

# The Ten Type Commandments

Hello

Hello  
Background

Hello  
Background  
IF/THEN

Hello  
Background  
IF/THEN  
Teach

**1:  
Thou shalt not  
stretch type**

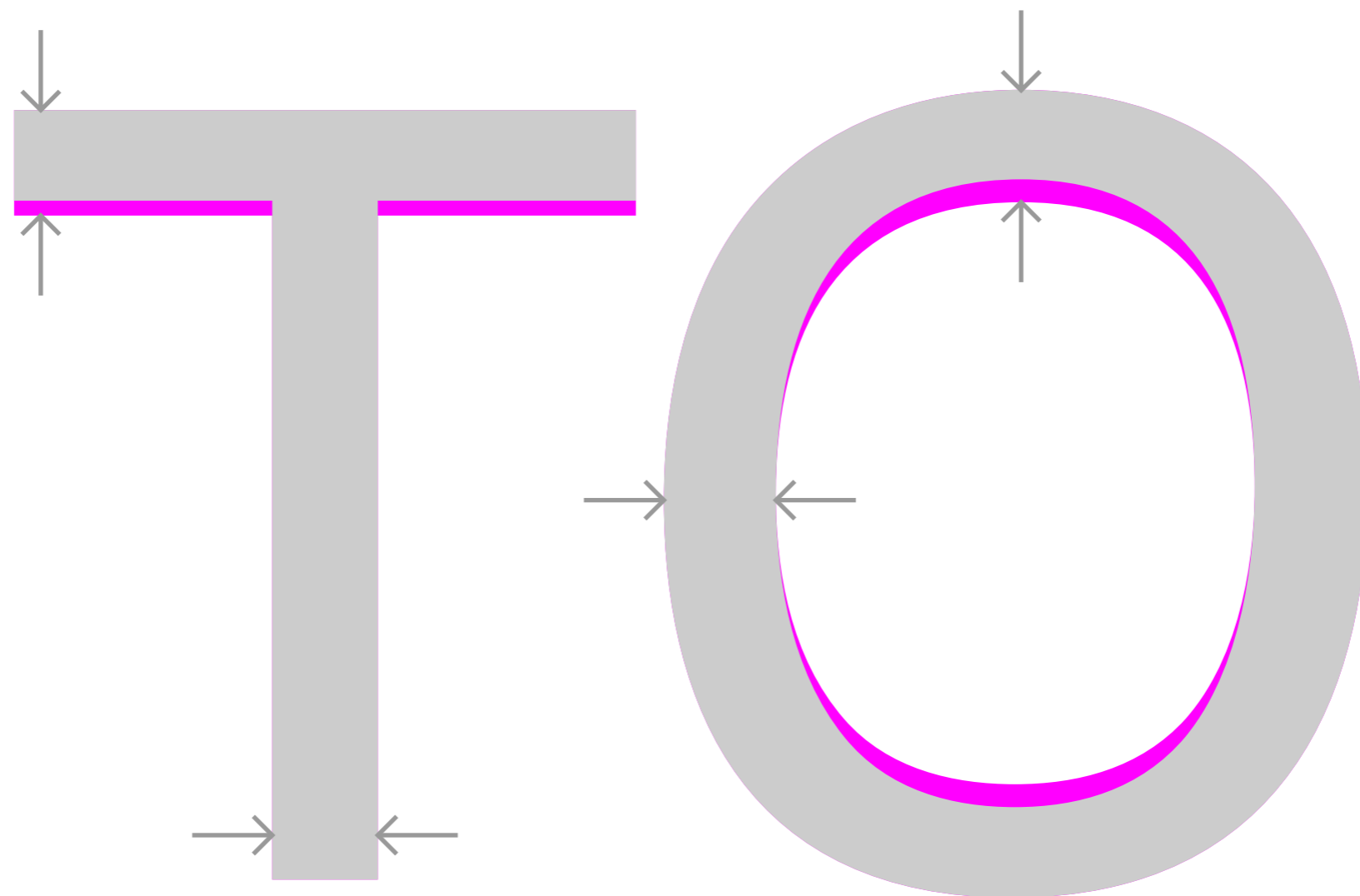
**TO**

Univers 55 Roman



Univers 55 Roman





Univers 55 Roman

**TO**

Univers 57 Condensed

The image displays two large, stylized characters, 'T' and 'O', rendered in a vibrant magenta color. Both characters are outlined in black and feature a subtle black drop shadow, giving them a three-dimensional appearance. The 'T' is positioned on the left, and the 'O' is on the right. The 'O' is notably wider than it is tall, which is a result of being stretched horizontally. The overall composition is centered on a plain white background.

