The Mediality of Typography and Textual Space

A display of the Talmud Project by David Small, MIT Media Lab 1999 (Hillary Kenna)

> Two displays of *Flying Letters* by John Maeda, 1995 (Loretta Staples)

A display of "Information Landscapes" by Lisa Strausfeld. "Information Landscapes" was part of the project entitled Financial Viewpoints: Using Point of View to Enable Understanding of Information, MIT Media Lab 1994 (Loretta Staples)



A display from the Stream of Consciousness project by Tom White and David Small, MIT Media Lab 1998 (Hillary Kenna)

Sterne



'hither are they banished? To the three cities situate

Whither are they banished? To the three cities sicult on the yonder side of the Jordan and three cities situate in the land of Canaan, as ordained, ye shall give three cities beyond the Jordan and three cities in the land of Canaan. They shall be cities of refuge. Not until three cities were selected in the land of I srael did the [first] three cities beyond the Jordan receive furginity

three cities beyond the Jordan receive fugitives, as

ordaned, and of these cities which ye shall give] six -cities for refuge shall they be unto you which means that [they did] not [function] until all six could

and direct roads were made leading from one to the

other as ordained, thou shalt prepare thee a way and divide the borders of thy land into three parts. And two

londamed ischolar-disciples were delegated to escort the manufacture in case anyone attempted to slay him on the way and that they might neak to him. R. Meir says: he may level blead his cause him self, as it is ordaned, and their the word of the slayer.R. Jose B. Indeb eyes to begin with, a slayer is sent in advance to him thence, Whom then the court

ained] scholar-disciples were delegated to escort the



en Vezi aspects of screen design are

THE LIFE AND OPINIONS OF Maledicat illum sancta Dei genetrix et perpetua Virgo Maria. Maledicat illum sanctus Michael, animarum susceptor sacrarum. Maledicant illum omnes angeli et archangeli, principatus et potestates, omnisque militia coelestis

Maledicat illum patriarcharum et prophetarum laudabilis numerus. Maledicat illum sanctus Johannes Praecursor et Baptista Christi, et

sanctus Petrus, et sanctus Paulus, atque sanctus Andreas, omnesque Sanctus Fettus, et sanctus Fattus, quatuor quoque evangelistae, Christi apostoli, simul et caeteri discipuli, quatuor quoque evangelistae, qui sua praedicatione mundum unive illum cuneus martyrum et confessorum mirificus, qui Deo bonis

operibus placitus inventus est.

Maledicant illum sacrarum virginum chori, quae mundi vana causa

honoris Christi respuenda contempserunt. Maledicant illum omnes sancti qui ab initio mundi usque in finem seculi Deo dilecti inv

Maledicant illum coeli et terra, et omnia sancta in eis manentia. Maledictus sit ubicunque fuerit, sive in domo, sive in agro, sive in viâ,

sive in semitâ, sive in silvâ, sive in aquâ, sive in ecclesiâ. Maledictus sit vivendo, moriendo, manducando, bibendo, esuriendo, sitiendo, jejunando, dormitando, dormiendo, vigilando, ambulando, stando, sedendo, jacendo, operando, quiescendo, mingendo, cacando, flebotomando

Maledictus sit in totis viribus corporis, Maledictus sit intus et i n i n i n i exterius. Maledictus sit in capillis; maledictus sit in cerebro. Maledictus

sit in vertice, in temporibus, in fronte, in auriculis, in superciliis, in oculis, in genis, in maxillis, in naribus, in dentibus, mordacibus, sive molaribus, in labiis, in guttere, in humeris, in harnis, in brachiis, in manubus, in digitis, in pectore, in corde, et in omnibus interioribus in stomacho tenus,

TRISTRAM SHANDY 'May the holy and eternal Virgin Mary, mother of God, curse him. -May St Michael, the advocate of holy souls, curse him. - May all the angels and archangels, principalities and powers, and all the heavenly armies, curse him.' [Our armies swore terribly in Flanders, cried my uncle Toby, – but nothing to this. – For my own part I could not have a heart to curse my dog so.]

