## **IZMIR UNIVERSITY OF ECONOMICS** FACULTY OF FINE ARTS AND DESIGN



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TYPOGRAPHY

## **TYPE-SYNTACTIC** Layout To Read Slow

As Oliver Simon points out in his Introduction to Typography (1945), poetry is more slowly and deliberately read than prose, which means that the reader is more than usually aware of typographical qualities. The defining feature of poetry is the division of the text into lines whose beginnings and ends are decided by the poet, not the editor. HTML has no provision at all for the mark-up of verse or song lyrics.

Not all typefaces can be understood on the basis of connotation, because it is not always possible to 'place' typefaces, to understand them on the basis of 'where we have seen them before', 'where they come from'

In that case another semiotic principle can nevertheless provide meaning, the principle of metaphor, or, more precisely, of the metaphoric potentialof specific features of letterforms.

Here I apply an idea from phonology, the study of the sounds of language. Until 1956,the phonemes, the vowels and consonants of a given language, were regarded as its 'minimal units', as the basic building blocks from which words are assembled.

- 1. *simple*, Haiku
- 2. wrappable, The Arrangement
- 3. rhyme, To Leigh Hunt
- 4. *simple indent*, Sonnet
- 5. the cadence, From 'Christendom'
- Cars pass Where do they go Will one stop For me 1

He says He loves And does not answer Does not remake the world Seems to love it so much that He wants it the same We go on freely unhindered about our offence And He hangs on the cross Helpless, unmoving, unhelped like us Indeed we are made in the image of God We do as we please to Him Who courteously returns the compliment

2

Glory and loveliness have pass'd away; For if we wander out in early morn. No wreathed incense do we see upborne Into the east, to meet the smiling day: No crowd of nymphs soft voic'd and young, and gay; In woven baskets bringing ears of corn, Roses, and pinks, and violets, to adorn The shrine of Flora in her early May. But there are left delights as high as these, And I shall ever bless my destiny, That in a time, when under pleasant trees Pan is no longer sought, I feel a free, A leafy luxury, seeing I could please With these poor offerings, a man like thee.

3

Like as the waves make towards the pebbled shore, So do our minutes hasten to their end: Each changing place with that which goes before, In secret toil all forwards do contend. Nativity, once in the main of light, Crawls to maturity, wherewith being crown'd, Crooked eclipses 'gainst his glory fight, And Time that gave doth now his gift confound. Time doth transfix the flourish set on youth And delves the parallels in beauty's brow, Feeds on the rarities of nature's truth. And nothing stands but for his scythe to mow:

And yet to times in hope my verse shall stand, Praising thy worth, despite his cruel hand.

4

- 6. scattered indents (cascade), From 'Hyperions Schicksalslied'
- 7. stanza, Old
- 8. caesura, From 'Tintern Abbey'

Things native sweetly grew, Which there mine eye did view, Plain, simple, cheap, on either side the street, Which was exceeding fair and wide; Sweet mansions there mine eyes did meet, Green trees the shaded doors did hide: My chiefest joys Were girls and boys That in those streets still up and down did play, Which crown'd the Town with constant holiday.

5

Ihr wandelt droben im Licht Auf weichem Boden, selige Genien! Glänzende Götterlüfte Rühren euch leicht, Wie die Finger der Künstlerin Heilige Saiten.

## 6

7

I grow old I grow old am stiff I am cold

Does the sun Within me set? Or will it blaze A little yet?

These hedge-rows, hardly hedge-rows, little lines Of sportive wood run wild: these pastoral farms, Green to the very door; and wreaths of smoke Sent up, in silence, from among the trees! With some uncertain notice, as might seem Of vagrant dwellers in the houseless woods, Or of some Hermit's cave, where by his fire The Hermit sits alone.

These beauteous forms, Through a long absence, have not been to me As is a landscape to a blind man's eye: But oft, in lonely rooms, and 'mid the din Of towns and cities, I have owed to them In hours of weariness, sensations sweet, Felt in the blood, and felt along the heart;