Stretched to Match 70%

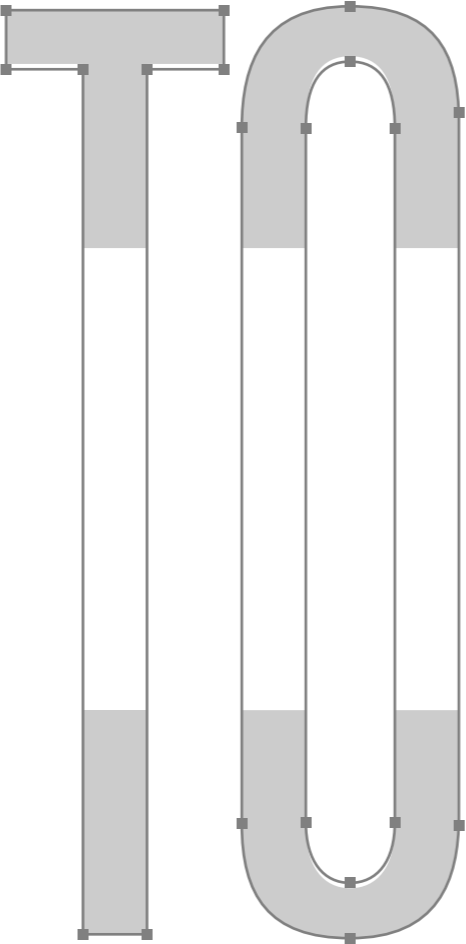
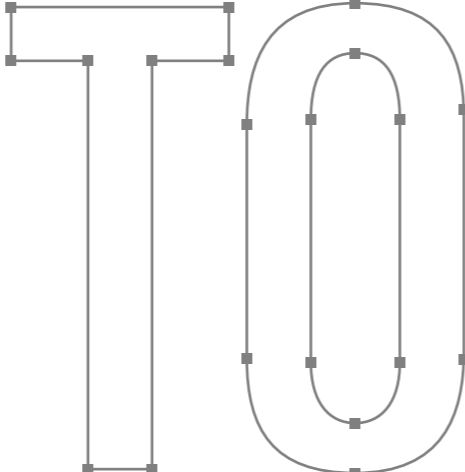
**T0**

