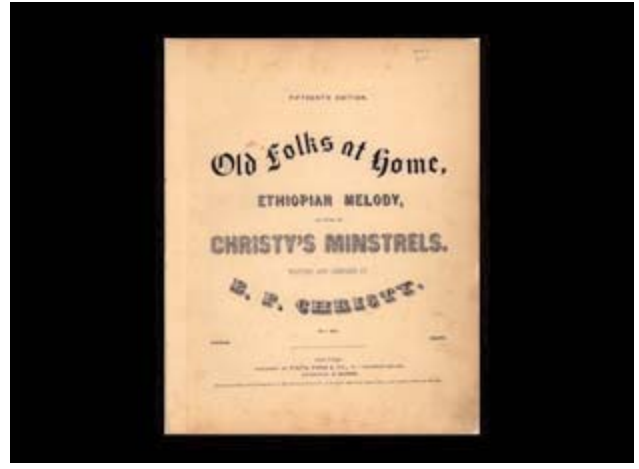


Session Four(a): From the corner of your eye, to the back of your mind



Introduction to typography

*Fount, Font.
British and then American spelling.*

*Traditionally
"a complete character set of a single size and style
of a particular typeface".*

Scalable Outlines

Font is now used in the same way that typeface was once used.

Frutiger 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 !@#\$%^&*()_+[]";:/?>,<



Adrian Frutiger

Frutiger 95 Ultra Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 !@#\$%^&*()_+



a basic course in typography
a basic course in typography

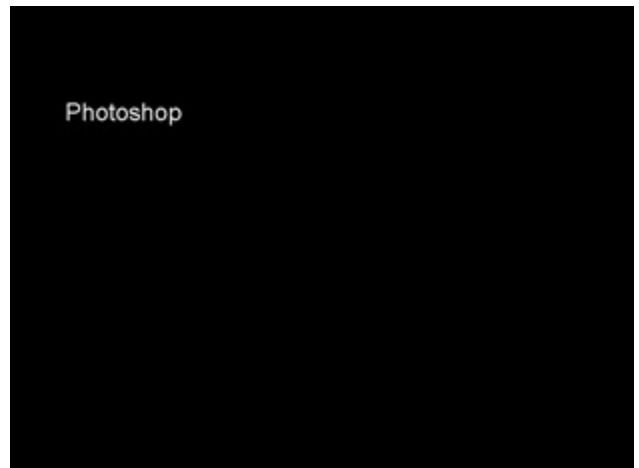
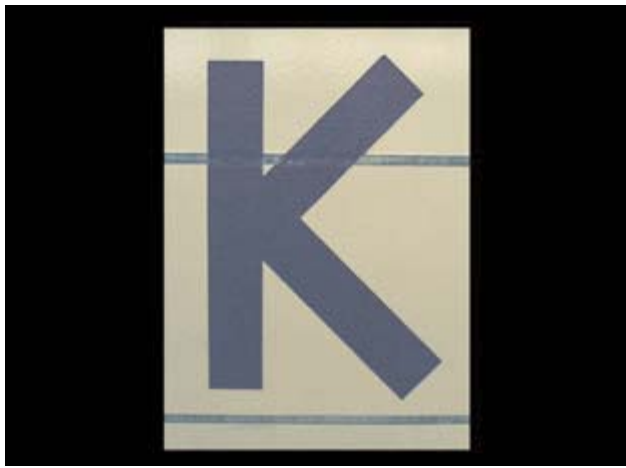
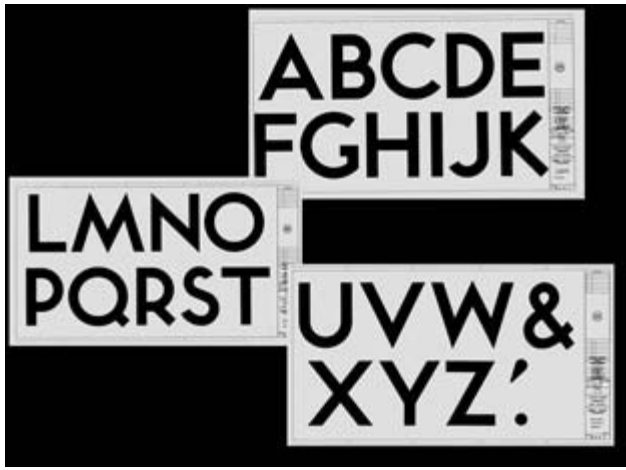
HOW DO WE READ?

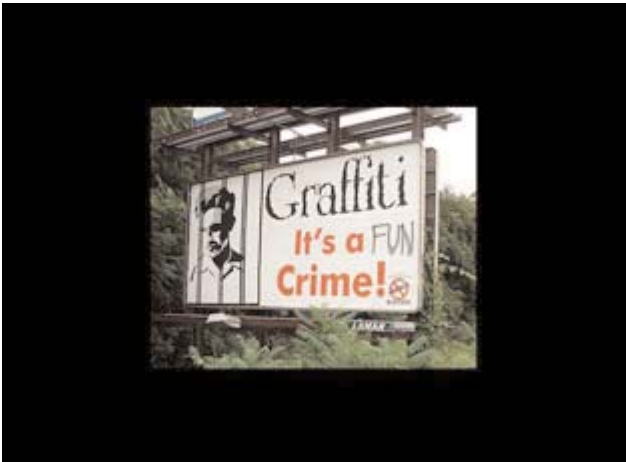
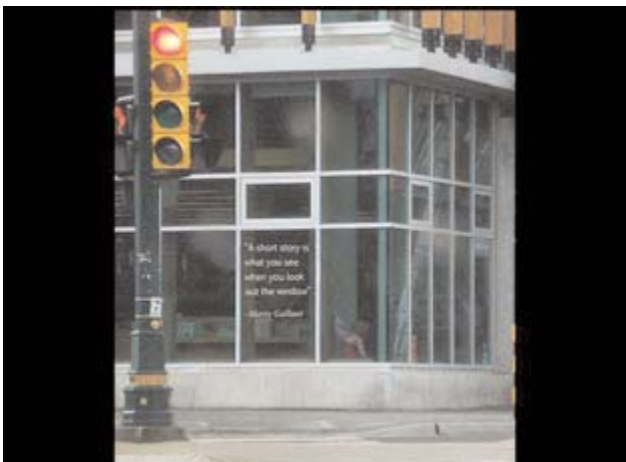
how do we read?

Enough is enough

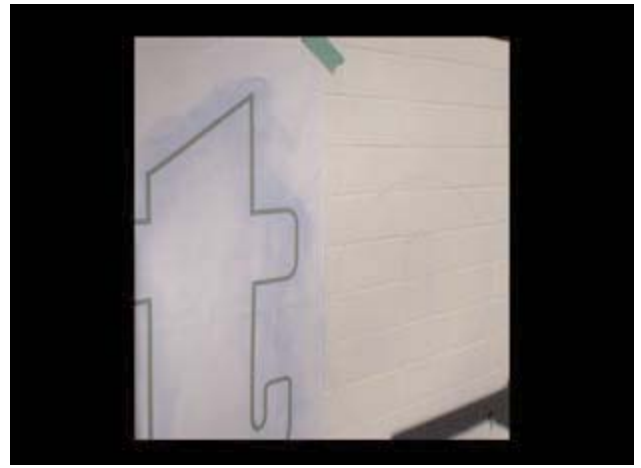


Toronto Subway Regular





Pilot Project





World's smallest mural



You'll never see the pyramids for the Bull Durham advertisements.

- Mark Twain



Signage



