

Intro to Typography

Think of communication like a transaction. Everyone you communicate with someone there is a transaction made. Sometimes its one way some times its 2 ways, some times it is more ways. The goal is to make these transactions as frictionless as possible.



The History of Typography

To discuss the history of typography, we

also have to discuss human nature. One of the many general traits of the human species is the ability to identify and memorize patterns and symbols. This trait is part of the reason humans are the most advanced species on earth.



As we are able to identify symbols and patterns, we also gained the ability to convey precise information through speech. (Other animals also do have complex language like dolphins). But humans also have hands with opposing thumbs that allowed us to develop the ability to etch

things and eventually write things and build things.

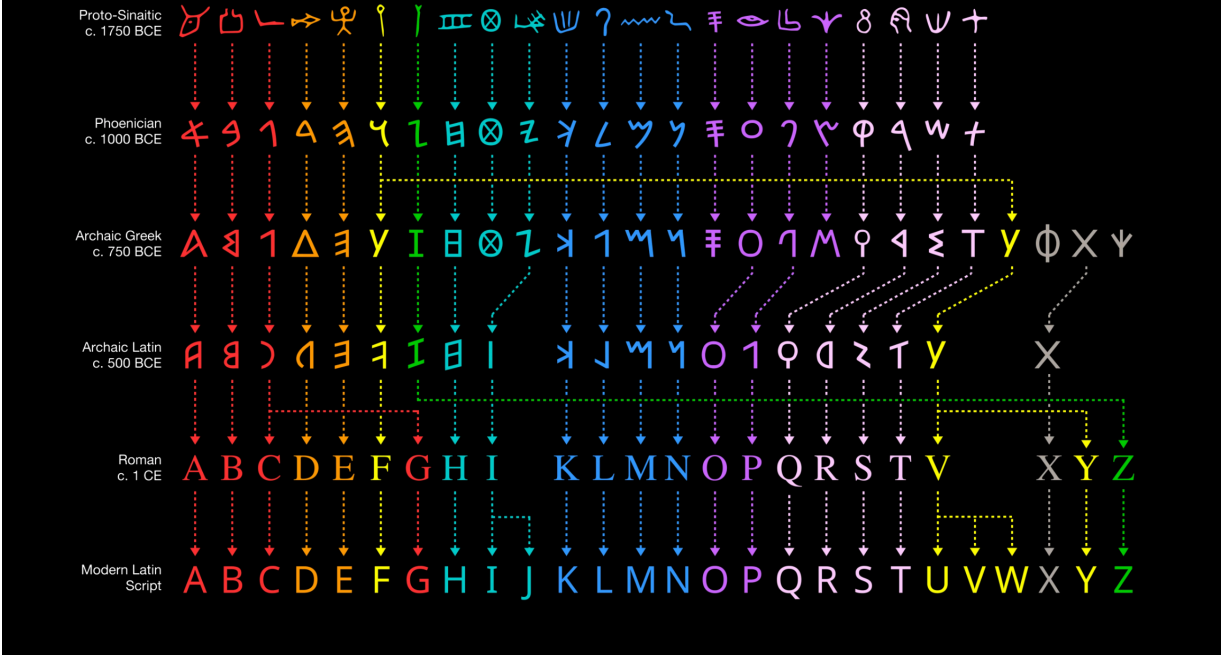


As far as the speech aspect. Speech allowed early humans to eventually tell stories. This along with written or etched things allowed communication which allowed stories to be passed down from generation to generation. These stories allowed the higher chance of survival for those that used said methods. It also

allowed for the ability of planning to develop. Thus this trait was *selected* and those that gained this ability survived. Those that did not were eventually weeded out of the gene pool.

As time goes forward. Naturally, humans would move from pictographs to more efficient methods of writing and speaking. Why? Because in a natural free and open market, efficiency always wins and nature always takes its course. If it costs less to do something with a bigger gain, it will always work better. Writing pictograms to tell a story is very time consuming and cumbersome. Letters however, are easier.

Evolution of the Alphabet



And that in a nutshell is how we got to where we are now. It is nothing more than nature taking its course. In the current day, we use letters and in some cases pictograms depending on the language. Humans still work the same though. No matter how much things change, human nature is still human nature. We still do the same things which is recognize symbols!

