

Typography

In the Beginning...

- Early man used engrams, or internal memory structures to store and retrieve information.
- Graphic markings are an exogram
- Exograms offered unlimited external storage, as long as there was something to write on

Why type?

- Type organizes your content
- It allows you show viewers/readers of a content what the order of importance or the hierarchy of information

Type:

- Type can be words, art or image. Web content, CDs and DVDs, and magazines are being designed with type alone.
- Type can be commanding and demanding: Type can control the a person's attention. Technical aspects of type (ie leading, kerning, etc can keep a person focus on the design.)
- Type conveys or interprets your message: Type gives meaning or direction content through weight, color, scale, and readability.

Type is:

- Motion – flash, television
- Emotion - advertising
- Promotion - branding

Type

- Sign
- Icon
- Symbol

Type: sign

- A sign is a graphic mark or word that stands for or denotes another thing.
- There is a direct one-to-one relationship between the sign and the object in the mind of the viewer.

Type: Icon

- An icon is a type of sign that resembles the object it represents.
- Illustrations and photographs can be icons.

Type: Symbol

- A symbol is a type of sign that refers to something else in an arbitrary way.
- The audience understands the symbol based upon prior experience or learning. A drawing of a route or map is a symbol and is only understood after it is explained to you. To the next viewer it may only be a scribble.

Type: Letterforms

- **Alphasignal, Parasignal, infrasignal: Notes Toward a Theory of Communication," Crawford Dunn, from Print Magazine, Nov./Dec. 1970.**

Type: Letterforms

- **Crawford Dunn created a theory of the mechanics of graphic communication and that communication is divided into three types of signals:**

Type: Letterforms - alphasignal

- **The alphasignal is primary information or fact(s) which are communicated**
- **Alphasignal is presented data, like stock quotes and weather information. The word “stop” or “one way” is the alphasignal of the instructions presented to us in street signs.**

Type: Letterforms - parasignal

- **A parasignal is the secondary message or mode of signal that is given with the alphasignal.**
- **The parasignal reinforces the alphasignal**
- **The color red in a stop sign, has an association with a need for attention or caution, acts as a parasignal.**

Type: Letterforms - infrasignal

- **Infrasignal is the third or underlying**
- **This is the “subconscious” signal that is conveyed along with the alpha and parasignal.**
- **The infrasignal may betray the meaning of the message if the reader views the signal as not coming from a legitimate or expected source. If a stop sign was a different color or the word “stop” was in a different type face, we would tend to ignore the message.**