

YOUR NAME _____

YOUR TYPEFACE DESIGNER'S NAME _____

- Choose a typeface designer in *Thinking With Type*. Find five manifesto statements on pp 32, 33 in *Thinking With Type* whose descriptions 'fit' five *different* typefaces designed by the designer you chose. (Manifesto statements are reprinted on page 2 of this document.) If you can't find five typefaces designed by the designer you chose, to fit five different manifesto statements, find as many typefaces as you can. Find the remaining typefaces designed by a designer whose work is in the same typeface classification based upon similar qualities to your typeface designer's work (see "five basic typeface classifications": <http://www.zloty-design.com> > gd107 > weeks 1 and 2, and see http://www.thinkingwithtype.com/contents/letter/#Type_Classification)
- Below, write the manifesto statement number and the typeface. In one or two sentences describe attributes of the typeface that 'fit' the manifesto statement (ie: typeface design, reason for the design, technology used in the design that makes the typeface special because of the technology, etc...). If you chose a typeface designed by someone different from the designer whose name you chose—but has similar qualities and fits the same classification—put an asterisk next to the typeface name and in your description, explain the similar qualities, name the designer, and identify the classification.

1. Manifesto # _____ Typeface Name _____
Classification _____
Attributes:

2. Manifesto # _____ Typeface Name _____
Classification _____
Attributes:

3. Manifesto # _____ Typeface Name _____
Classification _____
Attributes:

4. Manifesto # _____ Typeface Name _____
Classification _____
Attributes:

5. Manifesto # _____ Typeface Name _____
Classification _____
Attributes:

- Look at the 'post-industrial manifesto' book pages by Bruce Mau: pp 32 and 33, *Thinking With Type*. The manifesto statements are listed below:
 1. a font that asks more questions than it answers
 2. a font that has projective memory that reminds you to remember
 3. a font with a limited life span
 4. a font with an expiry date
 5. a font that's gone bad
 6. a font without temporal inflection, without the imprint of its time
 7. an apolitical font, a font that doesn't care
 8. a font unaffected by the force of gravity and the weight of human history
 9. a font without family, without ancestry
 10. a Marshall McLuhan font that stubbornly persists in bidding farewell to itself
 11. a font that takes advantage of all that promised "processing power"
 12. a font that does something other than sit on its ass in a digital museum
 13. a font with the capacity to breed with other fonts
 14. a recombinant font—every letterform the unruly child of a predictable but random process
 15. a font that sounds as good as it looks
 16. a font that writes its own script
 17. a font that thickens the plot
 18. a font that responds and reacts to the meaning it carries and conveys
 19. a font that assumes the intelligence of its reader
 20. a font that might sense your level of agitation, fear, or aggression
 21. a font prone to sudden outbursts and tantrums
 22. a font that exceeds the typographic genome
 23. a font whose parents are Father Time and the Mother of Invention
 24. an ambient font, a font without qualities
 25. an everyday font, a font of common sense
 26. a font that slows the pace of reading for the difficult passages (and skips along through easy bits)
 27. a font that writes between the lines
 28. a font that refuses to utter imperatives or commands
 29. a karaoke font, a lip-synching font, a font without a voice of its own
 30. a font that listens while it speaks
 31. a font that toggles effortlessly between languages
 32. a font for speaking in tongues
 33. a font that speaks in dialects
 34. a metropolitan font for uptown, the ghetto, and suburbia alike
 35. a font that simultaneously translates
 36. a font that sings the plaintive songs of lonely whales
 37. a font that grows
 38. a font that learns
 39. an evolutionary font
 40. an entropic font
 41. a "live" font
 42. a promiscuous font, a font that fucks fonts, a font-fucking font
 43. a font that emerges, unfolds, performs, evolves, and passes away
 44. a font of youth
 45. twin fonts, identical but distinct
 46. a generative font that renders itself according to behavioral tendencies
 47. a font that is something other than a recording
 48. a font that is different every time you "play" it
 49. a font with the metabolism of a fly
 50. a font with a demographic algorithm that projects itself onto you, the average reader

—from *Life Style*, Bruce Mau, Phaidon Publishers, 2000 as reprinted in *Thinking With Type*