you read best
what you read most

Jan Tschichold

"Personal typography is faulty typograhy. Only beginners and fools will pursue it. As typography addresses everyone, it leaves no room for revolutionary change. We cannot even fundamentally change one single letter form without destroying the typeset representation of our language and render it useless. Comfortable legebility is the supreme canon of all typography".

BOLD TYPE CAN WORK, PROVIDED THE INNER SPACES OF THE LETTERS ARE CLEARLY VISIBLE.

ATTENTION
ATTENTION
ATTENTION

TYPE IS A *TOOL* AND *NOT* AN *END PRODUCT*, SO TYPE DESIGNERS MUST BEHAVE AS *ENGINEERS* AS WELL AS *DESIGNERS*.

Graphic design?

a fake
and aesthetic-based
page filler.

**The
terms
keep getting**

MORE
&
MORE

specific

There are better ways

to design than putting a lot of effort into making something look special.

Special is generally

less useful than normal, and less rewarding in the long term.

Special things demand

attention for the wrong reasons, interrupting potentially good atmosphere with their awkward presence.

Of Course

Undeniably

People do have an unconscious everyday sense of "normal"

That's right.

I find that
you are a completely
different person as a maker
than you are a listener.

ADAPTABILITY

LEADS TO

BELONGING