

MESSAGE

WHAT IS THE PURPOSE?

**As a dynamic representation  
of verbal language,  
typography must communicate.**

WHAT IS THE PURPOSE?

**Educate**

**Inform**

**Persuade**

**Entertain**

LOGIC VS. INTUITION

**Effective typographic messages  
result from a balance of human  
expression and function.**



## FUNCTION VS. EXPRESSION

**Functionalism: utilitarian or pragmatic  
qualities of designed objects**

### IN TYPOGRAPHY:

Purposeful communication of information to a specific audience and is used to create clarity, legibility and order to complex information.

## FUNCTION VS. EXPRESSION

**Expressionism: formal elaboration and ornamentation, creating visual impact**

### IN TYPOGRAPHY:

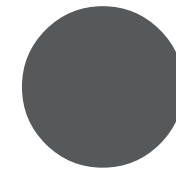
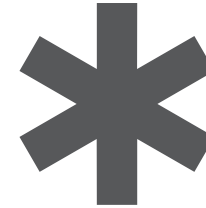
Purposeful use of ornamentation, iconography and embellishments can reveal meaning and create a more memorable solution.

VERBAL/VISUAL EQUATIONS

# **Signs operate in 2 dimensions:**

Syntactic (form) / Semantic (meaning)

## VERBAL/VISUAL EQUATIONS



VERBAL/VISUAL EQUATIONS

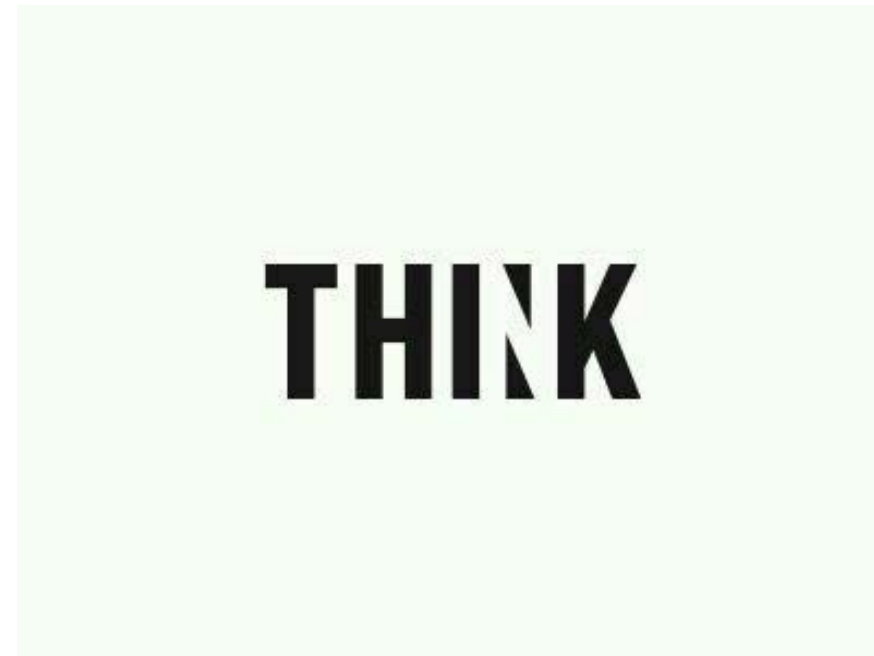
**Look for opportunities to  
use syntax to imply meaning.**

## VERBAL/VISUAL EQUATIONS

- **Form**
- **Position**
- **Scale**
- **Width**
- **Weight**
- **Typeface**
- **Case**
- **Tone/Color**

