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Rule s

has always been just another one of the rules

“experts”

approach the  
discipline with a  
similar obedient  
point of view.

creative  
break-  
throughs

often come from  
outside a discipline

if  
you  
are  
lucky

the uses of your typeface  
will transcend your expectations;  
if you are not so fortunate,  
your type will sink into oblivion.

all we need are  
a few basic ones,

trash the rest.

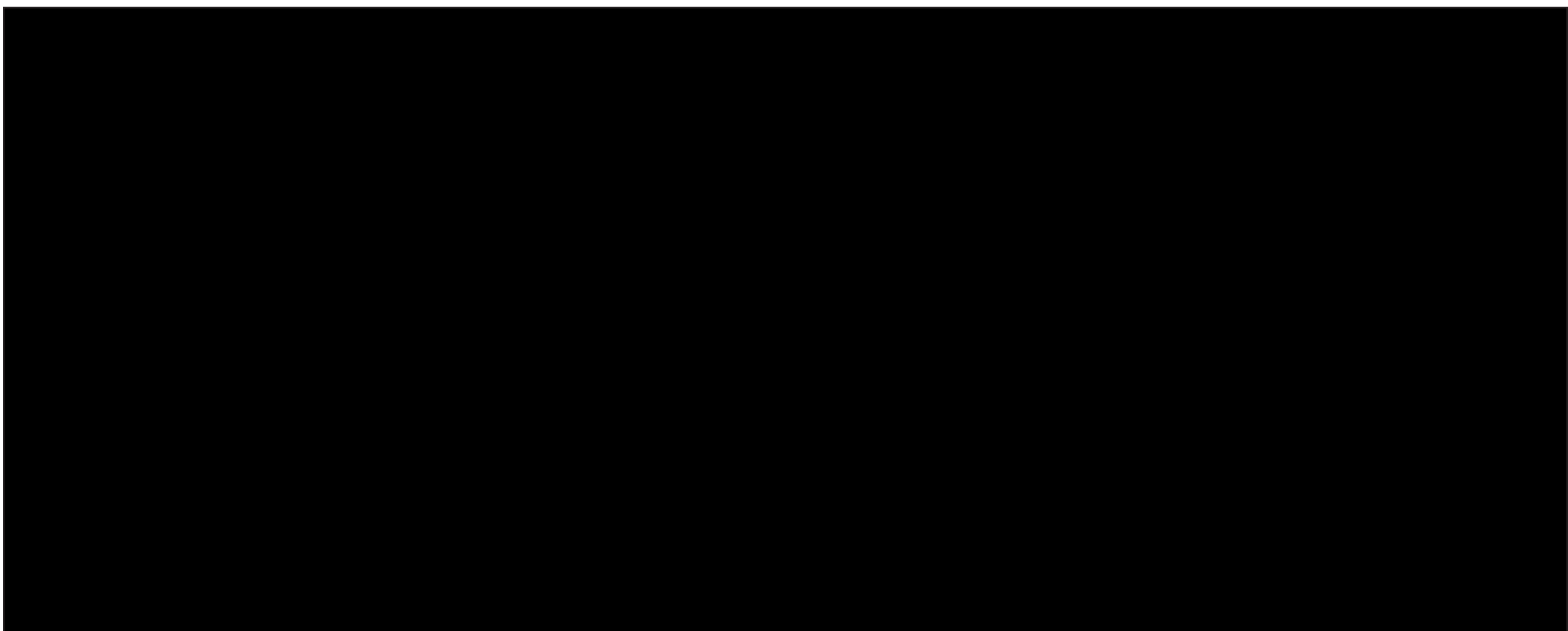
**xperimentation**

**is the engine of progress,  
its fuel a mixture of instinct,  
intelligence or discipline.**

**DOG**

**LD** design

**can be a conscious  
attempt to create, and  
define alternative  
standards.**



In “*Ode on a Grecian Urn*” (1819), the Romantic poet John Keats wrote the famous lines:

*Beauty  
is truth,  
truth beauty—  
that is all/ Ye  
know on earth,  
and all ye  
need to know.*

Yet in today’s environment, one standard of beauty is no more the truth than is one standard of ugliness.

***I***mpure

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***V***ernacular

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***I***ncorrect

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***and all other forbidden  
excesses***



**R** **I** **E**  
**S** **E** **V**  
**O**  
**B**  
**A**

*the crass  
fashion  
mongers  
of the day*

T

heories

of typography are  
mostly a matter of  
proclaiming one's own

T

astes as universal truths