#### The Typographic Rorschach Test

## ATMOSPHERE

### Attitude

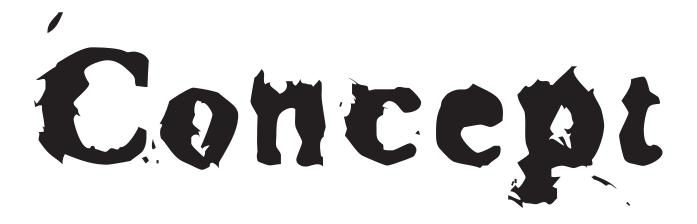


## Emotion









# sentinent



# Taste



### Experience

# Morale

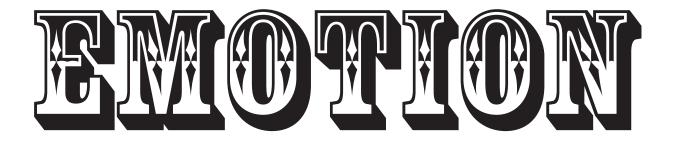
### ACUMEN

# Sagacity

## PERCEPTION



# Notion

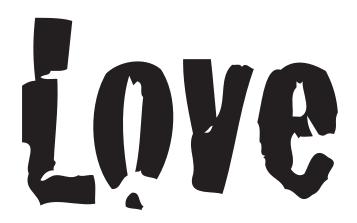


## OPINION

# Thought

### REASON

It's not always what you say but how you say it.





### WHISPER

shout

#### Word Exercise

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page.

Designers often think this way when creating logotypes, posters, or editorial headlines.

In this exercise, physical processes such as seperation, disruption, and compression are expressed through the spacing and arrangements of letters.

#### seper ation

# repettttttttttt

#### sition

#### transi

#### dis<sup>c</sup>uption

#### c om pression

ad add addi addit additi additio addition