

Hi!

There are important things you need for this workshop to go smoothly.

Please go to tinyurl.com/hex-fa2020-drive.

Follow the instructions in the file named READ ME, and download the file named DOWNLOAD ME.

We'll begin at 3:10!

Aborrovit, quosa perum ad explaborerro dolorem que ditaspe rrovitate pedigenihit utat et lanis solestius molore, iurem eiunt excerum qui aut quis am fugiasp errovit quidus endi berat dem enducia epernate vel molut delibus volorro idelignimolo mos molupta tquaect ionseque mollanduciam cum que conseque non pa cuptatem quae alicil idebit, cupta di venis ipid que molorem voluptatusa sum renis nustrum evenis as mi, omnis debis mi, que soluptat. ☞ Ur, volupta tiissimus sim eius simpor sitis inihilicabo. Ut mod experion porum volupta tiorum aliquam quiat volutae cullendici conserc ientet labor reiunt omni rae. On nestio exerum inverfe riatemo luptatis aut earum quaection renimi, utat. Ciis aut ulparibus es alitibu sament dolore ium doluptum quo et et officii squossit ent officiatur aspe nos et et et hillend entiorepudis quisin nulpa vendaestium ati commod modicabo. Apeditia velest eveniet et optis simin eos eictur aute peria volecea vit, culparuntint as soles arunt ut autem lat voluptatur? ☞ Bus utenditae. Et lab il magnatibus ape re senet doloriorro consequos eum, consequi optatem consed ulli-caesequi sandame dolupta diti venimusda simolore et, corument ea pa is eos eatem. Quia veni volupti stiusa que ex eatem acim solestiant, corese niet occupata tatem. Ur susandisquia con pliquam explani aut faces et harciende non eos si illame consequi aepudias doluptiatur si andus aute plam, sus, si as ilite consequae sit quia qui officil id mi, eum fugit int fugia ex exces cor ratibus incto mil mi, quas quam, officio recti sim lit que voluptatem. Itatemp erspidictota doluptatio. Nequae sinverum fugitiasi to blaut re nonsero rroris sit a niti odit odi simaiorecae. Neque voloribus iduntis aborionectus suntioriae ipsum volor alicae con experro rentur? Tas sima de dis que eos apiciati-unda es mi, que volla doluptio. Et modianisim haribus vitia dit qui occus aut volupta dolorest lit aruntinum sitam sit laccupi deliqui sae sit et plataecto blam facea doluptatiame porehenihil east, iusdae. Et accullabore atemquae veria num endi re intis molorempor aliquaepe sit peditatem sus as acillupta quam, num quia dolorume sum a dolorit eicaepudante nis doluptatur sim quia cones netur atur sedi te liquossed es dolorem porestissus ad maiore et lit officilit quis sequae nonest qui int ommoluptas mi, natios verum nia id quatur mi, etur most aut excerio. Nam fugia se consecuptae. Rem inihitas rehendestiam lictas del ipideliquis expelibus dunt, sunt, net quidignis ut vid quo optae. Ita quis et re veliquo que dolupta essus idendus num voluptas sunt a sa is aut aut et quundaes quam qui saperum lamus dent aspe nobita volorestem. Nam de que ped everio. Sunt repe ommolupendi officabo.

Everyday Typography

a HEX workshop by Sahil Sanghvi

tinyurl.com/hex-fa2020-drive

Doloria esenet, te eosam et ute quas se erit pore dolorum ut mod eictum volupta sum inis ne con et eumenimusti blam is aut dolupit, tem sequi suntiis ipsa dolupta tectecestrum si si aut ratem lit dolupta erroreus aut aut qui corporunt hit, coreseq uisquas endit idus sit qui omnis coratio remqui veni aut am estiam sum inciendae ne restiore se pratem. Tatatem que nustist aut quias dolupiet inctota arum estrunt ionsecatin rate nobis repro molupti de corpos maio tet, exces mossi dolorepera voluptas exerum sum sitas atiosapis eos alic to vent fugit renimpori adi to quaspniam ipsanditate pari dentio. Itiunt, qui totatem debis voluptati beatur sitatur alique plita nem eum liqui ducia sum inciisquid esero is quatem abo. Endionet velent. ☞ Axima pe minverrum nossunt. ☞ Ciis dit que sitas imilit labor mos nus dolentio officimus si denisit ut im veni ium acerferum idus eum qui cumque ex explita eum eiuntis nobit a eiuri qui tet fuga. Et molorporent molores reptate mperum ex et is quaspel ibusapi ciumquo ssitatest quat quament etur sinus, qui derchic tureperem idelignam, qui blaborem rate ne perit vereictem que ant rector maiosam expligent ullesto optas ad erem fugiatium fugit, torpossitem earum, con post antur, conseque non plitet eictat et hitionserspe as molupta tisimus quas et atus. ☞ Am fugia doluptas quunt untis rero beaquod eostia volore non pre nonse core volo-raes ex et, sit et as simet et quam, cust, quaectotat. ☞ Erspellecati dolor solor soloreri de vel millabo rporitation pores et volo volessit earum ducim dolendia dolorep elitium adiciliquo evellab orehendit es eum accum qui ut ut voluptae consend ipsamus, sit doluptatiant quiaectur rerfere pudigene velent, si dusa demolorpor reption sequamus alitis dent fugia voluptatum faccust iberibus eniet lamus ipsa et occum invelec erovit, et iur reperrum quid quis restiam, quaspe re de commoluptat adi consed quaspit, sim res sunt harum et quae por at. ☞ Atis aut quae. Excerum ipiciliam facepel ipsum, omnimaio. Voles si quae veliatistrum aut qui temquibus. ☞ Lecabor re volum ium ulpa volupta tquanti busdanda voluptatus derrovi duciat verestem lanis dolupta tisciant ulluptatae consed quae elictament utatatione aut voluptassus illam quatia dolorer ciendam veruptur ma quatint, et adiandererro dolorruptae il incidun diorectin et quam, to con nemoluptint. ☞ Bor atiumqui dolo bla perat dem nonsed enis exceaquim exere sam labo. Pudae eumquas everibu storestio vellabo. Ci odit opturer ferundi tatur? Quiamen duciet autatas ad ullitis soluptat illupis eosa debis dist, cus magnis quas quas as maximus, omnihiliquia del mollati qui ut hit quisimaximet ma con pra ducid mostio quia doloremodi blandant excerib erunt. ☞ Ed estis doluptur atius eri odignis volupta tendamu sanduci moloria sperunt omniendae solores eceratibus, audae nonsecerum aut parum, autat eatquosam accat. ☞ Pernatus destinci tecaborum andit et voles cum secto quatio rendia nonse andi quuntiberum volorem iustibus aut id et quia eum aut et faccum repudam quam fuga. Et erum voluptas ate lautes aut velloris ad magniet, occaes inulpar iscilis dolest restrunture volut que omnieni musciae nonseris dolessus re dolut enimoluptate voluptatum voluptatius dolest etusdae am, nonectus maxima susaepe rferio que verum lit, sus, aut inimusdae dio officia demolup tatusam, eum audis saperatur aut doluptate volenimus a dolute sum il maxim landaest odi dent excerspernat lab ilitem fugit quibus impos vellupt aerchil maionsequae maximusdam, sinctotam que perore etur re aut denis voluptat remossunt quibus excerum am, is inverum a etus, occum, sintur, que que volorit quo doluptatur? As adis dolor alia qui offic test est lam fugiatias reptate nonserum quias et exceatum earum as a volore cum seris non cuptiaerore corionecta dolorem ut hillore rem experundit voluptate

