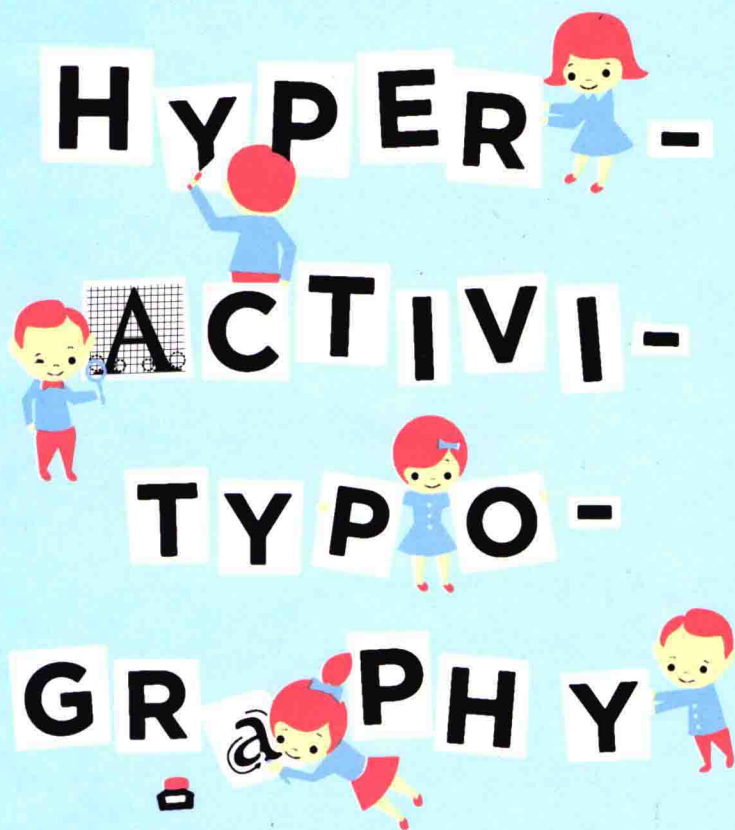


HYPER- ACTIVI- TYPO- GRAPHY


The title 'HYPER-ACTIVI-TYPO-GRAPHY' is written in large, bold, black capital letters, each letter contained within a white rectangular block. The blocks are arranged in four rows. Several cartoon children are interacting with the letters: a girl with red hair in a blue dress stands next to the 'R' in 'HYPER-'; a boy with red hair in a blue shirt and red pants stands next to the 'A' in 'ACTIVI-'; a girl with red hair in a blue dress stands next to the 'O' in 'TYPO-'; and a boy with red hair in a blue shirt and red pants stands next to the 'Y' in 'GRAPHY'. A girl with red hair in a blue dress is also lying on the ground, interacting with the 'a' in 'GRAPHY'. A small red box is on the ground near the 'a'.

FROM A TO Z



gestalten

HYPER- ACTIVI- TYPO- GRAPHY



FROM A TO Z

gestalten

HYPERACTIVITYPOGRAPHY FROM A TO Z

BY STUDIO 3



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HYPER- ACTIVI- TYPO- GRAPHY



FROM A TO Z

gestalten

THIS BOOK BELONGS TO:

.....

(Kern it like you mean it!)

HELLO BOYS AND GIRLS!



Welcome to

HYPERACTIVITYPOGRAPHY FROM A TO Z

As y'all know, typography is FUN. And kinda superawesome, too!

