

Typographic Investigation The Design School Toby Miller
Arizona State University
2024

Typographic Investigation The Design School

Toby Miller Arizona State University 2024

AIGA advocates for a greater appreciation of the value of design and designers in politics, business, and media. We inspire creatives and the public by sharing the most exciting design work and engaging in thoughtful, gripping discussion on pressing issues. Our goal is to complement skillful growth by refining learning opportunities at all levels. From content that names the global practice to events that intertwine and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our shared fate. We do this by defining global standards and ethical practices and making supreme tools and material goods unrestricted to each person.

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Two squares are placed so that one inch of each square overlaps the other.

The overlapping section is calculated to be 75% of the value of the first square.

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The overlapping section is changed to 43.5% of the value of the upper square.

The overlapping section is changed to 12% of the value of the upper square.

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A third square, 75% of the lower one, is placed to overlap an inch of the second one. The overlapping section of the second and third square is calculated to be 75% of the second square's value.

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The overlapping section of squares two and three is changed to 43.5% of the second square's value.

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A fourth square with 75% of the value of the third is added so that one inch of each overlaps.

The overlapping section of squares three and four is calculated to be 75% of the third square's value.

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The overlapping section is changed to 43.5% of the value of the third square.

The overlapping section

is changed to 12% of

the value of the third

square.