'May St John, the Praecursor, and St John the Baptist, and St Peter and St Paul, and St Andrew, and all other Christ's apostles, together curse him. And may the rest of his disciples and four evangelists, who by their preaching converted the universal world, and may the holy and vonderful company of martyrs and confessors who by their holy works are found pleasing to God Almighty, curse him' (Obadiah).

'May the holy choir of the holy virgins, who for the honour of Christ have despised the things of the world, damn him - May all the saints, who from the beginning of the world to everlasting ages are found to be beloved of God, damn him

'May the heavens and earth, and all the holy things remaining therein, damn him,' (Obadiah) 'or her,' (or who ever else had a hand in tying these knots).

'May he (Obadiah) be damned wherever he be – whether in the house or the stables, the garden or the field, or the highway, or in the path, or in the wood, or in the water, or in the church. – May he be cursed in living, in dying.' [Here my uncle Toby, taking the advantage of a minim in the second bar of his tune, kept whistling one continued note to the end of the sentence. - Dr Slop, with his division of curses moving under him, like a running bass all the way.] 'May he be cursed in eating and drinking, in being hungry, in being thirsty, in fasting, in sleeping, in slumbering, in walking, in standing, in sitting, in lying, in working, in resting, in pissing, in shitting, and in bloodle 'May he' (Obadiah) 'be c

'May he be cursed inwar

he hair of his head! - May

(that is a sad curse, quoth n

his ears, in his evebrows, in

in his fore-teeth and grinde

in his wrists, in his arms, in

'May he be damned in

purtenance, down to the ve

THE LIFE AND OPINIONS OF

resolved to follow; and that is, - not to be in a hurry; but to go on leisurely, writing and publishing two volumes of my life every year; which, if I am suffered to go on quietly, and can make a tolerable bargain with my bookseller, I shall continue to do as long as I live.

It is not conceptual abstraction the aesthetic experience necessitates, but the medium itself, which is the primary experience of all aesthetic reception. (Wilhelm Dilthey)

water

waterwater

Dadaists reinforced the physiological perception of (Hausmann and Cullers) typography.

Tzara "desindicalized" typography: conventional significations were abolished, importance was awarded to the type itself, its design and graphic signifiers. (Jean-Gérard Lapacherie)

> Electronic books lack the sensual facet of printed books. (Martin Solomon)

> > TRISTRAM SHANDY James Turner, Esqrs. or assigns, -upon TRUST and confidence, and for and unto the use and uses, intent, end, and purpose following - That is to say, - That the said sum of one hundred and twenty pounds shall be paid into the hands of the said Elizabeth Mollineux, or to be otherwise applied by them the said Trustees, for the well and truly hiring of one ch, with able and sufficient horses, to carry and convey the body of the said Elizabeth Mollineux, and the child or children which she shall then and there enceint and pregnant with, - unto the city of London; and for the further paying and defraying of all other incidencosts, charges, and expenses whatsoever, - in and about, and for, and elating to, her said intended delivery and lying-in, in the said city or uburbs thereof. And that the said Elizabeth Mollineux shall and may from time to time, and at all such time and times as are here manted and agreed upon, - peaceably and quietly hire the said coach and horses, and have free ingress, egress, and regress throughout her journey, in and from the said coach, according to the tenor, true ent, and meaning of these presents, without any let, suit, trouble listurbance, molestation, discharge, hindrance, forfeiture, eviction vexation, interruption, or incumbrance whatsoever. - And that it shall moreover be lawful to and for the said Elizabeth Mollineux, from time to time, and as oft or often as she shall well and truly be advanced in he d pregnancy, to the time heretofore stipulated and agreed upon, - to e and reside in such place or places, and in such family or families, and with such relations, friends, and other persons within the said city of London, as she at her own will and pleasure, notwithstanding her ture, and as if she was a femme sole and unmarried - shall think fit. - And this Indenture further witnesseth, That for the more effectually carrying of the said covenant into execution, the said Walter andy, merchant, doth hereby grant, bargain, sell, release, and onfirm unto the said John Dixon, and James Turner, Esqrs. their heirs, executors, and assigns, in their actual possession now being, by irtue of an indenture of bargain and sale for a year to them the said in Dixon, and James Turner, Esqrs. by him the said Walter Shandy ant, thereof made; which said bargain and sale for a year, bears date the day next before the date of these presents, and by force and irtue of the statute for transferring of uses into possession, - All that he manor and lordship of Shandy, in the county of -, with all the ights, members, and appurtenances thereof; and all and every the ages, houses, buildings, barns, stables, orchards, gardens, backsides tofts, crofts, garths, cottages, lands, meadows, feedings, pastures, narshes, commons, woods, underwoods, drains, fisheries, waters, and vatercourses; - together with all rents, reversions, services, annuities

