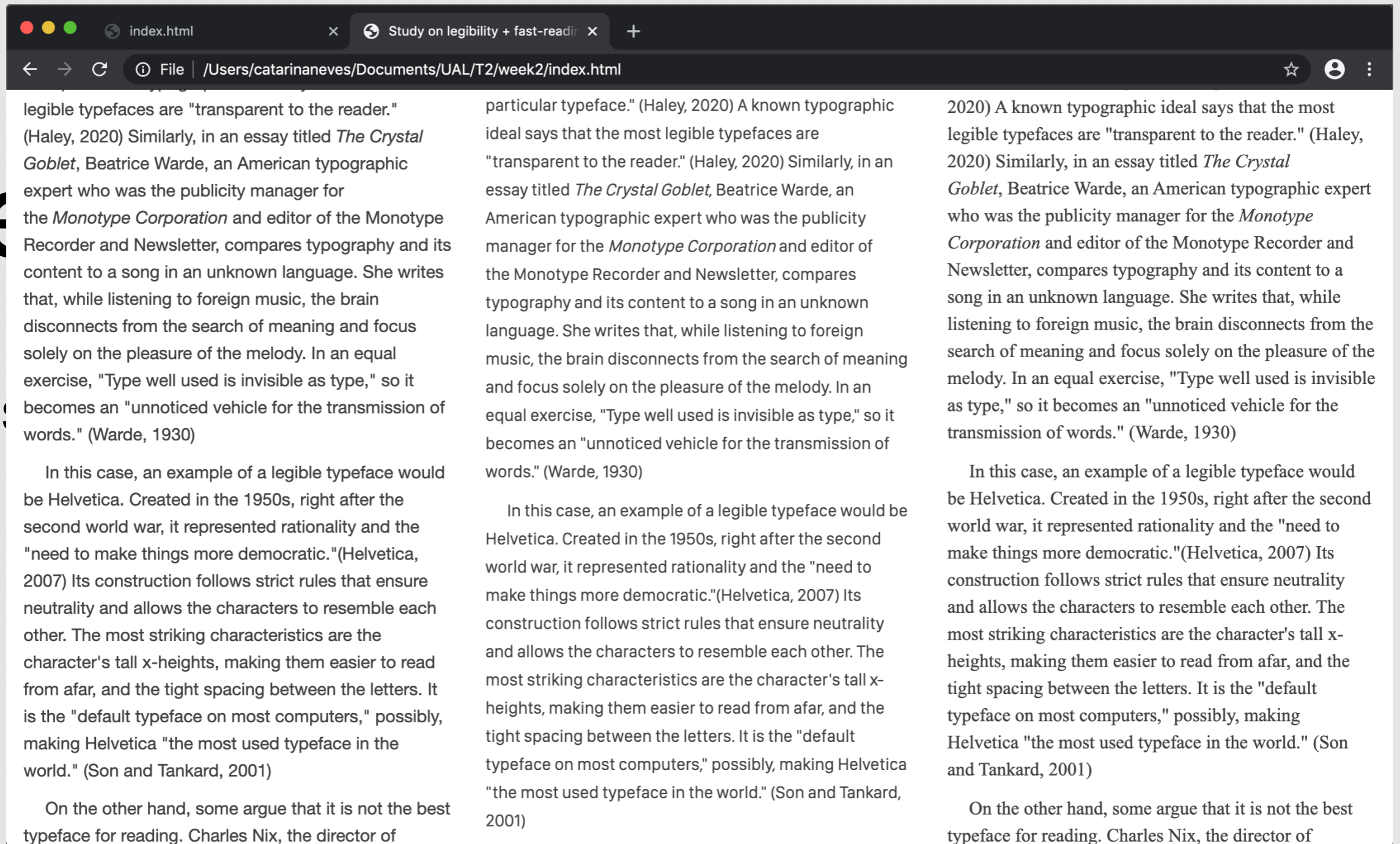


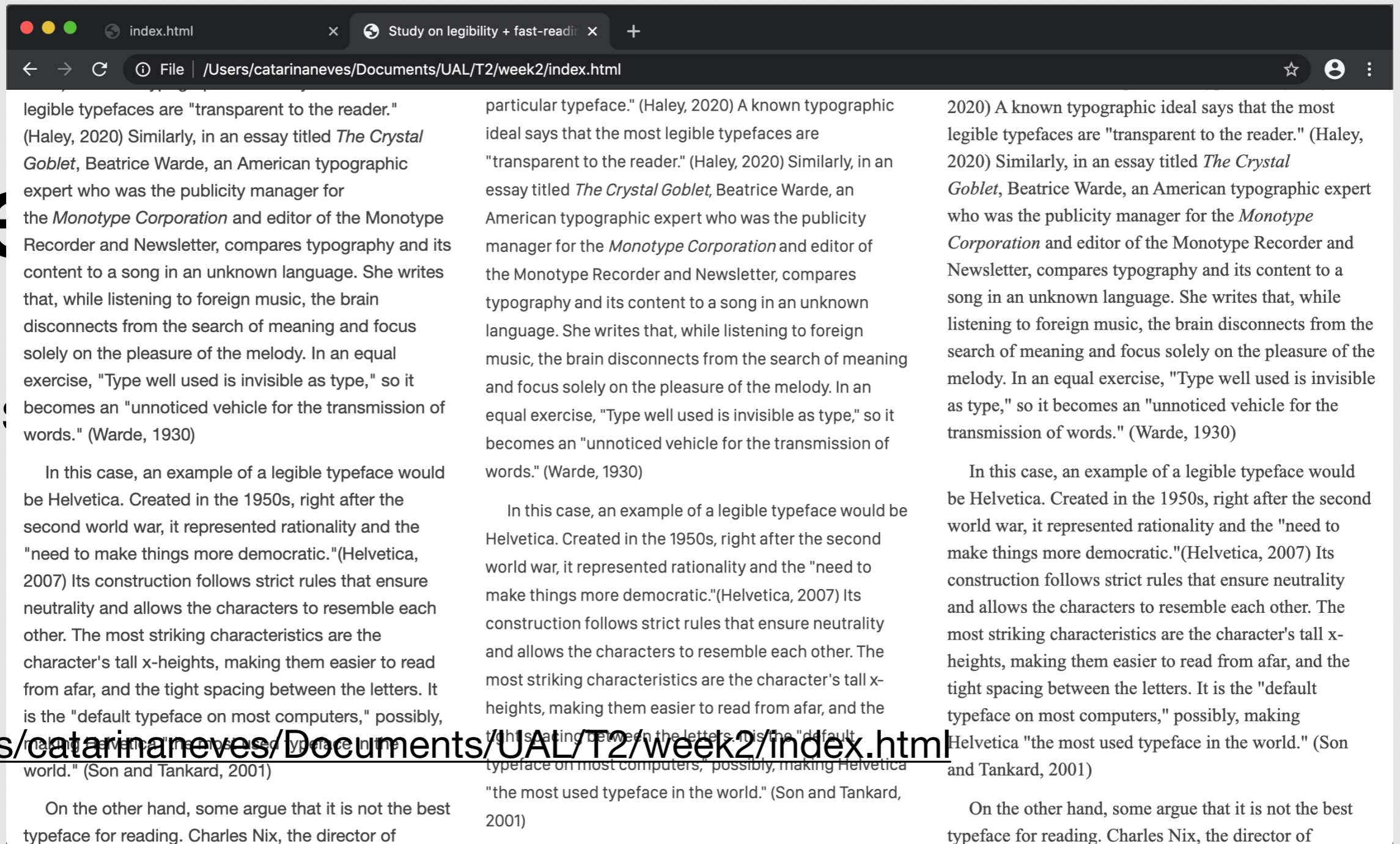
Beyond Words

The Role of Communication Design
in dismantling online universality.