**leav e**  
**in ter val**  
**diet**  
**ststutter**  
**drop**

VERBAL/VISUAL EQUATIONS  
**FORM/COUNTERFORM**



VERBAL/VISUAL EQUATIONS  
**POSITION/SPACE**

**dis<sup>r</sup>uption**

**c o mpression**

Lehman Kuder

Lehman Kuder



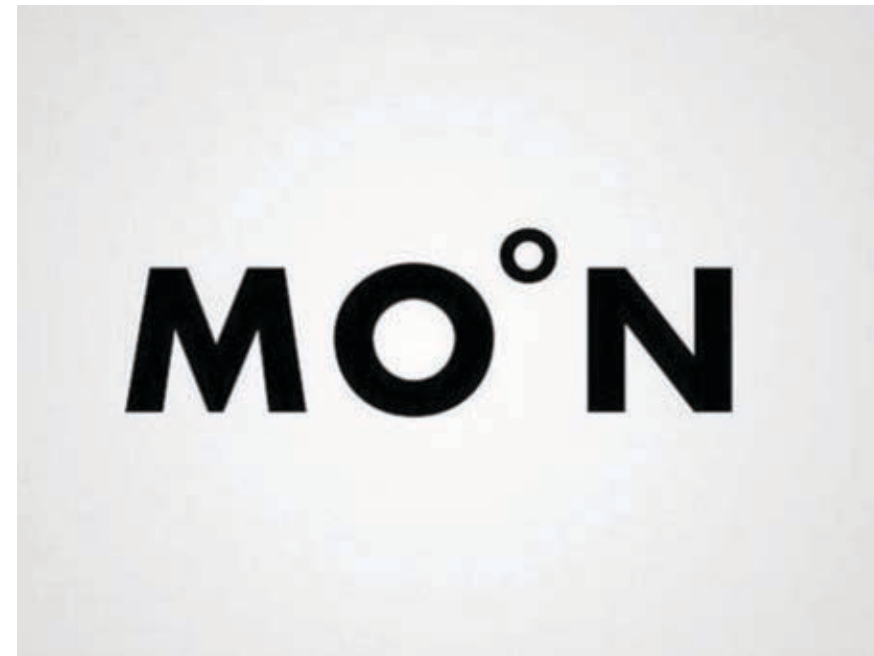
VERBAL/VISUAL EQUATIONS