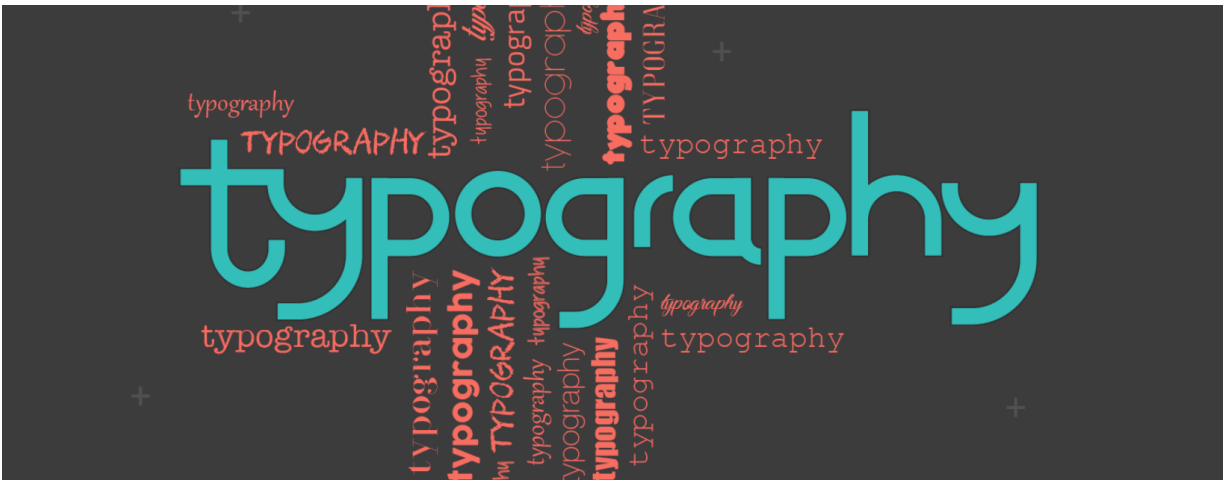
Typography, what is it??

Now that we have laid the ground work of understanding on *how* we got here. We can now understand *why* we do some of the things we do. Why we have a concept or theory of typography. Because, as a species that does things. Living in an existence such as this where we have problems which need to be solved and a need to communicate as a part of this. We need to make sure that we can do these things as efficiently as possible.

Part of this is the *placement* of the things we use to communicate. To make it as easily interpreted on the other end.



There are many avenues of communication. person to person, person to many people. A thing (like a print ad or a website) to a person or a thing too many people. When it comes to a thing to a person or many people, this is where typography comes in.



According to Wikipedia:

“Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), as well as adjusting the space between pairs of letters (kerning). The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes

considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers. Typography also may be used as an ornamental and decorative device, unrelated to the communication of information.

Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, and, now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution, from clerical workers and newsletter writers to anyone self-publishing materials. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of previously unrelated designers and lay users. As the capability to create typography has become ubiquitous,

the application of principles and best practices developed over generations of skilled workers and professionals has diminished. Thus, at a time when scientific techniques can provide evidence that supports established practice (legibility or brand recognition achieved through the appropriate use of serifs, letter case, letter forms, contrast, spacing, etc.) through understanding the limitations of human vision, typography may be encountered that fails to achieve its principal objective: effective communication.”

Source: <https://en.wikipedia.org/wiki/Typography#:~:text=Typography%20with%20movable%20type%20was,pioneers%20of%20wooden%20movable%20type>.

So from this we can understand the point I was making. All of this is in the name of making information more easily read and

understood as to make human communication more efficient. At its core this is the case. However it can also do more.



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

Typography will not only allow you to more efficiently communicate through text, it will also grant you the ability to imply things or play with the text. In the example above, this marketing trick implies something, take a guess what it is? (LOL).

Typography Drip

Things can have “style”, we all have a “style”, this is another aspect of human nature. Style can imply things or give us an unspoken idea of a thing regardless if it’s true or not. (Remember that most communication is not verbal or written, it is unspoken and implied).

Unrelated Example:

Check out these pictures.





In terms of style, what does each car imply? Who do you picture driving each one? What do they look like? What kind of person would you picture in each one? What do they use it for?

At the end of the day, we can picture all kinds of things when in reality it could be anyone driving any one of these but the *style* of each one still implies and communicates something to us whether we like it or not. This is “style”. Typography can do the same thing!

Typography can be used in many ways, it can have a flow or style and the style can imply things. For example.



When you see times new roman, what does this *style* imply?

In my opinion, it is something more suited for things that would be taken more “seriously” Like a scholastic website, a news paper or something like that.



Whereas a font like this is more suited for something more modern and stylistic.

And this is again a part of human nature. We crave choice and options. Hence the staggering amounts of fonts out there. With that, we must know when too, and when not to use certain ones, how to use them and how to place them.

And *this* is typography.

