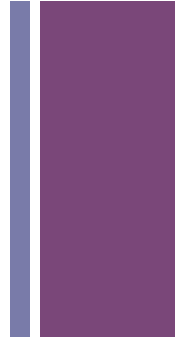# Language, Typography and Meaning

Connotation and Resonance in Type

Review - Figures of Speech in Design

- Simile - Comparison or parallel between two unlike things

- Metaphor - Points out resemblance by substitution

- Personification - Representation of inanimate object by human image

- Anthropomorphism - Attributing human traits to animals

- Metonymy - Using the name of one thing to stand for another

- Synecdoche - Use of a part to represent the whole (and vice versa)

Review - Figures of Speech in Design

- Pun - One symbol can have two or more meanings, OR, two symbols can have similar images but different meanings

- Hyperbole - Exaggeration for the sake of emphasis

- Litotes - Understatement in negative way to express affirmative

- Antithesis - Sharp contrast between two opposing ideas to intensify difference

- Irony - Deliberate contrast – opposite of what would be expected

- Allegory - Symbolic Representation

+ The Union of Word and Picture

- When designing there are two main facets to consider:
    - Combine two unlike systems (type and image) cohesively
    - Create ways for these two to work together to reinforce and extend one another
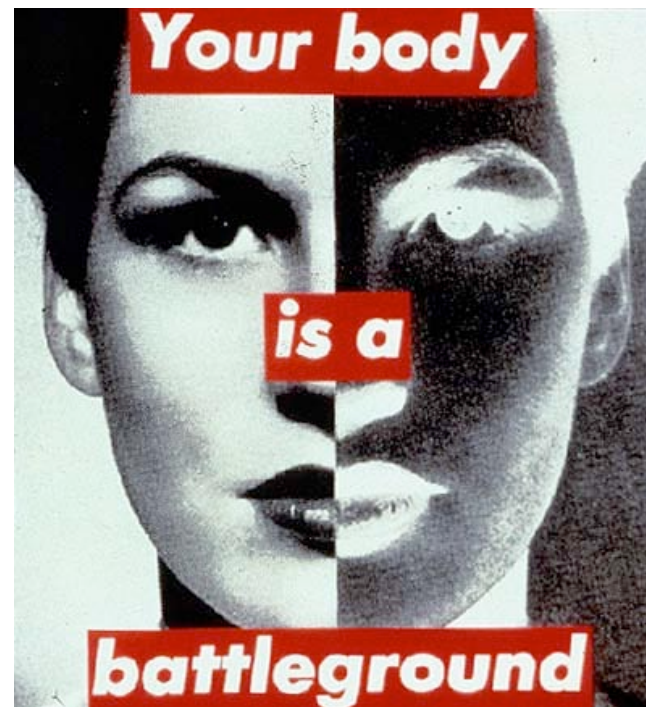
- The **relationship between words and images** is an important element of design.
- The simplest relation between them:
  - Words and images may correspond to (match with) one another.

- For instance:
  - In an introductory language exercise book.
  - In a painting, the title can describe the image, while the image illustrates the title.
- In this book about the life of mathematician Georg Cantor, the cover is a photograph of Cantor.

- The image <u>illustrates</u> the words, because it <u>resembles</u> the object.