**POSITION/SPACE**



VERBAL/VISUAL EQUATIONS

**SCALE**



VERBAL/VISUAL EQUATIONS

WIDTH

**WIDE LOAD**

**TIGHT WAD**

## VERBAL/VISUAL EQUATIONS

### tone

vibrate

e ex xp expansion i i o on n

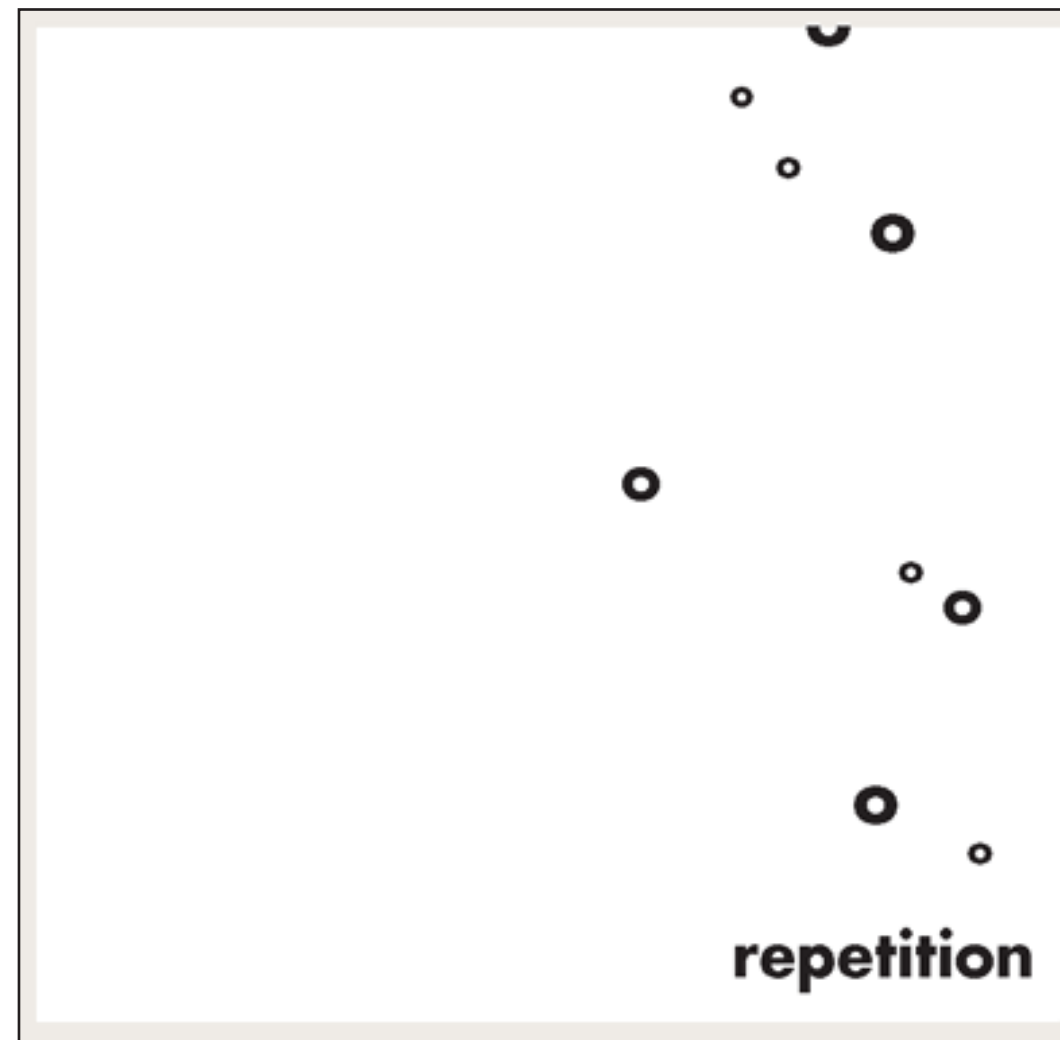
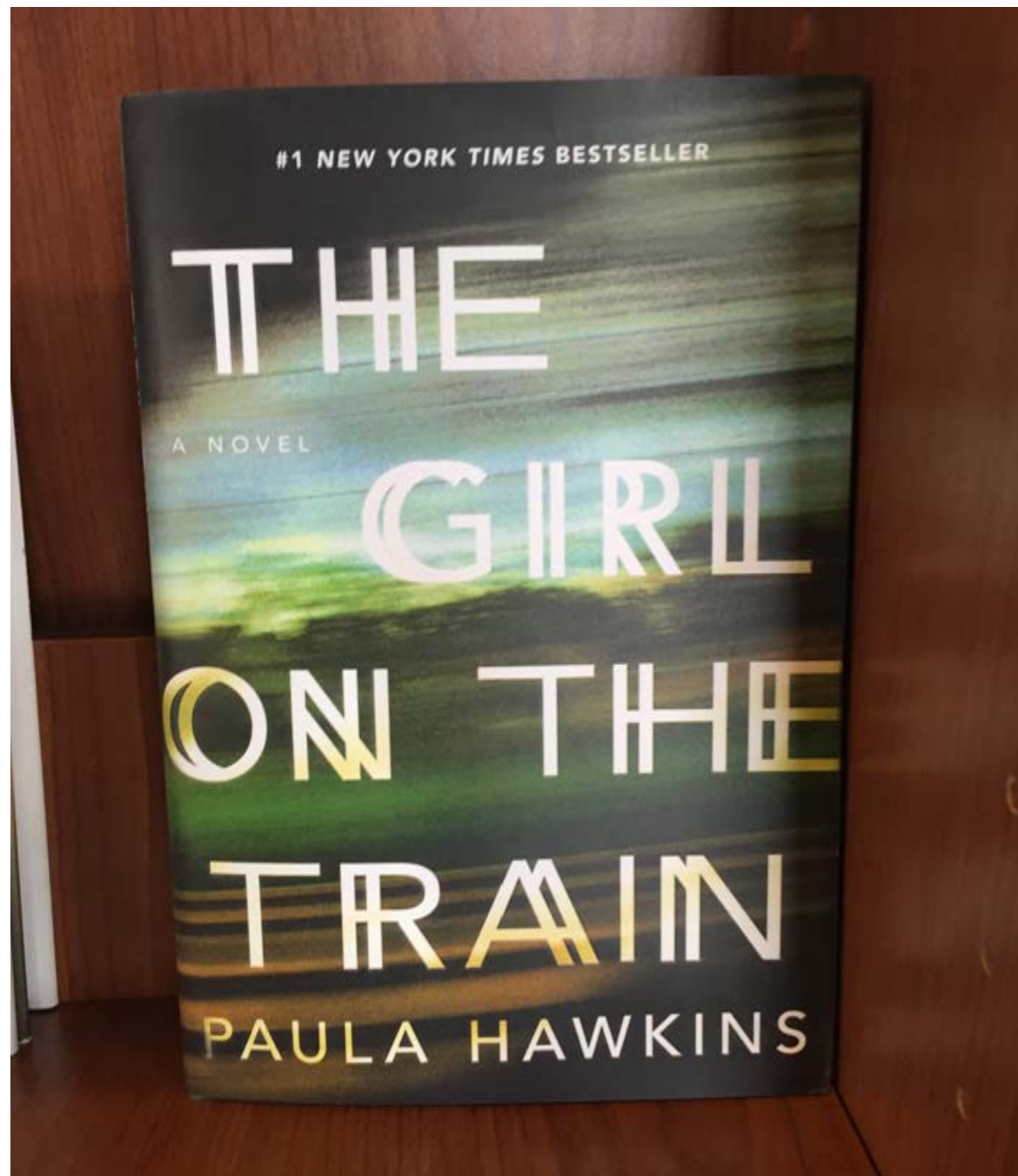
Marcus Kalthan

