

DEVELOPER

Understanding typography relies on experience in finding clarity, to remain decisive as well as to seek for connectionism. A language area, silent, yet standing for recognition.

Question the irrelevant. Intuition and abandonment.

An offering of usage, freedom and dominance are subject to progressive notions in communication. Together, each echo corresponds to a substance upon which the user directs, aiming for which only he/she at present can consciously choose. A society built up of individual characters, where combinations correspond - reactions proceed, development takes shape.

Associative individuals flavour the readers perception, due to connotations of previous influences on the individual. A symbolic story lies behind each glyph. This type of recognition tactic allows configurations to form by means of collision, a rather violent use of language structuring. Words develop not from an individual letter but by combining letters. Needless to say that the word A is a perfect example of self meaning, both a letter and a word. The same goes for I. Both examples highlight present problems of egoism.

Are we losing our pride in composition and expecting others to form for us? The idea of associating our word usage with our neighbour permits us to hold explorative conversation, to develop an equal understanding. Our vocabulary has become inarticulate. The use of filler, nonsensical words in sentence building only forces the listener/reader to invent their own dialogue on the matter, and to undergo self satisfaction. Directed from, yet returned. Of what the conversation opener illudes to the present - a case of questioning knowledge yet hiding the question mark(?)

We must take responsibility for what we communicate, we must speak and write, openly.

