

COMMON TYPOGRAPHIC DISEASES

!TYPOGRAPHICGRIDORGANIZESTEXTANDIMAGESACROSSTHEPAGES OFADOCUMENT!GRIDCANCONSISTOFASINGLECOLUMNFRAMEDBY MARGINSORITMAYHAVEMULTIPLECOLUMNS7HENYOUDESIGNA GRIDYOUTYPICALLYBEGINWITHVERTICALDIVISIONS COLUMNS AND THENADDHORIZONTALDIVISIONS

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

Typophilia

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless and alone

Typophobia

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman

Typochondria

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the

Typothermia

The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. The typothermiac is constantly tempted to test drive “hot” new fonts, often without a

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typophile can often be quelled (but not cured) by steady doses of Helvetica and Times Roman.

Typothermia

The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. The typothermiac is constantly tempted to test drive “hot” new fonts, often without a proper license.

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

Typophobia

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with OCD (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.

Typochondria

and alone.

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless

Typophilia

COMMON TYPOGRAPHIC DISEASES

T ypochondria

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.

T ypothemia

The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. The typothemic is constantly tempted to test drive “hot” new fonts, often without a proper license.

COMMON TYPOGRAPHIC DISEASES

COMMON TYPOGRAPHIC DISEASES

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

T ypophilia

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophilacs usually die penniless and alone.

COMMON TYPOGRAPHIC DISEASES

T ypophobia

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typhobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.