

# The Typographic Message

This chapter introduces typography as a language of potent visible signs, a language capable of educating, persuading, informing, and entertaining. When typographic signs are created with an informed eye and mind, they can achieve clarity, expression, lucidity, aesthetic beauty, and more. Typographic messages pervade our culture to the degree that they are often taken for granted or not noticed at all, but those that are etched into the mind and memory are characterized by a relationship between content and form.

Typography and Authority: TEDX

<https://www.youtube.com/watch?v=XnFaEJDAKOA>

Typographic Designs Can Send Powerful Messages

[www.designyourway.net/blog/inspiration/typographic-designs-can-send-powerful-messages/](http://www.designyourway.net/blog/inspiration/typographic-designs-can-send-powerful-messages/)

