

The

rule

that

a

text

should

be

easily

readable

is

an

unconditional

one

Typography,

perhaps even more than

Graphic Design,

is an expression of our own age
of technical order.

It is the

purpose

rather than the

appearance

that is

original

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

A basic grid can give coherence to headlines, text, and pictures; it can allow a number of designers to work on the same publication with some freedom, yet within constraints that prevent it from losing its overall graphic identity.

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