




Typographic Investigation
The Design School

Toby Miller
Arizona State University
2024

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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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A third square, 75% of the lower one, is placed to overlap an inch of the second one.




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The overlapping section of the second and third square is calculated to be 75% 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.

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The overlapping section
of squares three and
four is calculated to be
75% of the third
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The overlapping section
is changed to 43.5% of
the value of the third
square.

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