## VERBAL/VISUAL EQUATIONS

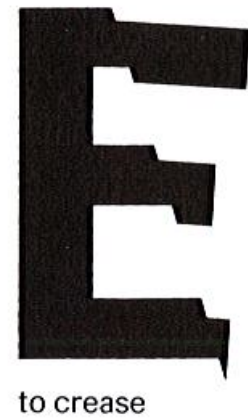
- **Form**
- **Position**
- **Scale**
- **Width**
- **Weight**
- **Typeface**
- **Case**
- **Tone/Color**
- **Repetition**
- **Manipulation/Distortion**
- **Substitution**
- **Transformation**
- **Form combination**
- **Verbal/visual correspondence**

VERBAL/VISUAL EQUATIONS  
**REPETITION**

**SPEEEEEEEEEEEEEED**



VERBAL/VISUAL EQUATIONS  
**MANIPULATION**





VERBAL/VISUAL EQUATIONS  
**MANIPULATION**

freedom

Smile

# VERBAL/VISUAL EQUATIONS

## MANIPULATION

### BLENDING

**type**

57 | 2.1.1 linear

**type**

61 | 2.1.2 radial

**type**

59 | 2.1.1 linear

**type**

63 | 2.1.3 combination

### TONALITY

**type**

129 | 2.7.1 light

**type**

133 | 2.7.3 dark

**type**

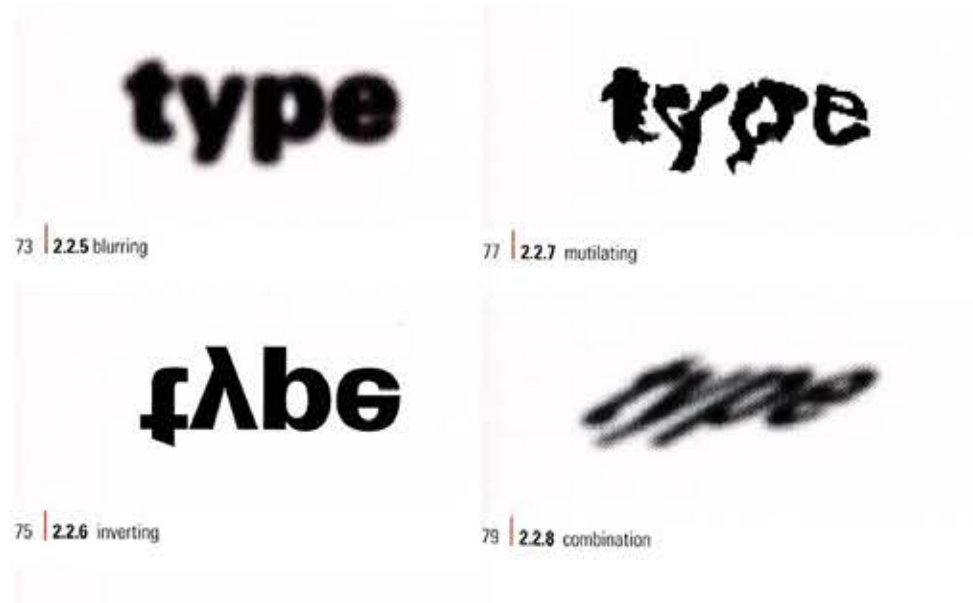