But ... Becoming a real-deal-hyperactivitytypographer takes quite a bit! You actually have to eat, drink and breathe typography. Yes, you have to be truly familiar with rather common terms like: Alphabet, alternate character, ampersand, apex, *anabic number*, arc of the stem, arm, ascender, autoflow, banner, bar, baseline, *bastard*, beak, Bezier curve, bleed, body copy, body size, boldface, bold type, book list, bounce, boustrophedon, bowl, bracketed serif, brackets, break, bullet, caching, calendaring, calligraphy, cap height, cap line, capital, caption, centered, character, character set, codex, cold type, column rule, condensed, connotation, contrast, counter, cross bar, cross stroke, crotch, cuneiform, *cursive*, cutline, denotation, descender, diacritic, dingbats, *discretionary hyphens*, display face, downloadable font, drop cap, ear, Egyptian, em, em dash, em square, em space, em unit, embedding, expanded, extended, *fixed pitch*, flex, font, font family, font style, *Fontographer*, foot, footer, Gothic, geometric, glyph, greeked text, gutter, hanging indent, head, header, headline, hyperactivitytypography, hyphenation zone, I-beam, ideograph, indents, initial cap, inline graphic, insertion point, italic, jumpelines, justified, kerning, kicker, leader, leading, legibility, left justified, letter spacing, ligature, line spacing, logotype, lower-case, majuscules, margins, *mean line*, metrics, monospaced font, multiple master font, oblique, *Old Style*, Open-Type, orphan line, outline font, overprinting, paragraph, permanent font, petroglyph, pica, pictograph, pitch, pixel, point, point size, PostScript, printer font, proportionally spaced type, proportional spacing, pull quotes, ragged, rasterization, readability, recto, rendering, resident font, resonance, reverse type, right justified, Roman, running footer, running header, sans serif, *scalable font*, screen font, script, serif, set-width, semiautomatic flow text, sidebars, side bearing, slant, slug, soft font, small caps, spacing, spread, spur, *square serif*, standoff, stem, stress, stretched text, style, style sheet, subhead, substrate, swash, tab, tab marker, tab stop, tail, teaser, terminals, text block, text face, text wrap, thin space, threaded text blocks, *track kerning*, tracking, *transient font*, transitional, TrueType, type, Type 1 PostScript font, Type 3 PostScript font, typeface, typestyle, type size, Unial, uppercase, verso, vertex, weight, widow line, word spacing, word wrap, x-height, x-line... Stuff like that.

However, if some of these words don't ring a bell
then we can only advice you to become seriously interhyperactive with

HYPERACTIVITYPOGRAPHY FROM A TO Z

By the way:

Do you know how many different typefaces have been used in this foreword?
And how many font sizes (both picas AND points)? And how many true and faux italics?
And how many ligatures? Do you know?!

Either way enjoy!

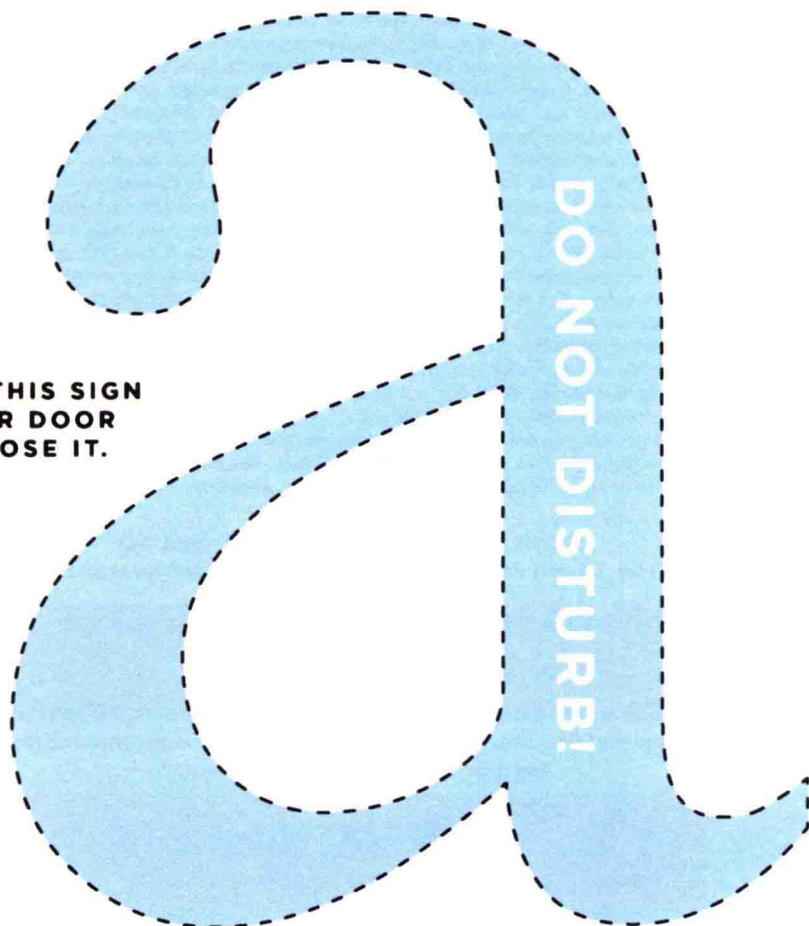
BEFORE YOU START

Some things you should do before you get hyperactive with this book:

