



WHAT IS TYPOGRAPHY?

Typography is the visual component of the written word.



Source: <http://practicaltypography.com>

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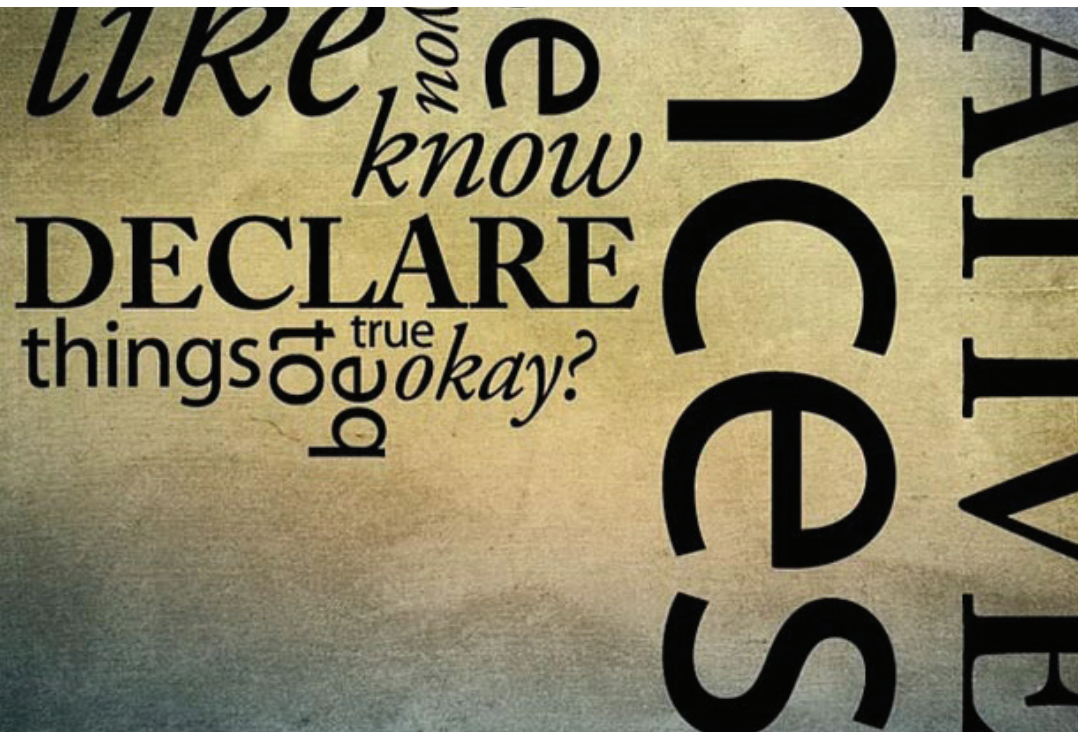


WHY IS TYPOGRAPHY IMPORTANT?

Comprehension. Is it easy to understand the information?

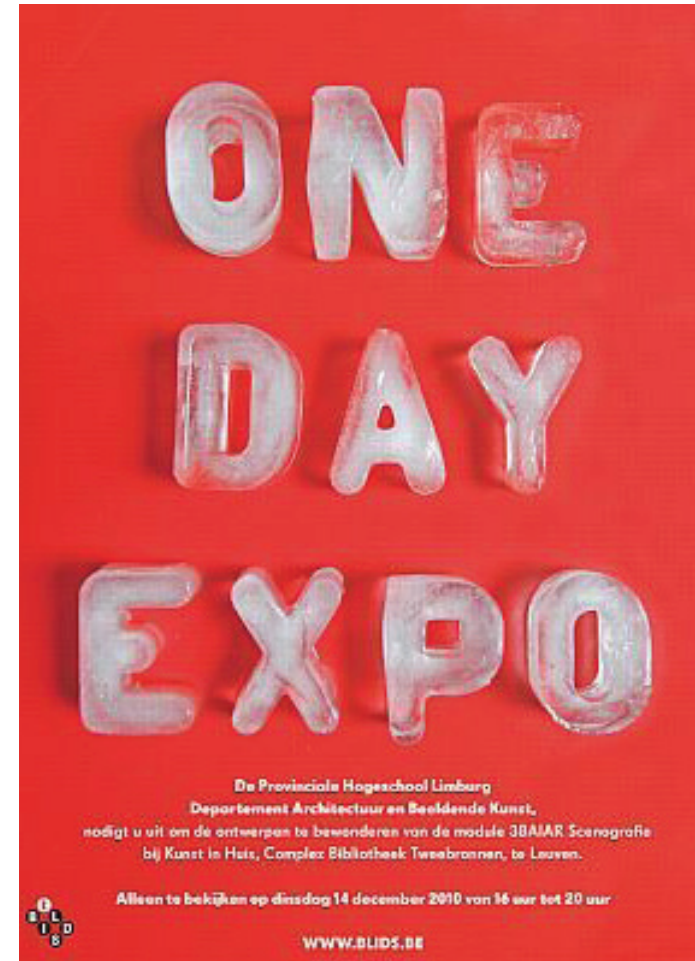
Focus. Are you drawn to the most important information?