GEORG CANTOR
His Mathematics and
Philosophy of the Infinite

Joseph Warren Dauben
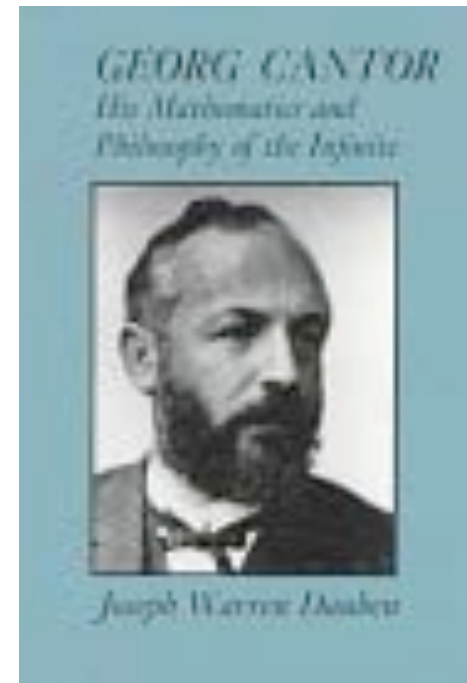
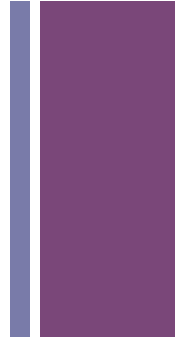Many book covers show only an image of the author or subject matter.
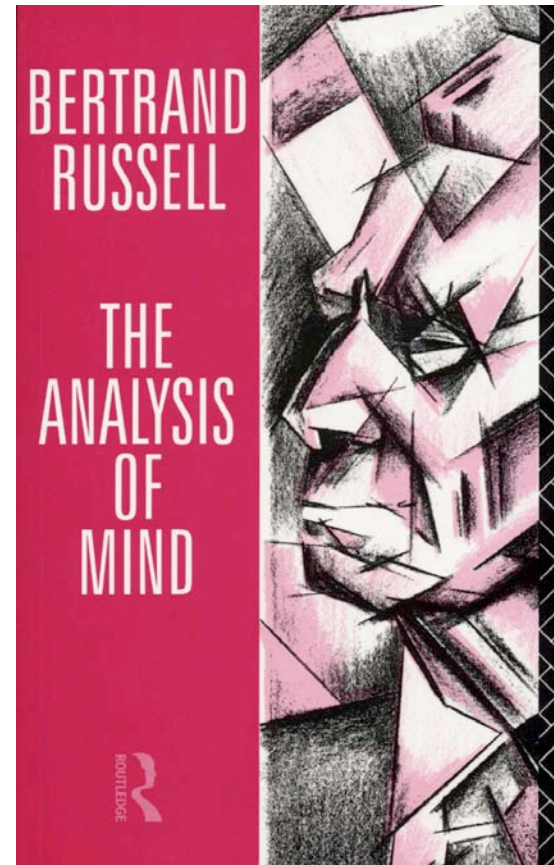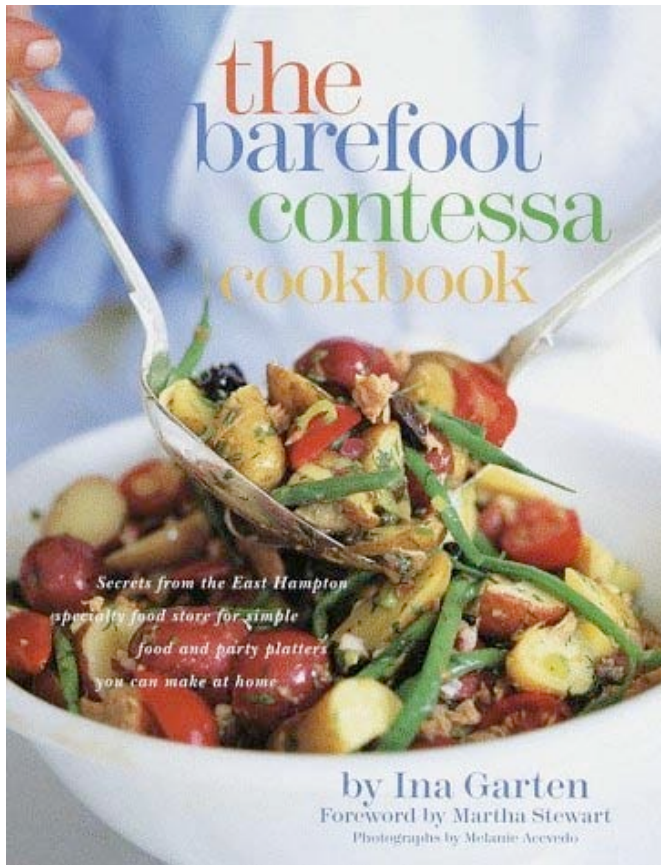
+ Connotative Power