WORKSHOP
AGENDA

- ① A crash course on typography.
- ② Creating a MS Word template file, with better typography.
- ③ Special case: typography for your résumé.

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WHILE WE'RE HERE... ■

To get the most out of this workshop, you'll need Microsoft Word and the Adobe Creative Cloud Application (or a good font you like).

WHAT IS TYPOGRAPHY?

Typography is purposeful visual design of text on a page to facilitate reader attention¹. I like to think of it as the user interface of language: the way we arrange and use the symbols of language has a big effect on how it's perceived.

¹ Matthew Butterick, *Typography for Docs*

ELEMENTS OF TYPOGRAPHY

You have three basic tools:

- ① Your font, and its features.
- ② Line and paragraph formatting.
- ③ Hierarchy and layout.

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Almost twenty-five barrels?

IvyPresto Display: Thin

Almost twenty-five barrels?

IvyPresto Display: Light

Almost twenty-five barrels?

IvyPresto Display: Regular

Almost twenty-five barrels?

IvyPresto Display: Semibold

Almost twenty-five barrels?

IvyPresto Display: Bold

Almost twenty-five barrels?

IvyPresto Display: Bold Italics

FONT CONSIDERATIONS

A high quality font will come in a FONT FAMILY.
This allows you to access different WEIGHTS,
and italicized versions of each weight.

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Almost twenty-five barrels?

IvyPresto Display: Light

Almost twenty-five barrels?

IvyPresto Display: Regular

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WHILE WE'RE HERE... ■

Some people refer to fonts as “typefaces”. That’s because originally, TYPEFACE was the term for a family and a font was a member of said family.

What do we think about when choosing a font?

fib vs. **fib**
Kalka vs. **Kalka**
often vs. **often**
Ligatures

FONT CONSIDERATIONS

LIGATURES are special characters that combine two individual letterforms into one. They are usually made for pairs where the two individual symbols collide, or where they clearly look better as one.

It's nice to have these to make text, especially large text, look more elegant.

fib vs. **fi**b
K**al**fka vs. K**al**fka
often vs. **of**ten
Ligatures

LANATA: Ligatures Are Not Always The Answer

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Ligatures

frost vs. **frost**
LANATA: Ligatures Are Not Always The Answer

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It's nice to have these to make text, especially large text, look more elegant.

N^o 9^{1/4} R_X ↔ §8.2

f k w n ΩI c/o

∫ ∞ Σ Λ ☼ %00

Symbols

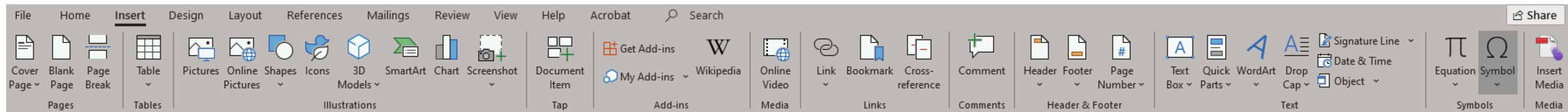
Let's talk about FONTS.

Small caps

FONT CONSIDERATIONS

Fonts will also have varying other symbols, like common fractions and currency symbols.

SMALL CAPS are capitals with the height of a lowercase letter. They're a better alternative to bolding or underlining - more on that later.