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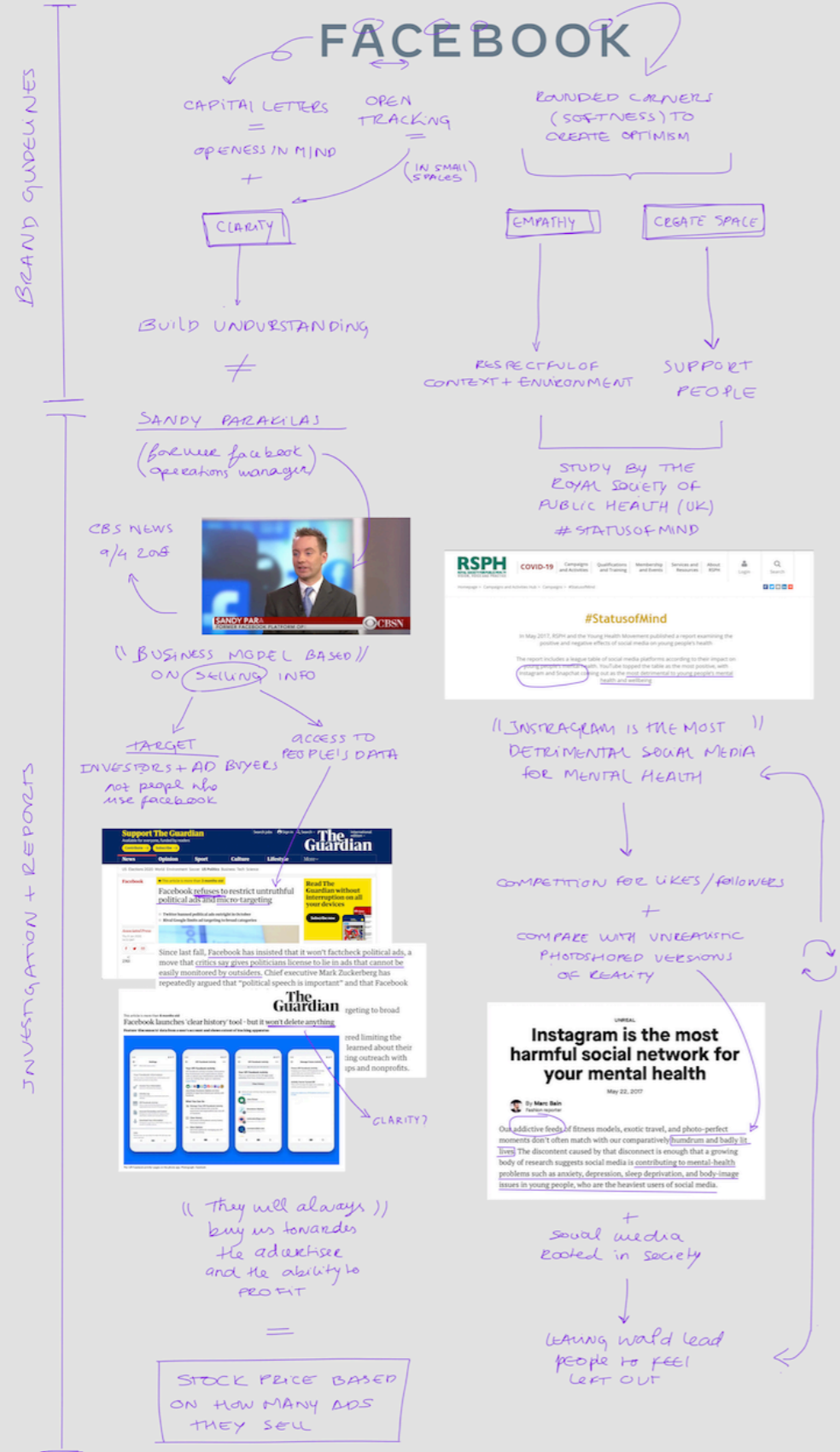


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MA GCD Symposium 2020



2020) A known typographic ideal says that the most legible typefaces are "transparent to the reader." (Haley, 2020) Similarly, in an essay titled *The Crystal Goblet*, Beatrice Warde, an American typographic expert who was the publicity manager for the *Monotype Corporation* and editor of the *Monotype Recorder* and *Newsletter*, compares typography and its content to a song in an unknown language. She writes that, while listening to foreign music, the brain disconnects from the search of meaning and focus solely on the pleasure of the melody. In an equal exercise, "Type well used is invisible as type," so it becomes an "unnoticed vehicle for the transmission of

2020) A known typographic ideal says that the most legible typefaces are "transparent to the reader." (Haley, 2020) Similarly, in an essay titled *The Crystal Goblet*, Beatrice Warde, an American typographic expert who was the publicity manager for the *Monotype Corporation* and editor of the *Monotype Recorder* and *Newsletter*, compares typography and its content to a song in an unknown language. She writes that, while listening to foreign music, the brain disconnects from the search of meaning and focus solely on the pleasure of the melody. In an equal exercise, "Type well used is invisible as type," so it becomes an "unnoticed vehicle for the transmission of words." (Warde, 1930)

of a legible typeface would be Helvetica. Created in the 1950s, right after the second world war, it represented rationality and the "need to make things more democratic." (Helvetica, 2007) Its construction follows strict rules that ensure neutrality and allows the characters to resemble each other. The most striking characteristics are the character's tall x-heights, making them easier to read from afar, and the tight spacing between the letters. It is the "default typeface on most computers," possibly, making Helvetica "the most used typeface in the world." (Son and Tankard, 2001)

