

Typographic expression

The dynamic visual treatment of text
as an extension of written language.

With imagination, creativity, craft, care and consideration, the typographic form can convey an extensive array of emotions and meanings in a variety of ‘voices’.

When we communicate, the 'affective' aspect and tone of our voice adds an expressive quality to the words spoken. Often it's not what we say but how we say it.

We may choose to emphasise a point by raising the pitch of our voice or stretch out the enunciation of a word. It is even possible to negate or nulify the meaning of a phrase with the tone of the delivery we adopt.

Here's a quick exercise ...

Take it in turns to say the following phrase:

I'm sorry.

Decide if the person who says it means it or not.

Typography is the visual treatment of written language to enrich communication.

Just like the spoken word, a range of emotional qualities and tones of voice can be conveyed through treatment of the typographic form, such as by choice of typeface, weight, size, orientation, rendering technique, position, tone and colour.

It is important to grasp this purpose of type.
Its physical appearance (form) has its own
expressive personality (function).

Typefaces should be selected and positioned to reinforce the essence of a word or story. By understanding the basic classifications of type you will make better use of these functional characteristics.

Your awareness of the classifications is an essential tool in developing your ability to select an appropriate typeface to enhance the expressive meaning of any given message. It will make you a more accomplished communicator.

A well-combined variety of typefaces, suitably and imaginatively laid out, will bring variation of expression and harmony to any given design, be it a poster, print ad, website, logo, TV ad, app, etc.

Let's see ...