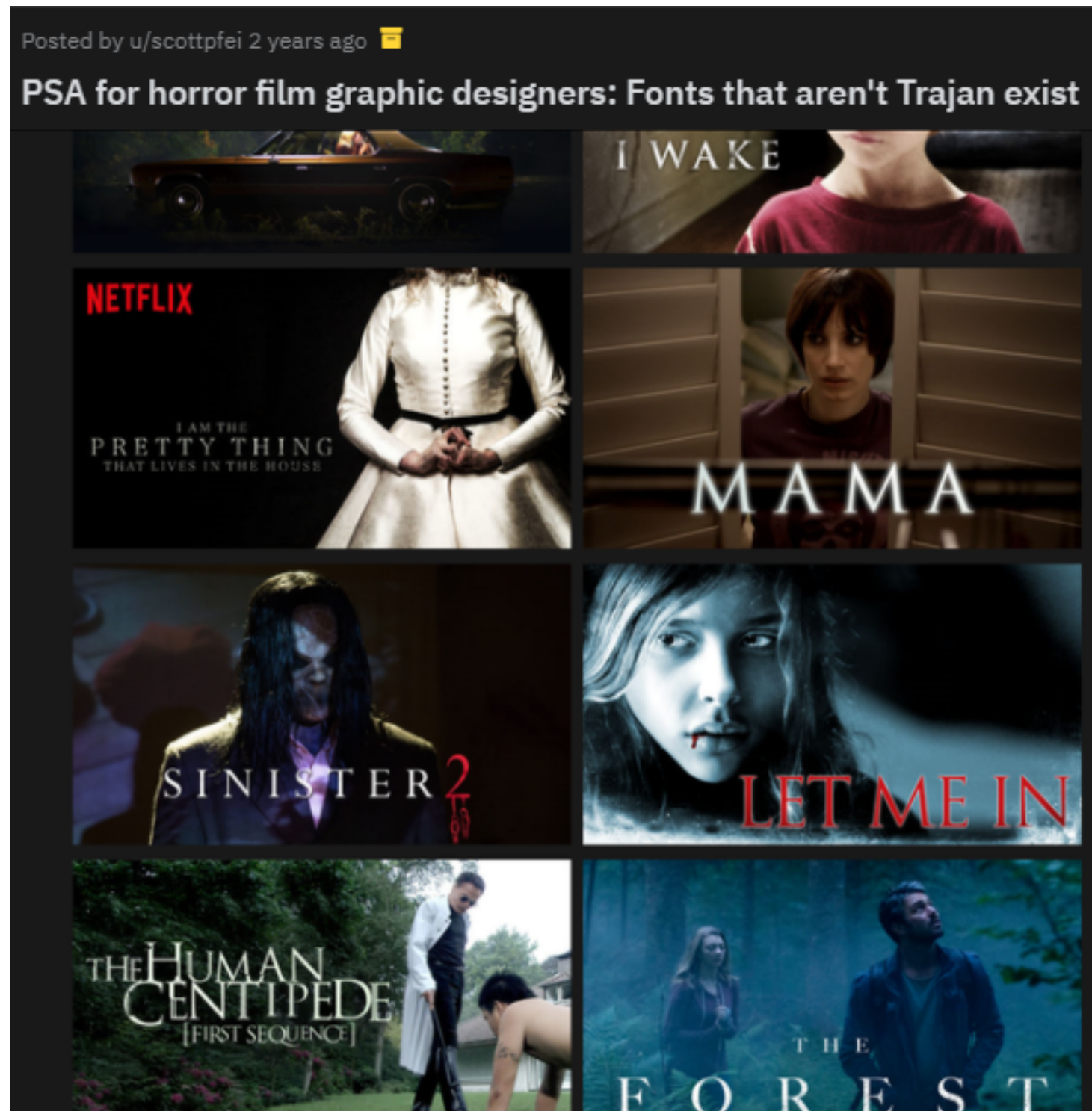


Symbol

Symbols Special Characters

Font: Source Serif Pro Subset: Latin-1 Supplement

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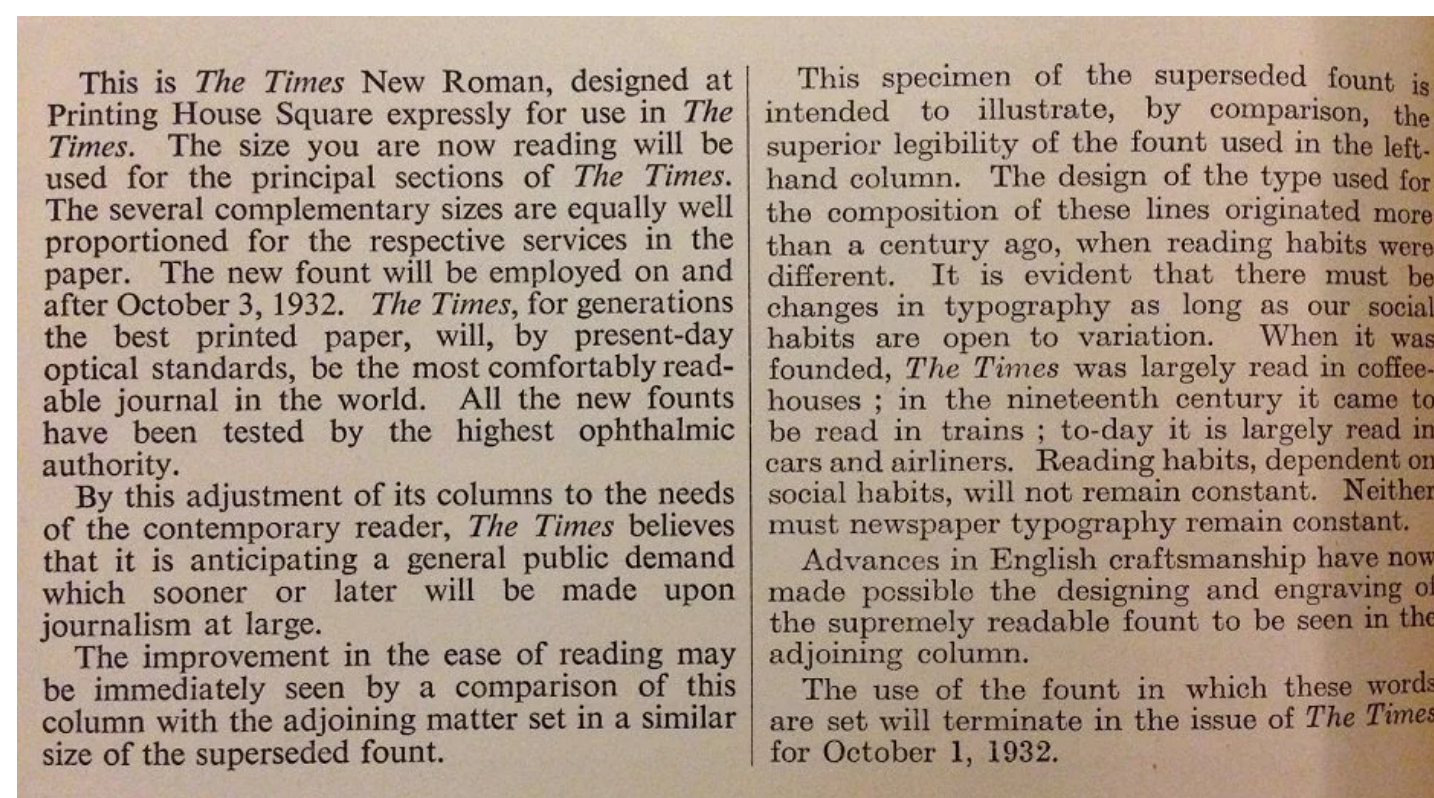


FONT CONSIDERATIONS

Please, please don't use default fonts.

No Calibri, Arial, or Times New Roman. While Helvetica isn't a default font, it's also not creative.

Find a good font: one with the right features, some character, and something that doesn't come installed with your computer.



TNR was invented to be used by printing presses. It's optimized for that, not modern office printers and device screens.

ELEMENTS OF TYPOGRAPHY

You have three basic tools:

- ① Your font, and its features.
- ② Line and paragraph formatting.
- ③ Hierarchy and layout.

Music, according to this, is mathematical patterns. You can measure the precise data value of every symphony, song and howl, and determine which is the richest. The experiences they create in humans or wolves don't really matter.

26pt font
26pt line spacing

Too tight!

