

Outline

Tested Time: 6 minutes

1.) Introduction

- a.) As written by Maryam Tahari for the popular blog Creative Market, “typography is the visual art of creating written words.”
- b.) So in the rest of my time, I would like to give some examples of power of typography, so that you can better understand the effect it has on your every day life.

2.) Why is Type important?

- a.) According to MyFonts.com, a commercial typography site, there are over 32,000 fonts available for commercial use.
- b.) In response to that exact question, Bill Dawson, the head of design company XK9 responded “Do we need so many books? Do we need another painting? Do we need so many songs?”
- c.) In the words of Max Philips, a typographer for Signal Type Foundry, “type is what meaning looks like.”

3.) What is a typographer?

- a.) Typographers make careful font decisions
- b.) Typographers make *new* fonts

4.) How does it affect my life?

- a.) Helps visual design
- b.) Road Signs are carefully designed
- c.) Visual Branding

5.) Conclusion

- a.) Because just like movies, just like paintings, just like songs, as typographer Paul Rand said, “Typography is an art. Good typography is Art”

Typography Speech

Introduction

I thank you all for having me again. Today, I'm going to be talking about Typography. As written by Maryam Tahari for the popular blog Creative Market, "typography is the visual art of creating written words." For the non-professional, this could practically translate to "how to choose what font you're going to use." For print designers in the past, it meant what typesetting blocks they would use for their print machines. For monks in the 11th century, it meant the incredible lifetime of careful work to creating an illuminated Bible. For as long as humans have cared about words, we've cared about what they looked like written down.

So in the rest of my time, I would like to give some examples of power of typography, so that you can better understand the effect it has on your every day life.

Body I — Why is Type important?

So firstly, out of curiosity, I'd like to all to take just a couple seconds here and think of all the fonts you know the name of off the top of your head. *Pause for ten seconds.* For most of you, that wasn't more than three. *Maybe five.* According to MyFonts.com, a commercial typography site, there are over 32,000 fonts available for commercial use. Each of these fonts were made with a unique vision and use in mind.

So why are there so many? In response to that exact question, Bill Dawson, the head of design company XK9 responded "Do we need so many books? Do we need another painting? Do we need so many songs?"

As visual creatures, while we read, we're looking at more than just the words written, we're also looking at how they are written. The shape, the color, the spacing of a sentence, phrase, or even single letter can put images in our mind that alter how we read things. In the words of Max Philips, a typographer for Signal Type Foundry, "type is what meaning looks like."

Body II — What is a typographer?

So what exactly does typography look like in a practical sense? Well, it *isn't* just switching your paper's font from Times New Roman to Cambria. Typography *is* understanding what the paper is meant for, what kind of paper it is going to be printed on, who is meant to read it, what kind of space allotment and line leading you have, and *then* based on all of that info, the typographer would make a decision of which font is going to be a checkmark on all the categories and therefore be the best for the job.

Typography isn't just picking a font, though. One aspect of typography is handlettering, the process of creating your own type faces. The most common place we see these are wall art in coffee shops, such as this one in a Seattle Starbucks. A typographer might also create a work for a movie such as Lord of the Rings to create a handwritten document shown in the movie. Remember when Biblo and Frodo are writing? All of the in-movie writing, as well as logos, captions, and every other part of the movie's typography were designed by Daniel Reeve.

Body III — So how does Typography affect my every day life?

Now you're likely still wondering how exactly this effects your daily life. I mean, it's like a movie — you don't necessarily need to understand all the work that goes into it to still enjoy the movie.

But sticking with the movie examples, Lord of the Rings wouldn't be the same if work hadn't been put into the fonts and written type used within the movie. They aid the overall feel of the movie, without us having to think about it.

Have you ever thought about road signs? The font chosen for road signs in America was specifically created with the signs in mind, and made so that no letter could possibly be mistaken for another letter. Though I mentioned this to a friend and she told me she misreads “stop” as “roll” all the time.

Even in our books and the websites we visit every day like Facebook and Amazon, fonts are specifically created, moved, colored, and arranged so that they help make the message as clear as possible. A product like apple wants to use a slim, sleek font because that’s how they want you to view their products. A new startup company such as Buca Boot is going to use a bold, unique font, because that’s how they want you to view *their* product.

Conclusion

So to conclude, typography and typographers make a big difference in your life every day, but it’s a service that many of us don’t realize is being provided to us. A very common phrase in design and engineering fields is that “good design is invisible.” But every once in a while, you want it to be seen. Like a piece of art, sometimes it’s supposed to speak on its own. The illuminated Bibles of the 11th century were meant to give the words a meaning, a boldness that was not shown in any other books in the world. Because just like movies, just like paintings, just like songs, as typographer Paul Rand said, “Typography is an art. Good typography *is* Art”