In this case, an example of a legible typeface would be Helvetica. Created in the 1950s, right after the second world war, it represented rationality and the "need to make things more democratic." (Helvetica, 2007) Its construction follows strict rules that ensure neutrality and allows the characters to resemble each other. The most striking characteristics are the character's tall x-heights, making them easier to read from afar, and the tight spacing between the letters. It is the "default typeface on most computers," possibly, making Helvetica "the most used typeface in the world." (Son and Tankard, 2001)

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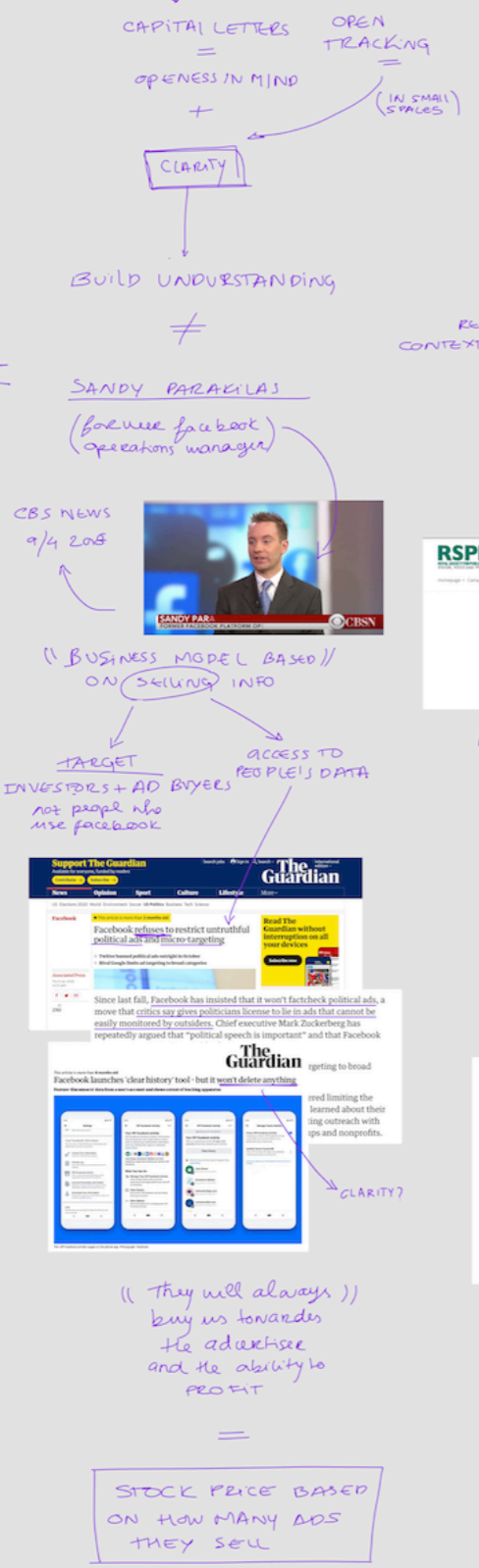
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On the other hand, some argue that it is not the best typeface for reading. Charles Nix, the director of

BRAND GUIDELINES

INVESTIGATION + REPORTS

FACEBOOK



GOTHAM

COMMISSIONED BY GQ 2000

MASCULINE + GEOMETRIC + FRESH

INSPIRED BY NYC ARCHITECTURE

Blocky + NO-NONSENSE

(An American working) class typeface was born

FEERE-JONES

2008

OBAMA'S PRESIDENTIAL CAMPAIGN



YES WE CAN

TYPEFACE

HOPE / PROGRESS / CHANGE

FRANK FAIRY POSTER



LEGALIZATION OF IMMIGRANTS + SOCIAL / LANGUAGE SUPPORT

2016

BREXIT - VOTE LEAVE

LEAVE MEANS LEAVE



CLOSE BORDERS AND CHOOSE THOSE WHO COME IN BASED ON SKILLS

2019

PARASITE - FILM POSTER



GOTHAM W/ TWIST

WORKING CLASS STRUGGLES WHILE THE RICH ARE COMFORTABLE

STONE (MOVIE)

