



Types of Interaction of Verbal and Nonverbal: Typography

Ivan Kozlov, 2nd Year Master's Degree student, RSPU Herzen University | Language Advisor: Ph.D.; Associate Prof. Ricardo Monsalve

Goals

- Bring to light the unique interplay of verbal and nonverbal
- To define how typography can be utilized in (polycode) text.

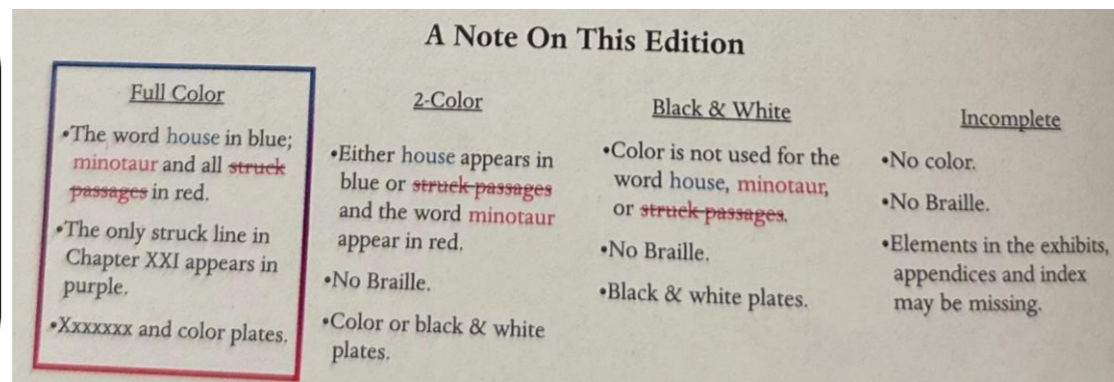
Research Materials

- "Asterios Polyp" by D. Mazzuchelli
- "The Sandman" by N.Gaiman
- "House of Leaves" by Mark Danielewski

Key terms:

Typography – the process of design, production, and visual organization of letterforms, their shape, size, spacing, etc.

Typographic image – a holistic visual impression, something beyond simple recognition of the shape constructed from a string of letters



Times New Roman
 Courier
 Dante Regular
 Bookman

Fig. 3. Assortment of fonts used in "House of Leaves"



Results:

Typography has variety of uses in text:

- Emphasis
- Identifying characters
- Characterization
- Establishing relationships
- Immersion
- Decoration

These are not mutually exclusive and all express the authorial intent.

The characteristics of letterforms :

- Weight
- Expansion
- Slope
- Curvature
- Connectivity
- Orientation
- Regularity
- Colour

Impact

Typography is an element of a primary importance, that can not only decorate the text, but share its own special meaning, or an association with a particular notion or phenomena, or even influence the reader's perception.

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