

THE TYPOGRAPHIC RORSCHACH TEST

ATMOSPHERE

Attitude

Awareness

Emotion

FEELING

Perception

SENSATION

The word "Sensation" is rendered in a bold, black, serif font. The letters "S", "E", "N", "S", "A", "T", and "I" are in a standard weight, while the "O" is significantly larger and contains a white vertical pill-shaped element. To the right of the "I" and "O", there are several small, hand-drawn bubbles of varying sizes, suggesting a bubbly or effervescent theme.

Concept

sentiment

Touch

Taste

Judgement

Experience

Morale

АСУМП

Sagacity

PERCEPTION

SWNS

Notion

EMOTION

IDEA

OPINION

Thought

REASON

It's not always what you say
but how you say it.

Love

Flate

WHISPER

shout

WORD EXERCISE

You can express the meaning of a word or an idea through the spacing, sizing, and placement of letters on the page.

Designers often think this way when creating logotypes, posters, or editorial headlines.

In this exercise, physical processes such as separation, disruption, and compression are expressed through the spacing and arrangements of letters.

seper

ation

repettttttttttttttt

tttttttion

sition

transit

disruption

c o m p r e s s i o n

a

ad

add

addi

addit

additi

additio

addition