REPRESENTS THE DREAM OF GETTING WEALTHY BUT BECOMES THE STRUGGLE

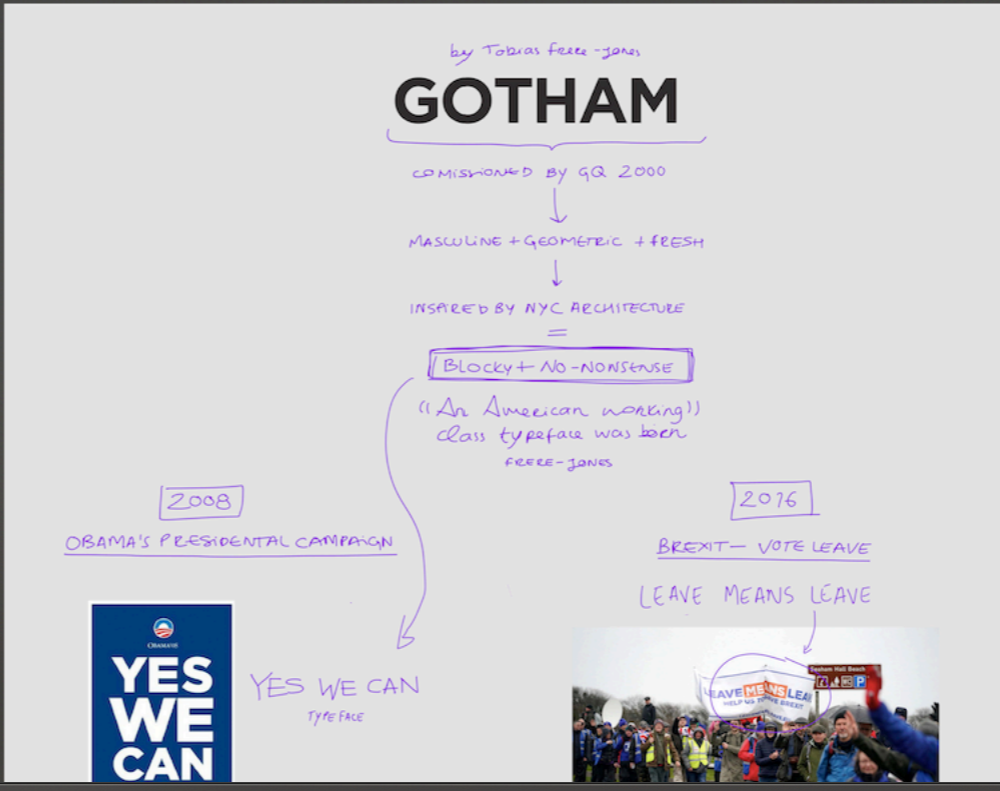
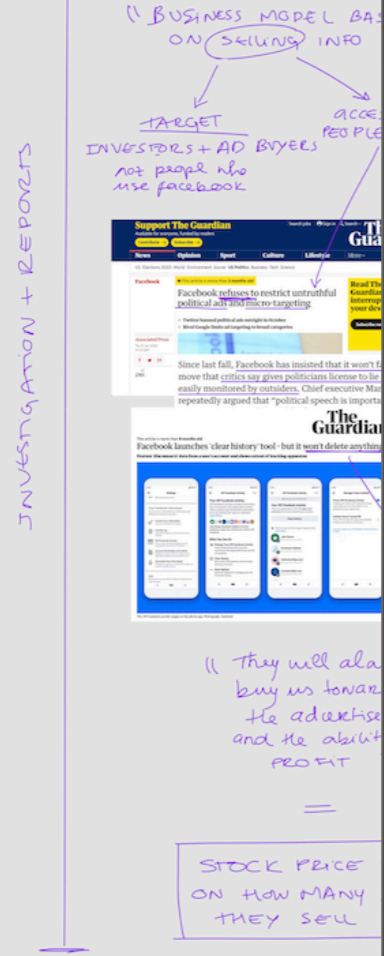
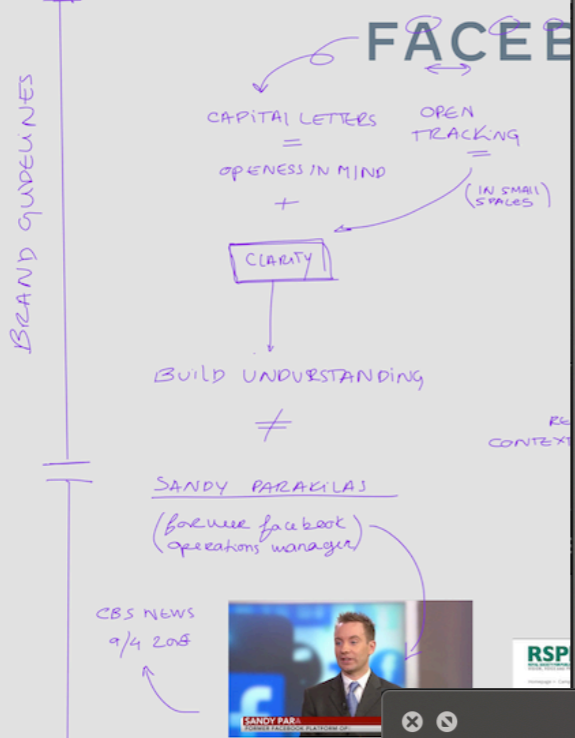
posium 2020