131 | 2.7.2 medium

**type**

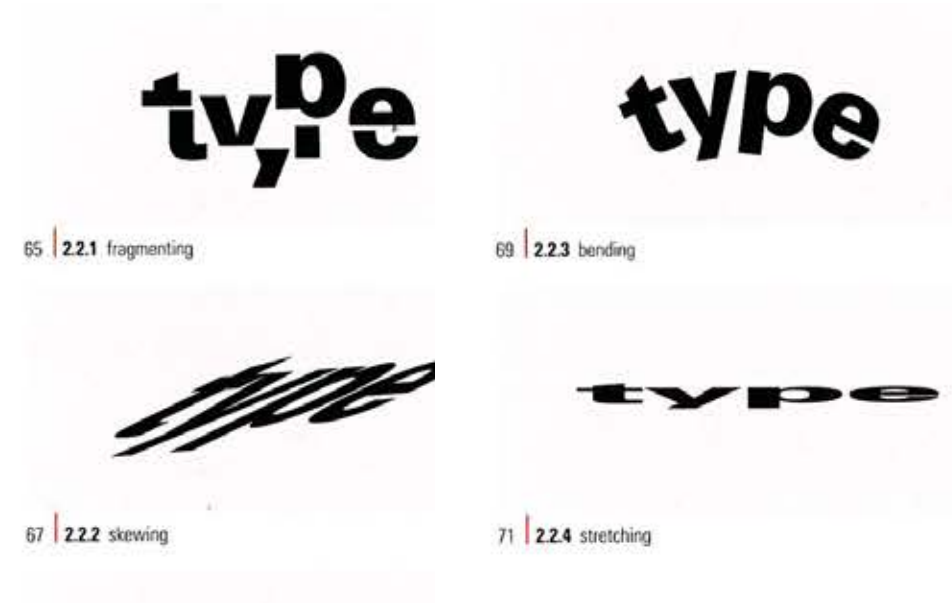
135 | 2.7.4 combination

# VERBAL/VISUAL EQUATIONS MANIPULATION

## DISTORTION



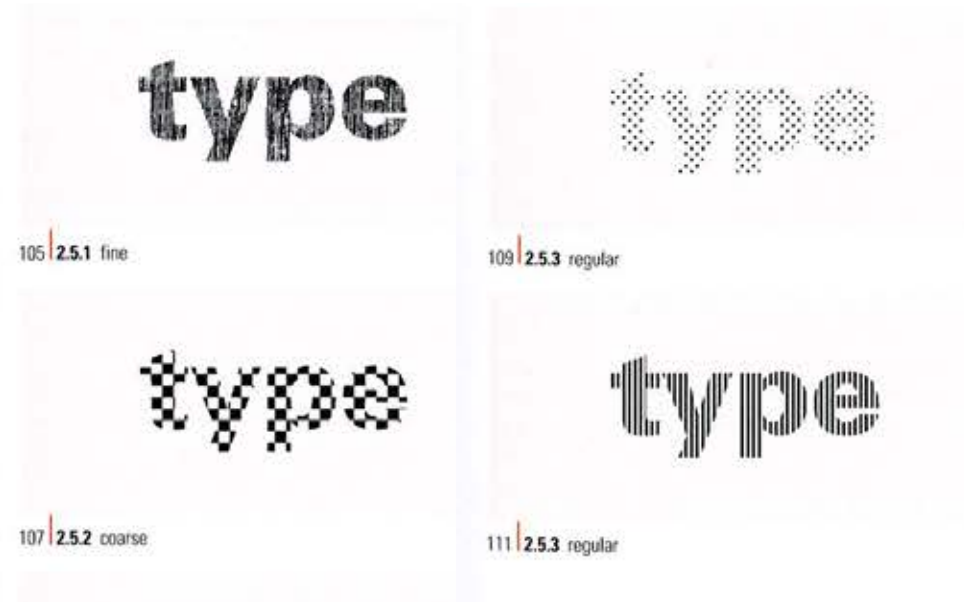
## DISTORTION



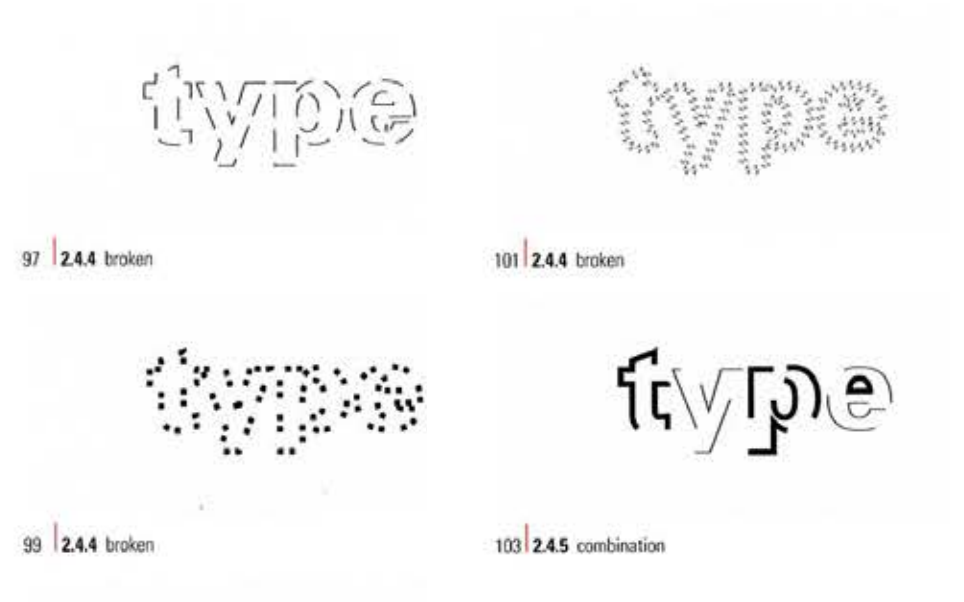
# VERBAL/VISUAL EQUATIONS

## MANIPULATION

### TEXTURE



### OUTLINE



# VERBAL/VISUAL EQUATIONS

## MANIPULATION

### DIMENSION



### ELABORATION



VERBAL/VISUAL EQUATIONS  
