

MAS 962: **DIGITAL TYPOGRAPHY**

**ps#9.**

The last problem introduced the element of time through sound. This week we will look at the psychophysical aspects of alphabets and reading. Because there will be no class on November 11 (Veteran's Day) it is important that you go over the readings carefully. I will spend part of the time on Friday presenting some of the materials from the readings.

*-your guest host, Dave Small*

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1) Read Chapters 6 and 7 from **The Psychology of Reading** by Eleanor Gibson and Harry Levin. The first chapter is a good survey of writing systems and the second covers issues related to word perception.

2) Present the following text in ten seconds. No more than two words can appear on the screen at any instant of time. Your design should demonstrate that you have done the assigned reading.

*I think we ought to read only the kind of  
books that wound and stab us . . . We need  
the books that affect us like a disaster, that  
grieve us deeply, like the death of someone  
we loved more than ourselves, like being ban-  
ished into forests far from everyone, like a  
suicide. A book must be the axe for the frozen  
sea inside us.*

*- Letter to Oskar Pollak, by Franz Kafka*

Please take a look at some examples of dynamic typography on the web.