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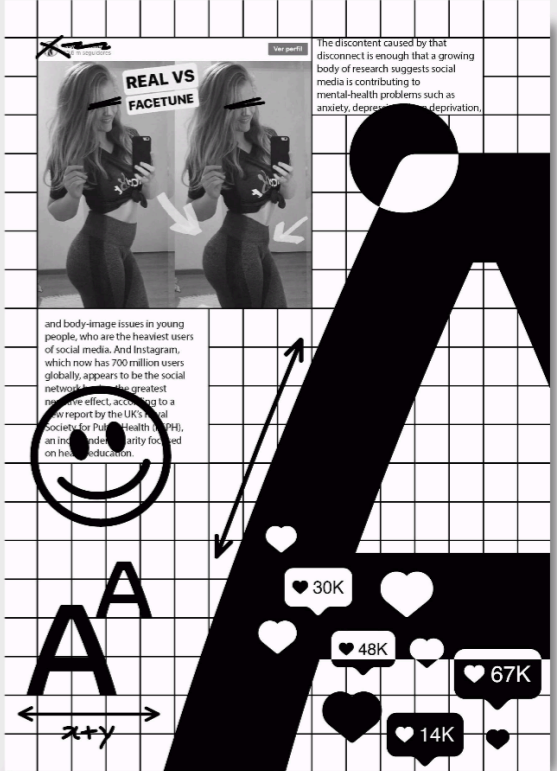
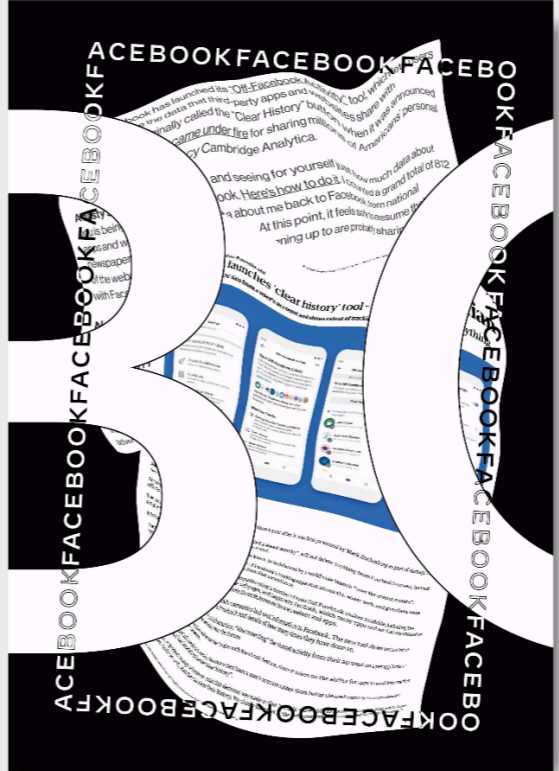
that it is not the best, the director of