- Text supports the connotation of an image.
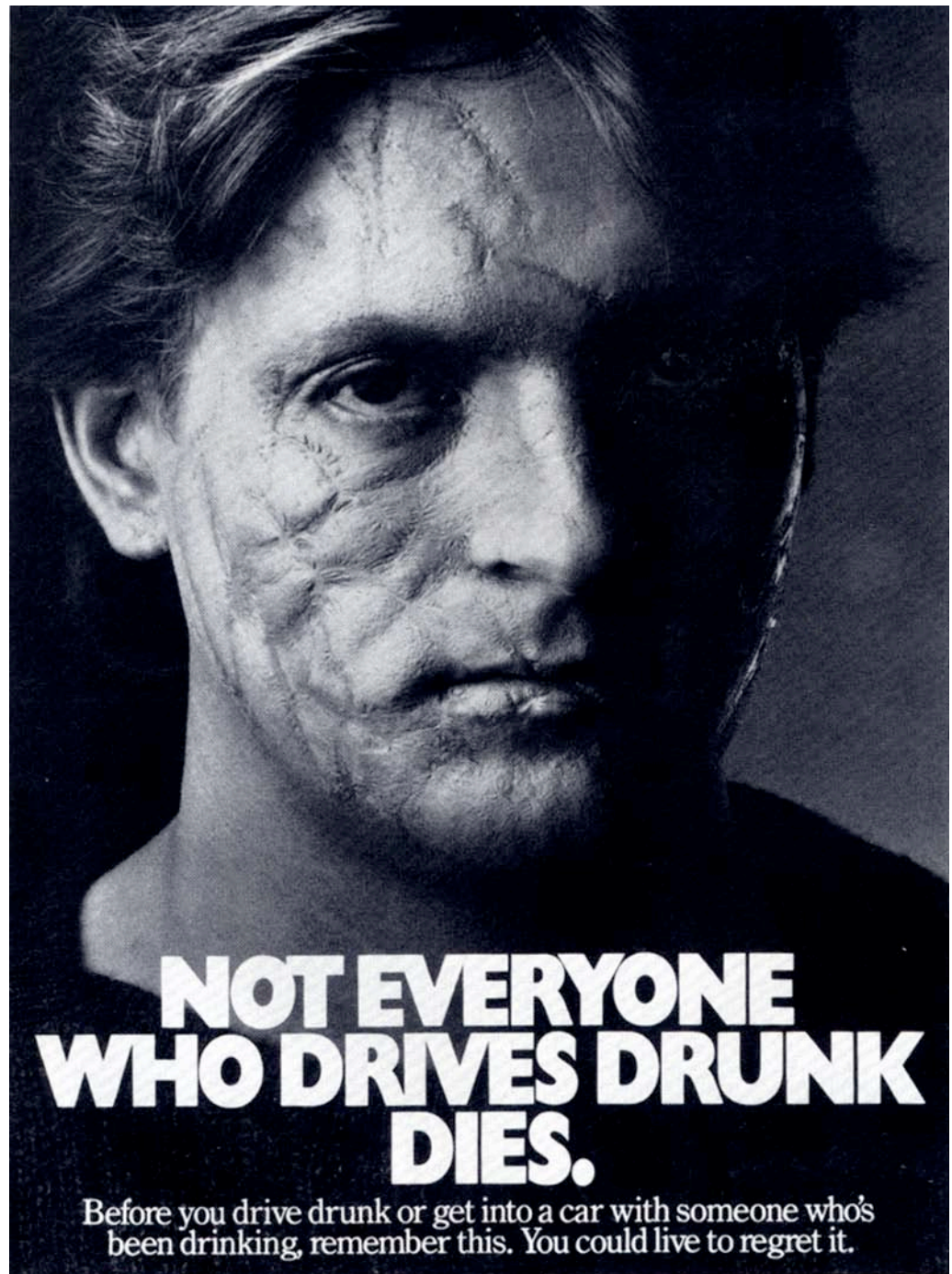 - An image can be one thing, yet words will make it another

