What is typography ? An elegant book page, designed in accordance with traditional principles, or a messy, ugly designed avant garde page ?

Typography may be defined as the art of rightly disposing printing material with specific purpose and beauty in the way it is presented.

Typography is what communication looks like.

There is beauty in the language

Typography is not an art. Typography is not a science. Typography is a craft.

Typography is essentially giving an articulated statement a form appropriate to this statement.

TYPOGRAPHY IS THE USE OF TYPE TO ILLUMINATE AND DISSEMINATE

TYPOGRAPHY MAKES VISUAL SENSE AND HISTORICAL SENSE

To create a whole from many petrified, disconnected and given parts.

Typography endures and progresses with thrilling adventure

The twenty-six-letter alphabet —the heart of typographic practice— has remained largely unchanged for thousands of years.

Typographic practice gives spoken and written language vitality across time, generations, and cultures.

typography is the craft of endowing human language with a durable visual form

and thus with an independ

ture as musical performance is to composition : an essential act of interpretation.

typography is a process, a refined craft that makes language visible

Type conveys information and provokes emotion.