

**I form and space**

Attention to the dynamics of the 10 inch square space and its typographic content.

Typography is, in the first place, 2-dimensional design. There are exceptions and, indeed, the 2-D world is an abstraction : books are three dimensional, pages exist within them. Signage exists in space, within which we move relative to the sign. Etc.

But staying on the flat plane, for now, typography is about activation, control, modulation of gray (and colored) matter in space, across a sequence of such spaces. figure and ground. Shapes. Groupings. Dominance and subordination; equal relationships. Relationships of shapes to edges and to each other; relationship of page to facing page, preceding (precedent setting) and subsequent pages.

**Sapere Aude ! Have courage to use your own understanding.**

Traced onto 8 ½ inch square. Minimum two each for Adobe Minion and Univers.

Must use all nine words of the “Sapere Aude!” motto at least once.

Arrange these on these four pages. Must be horizontal baseline. Must activate the square.

May repeat words, or enlarge (and enlarge) and trace those.

The text — sometimes called the "motto of the enlightenment" — is from Immanuel Kant (1721-1804), *Answer to the Question: What is Enlightenment?* (1784), found also in Jost Hochuli, “Book design as a school of thought,” in Jost Hochuli, Robin Kinross, *Designing Books: Practice and Theory* (London” Hyphen, 1996)