+ Connotative Power

- "Text can be a powerful vehicle to alter the meaning of an image or to connote and interpret it for us."

- Text has the ability to "load an image".

- Type will direct the viewer towards a specific meaning

- Read the sentence below:
  - What is its meaning?
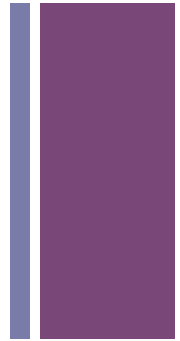 - What is the overall impression communicated by the image?

NOT EVERYONE WHO DRIVES DRUNK DIES.

- Now read the sentence in the context of the whole advertisement.

  – How does the image change the meaning of the words?

NOT EVERYONE WHO DRIVES DRUNK DIES.

Before you drive drunk or get into a car with someone who's been drinking, remember this. You could live to regret it.

Connotative Power

+ Designs and Redundancy
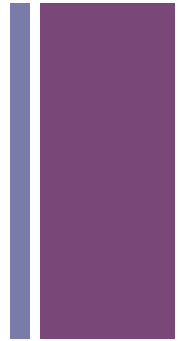
- Designs incorporate redundancy to get the message across
  - Visual/Verbal redundancy
  - Type interacts with image to clarify, modify, or extend meaning

Is youth sustainable?
Nature says yes.

New. A Perfect World™ SPF 25
Age-defense moisturizer
with White Tea

In a test that simulated ground ozone pollution, we demonstrated 76% less environmental damage*.

*Based on an in vitro study of simulated ozone using our antioxidant blend measuring oxidative damage.

This super-charged, antioxidant moisturizer with White Tea, Maritime Pine and UVA/UVB sunscreens surrounds skin in a protective bubble to help delay the appearance of premature aging signs.

+ Juxtaposition of Type and Image

- Separate as to not influence meaning (think textbooks!)

- Combine to intensify communication
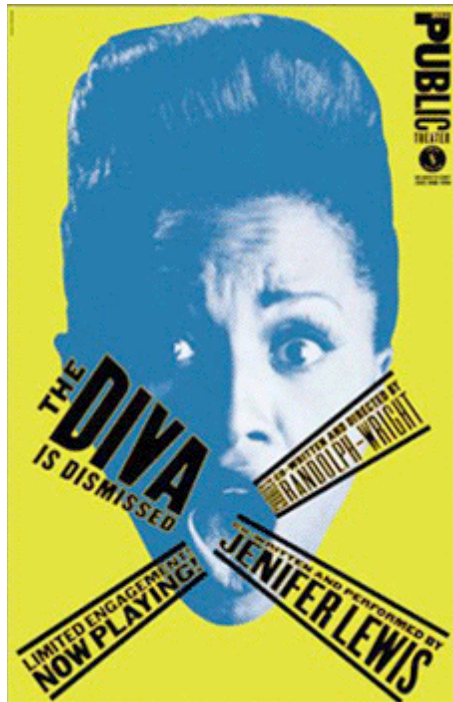
Juxtaposition of Type and Image

- Image or object can become the page

- Type can also become the page

Fusion of Type and Image

- Simultaneity – expresses meaning figuratively
  - Image as Letter
  - Letter as Image
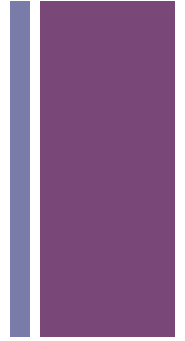
+ Fusion of Type and Image

- Simultaneity – expresses meaning figuratively
  - Word as Image (Word becomes both object and icon)

Fusion of Type and Image

- Text or type as image

- Type as environmental language

+ Visual-Verbal Synergy

- Gestalt – the design of the whole is greater than the sum of its individual parts

- Can evoke powerful emotions

Not everyone who gets hit by a drunk driver dies.