**SUBSTITUTION**

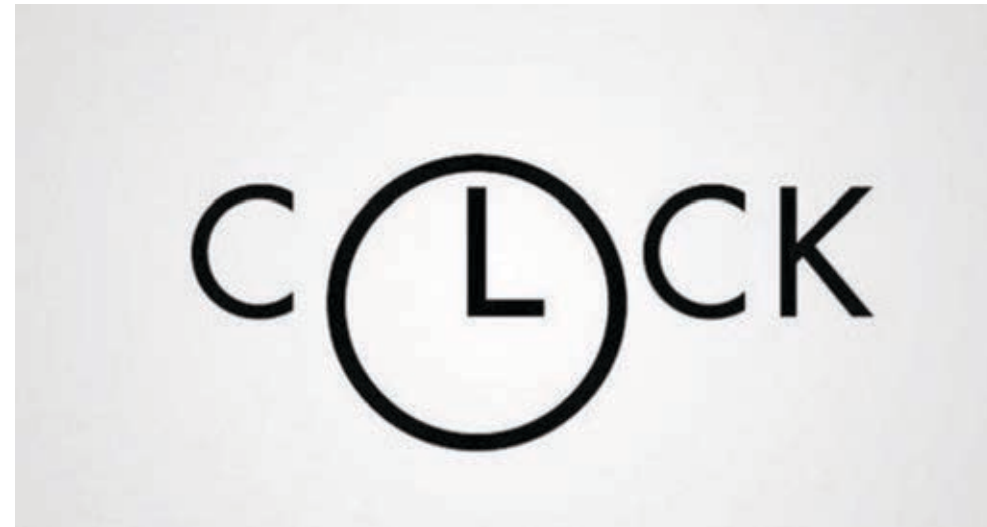


VERBAL/VISUAL EQUATIONS  
**TRANSFORMATION**



**Families**

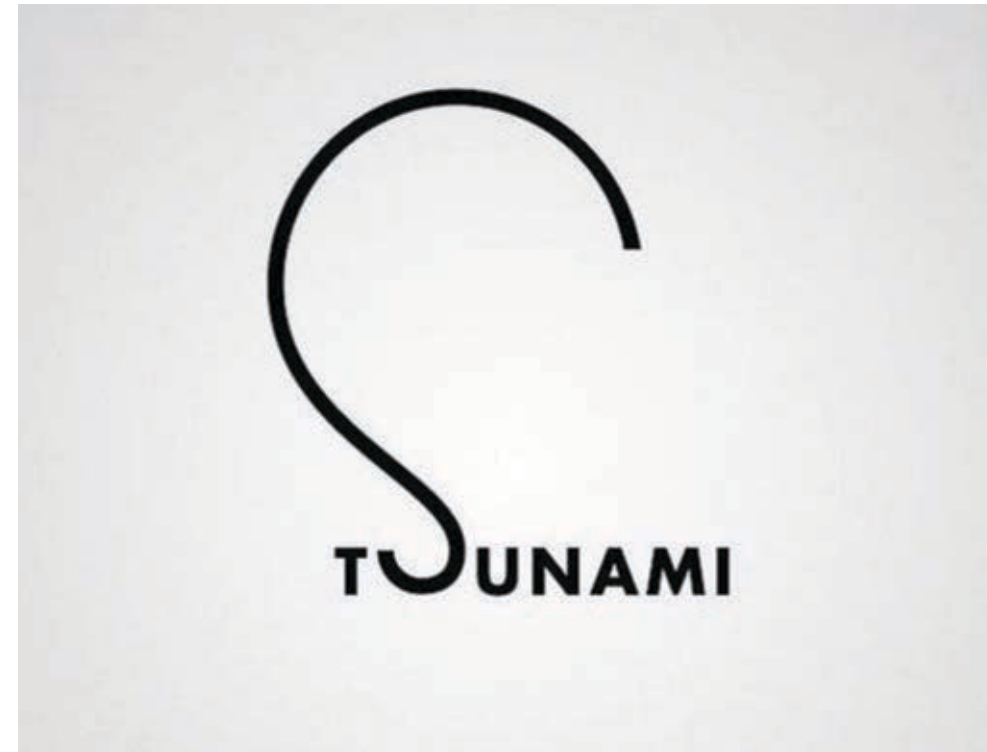
VERBAL/VISUAL EQUATIONS  
**FORM COMBINATION**



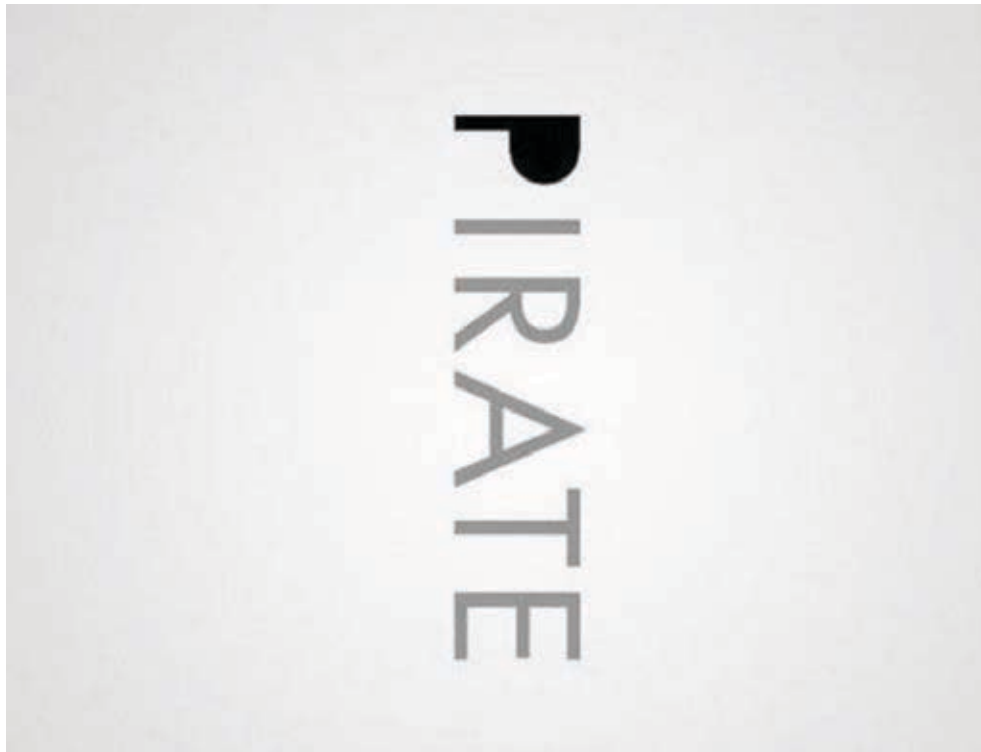
**ZHHHHHHHHHHPPPER**



VERBAL/VISUAL EQUATIONS  
**VERBAL/VISUAL CORRESPONDENCE**



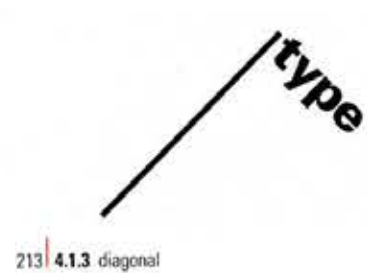