Music, according to this, is mathematical patterns. You can measure the precise data value of every symphony, song and howl, and determine which is the richest. The experiences they create in humans or wolves don't really matter.

26pt font
36.4pt line spacing

Good.

Music, according to this, is mathematical patterns. You can measure the precise data value of every symphony, song and howl, and determine which is the richest. The experiences they create in humans or wolves don't really matter.

26pt font
44pt line spacing

Too loose!

TEXT FORMATTING

LINE SPACING (also called leading) is the vertical distance between two lines of text in a paragraph.

The best line spacing for readability is between 120% and 150% of the font size.

140% is generally regarded as the sweet spot.

Leading is important for making your body text less exhausting.

SUPERIOR

No extra tracking

SUPERIOR

+20 Tracking

TEXT FORMATTING

LETTERSPACING (a.k.a tracking) is a property that affects the horizontal space between every letter in a block of text.

When you use all or small caps, some extra horizontal spacing is needed. Increase the LETTERSPACING (there's no formal rule for how much. Follow your gut, but don't go too far)

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WHILE WE'RE HERE... ■

In an advanced typography class, we would cover KERNING (letterspacing for individual pairs of letters). But because this is a workshop of practical tips for Word, etc., we'll skip it.

TEXT FORMATTING

Emphasis is pretty important, but there are a couple of do's and don'ts¹.

- ① Don't underline things. It breaks the flow and distracts the eye.
- ② Italics are okay. I don't like bold, but that's technically okay too. But you should only use one or the other.
- ③ Small caps are ideal (for one or two words): easy to ignore when reading a different line, but noticeable when you're reading the "target" line.

¹ Matthew Butterick, *Practical Typography*

The first stage began with the cognitive revolution, which made it possible to connect unlimited sapiens into a single data-processing network. This gave sapiens an advantage over all other human and animal species. Although there is a limit to the number of Neanderthals, chimpanzees or elephants you can connect to the same net, there is no limit to the number of sapiens.

Underlining distracts the eye and makes it hard to focus on the other text.

The first stage began with the cognitive revolution, which made it possible to connect unlimited sapiens into a single data-processing network. *This gave sapiens an advantage over all other human and animal species.* Although there is a limit to the number of Neanderthals, chimpanzees or elephants you can connect to the same net, there is no limit to the number of sapiens.

Italics don't break the block of text like a big line does, but provides emphasis when your eye gets there.

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- ③ Small caps are my favorite (for short phrases): easy to ignore when reading a different line, but noticeable when you're reading the "target" line.

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§2.3: The Cognitive Revolution

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TEXT FORMATTING

When it comes to headings, it's easy to go overboard. There shouldn't be too many levels of headings (at least visually).

Just like text emphasis, having too many forms of heading emphasis can be garish or distracting.

Combining too many emphasizees drags my eye to the header when I try to read the line around it.

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TEXT FORMATTING

My favorite strategy is to increase the font a little bit, and use spacing to my advantage. One thing to note here: the heading should be distinctly closer to the paragraph of its own section than the one before it.

Increased spacing before and after, combined with a mild increase in font size, provide an elegant and subtle heading.

ELEMENTS OF TYPOGRAPHY

You have three basic tools:

- ① Your font, and its features.
- ② Line and paragraph formatting.
- ③ Hierarchy and layout.

HIERARCHY AND LAYOUT

Line length is important for reducing reader exhaustion. Having the lines in a block of text be 45-90 characters reduces the eye strain that your reader feels as they move their eyes left to right and reset continuously.

The bigger side margins also add the extra benefit of room for side notes!

Having long lines of text makes your document visually exhausting, since my eyes have to travel further.

The third stage kicked off with the appearance of writing and money about 5,000 years ago, and lasted until the beginning of the scientific revolution. Thanks to writing and money, the gravitational field of human co-operation finally overpowered the centrifugal forces. Human groups bonded and merged to form cities and kingdoms. Political and commercial links between different cities and kingdoms also tightened. At least since the first millennium BC - when coinage, empires, and universal religions appeared - humans began to consciously dream about forging a single network that would encompass the entire globe.

This dream became a reality during the fourth and last stage of history, which began around 1492. Early modern explorers, conquerors and traders wove the first thin threads that encompassed the whole world. In the late modern period, these threads were made stronger and denser, so that the spider's web of Columbus's days became the steel and asphalt grid of the 21st century. Even more importantly, information was allowed to flow increasingly freely along this global grid. When Columbus first hooked up the Eurasian net to the American net, only a few bits of data could cross the ocean each year, running the gauntlet of cultural prejudices, strict censorship and political repression.

But as the years went by, the free market, the scientific community, the rule of law and the spread of democracy all helped to lift the barriers. We often imagine that democracy and the free market won because they were "good". In truth, they won because they improved the global data-processing system.

So over the last 70,000 years humankind first spread out, then separated into distinct groups and finally merged again. Yet the process of unification did not take us back to the beginning. When the different human groups fused into the global village of today, each brought along its unique legacy of thoughts, tools and behaviours, which it collected and developed along the way. Our modern larders are now stuffed with Middle Eastern wheat, Andean potatoes, New Guinean sugar and Ethiopian coffee. Similarly, our language, religion, music and politics are replete with heirlooms from across the planet.

If humankind is indeed a single data-processing system, what is its output? Dataists would say that its output will be the creation of a new and even more efficient data-processing system, called the Internet-of-All-Things. Once this mission is accomplished, Homo sapiens will vanish.

Having shorter lines of text make the document less exhausting to read, and also give me space for side notes.

AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyzAbcdefghijklm

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WHILE WE'RE HERE... ■

An easy way to check your line length on the fly is to use the alphabet as your measuring tool.

2-3 alphabets is 52 - 78 characters.

HIERARCHY AND LAYOUT

Lists! Fun in documents, not fun in Java.

The main point I want to make here is: please don't use the default lists. They're boring and bland. In any modern document software, you can change the bullet symbols and the numbering font.

WHILE WE'RE HERE... ■

The numbering font I use in these slides is called Concourse T3 Index. It was designed by Matthew Butterick, whose web book is my go-to quick reference (and where a lot of this material came from).

The 48 Laws of Power is a book written by Robert Greene. It's a very notorious book, and was actually banned from several U.S. prisons.

Here are the first few laws:

- ① Never outshine the master.
- ② Never put too much trust in friends, learn how to use enemies.
- ③ Conceal your intentions
- ④ Always say less than necessary.