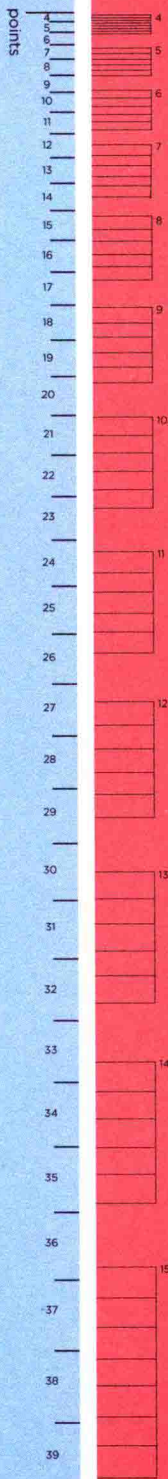


**1. GET YOUR SUPPLIES
IN ORDER.**

**2. HANG THIS SIGN
ON YOUR DOOR
AND CLOSE IT.**

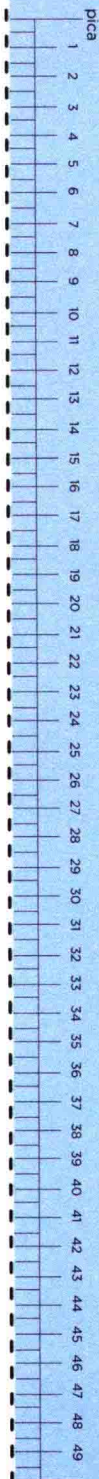


LINE SPACING



TYPOMETER

Ascender
Cap height
Baseline
Descender



Cut these out. You'll need them later.



**3. MAKE A CUP OF
TEA OR COFFEE.**



**4. PUT ON YOUR
FAVOURITE
WORK TUNES.**



**5. SET YOUR MIND
ON TYPE.**

*You'll find extra sheets in the back on
which you can practice your skills!*



A

IS FOR
AMPERSAND

*What other words with an A
can YOU think of?*

A typographical term:

A typeface:

COPY RIGHT

A1 • Practise on these lettershapes by copying the form again and again and again.

A

A A A A A

B

B B B B

C

C C C

**Math
+ typography
= true**

A2

$$V + V = w$$

$$W \cdot 180^\circ =$$

$$A + (O \cdot 0,1) =$$

$$0^2 =$$

Cool!



LIKE FATHER like son

A3 • Can you help the fathers find their sons?

FATHER	son
FATHER	son
FATHER	son
FATHER	son
FATHER	son

A4



Where's the head, shoulder,
leg and foot, leg and foot?



TRUE OR FAUX

A5 • Can you tell the difference
between a true italic and a faux one?

Yeah
right!

1. *Italic*

T ☐ F ☐

1. *Italic*

T ☐ F ☐

2. *Italic*

T ☐ F ☐

2. *Italic*

T ☐ F ☐

3. *Italic*

T ☐ F ☐

3. *Italic*

T ☐ F ☐

4. *Italic*

T ☐ F ☐

4. *Italic*

T ☐ F ☐

Which typeface is it?

1. _____

2. _____

3. _____

4. *Arno*

A6 •

Find five typographical errors.

Arial

Just
Kidding



What does a typographer, a claustrophobic and an astronaut have in common? They're all occupied with space.

Top 5:

MY MOST USED FONTS:

RATE EM!

A7

1.

2.

3.

4.

5.

WHERE'S (W)ALDO?

A8 • Aldo is a futuristic typeface who is stuck in typographic past!
Help us find him and bring him back to the future!

Chaos!



QUICK FOX VS LAZY DOG

A9 • Can you find the words that describe the image?

S N E B S X Q
M W U E P O U
I O T X M F I
L R H B U A C
I B E Z J Z K

D R E V O R M
O J E H T L W
G D P P A K J
L F L Z Z D U
X R Y T V H P

CRAZY COMBINATIONS

A10 • This is total chaos. Which typefaces are combined here?

It's wacky!

