

# CONTENTS

7 INTRODUCTION

9 ACKNOWLEDGMENTS

## 10 LETTER

- 14 Humanism and the Body
- 16 Enlightenment and Abstraction
- 22 Monster Fonts
- 26 Reform and Revolution
- 28 Type as Program
- 30 Type as Narrative
- 32 Back to Work
- 36 *Anatomy*
- 38 *Size*
- 42 *Scale*
- 46 *Type Classification*
- 48 *Type Families*
- 50 *Superfamilies*
- 52 *Capitals and Small Capitals*
- 54 *Mixing Typefaces*
- 56 *Numerals*
- 58 *Punctuation*
- 60 *Ornaments*
- 64 *Lettering*
- 68 *Logotypes and Branding*
- 72 *Typefaces on Screen*
- 74 *Bitmap Typefaces*
- 76 *Typeface Design*
- 78 *Exercise: Modular Letterforms*
- 80 *Font Formats*
- 82 *Font Licensing*

## 84 TEXT

- 88 Errors and Ownership
- 90 Spacing
- 92 Linearity
- 96 Birth of the User
- 102 *Kerning*
- 104 *Tracking*
- 106 *Exercise: Space and Meaning*
- 108 *Line Spacing*
- 112 *Alignment*
- 118 *Exercise: Alignment*
- 120 *Vertical Text*
- 124 *Enlarged Capitals*
- 126 *Marking Paragraphs*
- 130 *Captions*
- 132 *Hierarchy*
- 144 *Exercise: Hierarchy*
- 146 *Exercise: Long Lists*

## 148 GRID

- 152 Grid as Frame
- 160 Dividing Space
- 164 Grid as Program
- 170 Grid as Table
- 174 Return to Universals
- 176 *Golden Section*
- 178 *Single-Column Grid*
- 180 *Multicolumn Grid*
- 194 *Modular Grid*
- 202 *Exercise: Modular Grid*
- 204 *Data Tables*
- 206 *Exercise: Data Tables*

## 208 APPENDIX

- 210 *Spaces and Punctuation*
- 212 *Editing*
- 214 *Editing Hard Copy*
- 215 *Editing Soft Copy*
- 216 *Proofreading*
- 218 *Free Advice*
  
- 220 BIBLIOGRAPHY
- 222 INDEX