Hierarchy. Do you understand what to read next?





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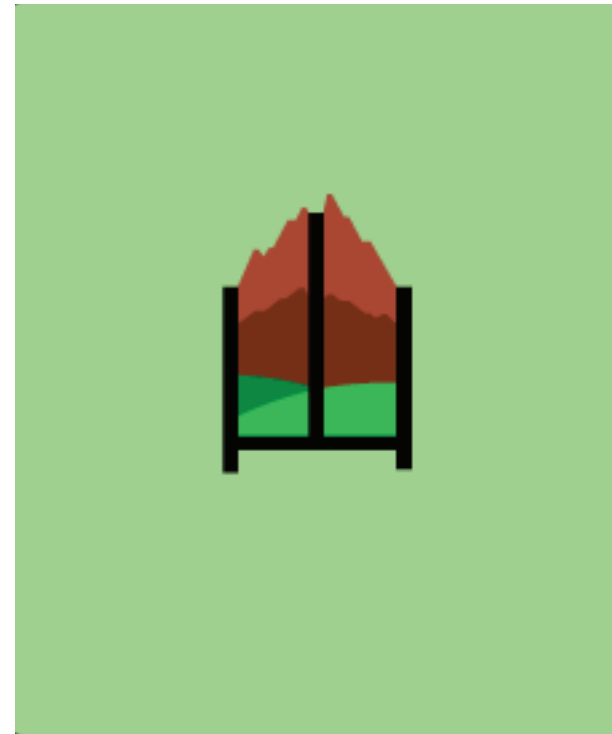
EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
-



EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
-





EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
- Tree: 4 strokes.



EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
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EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
- Tree: 4 strokes.
- Fire: 4 strokes.



EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
- Tree: 4 strokes.
- Fire: 4 strokes.





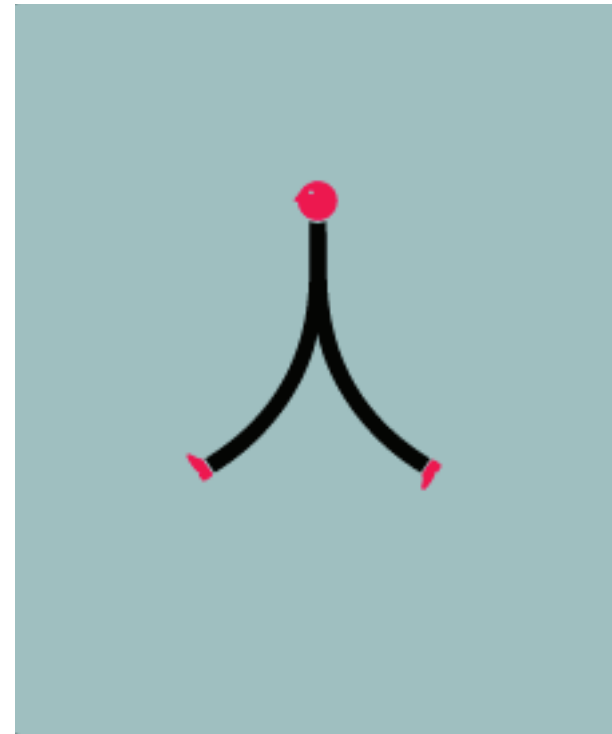
EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
- Tree: 4 strokes.
- Fire: 4 strokes.
- Person: 2 strokes.



EXERCISE: FORM & FUNCTION

- Mountain: 4 strokes.
- Tree: 4 strokes.
- Fire: 4 strokes.
- Person: 2 strokes.





EXERCISE: WORD SWAP // CONSTANT LETTER FORM

WIBBRATIE
WIBBRATIE
WIBBRATIE

Cravkz

Vibrate

came
ing to a
alongside
the silent pavement.
HAH

(auditory

SHOUTED out their
NUMB3RS.
gag
pipes

the sun's
trom B O NE
FLATTENED

the
midday
n de

A R C A D E S
A chanting
channing

the panting elite was a cl-
ar-
in-
et
tu-
be to whom the

Some went up a semitone,

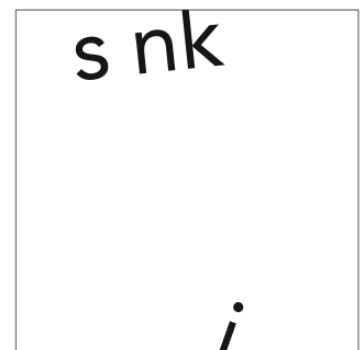
which sufficed to carry them off
towards the PORIE CHAMFREI with its

unward
NS of the times had given
A N FORM

and the sword of a hatmaker had given to wear on the
an instrument which resembled a
nut
that might (perhaps) have

H
M
A N
g

chanting





EXERCISE: WORD SWAP // VARIABLE LETTER FORM

MO°N

VAN GO€ H
◡

para | e

TSUNAMI



EXERCISE: WORD SWAP // VARIABLE LETTER FORM

Smile

HORIZON

EXIT

CLOCK



EXERCISE: MULTIPLE LETTERFORMS