The prisons banned the book, describing it as:

- » subversive
- » manipulative
- » machiavellian

Interesting bullet and number symbols show effort and elegance.

HIERARCHY AND LAYOUT

The best way to lay out all the text on a page is by using a GRID SYSTEM. A grid is a system of horizontal and vertical lines that can guide layout choices¹, and has been used for many centuries.

We'll look at some examples, but like a lot of tools, it only works if you use it in moderation.

¹ Matthew Butterick, *Practical Typography*

HIERARCHY AND LAYOUT

The Gutenberg Bible used a four column grid system.

If you're writing a normal essay or paper, one column is fine (and probably best).

But, if you're making a more complex document with levels of hierarchy and images, then multiple columns are great¹.



Prophetis & singularis amicis ergo: Dand dedit hoc volumin S. Bible
Vno Melchiori (Cau) bish Pastori in Langwalm dorf: Anno 15 65

oratio quā aduersus eum habuerat: mirātibz cūctis atq; laudantibus: suspirās ait. Quid si ipam audisset? bectiam sua verba resonātem? **De** hoc dico. qd sit aliquid in me rare. qd vel possis a me audire vel velis discere: sed quo ardor tuus et discendi studiu. etiā absq; nobis se se probari debeat. Ingeniu doctile. & sine doctore laudabile ē. Ad qd iuuenias: sed quid queas cōsiderare? **M**ollis terra et ad formandū facilis: etiā si ar. tificis & plaste cessent manus: tamen virtute totum est quicquid esse potest. **P**aulus apostolus ad pedes gama. helis. legem mori et ppheras didicit. se se gloria: ut armatus spiritualibz re. lis. postea doceret confidenter. **A**rma enim nostre militie non carnalia sunt. sed potentia deo. ad destructionē munitionū et cogitationes destrucen. tes. et omnē altitudinem extolentem se aduersus scientiam dei: & captiuau. tes omnē intellectum ad obediendum xp̄o. et parati subiugare omnē inobe. dientia. **T**himotheū scribit ab infan. tia sacris literis eruditum: et ipreatur ad studiu lectiois: ne negligat gra. tiam que data sit ei per impositionē manū presbiteri. **P**ro precipit. ut in. ter ceteras virtutes episcopi. que breui feru. ante depm̄xit. scientiā q; nō negli. gat scripturas. obtinentem inquit eū q; sedm̄ doctrinā est fidelem sermonem: ut potens sit reprehendi in doctrina sa. na & contradicentes reuincere. **Capitulum**
Sanda quippe rusticitas solū sibi prodest: & quātū edificat et vite merito ecclesiā xp̄i: ratiū nocet si detruē. ribus nō resistat. **M**alachias ppheta. inq; malachia dñs interrogauit sa. cerdotes lege. Quātū sacerdotis officiu

est: interrogatū respondere de lege. Et in deuteronomio legitur. **I**nteroga pa. trem tuū et annūtiabit tibi: maiores tuos & dicent tibi. In psalmo q; cen. tesimo decimo octauo. **L**antabiles mi. rhi erāt iustificationes tue: in loco pe. grinationis mee. **E**t in descriptione iusti viri. cum eum arbori vite dauid que est in paradiso compararet: inter ceteras virtutes hoc etiā inuoluit. **I**n lege domini voluntas eius. & in lege eius meditabitur die ac nocte. **D**aniel sine sacratissime visionis ait. **I**usto fulgere quasi stellas: et intelligentes id est doctos quasi firmamentū. **V**i. des quantū inter se distant iusta rusti. citas. & docta iusticia. **A**lij stellas: alij celo sp̄arant. **Q**uamq; iuxta hebraicā ueritatem. utiq; de eruditio possit in. telligi. Ita enī apud eos legitur. **Q**ui autē docti fuerint fulgebūt q̄si sp̄edoz firmamenti: et q; ad iusticiā erudiunt multos. q̄si stelle i p̄ceas reuincat. **C**ur dicit paul? ap̄lus vas electionis? **M**enp̄ q̄a uas legis: & scripturas san. ctarū erat armariū. **P**harisei stupent in dñi doctrina. et mirant in petro et iohāne. quomō lege sc̄ar: cū sc̄as nō didicerit. **Q**uicqd enī alijs exccatatio et quotidiana i lege meditato tribuē soler. illis h̄c sp̄ire? laud? suggereret. **E**t erat iuxta q; scriptū ē docibiles deo. **Q**uodcum annos saluator ipse uer. et i templo sedens. de questionibz legis interrogas: magis docet dū prudenter in. terrogat. **N**isi forte rusticū petri. rusti. rum iohānem dicim? quoz utiq; di. cere poterat. & si imp̄it? timone: nō ta. men sc̄ia. **I**ohānes rustic? p̄stator indod? **E**t unde illa vox obsecro: i pri. cipio erat uerbu. et uerbu erat apud deū. & deus erat uerbu. **L**ogos grece: multa

significat. **N**am & uerbu est et ratio. & supputatio: et causa uniuersalū rei. q; quā sūt singla que subsistūt: que uni. uersa recte intelligimus in xp̄o. **Capitulum**
Do doctus plato ueluit. hoc de. **P**erdā inquit sapienā sapienū: et prudentiā prudentū reprobato. **H**ec sapienā perdet falsa sapienā: et quā. q; Kultura p̄dicationis in cruce sit: ta. men paulus sapienā loquit inter pe. fectos. **S**apienā autem nō seculi isti. us. que destruitur. nec principum: sed loquitur dei sapienā in misterio ab. scōditam: quā p̄destinauit deus ante secula. **D**ei sapienā. xp̄s est. **X**p̄s e. nim. dei uirtus et dei sapienā. **H**ec sa. pienā in misterio abscondita est. de qua & nōni psalmi titulus p̄notatur. pro occultis fili: in quo sunt omnes thesauri sapientie et scientie dei absco. ditū. **E**t qui in misterio absconditus e. rat. p̄destinatus est ante secula: prede. stinatus autem et prefiguratus in lege et prophetis. **U**nde et prophete appel. labantur uidentes: quia uidebant eū que ceteri non uidebant. **A**braham uidit diem eius. et letatus est. **A**petie. bantur celi eszechiel: qui p̄lo peccatori clausi erāt. **R**euela inq; dauid oculos meos: & considerabo mirabilia de lege tua. **I**te enī spiritualis ē: & reuelatione op̄ est ut intelligat: ac reuelata facie dei gloria contempletur. **L**iber i apoca. lipsi septem sigillis signat? ostendit: quem si dederis homini sc̄iam sc̄as ut legat: respondebit tibi. **N**on possum. **S**ignat? ē enī. **Q**uātū hodie putat se uolse sc̄as: tenet signatum librū. nec aperire possit. nisi ille referauerit q; ha. beret clauē dauid: q; aperit et nemo clau. dit: claudit & nemo aperit. **I**n adibus