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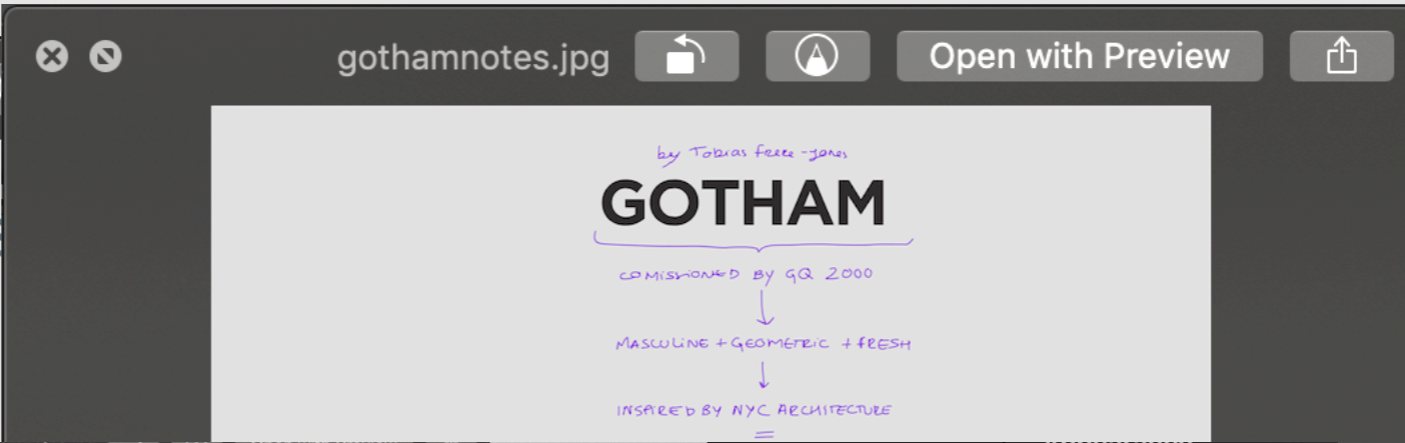


posium 2020

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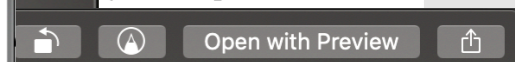
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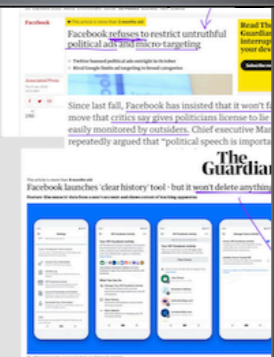
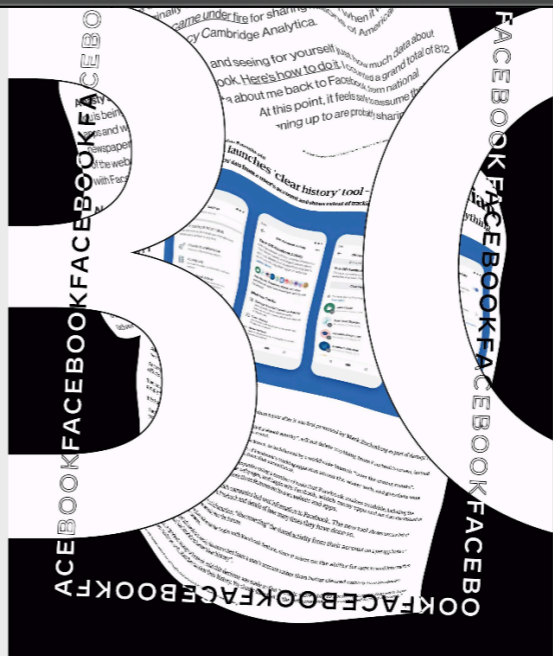
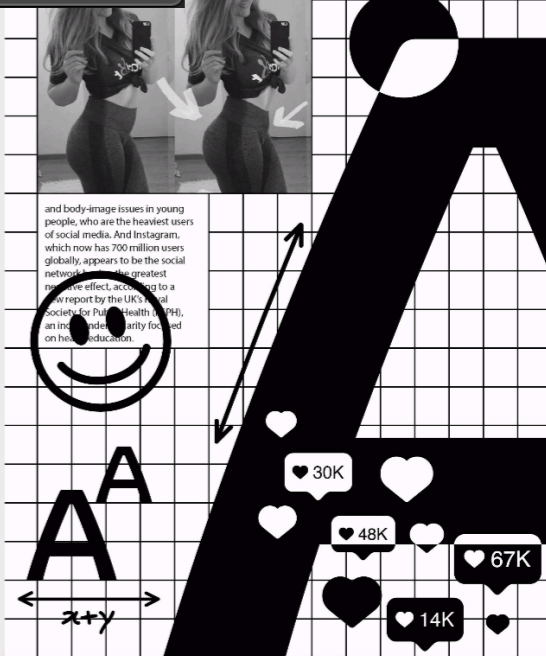
posium 2020

