

typographic variables

1 legibility

- 1.1 face a) serif b) sans serif c) script d) display
- 1.2 style a) roman b) italic
- 1.3 distortion a) stretch b) squeeze c) skew

2 readability

- 2.1 case a) upper b) lower c) s.caps d) upper & lower
- 2.2 size a) small b) normal c) large
- 2.3 weight a) normal b) bold c) heavy

3 setting

- 3.1 balance a) symmetry b) asymmetry
- 3.2 alignment a) left b) right c) centre d) justified
- 3.3 column a) normal b) narrow c) wide

4 type support

- 4.1 illumination a) typographic b) decorative
- 4.2 lines a) straight b) curved c) thin d) thick
- 4.3 image a) background b) adjacent c) contained

5 spacing

- | | | | | |
|------------|------------------|-----------|---------|------------|
| 5.1 letter | a) <u>normal</u> | b) close | c) wide | d) overlap |
| 5.2 word | a) <u>normal</u> | b) close | c) wide | d) touch |
| 5.3 line | a) <u>normal</u> | b) close | c) wide | d) overlap |
| 5.4 margin | a) <u>normal</u> | b) narrow | c) wide | |

6 reading

- | | | | |
|-----------------|----------------------|------------------|-----------------|
| 6.1 orientation | a) <u>horizontal</u> | b) vertical | c) diagonal |
| 6.2 direction | a) <u>left-right</u> | b) right-left | c) top-bottom |
| 6.3 sequence | a) <u>page-page</u> | b) across spread | c) across pages |

This simple morphology provides the basic typographic variables. The ones underlined indicate traditional typographic choices. Within these variables lie innumerable possibilities - some of them illustrated in the following pages, but many more to be explored. These variables can be expanded and modified working with combinations within and between the groups.

1.1a Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

1.1b Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

1.1c *Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.*

1.1d **Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.**

1.2a Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

1.2b *Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.*

1.3a

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

1.3b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

1.3c

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words

1.3a

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

Typography **is yet another** signage system of language just like the signage system of **speech**. Through **style, texture and colour, typography** sets *tone* and *emotion* to words.

1.1a
1.1b
1.1c
1.1d

1.2a, 1.2b

Typography is *yet another* signage system of language just like the signage system of *speech*. Through *style, texture and colour*, typography sets *tone and emotion* to words.

1.1a
1.1b
1.2a
1.2b
1.3a

Typography

is yet another signage system of language just like the signage system of *speech*. ***Through style, texture and colour,*** typography sets **tone and emotion** to words.

Typography is *yet another* signage system of
language just like the signage system of speech. Through style, texture and colour,
typography sets *tone and emotion* to words.

1.1a
1.1b
1.2a
1.2b
1.3a
1.3b

Typography is *yet another* signage system of language just like the signage system of speech.
through style, texture and colour,
typography **sets tone and emotion** to words.

1.1a
1.1b
1.2a
1.2b
1.3a
1.3b

*Typography is not
another signage system of language just like the
signage system of speech*

through style, texture and colour,
typography **sets tone
and emotion
to words.**

1.1a
1.1b
1.2a
1.2b
1.3a
1.3b
1.3c

2.1a TYPOGRAPHY IS YET ANOTHER SIGNAGE
SYSTEM OF LANGUAGE JUST LIKE THE
SIGNAGE SYSTEM OF SPEECH. THROUGH
STYLE, TEXTURE AND COLOUR,
TYPOGRAPHY SETS TONE AND EMOTION TO
WORDS.

2.1b typography is yet another signage system of language just like the
signage system of speech. through style, texture and colour, typography
sets tone and emotion to words.

2.1c TYPOGRAPHY IS YET ANOTHER SIGNAGE SYSTEM OF LANGUAGE JUST LIKE THE SIGNAGE SYSTEM
OF SPEECH. THROUGH STYLE, TEXTURE AND COLOUR, TYPOGRAPHY SETS TONE AND
EMOTION TO WORDS.

2.1d Typography is yet another signage system of language just like the signage system
of speech. Through style, texture and colour, typography sets tone and emotion
to words.

2.2a Typography is yet another signage system of language just like the signage system of speech.
Through style, texture and colour, typography sets tone and emotion to words.

2.2b Typography is yet another signage system of
language just like the signage system of speech.
Through style, texture and colour, typography sets
tone and emotion to words.

2.2c

Typography is yet another signage system of language just like the signage system of speech.

2.3a

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

2.3b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

2.3c

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

TYPOGRAPHY IS YET another signage system
of language just like the signage system of
speech. through style, texture and colour, typogra-
phy sets tone and emotion to words.

2.1a
2.1b

TYPOGRAPHY IS YET another signage system of
language just like the signage system of speech.
Through style, texture and colour, typography sets
tone and emotion to words.