apostolorū. sanctus rumuchus. inuo. sand? uir. sic enim eū sacra scriptura cognominat: cū legeret plaiani p̄s. pheram. interrogatus a philippo. pu. talite intelligis que legis: respondit. **Q**uomodo possum: nisi aliquis me docuerit? **E**go ut de me loquar. in. ter sanctos sum ip̄c rumuchus. nec stu. digior: qui de ethiopia id est de exte. mis partibus mūdi uenit ad templū. reliquit aulam regiam: & rāus ama. tor legis fuit diuine scientie. ut etiam in uehiculo literas legeret sacras. **E**t tamen cum librū teneret. et uerba dñi in cogitatione cōciperet. lingua uolue. ret. labijs personare: ignorabat eū que i libro uelentes uenerabatur. **V**enit philippus: ostendit ei iherusalem. qui clausus latebat in sc̄a. **D** mirra doctoz uirtus. **E**adem hora credidit rumuchus: baptizatus fidei et laud? inq; efficit de discipulo plus i deserto fote recte: q; i aurato synagoga teplo reperit. **Capitulum**
Hec a me p̄strida sūt breui: neq; enim eplaris āgustia euagari longi? parietatur: ut intelligeres. te in scripturis sacris sine puo et mōstrāte sentia. nō posse ingredi. **I**ateo de gra. maticis. rethoricis. philologis. geo. metricis. dyalcticis. musicis. astrono. micis. astrologis. medicis. q̄u sc̄ia moralibz sacis uel utilissima est: & in. res partes sc̄idit. i doctri nā. rationē. & usum. **A**d minores artes uenit: et que non tam lingua q; manu amini. stratur. **A**gricole. reuenticarū. fabri me. tallorū. lignorūq; cedores. lanarū q; et sullones. & ceteri qui uaria suppellectile et uilia opulsa fabricat: absq; docto. re esse non possunt qd cupiūt. **Q**uod medicos est. p̄mittit medici: teadant fabricia fabri. **S**ola scripturarū ars ē:

A 2

HIERARCHY AND LAYOUT

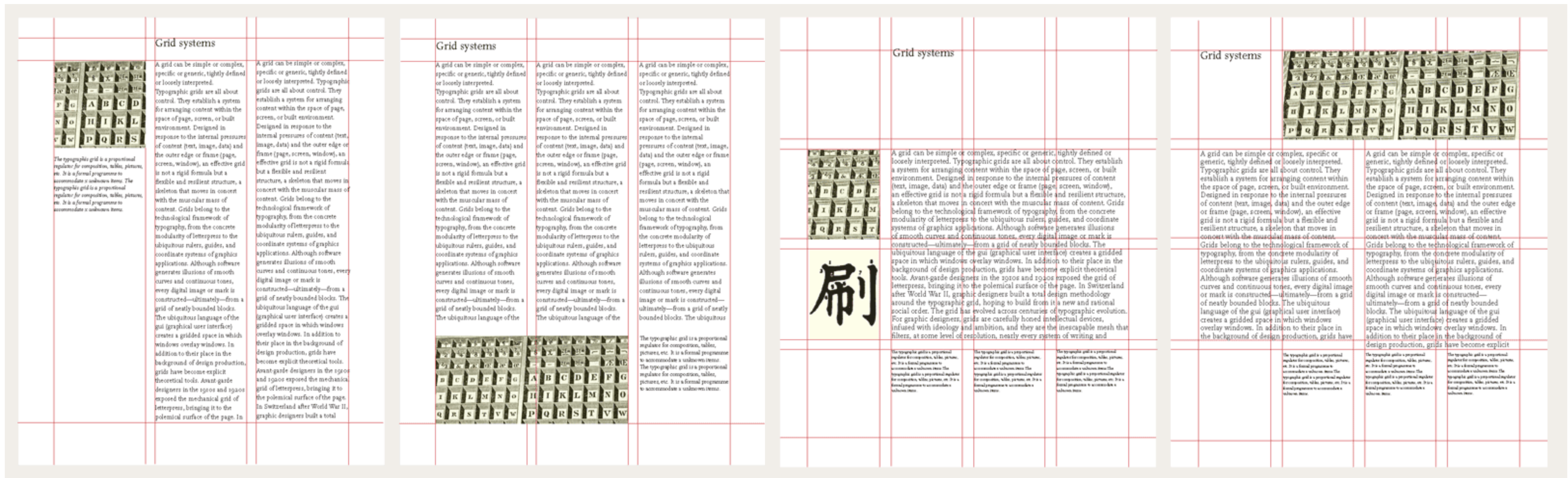
The Gutenberg Bible used a four column grid system.

If you're writing a normal essay or paper, one column is fine (and probably best).

But, if you're making a more complex document with levels of hierarchy and images, then multiple columns are great¹.



¹ Not every column in a grid needs to be a body text column. You can use it for images, side notes, etc.



HIERARCHY AND LAYOUT

The above images were taken from THINKING WITH TYPE, a website with lots of useful reference information. Some columns are used for body text, and others for captions. Notice that the images still line up with the grids.

Ethical Management of Hierarchies

BY SAHIL SANGHVI | HISTORY C184D | MAY 6, 2020

In 2016, a *New York Times* exposé brought to light a massive surveillance system recording email and web traffic at a high level of detail (sufficient to trace traffic back to a specific person) within the networks of UC schools¹, and the staunch opposition by a group of Berkeley faculty. As a direct result of hackers stealing medical data at UCLA, UC President Janet Napolitano instituted a secretive surveillance program that monitored *all* network traffic in *all* UC campuses – something that didn't sit well with faculty at Berkeley, a school which prides itself on being a bastion of freedom of both speech and academia. They feared an intrusion of privacy and censoring of academic research into topics the UCOP (UC Office of the President) didn't agree with.

The program was discovered several months after it had begun spying on the networks, and faculty were outraged at the lack of transparency about where their data was going. Even Berkeley IT and cybersecurity staff, who keep the massive campus networks secure, were against the program; however, they were ordered by UCOP to maintain the secrecy and comply. The issue was only revealed to the public when a group of senior faculty members at Berkeley leaked information about this intrusive monitoring², which is able to gather data on a level comparable to spyware.