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I did not have this genome when I was a child



The discontent caused by that disconnect is enough that a growing body of research suggests social media is contributing to mental-health problems such as anxiety, depression, and self-harm.

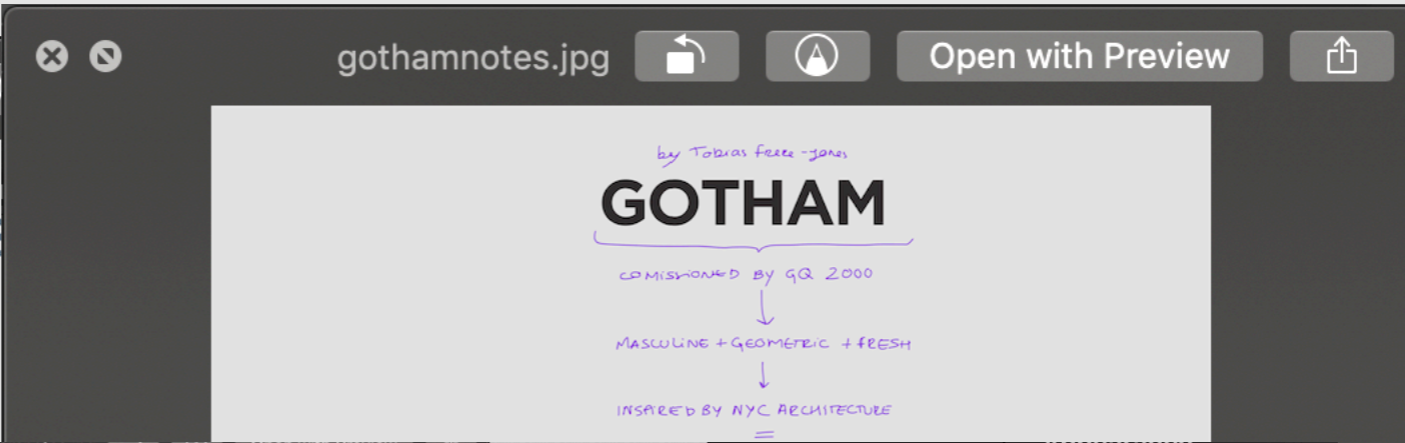


INVESTIGATION +

They will also buy us toward the advertising and the ability to profit

STOCK PRICE ON HOW MANY THEY SELL

file



posium 2020

amelie's father regular

I did not have this drama
when I was a child

...says that the most
to the reader." (Haley,
The Crystal
...ican typographic expert
for the *Monotype*
...onotype Recorder and
... and its content to a
...he writes that, while
...ain disconnects from the
...ly on the pleasure of the

amelie regular

Dad if you found a precious
relic from your childhood

file

INVESTIGATION +

Dad if you found a
precious relic from
your childhood

Open Grammarly

TEXTBOX

Textbox

heading

Font

Amelie2 Regular 2

Drag & drop fonts here

Font size

75 px

Line-height

Alignment

CSS

New textbox

Delete textbox

FONT VARIATIONS

Instance

Regular

journey

400

intro-extro

0

FONT FEATURES

COLOUR



I A
W

Dad if you found a precious
relic from your childhood

Investigative

file

Dad if you found a

TEXTBOX

2

drop fonts here

75 px

400

0



US

Choose a context

Choose a word

size

position x

position y

Choose a style



Browser window showing a URL: <https://catarinasrneves.github.io/typography-study-03/>

Choose a context

Brexit environment strike

<https://catarinasrneves.github.io/researchpaper/>

index.html

File | /Users/catarinaneves/Documents/UAL/research%20paper/web/index.html

Font Style Legible ▾

- font size
- spacing
- width
- indent

Background Colour

- red
- green
- blue

Beyond Words

The role of Communication Design in dismantling online universality.