Syntax & Communication

Like typographic anatomy, typographic syntax has a language that must be learned if one is to understand typographic design. Syntax is the connecting of typographic signs to form words and sentences on the page. The elements of design—letter, word, line, column, and margin—are made into a cohesive whole through the use of typographic space, visual hierarchy, ABA form, and grid systems.

THE SUBCONSCIOUS EFFECT OF TYPOGRAPHY | SAMANTHA BYRD
https://www.youtube.com/watch?v=RG7ElWcdfPU