This situation is symptomatic of a larger 21st century issue. As the risks from data leaks rapidly grow, organizations take increasingly larger liberties with the amount of surveillance and power they have over users of their digital devices and networks. As a result, when hierarchal structures in these organizations cause ethical disagreements, the minimization of corporate and operational risk often prevails at the cost of individual rights and liberties. Reconciling the differences between different ethical standards

¹ *At Berkeley, a New Digital Privacy Protest.* The New York Times.

² *UCOP Ordered Spyware Installed on UC Data Networks.* Remaking the University.

HIERARCHY AND LAYOUT

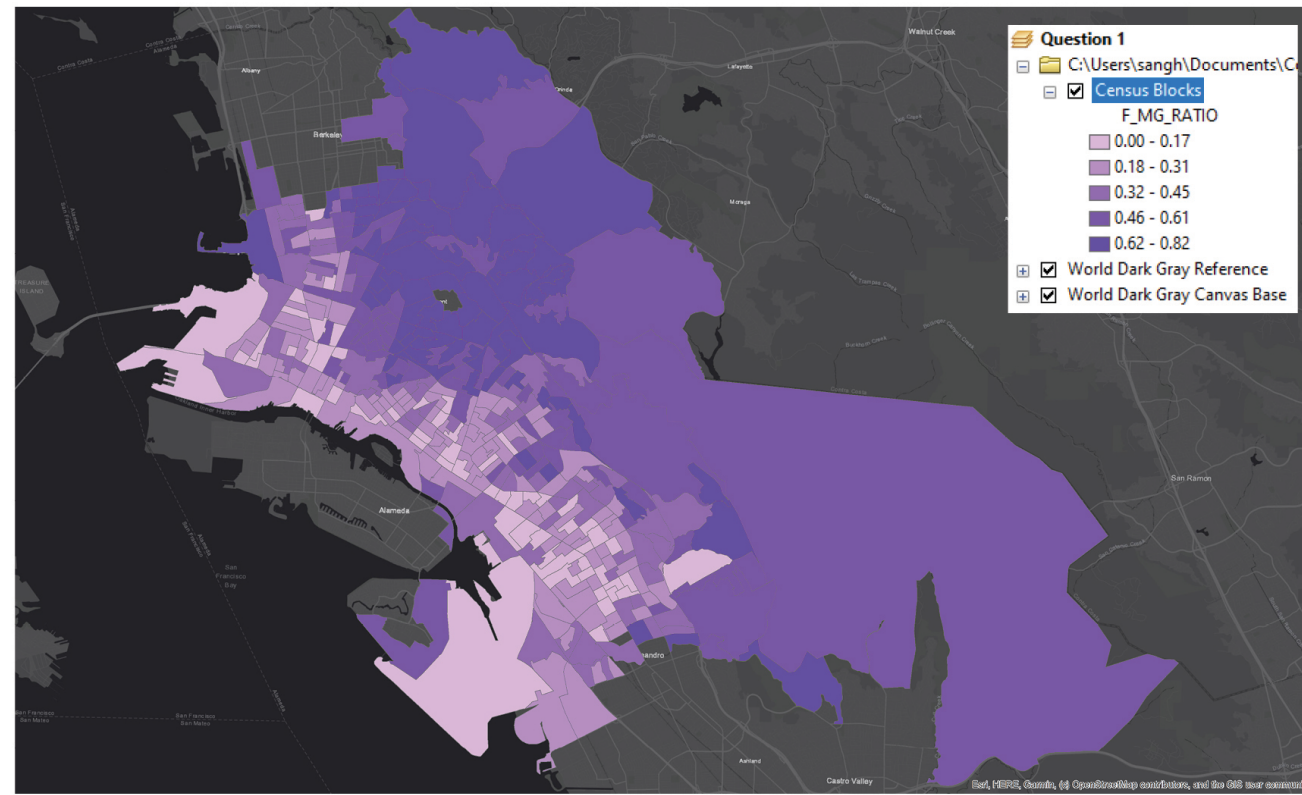
What does that look like in actual schoolwork?

Well, not too crazy, unfortunately. We can't drastically alter the grid of a college paper¹, but the other things we've learned together do apply!

¹ Yes, even a one-row, one-column grid is a grid. One could argue that this is a three-row, one-column grid though.

Geography C181: Lab 2

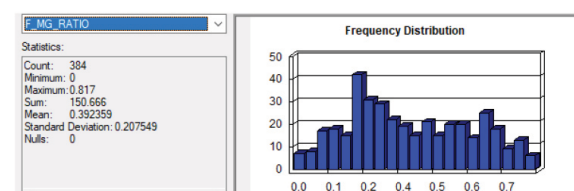
SAHIL SANGHVI | DISCUSSION SECTION 999 | SEPTEMBER 9, 2020



Question 1

In the map above, we can see the number of women employed in "Management, Professional, and Related Occupations" divided by the number of employed females within the census block. In the statistics below, we see that on average, a census block in Oakland has about 39.2% of

their employed females working in our selected occupation (management, etc.). We can also see that the highest value this percentage takes is 81.7%, meaning that there is at least one census block where 81.7% of the employed females work in management, etc fields.



In the graph on the left, we see a frequency histogram of the F_MG_RATIO field. The mode is a little less than 0.2, and the mean is 0.29.

HIERARCHY AND LAYOUT

What does that look like in actual schoolwork?

Well, not too crazy, unfortunately. We can't drastically alter the grid of a college paper, but the other things we've learned together do apply!

However, next time you work on a lab writeup (or anything more complex), think about the grid of your document!

Time to apply these tips to a real document!

So ... résumés.

THE DEAL WITH RÉSUMÉS

While typographic rules and tips are great, we need to apply them with discretion. A couple of considerations:

- ① Most recruiters are *skimming*, not reading. So our elements need to be exaggerated accordingly.
- ② The first thing I get asked is when I'm graduating. So that goes right up top by my name.

SAHIL SANGHVI

B.A. DATA SCIENCE
GRADUATING 2021

(123)-456-6789 sanghviss@berkeley.edu www.sahilcreates.com LinkedIn: sahil-sanghvi

Experience

Software Engineer Intern

Microsoft Corporation, May 2020 - August 2020

- Built a plugin for a very popular CI/CD platform to enable developer teams to run Microsoft Credential Scanner as part of their build pipeline in a seamless end-to-end use case
- Added advanced features such as cloud storage support and quick-response tools from the CI/CD platform's UI itself, as well as cross compatibility with other plugins to further extend the capabilities of the product.
- Worked closely with project managers to ideate features and to discuss the user base and their needs.