TRISTRAM SHANDY THE LIFE AND OPINIONS OF A very great one, answered my mother, if he should have children. which it appears, that except at the curve, marked A, where I took Navarre, - and the indented curve B, which is the short airing - Lord have mercy upon me, - said my father to himself - * I was there with the Lady Baussiere and her page, - I have not in I was there with the Lawy branches and the page, in the least frisk of a digression, till John de la Casse's devils led me round you see marked D. – for as for *ccccc* they are nothing but * * * * * * * * * * * * * * * * * ses, and the common ins and outs incident to the lives of the ninisters of state; and when compared with what men have or with my own transgressions at the letters A B D - they Chapter 40 In this last volume I have done better still - for from the end of Le I AM NOW BEGINNING to get fairly into my work; and by the help of a vegetable diet, with a few of the cold seeds, I make no doubt but I shall Fever's episode, to the beginning of my uncle Toby's campaigns, - I ave scarce stepped a yard out of my way. be able to go on with my uncle Toby's story, and my own, in If I mend at this rate, it is not impossible – by the good leave of his grace of Benevento's devils – but I may arrive hereafter at the excellency of going on even thus: which is a line drawn as straight as I could draw it, by a writing-master's ruler (borrowed for that purpose), turning neither to the right hand nor to the left. This right line, – the path-way for Christians to walk in! say divines - The emblem of moral rectitude! says Cicero -- The best line! say cabbage planters - is the shortest line, says Archimedes, which can be drawn from one given point to another. -I wish your ladyships would lay this matter to heart, in your next - What a journey! Pray can you tell me, - that is, without anger, before I write my upon straight lines - by what mistake - who told them so - or how it has come to pass, that your men of wit and genius have all along nded this line, with the line of Gravitatio These were the four lines I moved in through my first, second, third, and fourth volumes. - In the fifth volume I have been very good, - the precise line I have described in it being this: Figure by Robert Harland TYPOGRAPHY ILLUSTRATION DESIG PHOTOGRAPHY PRINT

icon

hace Not least does it become clear that books are locations when one, referring to a textual location in a literary work, points at the book. Here it is. [...] With the edition

the following, according to Tony Failoa and Michael L. DeBloois: grid, typography, colour, and screen design guidelines. (Robert Harland)

The facets of screen typography are threedimensional space, motion (graphics), sound (Hillary Kenna) and interactivity.



ypgraphy is are perceived by shape and ot dependent on outline, not letter language, but on the graphic arts. by letter. (Robert Harland) (Jean-Gérard Lapachérie)

Pixellated graphic Schriftbild: writing text is created in Phopossesses a visual facet. toshop, allowing for Specific graphic propimage and text to be erties of typography designed on a single applied in a text can pictorial layer. organize the layout. (Loretta Staples) (Hartmut Stöckl)

word

interpretation

symptom

SOCIETY

CULTURE

NDUSTRY COMMERCE

idea

generation

media

realization

imagé

creation

MUNICATION

Typgraphic characters are signs in the ancient sense of the word: aliquid stat pro alique - one thing which stands for another. They are not transparent or merely referential: characters are drawings capable of self-reference. As drawings, these characters are composed of a graphic signifier and of an iconic signification specific to the drawing.

