

# The Type Continuum: Two voices on a page

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type as  
information

type as  
expression

type as  
image

**Process Book**

Typography 1  
Project 1  
Lesley Art + Design

Rose Roustom  
October 30, 2023

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Hermann Zapf

The argument that visually challenging typography will entice a reader to decipher a message is invalid. Complexity is an obstacle, not an invitation. As more and more information becomes available, less and less time is spent consuming each piece. Attention spans shorten, powers of concentration decrease—and an impenetrable message will be passed over in favor of something more accessible. Typography must not only allow people to read and comprehend information, but also make it both easy and pleasurable to do so. Given the amount of information we are confronted with each day, this consideration is vital.

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# The Type Continuum: Two voices on a page

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type as  
information

type as  
expression

**type as  
image**

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the art of building  
a structure that  
is both functional  
and aesthetically  
pleasing. It is a  
combination of  
art and science.  
The architect's  
role is to create  
a space that  
meets the needs  
of the user while  
also being a work  
of art. This is  
achieved through  
a process of  
collaboration  
and communication.  
The architect  
must understand  
the client's needs  
and translate them  
into a design that  
is both practical  
and beautiful.  
The final result  
is a structure that  
not only serves  
its purpose but  
also enhances  
the quality of  
life for those  
who inhabit it.

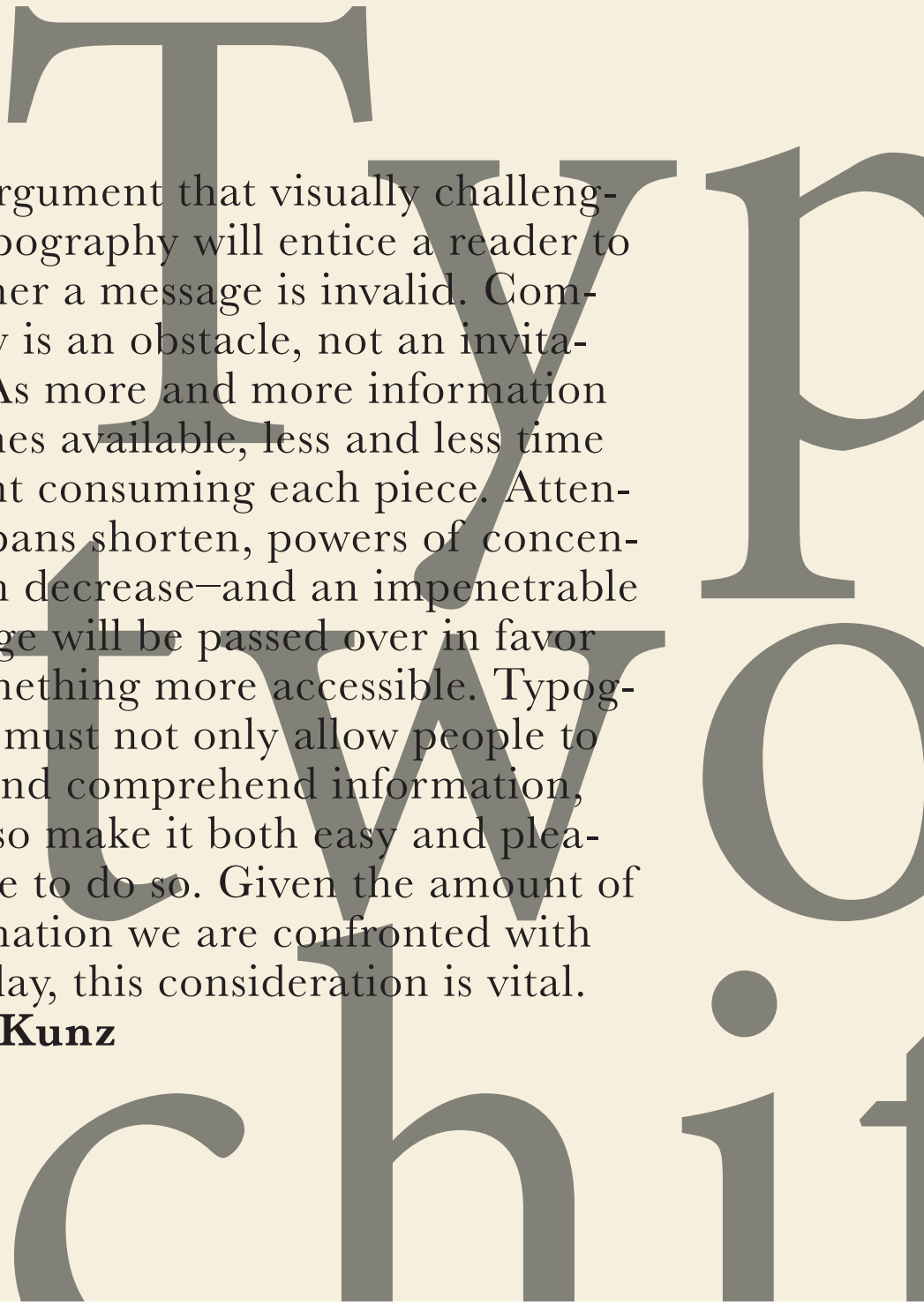
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