VERBAL/VISUAL EQUATIONS  
**VERBAL/VISUAL CORRESPONDENCE**



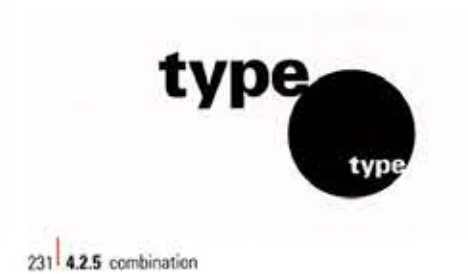
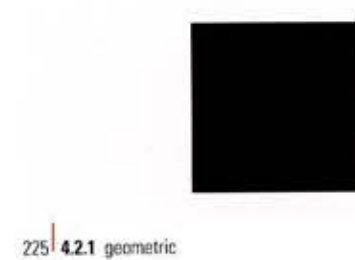
# VERBAL/VISUAL EQUATIONS

## VERBAL/VISUAL CORRESPONDENCE

### RULE LINES



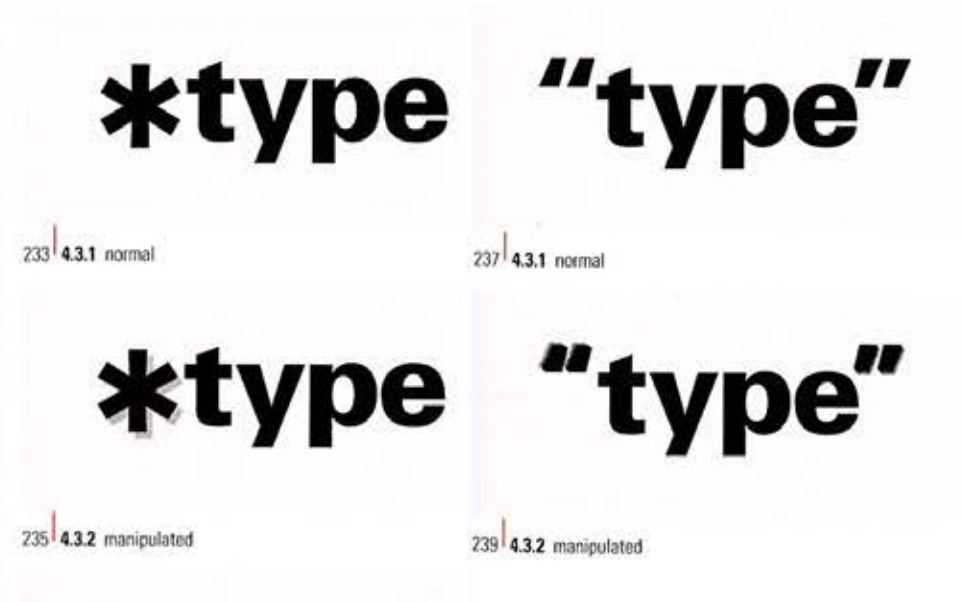
### SHAPE



# VERBAL/VISUAL EQUATIONS

## VERBAL/VISUAL CORRESPONDENCE

### SYMBOL



### IMAGE