Typographic characters are signs contiguous to their object. They are superposed on letters and cover them up without making them disappear. (Jean-Gérard Lapachérie)

Understanding an image presupposes seeing viusal shapes (gestalts) and integrating them to create meaningful signs. (Hartmut Stöckl)

Digital type consist of letterforms reduced to a binary state: patterns of pixels turned on and off by a computer and arranged on a rectangular grid. Digital type allows for anamorphic transformations or varied letterforms according to context. (Matthew Carter)

Digital type is made up of discrete elements. These elements can be lines, strokes, pixels, colors, shades of grey, or any other graphic unit from which a letterform can be constructed. (Charles Bigelow and Donald Day cited by Loretta Staples)



Chapter 15

THE ARTICLE in my mother's marriage-settlement, which I told the reader I was at the pains to search for, and which, now that I have found it, I think proper to lay before him, - is so much more fully expressed in the deed itself, than ever I can pretend to do it, that it ould be barbarity to take it out of the lawyer's hand: - It is as follows 'And this Indenture further witnesseth, That the said Walter Shandy merchant, in consideration of the said intended marriage to be had, and, by God's blessing, to be well and truly solemnised and consu mated between the said Walter Shandy and Elizabeth Mollineu aforesaid, and divers other good and valuab him thereunto specially moving, - doth grant, covenant, condescend consent, conclude, bargain, and fully agree to and with John Dixon, and James Turner, Esqrs., the above-named Trustees, &c. &c. to wit, - That in case it should hereafter so fall out, chance, happen, or otherwise come to pass, - That the said Walter Shandy, merchan shall have left off business before the time or times, that the said Elizabeth Mollineux shall, according to the course of nature of otherwise, have left off bearing and bringing forth children; – and that, in consequence of the said Walter Shandy having so left off business, he shall in despite, and against the free-will, consent, and good-liking of the said Elizabeth Mollineux, - make a departure from the city of London, in order to retire to, and dwell upon, his estate at Shandy Hall, in the county of -, or at any other country-seat, castle, hall mansion-house, messuage or grange-house, now purchased, or hereafter to be purchased, or upon any part or parcel thereof: - That then, and as often as the said Elizabeth Mollineux shall happen to be encein with child or children severally and lawfully begot, or to be begotten upon the body of the said Elizabeth Mollineux, during her said erture, - he the said Walter Shandy shall, at his own proper cos and charges, and out of his own proper monies, upon good and reasonable notice, which is hereby agreed to be within six weeks of her the said Elizabeth Mollineux's full reckoning, or time of supposed and mputed delivery, - pay, or cause to be paid, the sum of one hundred and twenty pounds of good and lawful money, to John Dixon, and



The object determines the interpretatnt, mediated by the sign, while both sign and interpretant "represent" the object.

The interpretant will always be determined firstly by the kind of sign itself (S), and, secondly, by the kind of object relation (iconic, individual or symbolic).

(Michael H. G. Hoffmann on Peirce's triadic signrelations)

one opts for [...], [one] has already decided in favour of it and its layout of the work, since it allows for the self-manifestation of the work in a specific manner [...].

The phenomenal spaces exposed by works of art are generally determined in multiple ways: they are both visual, acoustic, and heremeneutic spaces [...]. [...] [A]fter all, every work art has its own space. [...] That this space belongs to the work of art itself instigates the supposition that a work of art does not only organize space, but is in itself spatial. (Günter Figal)



Semiological axis

Object Interpretant OR,: iconic ("Icon") OR₂: indexical ("Index") IR₂: dicent ("Dicisign") OR²; symbolic ("Symbol") symbol Phenotype T_3 T_1 1₂ \mathbf{g}_{5} g_6 g_7 \mathbf{g}_{3} g_4 **g**₈ \mathbf{g}_2 g_1

Figure by Thomas F. Hansen

Genotype

IR,: rhematic ("Rhema") IR: argumentative ("Argument")

 g_9

Representamens are of three kinds, icons (or likenesses), indices, and symbols (or general signs).

In the semeiotic theroy of the nineties, there is no ground, except inside the sign-action, far away from Being and without any relation to Being. (Gérard Deledalle)

Genetic architecture is the structure of mapping from genotype to phenotype. It constitutes patterns of genetics that build and control a given phenotypic character and its variational properties. (Thomas F. Hansen)

A genotype is an individual's collection of genes. (Christopher P. Austin)

The sum of an organism's observable characteristics is their phenotype. A key difference between phenotype and genotype is that whilst genotype is inherited from an organism's parents, the phenotype is not.

D

Whilst a phenotype is influenced by the genotype, genotype does not equal phenotype. The phenotype is influenced by the genotype and by factors including epigenetic modifications and the environment. (Molly Campbell)