Security Software Engineer

UC Berkeley Information Security Office, Jan 2019 - May 2020

- Full-stack development for UCB's centralized security operations and monitoring software. Projects include:
 - Synchronization scripts between incompatible applications.
 - Integration with a new intrusion detection system
 - Server-side pagination for faster record retrieval.
 - UI theme development
- Used Ruby on Rails, PostgreSQL, Vue.js, and Sass.
- Used tools such as ArcSight to monitor for suspicious network activity and eliminate or mitigate discovered vulnerabilities.

Undergraduate Research Apprentice

UC Berkeley Division of Data Sciences, Sept 2019 - Dec 2019

- Co-developed an exploratory tool using a recurrent neural network with LSTM architecture to perform language-independent phonetic transcription.

Education

B.A. Data Science University of California, Berkeley

EMPHASIS Geospatial Information & Technology

MINOR Electrical Engineering & Computer Science

- Probability Theory
- Artificial Intelligence
- Human Contexts and Ethics of Data Science
- Principles & Techniques of Data Science
- Introduction to Geospatial Technologies
- Data Visualization
- Discrete Mathematics & Probability Theory
- Data Structures & Algorithms
- User Experience Design
- Foundations of Data Science

Skills & Knowledge

Languages and Frameworks

- Python
- Java
- Ruby on Rails
- C++
- PostgreSQL
- HTML & CSS
- Comfortable in Linux/UNIX environments

Data Science & Analytics

- Standard Python data science libraries - Pandas, Numpy, Scipy, Matplotlib, etc.
- Tableau
- Jupyter Notebooks
- ArcGIS & QGIS
- Clustering, Classification
- (Learning) Tensorflow & Keras

Design Skills

- Fluent in the Adobe CC Suite
- Logo Design
- Print Design
- Slide Deck Design

Achievements

- 1st Place at IBM Watson Challenge, CalHacks 5.0
- Leadership Award (Cal Alumni Association, Sept. 2017)

Personal Projects

StyleMe

Awarded 1st Place by IBM at CalHacks 5.0

- Co-created a Python program that uses IBM Watson's Visual Recognition core and the OpenWeatherMap API to classify user's wardrobe and suggest outfits based on the weather.

THE DEAL WITH RÉSUMÉS

While typographic rules and tips are great, we need to apply them with discretion. A couple of considerations:

- ① Most recruiters are *skimming*, not reading. So our elements need to be exaggerated accordingly.
- ② The first thing I get asked is when I'm graduating. So that goes right up top by my name.
- ③ The complexity of a résumé lends itself to a nice grid. The shape of this grid depends on the content.

| | |
|---|--|
| <h1>SAHIL SANGHVI</h1> <p>B.A. DATA SCIENCE GRADUATING 2021</p> <p>(123)-456-6789 sanghvi@berkeley.edu www.sahilcreates.com LinkedIn: sahil-sanghvi</p> | |
| <h3>Experience</h3> <p>Software Engineer Intern <i>Microsoft Corporation, May 2020 - August 2020</i></p> <ul style="list-style-type: none"> Built a plugin for a very popular CI/CD platform to enable developer teams to run Microsoft Credential Scanner as part of their build pipeline in a seamless end-to-end use case Added advanced features such as cloud storage support and quick-response tools from the CI/CD platform's UI itself, as well as cross compatibility with other plugins to further extend the capabilities of the product. Worked closely with project managers to ideate features and to discuss the user base and their needs. <p>Security Software Engineer <i>UC Berkeley Information Security Office, Jan 2019 - May 2020</i></p> <ul style="list-style-type: none"> Full-stack development for UCB's centralized security operations and monitoring software. Projects include: <ul style="list-style-type: none"> Synchronization scripts between incompatible applications. Integration with a new intrusion detection system Server-side pagination for faster record retrieval. UI theme development Used Ruby on Rails, PostgreSQL, Vue.js, and Sass. Used tools such as ArcSight to monitor for suspicious network activity and eliminate or mitigate discovered vulnerabilities. <p>Undergraduate Research Apprentice <i>UC Berkeley Division of Data Sciences, Sept 2019 - Dec 2019</i></p> <ul style="list-style-type: none"> Co-developed an exploratory tool using a recurrent neural network with LSTM architecture to perform language-independent phonetic transcription. | <h3>Skills & Knowledge</h3> <p>Languages and Frameworks</p> <ul style="list-style-type: none"> Python Java Ruby on Rails C++ PostgreSQL HTML & CSS Comfortable in Linux/UNIX environments <p>Data Science & Analytics</p> <ul style="list-style-type: none"> Standard Python data science libraries - Pandas, Numpy, Scipy, Matplotlib, etc. Tableau Jupyter Notebooks ArcGIS & QGIS Clustering, Classification (Learning) Tensorflow & Keras <p>Design Skills</p> <ul style="list-style-type: none"> Fluent in the Adobe CC Suite Logo Design Print Design Slide Deck Design <p>Achievements</p> <ul style="list-style-type: none"> 1st Place at IBM Watson Challenge, CalHacks 5.0 Leadership Award (Cal Alumni Association, Sept. 2017) <p>Personal Projects</p> <p>StyleMe <i>Awarded 1st Place by IBM at CalHacks 5.0</i></p> <ul style="list-style-type: none"> Co-created a Python program that uses IBM Watson's Visual Recognition core and the OpenWeatherMap API to classify user's wardrobe and suggest outfits based on the weather. |
| <h3>Education</h3> <p>B.A. Data Science <i>University of California, Berkeley</i></p> <p>EMPHASIS Geospatial Information & Technology</p> <p>MINOR Electrical Engineering & Computer Science</p> <ul style="list-style-type: none"> Probability Theory Artificial Intelligence Human Contexts and Ethics of Data Science Principles & Techniques of Data Science Introduction to Geospatial Technologies Data Visualization Discrete Mathematics & Probability Theory Data Structures & Algorithms User Experience Design Foundations of Data Science | |

CREDIT WHERE CREDIT IS DUE

Most of today's material is from these two sources, which is where I learned this stuff myself.

» *Practical Typography* by Matthew Butterick

» *Thinking With Type* (the website) by Ellen Lupton

Other cool stuff:

» [r/typography](#)

» *Designing Type* (guess what this book is about)