The

rule that

a text

should

be easily

readable

İS

an unconditional

OHE

Typography,

perhaps even more than

Graphic Design,

is an expression of our own age of technical order.

It is the

purpose | During the second of the second o

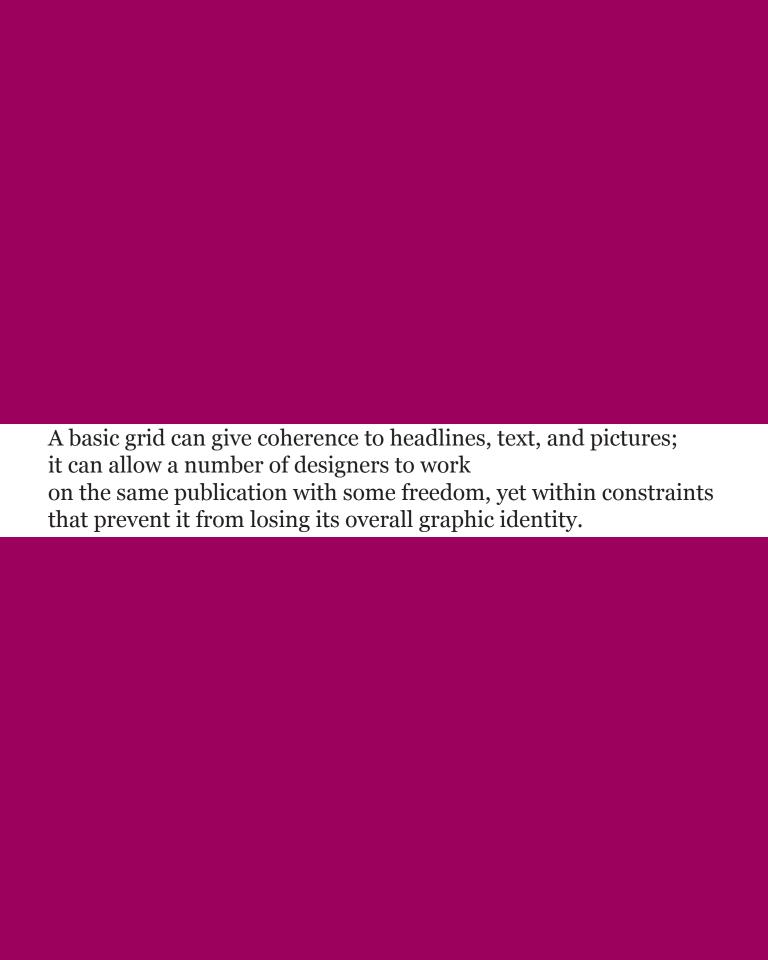
rather than the

appearance

that is

original

Typography is regarded primarily as a means of ordering various constituents of a layout.



Just as today, at this time of enlightenment through advertising, commercial demagogues are using motionpicture tricks stolen from visual artists.