

**Futura**

Garamond

**Helvetica**

**Impact**

**Myriad Pro**

*Murray Hill*

**Old English**

Papyrus

PLAZA

**Serpentine**

**Sistemas**

**STENCIL**

**TOP SECRET**

TRAJAN

Times New Roman

Times Bold

**UNITED STATES**

**YEARBOOK**

## Terminology : Uppercase / lowercase

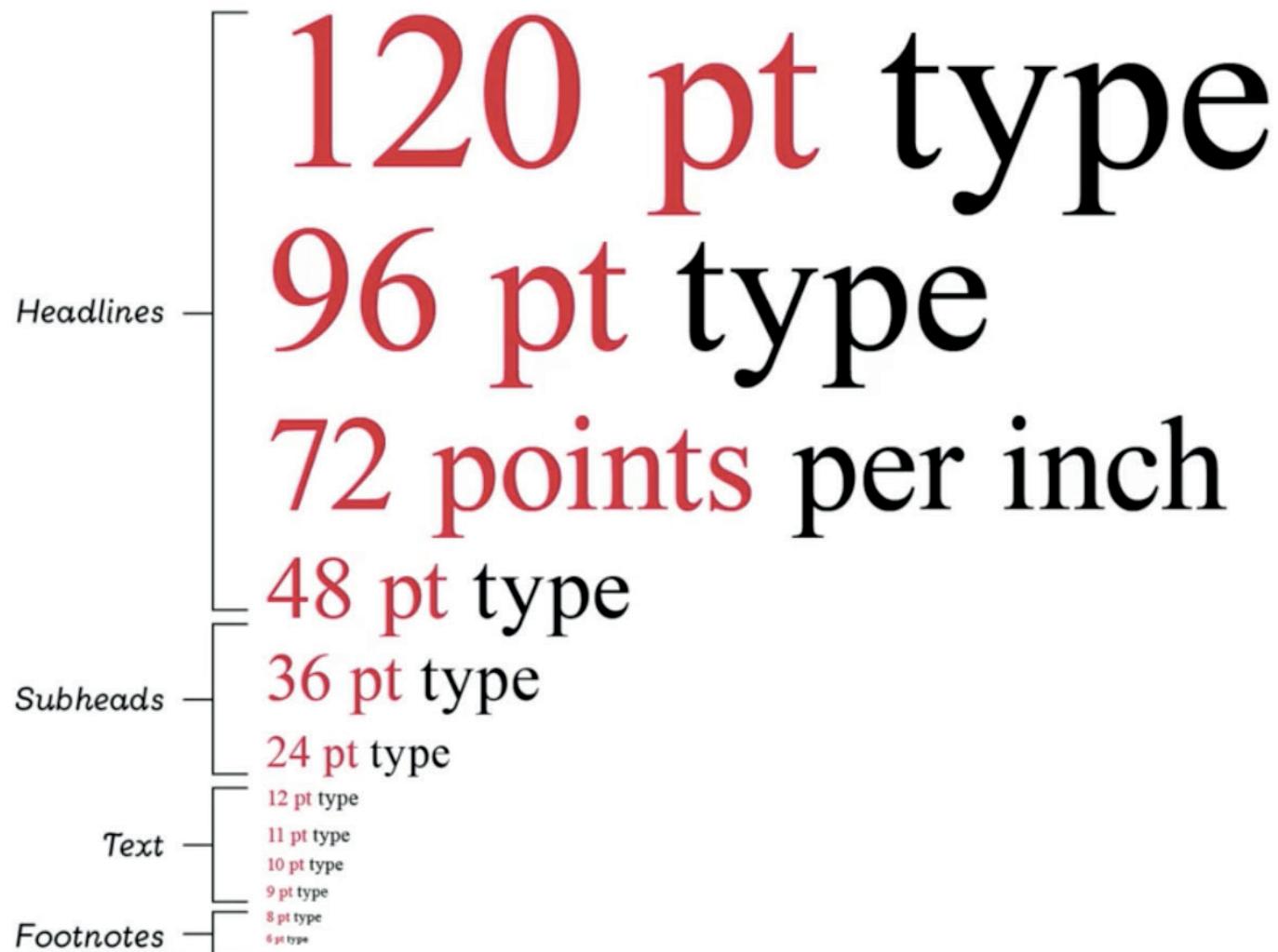
Aa

## Terminology: serif / sans serif

Serif

Sans  
Serif

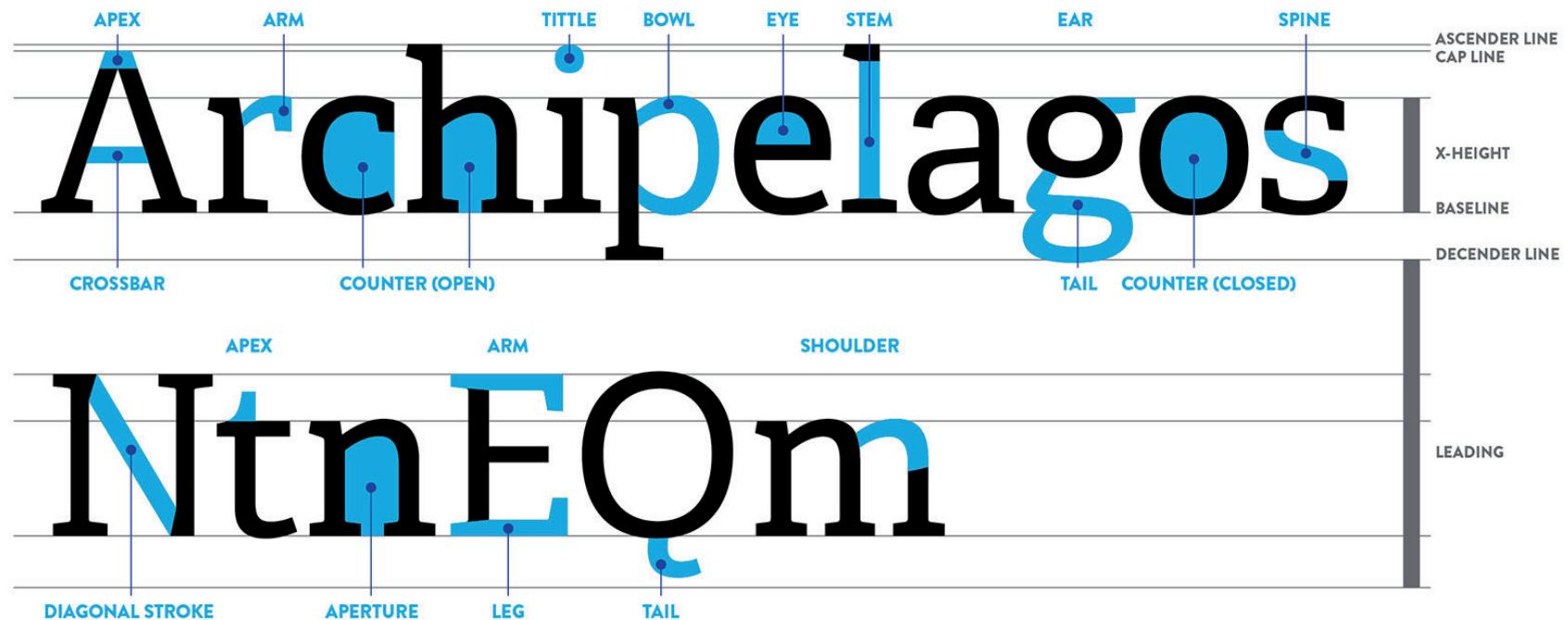
## Terminology : font size



# Why is it called font?



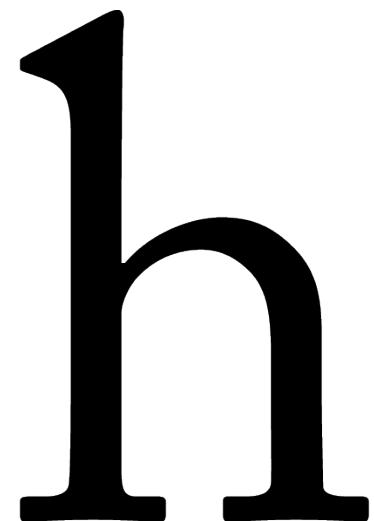
# Font anatomy



## Font caps

A large, bold, black capital letter 'H' with a thick stroke. It features a standard top bar and a middle bar that is slightly lower than the top one, with a vertical stem on each side.

CAPITAL

A large, bold, black lowercase letter 'h' with a thick stroke. It has a tall vertical stem on the left and a shorter vertical stem on the right, with a horizontal bar connecting them near the top.

LOWERCASE

A large, bold, black small capital letter 'H' with a thick stroke. It has a standard top bar and a middle bar that is slightly lower than the top one, with a vertical stem on each side, similar in style to the capital letter.

SMALL CAPITAL

# Font style

Ultra Light

Thin

Light

Roman

**Medium**

**Bold**

**Heavy**

**Black**

Ultra Light Condensed

Thin Condensed

Light Condensed

Condensed

**Medium Condensed**

**Bold Condensed**

**Heavy Condensed**

**Black Condensed**

**Extra Black Condensed**

*Ultra Light Italic*

*Thin Italic*

*Light Italic*

*Roman Italic*

***Medium Italic***

***Bold Italic***

***Heavy Italic***

***Black Italic***

*Ultra Light Condensed Oblique*

*Thin Condensed Oblique*

*Light Condensed Oblique*

*Condensed Oblique*

***Medium Condensed Oblique***

***Bold Condensed Oblique***

***Heavy Condensed Oblique***

***Black Condensed Oblique***

***Extra Black Condensed Oblique***