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sion**

WALK

hype

o o
p pc rn

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J u m p

seniors

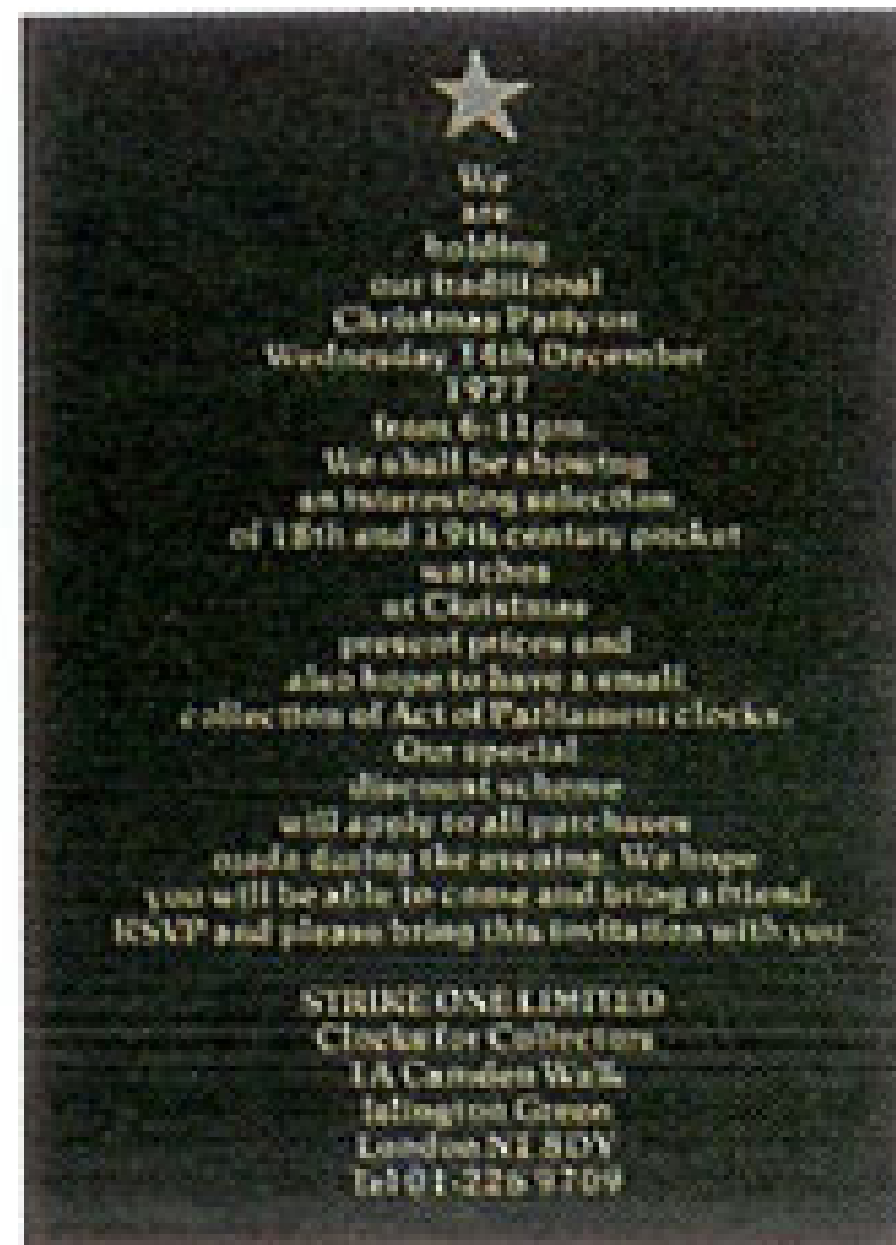
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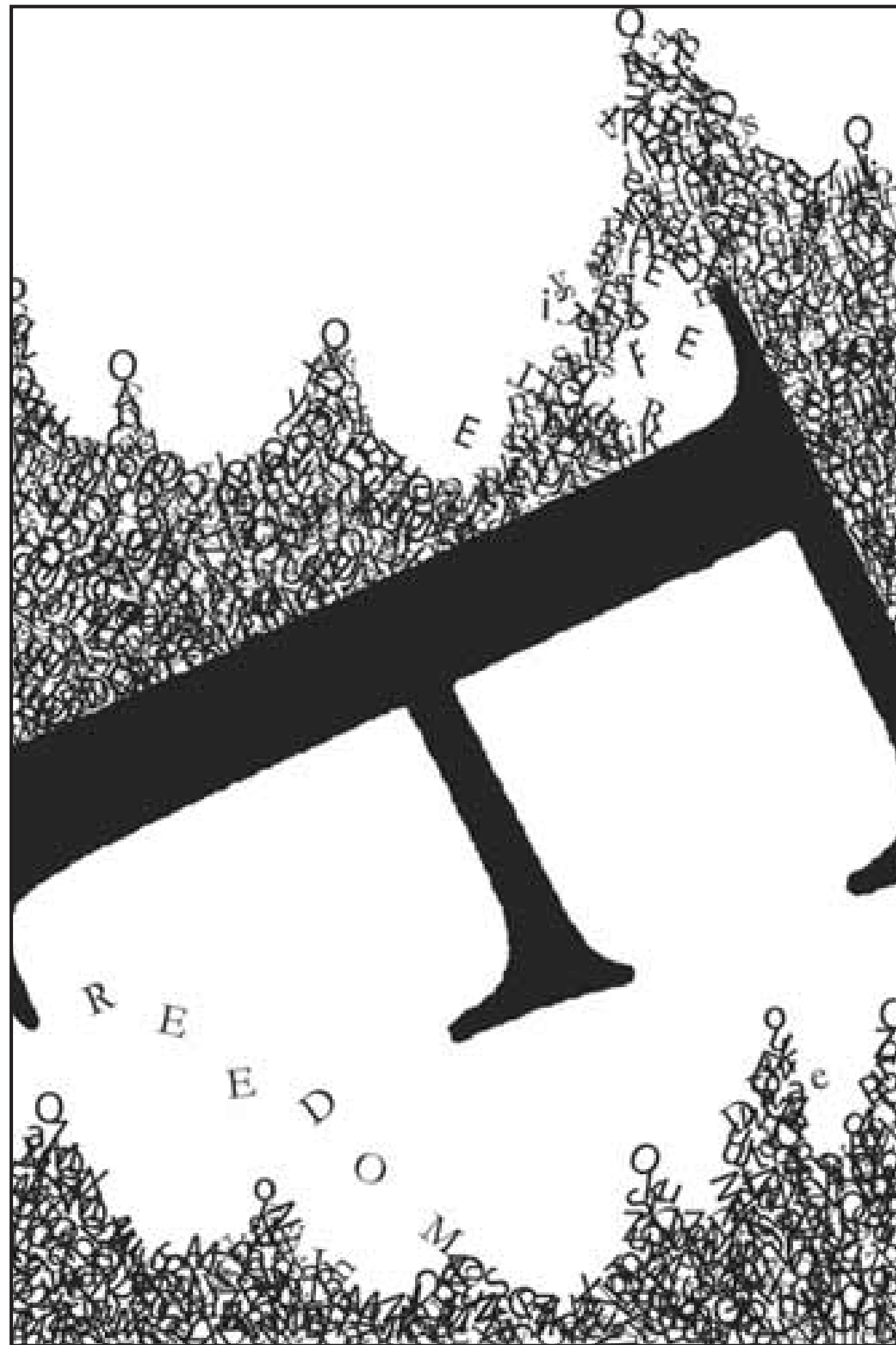
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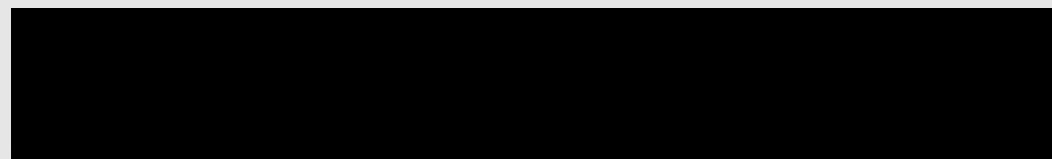
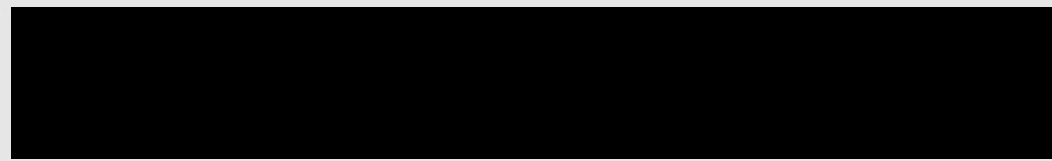
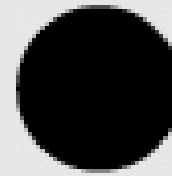
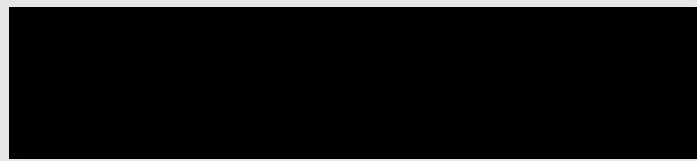
However, typographic expression is not the same as typographical illustration - this is text as image; a subject we will cover later in the module.



Typographic expression uses the characteristics of type and layout to enhance meaning.







Erup Now



FAST FOOD

DALI



THE END

Studio workshop

Express the following words using only type and layout:

imagination

tired

brexit

memorable

dangerous

selfie

awkward

university