

Communication

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Capital letters and periods mark the beginning and ends of sentences, word spaces define the extent of the words we read, letters alone at the top of a page give the title of a piece of writing, etc.

As we grow older, our understanding of conventions of how words are presented grows more sophisticated. The professional typographer, however, should have the most sophisticated view of all.

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Grammar and syntax organize language, defining how nouns are related to vowels, the subject and object of a verb, etc. It is the structure of language that gives it meaning. The same is true of visual communication. The organization of shapes defines letters, the organization of letters defines words, the order of words defines meaning. This visual organization extends beyond language. Typographical decisions organize complex language into hierarchies, and visually groups similar types of information. These aid a reader to understand the relationship of different kinds of information, and often help the reader decide what, at any given point, what he or she want to read. We learn some visual language structures at a very early age. Capital letters and periods mark the beginning and ends of sentences, word spaces

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in physical media is both important in itself, and in how it affects the page's relationship with structures and elements on the page. The page size influences the type sizes, and determines how complex the page design can be. Electronic media screens are, of course, have a fixed size, though the ‘live’ areas of a screen, and so proportions, are controllable. That is, the area visible at one time is, obviously, no bigger than the screen, though the designer can choose to use only a part of it. Of course, type on screen has the benefit of being able to be resized, or for a small page element to be associated with a new page, pop-up box or other structural element. Moving to within the page or screen, the next defining structures are the page format and the typographic grid which in turn structures the page.

Most Versatile & Potentially Complex

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International Graphic Design

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