Jacqueline Saburido was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 23, she is still working to put her life back together.
Learn more at www.TexasDWI.org

DON'T DRINK & DRIVE

- The viewer must **participate** in creating the meaning of the design.
- Try to make sure that the meaning of your design does not arise from the text alone, or from the images alone, but from the interaction of text and image.

The effectiveness of a design often depends on:

1.   The **contrast** (the **<u>difference</u>**) between words and images;
2.   The **<u>ambiguity</u>** of words, images, and their relationships.

- The viewer must sometimes help to resolve an ambiguity.

  – Background knowledge (for instance, our knowledge about a TV program) can supplement the words and texts.

SIX FEET UNDER
The Complete First Season
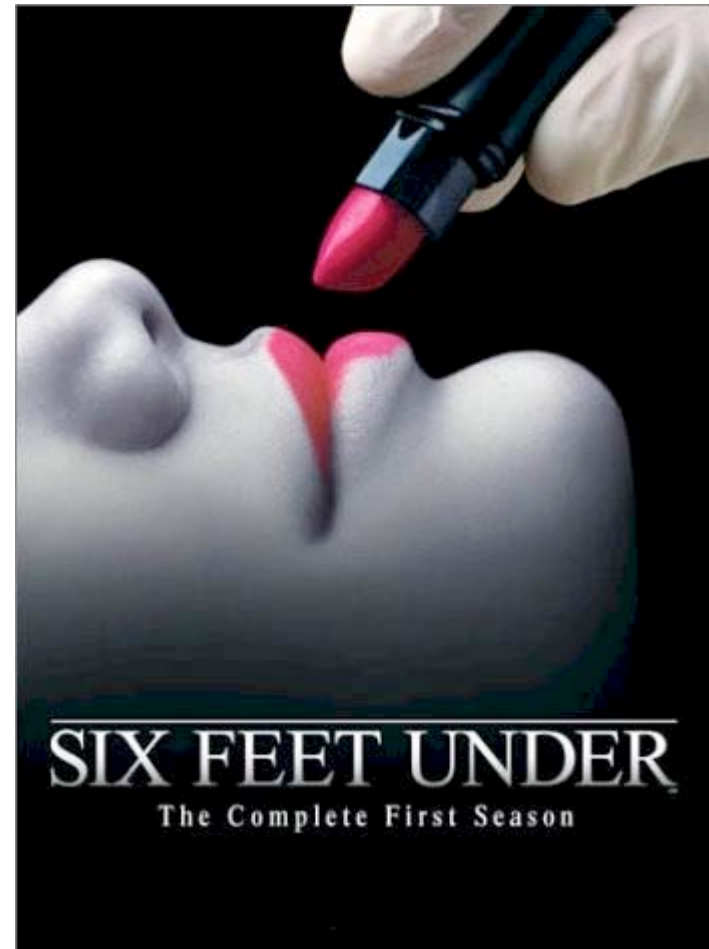
+ Things to Keep in Mind
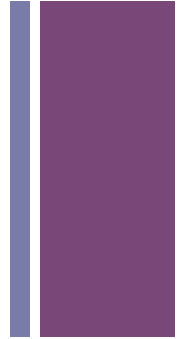
- Symbols can be used to bring out physical results, but don't always need to be used for that purpose.

- Symbols can be manipulated to form new statements

- It is up to the designer to use this power wisely and not distort the truth.