2.1c
2.1d

2.1a TYPOGRAPHY IS YET ANOTHER
2.1b SIGNAGE system of language just like the
2.1c signage system of SPEECH. THROUGH STYLE, TEX-
2.1d TURE AND COLOUR, typography sets tone and
emotion to words.

TYPOgraphy is yet another signage system
of language just like the signage system of speech. Through
style, texture and colour, typography sets tone and emotion to words.

2.2a
2.2b
2.2c

2.3a **Typography** is yet another signage system of
2.3b language just like the signage system of speech.
2.3c Through style, **texture** and **colour**, typography
sets tone and emotion to words.

2.1a **Typography** IS YET ANOTHER
2.1d SIGNAGE SYSTEM OF LANGUAGE just like
2.2b the signage system of speech. THROUGH STYLE,
2.2c TEXTURE AND COLOUR, typography sets tone and emotion to words.
2.3b

TyPoGrApHy is yet another **signage** system of language just like
the signage system of speech. through **STYLE, TEXTURE** and
coLOUR, typography sets **tone** and **emotion** to words.

2.1a
2.1c
2.1d
2.2a
2.2c
2.3a
2.3b

3.1 a

Typography is yet another signage system of language just like the signage system of speech.

Through style, texture and colour, typography sets tone and emotion to words.

3.2 a

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.2 c

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.1 b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.2 b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.2 d

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.3a Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.3c

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

3.3b Typog-
raphy is
yet
another
signage
system
of
language
just like
the
signage
system
of
speech.

3.1a Typography is yet another signage
3.1b system of language just like the signage
 system of speech. Through style, texture
 and colour, typography sets tone and
 emotion to words. While speech trans-
 forms feeling and
 emotion through
 tone and pitch,
 typography
 achieves this
 through type style,
 size and weight. Digital typography takes this further
 providing innumerable ways for expressive
 typography.

3.2a **T**ypography is yet another signage
3.2b system of language just like the
3.2c signage system of speech.
3.2d Through style, texture and
 colour, typography sets tone
 and emotion to words. While
 speech transforms feeling and
 emotion through tone and
 pitch, typography achieves
 this through type style, size
 and weight. Digital typography
 takes this further providing
 innumerable ways for expres-
 sive typography.

Typography is yet another signage system of language just like the signage system of speech.

Through style, texture and colour, typography sets tone and emotion to words. While speech transforms feeling and emotion through tone and pitch, typography achieves this through type style, size and weight. Digital typography takes this further

3.3a

3.3b

3.3c

3.2a

typography
is yet another signage system of
language just like the
signage system
of speech.

3.1a

3.2c


pro-
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sive
typog-
raphy.

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and **e**motion to words.

3.1b

3.2c

4.1a **T**YPOGRAPHY IS YET another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

 ypography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.1b

4.2a **T**ypography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.2b

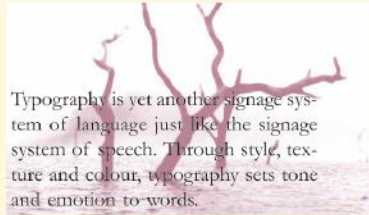
Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.2 c

4.2 d

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.3 a



4.3 b



Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.3 c

TYPOGRAPHY is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.1a
4.1b



TYPOGRAPHY IS YET AN-
OTHER SIGNAGE SYSTEM
of language just like the signage
system of speech. Through style, texture
and colour, typography sets tone and emo-
tion to words.

4.2a
4.2b
4.2c
4.2d

Typography is yet another signage system of
language just like the signage system of speech.
Through style, texture and colour, typography
sets tone and emotion to words.

4.2a
4.2c
4.2d

Typography is yet another
signage system of language
just like the signage system of
speech. Through style, texture
and colour, typography sets
tone and emotion to words.



4.3b

4.3c

TYPOGRAPHY

is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

4.2a

4.2c

4.2d

4.3a



TYPOGRAPHY IS YET ANOTHER SIGNAGE SYSTEM OF LANGUAGE JUST LIKE THE SIGNAGE SYSTEM OF SPEECH. THROUGH STYLE, TEXTURE AND COLOUR, TYPOGRAPHY SETS TONE AND EMOTION TO WORDS.



4.3a

4.3b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion.

5.1a Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.1b Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.1c Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.1d Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.2a Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.2b Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.2c Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

5.2d ~~Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.~~

5.3a ~~Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.~~

5.3b ~~Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.~~

5.3c ~~Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.~~

5.3d ~~Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.~~

Typography is another signage system of language just like the signage system of speech. Typography achieves this through style, tone and emotion to words. While speech transforms feeling and emotion through tone and pitch, typography achieves this through type style, size and weight. Digital typography takes this further providing innumerable ways for expressive typography.

5.1b, 5.1c, 5.2c, 5.3a,b,c,d.

6.1 a

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

6.1 b

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

6.1 c

Typography is yet another signage system of language just like the signage system of speech. Through style, texture and colour, typography sets tone and emotion to words.

