

## 7 good form (or typographic errors), part I

*A correct card is white, but not intensely white. It is fine in texture, not too heavy, or stiff, and in size it follows a prevailing mode. An exaggeration of the usual shape is bad form.*

Abby Buchanan Longstreet, *Cards: Their Significance and Proper Usage, as governed by the usages of New York society* / by the author of "Social etiquette of New York." New York and London : F.A. Stokes, c1889.

<http://books.google.com/books?id=jFsWAAAAYAAJ&pg=PA4#v=onepage&q&f=false>

*Etiquette must, if it is to be of more than trifling use, include ethics as well as manners.*

Emily Post, *Etiquette in Society, in Business, in Politics and at Home. Illustrated with private photographs and facsimiles of social forms.* New York and London, Funk & Wagnalls, 1923

<http://books.google.com/books?id=HhAYAAAAIAAJ&pg=PA3#v=onepage&q&f=false>

*...an immaculate surface that leaves no room for dialogue...*

Robin Kinross, on the "modern," in *Fellow Readers* (1994)

Poster, indicating good usage/etiquette in typographic and social form.

(or: a poster about error, typographic and other. Faux pas.)

Must show at least five "do's" (or don'ts, or both) for typography, and the same number for social etiquette.

You will find your rules in books of etiquette (e.g., Emily Post) and in typographic handbooks. An interesting combination of both is

Thomas Edie Hill. *The new revised Hill's manual of social and business forms: a guide to correct writing with approved methods in speaking and acting in the various relations of life.* Chicago, 1897

and earlier editions, available online and listed at

<http://www.delicious.com/designstories/thomas.edie.hill>

### REQUIREMENTS

Must use grid.

May use drawings or photographs.

May use other fonts in the Font Folio collection (other than Fournier, Minion and Univers).

Minimum size 11 × 17 inches. Preferred size larger.

Humor is acceptable, even encouraged.

You will find on the internet many such lists (of typographic do's and don'ts) relating to web typography. *Why would this be the case?* Ours will be for print (book, magazine, etc.) typography.

### WHAT WHEN

Weds 19 Oct review CVs; review paragraph styles; look at multi-column cv (45 pages in length)

Mon 17 Oct discussion of typographic (and social) etiquette; also, typographic errors

John Locke (1632-1704), *An Essay concerning Human Understanding* (1690, this edition 1727)

Causes of error: (1) want of proofs, (2) want of skill to use them; (3) want of will to use them; (4) wrong measures of probability; (5) fewer men assent to errors than is supposed.

<http://books.google.com/books?id=vmNZAAAAYAAJ&pg=PA335#v=onepage&q&f=false>

Hamilton, James W. "On typographical errors." *Am J Psychoanalysis*. 1993 Sep;53(3):219-24.

abstract : In his overall assessment of parapraxes in 1901, Freud included typographical mistakes but did not elaborate on or study this subject nor did he have anything to say about it in his later writings. This paper lists textual errors from a variety of current literary sources and explores the dynamic importance of their execution and the failure to make necessary corrections during the editorial process. While there has been a deemphasis of the role of unconscious determinants in the genesis of all slips as a result of recent findings in cognitive psychology, the examples offered suggest that, with respect to motivation, lapses in compulsivity contribute to their original commission while thematic compliance and voyeuristic issues are important in their not being discovered prior to publication.