A

1. _____
2. _____

B

1. *Stencil*
2. _____

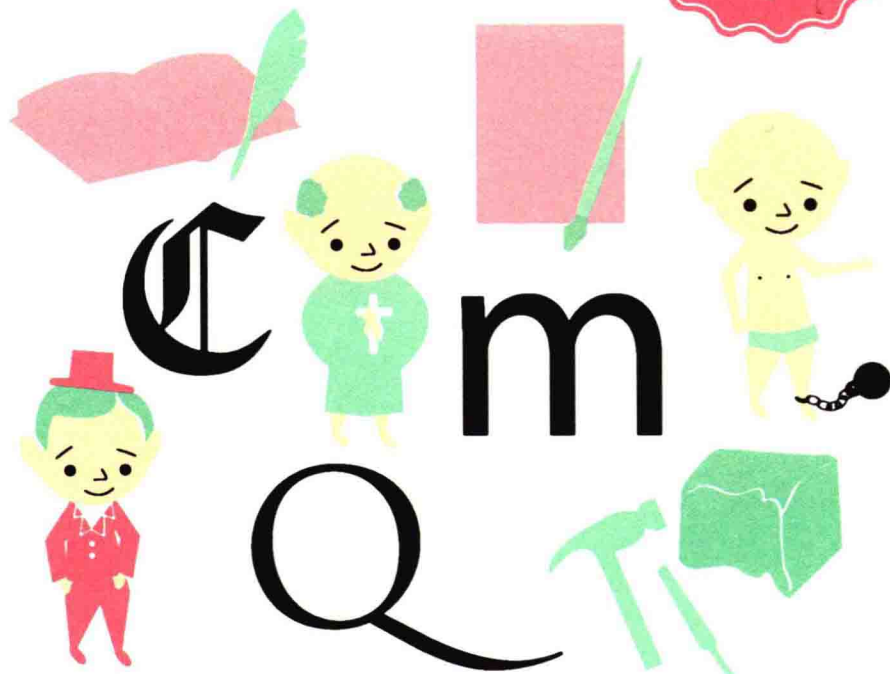
X

1. _____
2. _____

DRAW THE LINE!

A11 • Who calligraphed what, with which tools?

Manage this!



A12 • Are you worthy of the 'typographer' title?
Test your knowledge on this question.



When did type founding and typeface design begin?

A Mid-15th century

B Early 16th century

C Late 17th century

D Mid-18th century

B

IS FOR BLACKLETTER

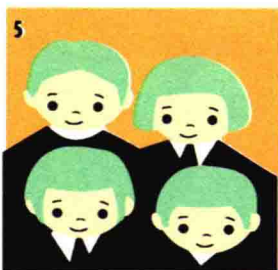
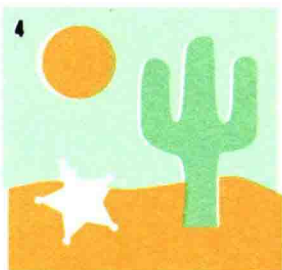
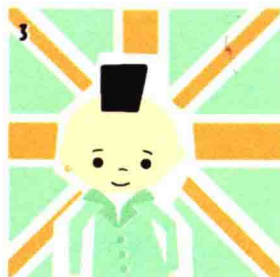
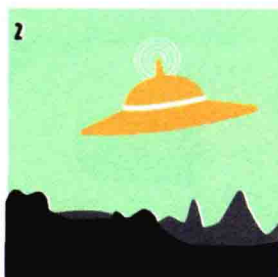
*What other words with a B
can YOU think of?*

A typographical term:

A typeface:

2 is a pair!

B1 • Find the typeface to match the image.



A ☐ MATCH ME!

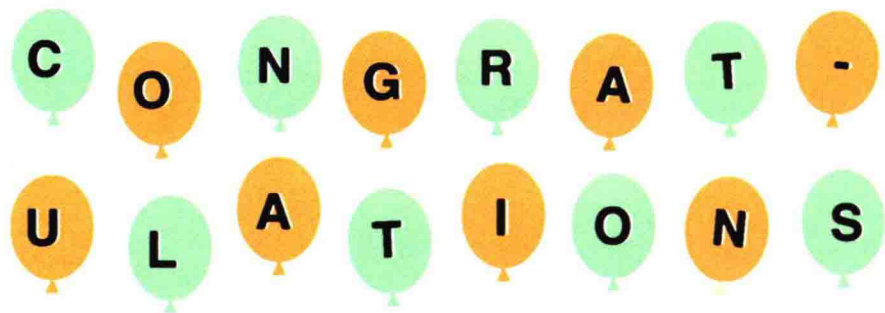
C ☐ Match me!

E ☐ MATCH ME!

B ☐ Match me!

D ☐ Match me!

F ☐ Match me!



B2 • This typeface celebrated its 50th anniversary in 2007.

What is the name of the font?

Who designed it?

In which country was it born?