Stretched to Match 70%

**T0**

Univers 59 Ultra Condensed

**TO**



**TO**

Stretch Manually

10

Custom Univers

**2:**

**Thou shalt not  
stack letters**



T  
Y  
P  
O  
G  
R  
A  
P  
H  
Y

Sin

T  
y  
p  
o  
g  
r  
a  
p  
h  
y

**Mortal Sin**

# Typography

## TYPOGRAPHY

Saintly

**3:  
Thou shalt  
punctuate  
properly**

"Straight" quotes

Sin

“Curly” quotes

Saintly

Helvetica

Futura

Gill Sans

Bell Gothic

“ ”  
▪ ▪ ▪

// //  
• • •

“ ”  
• • •

\\ //  
• • •

Adobe Caslon  
Pro

Garamond  
Premier Pro

ITC New  
Baskerville

Clarendon

“ ”  
• • •

“ ”  
• • •

“ ”  
• • •

“ ”  
• • •

More Curly Quotes

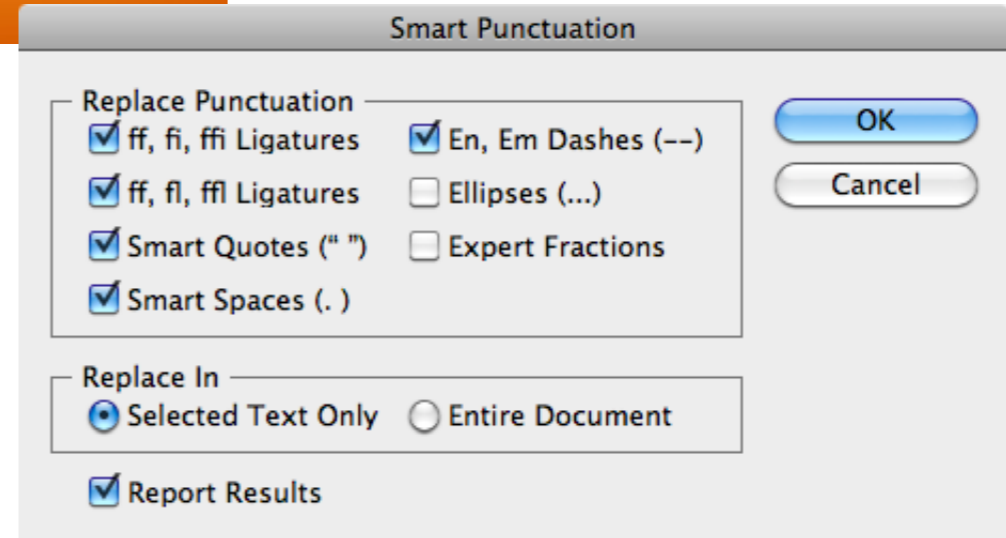
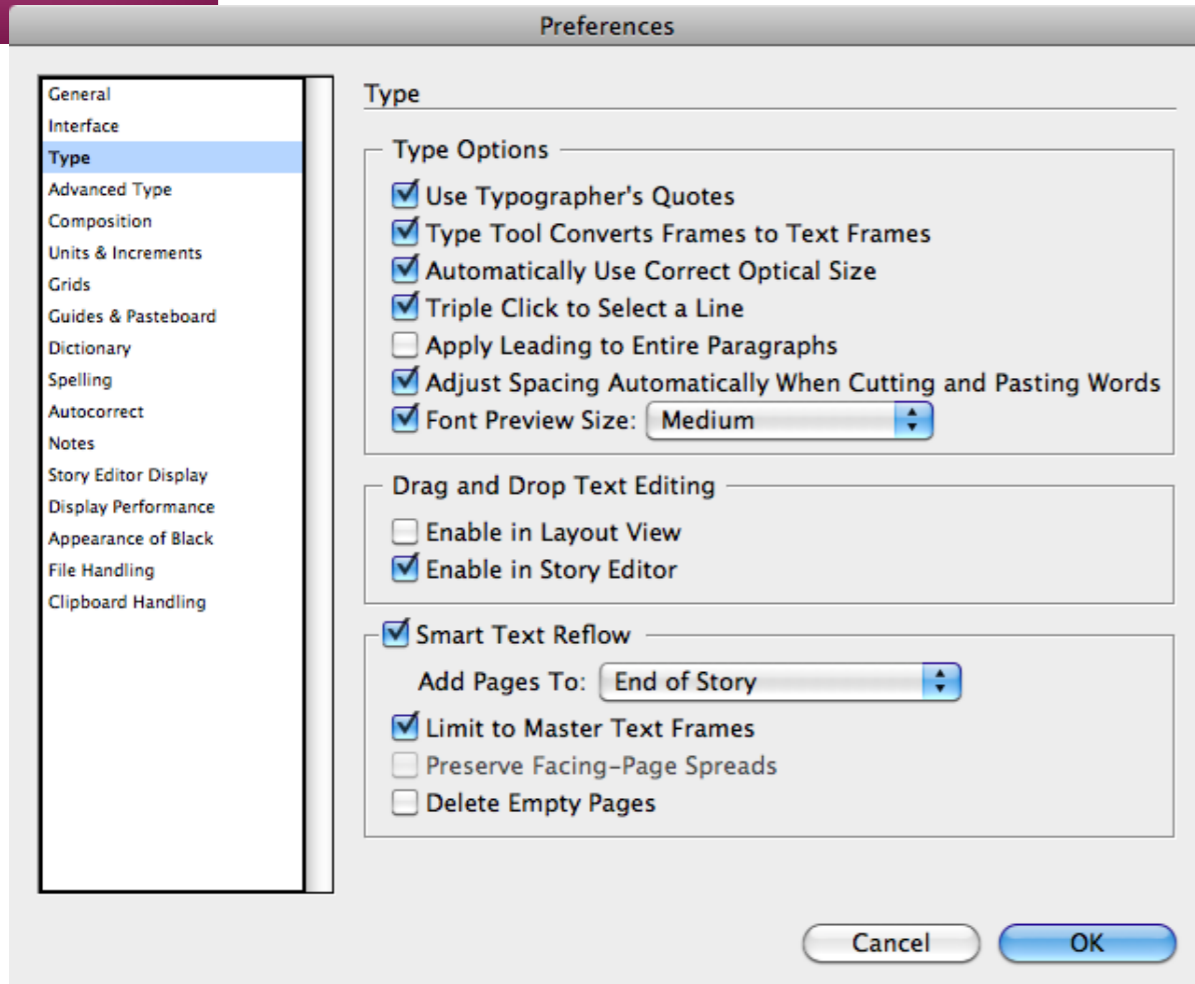
John's car

Sin



John's car

Saintly



# Type Preferences

1963 Corvette

'63 'Vette

Sin

1963 Corvette

'63 'Vette

Saintly

6' 1"

Sin

6' 1"

Almost Saintly

6' 1"

Saintly

Yes--maybe

Sin



Yes – maybe

Yes—maybe

Saintly



Three Periods

Sin



True Ellipses

Saintly

No. Use one space.

Two Spaces

Sin

Yes. Use one space.

One Space

Saintly

**4:**

**Thou shalt use  
appropriate letters  
and numbers**

# Numbers

## (Figures)

MCDXCII

1492

Roman vs. Hindu-Arabic numerals



1234567890 Tabular Lining

1234567890 Proportional Lining

I234567890 Tabular Oldstyle

I234567890 Proportional Oldstyle

## Styles of Figures

Tabular  
Lining

92.67

11.11

---

103.78

Tabular  
Oldstyle

92.67

11.11

---

103.78

Proportional  
Lining

92.67

11.11

---

103.78

Proportional  
Oldstyle

92.67

11.11

---

103.78

Tabular Figures

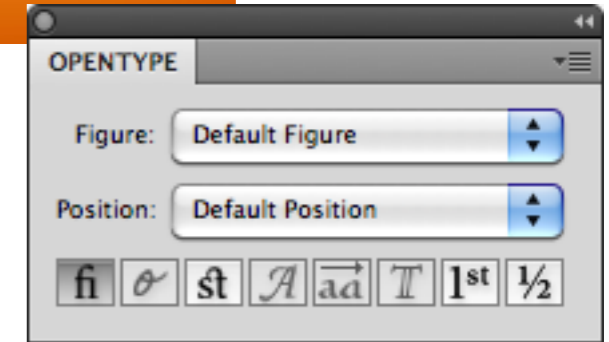
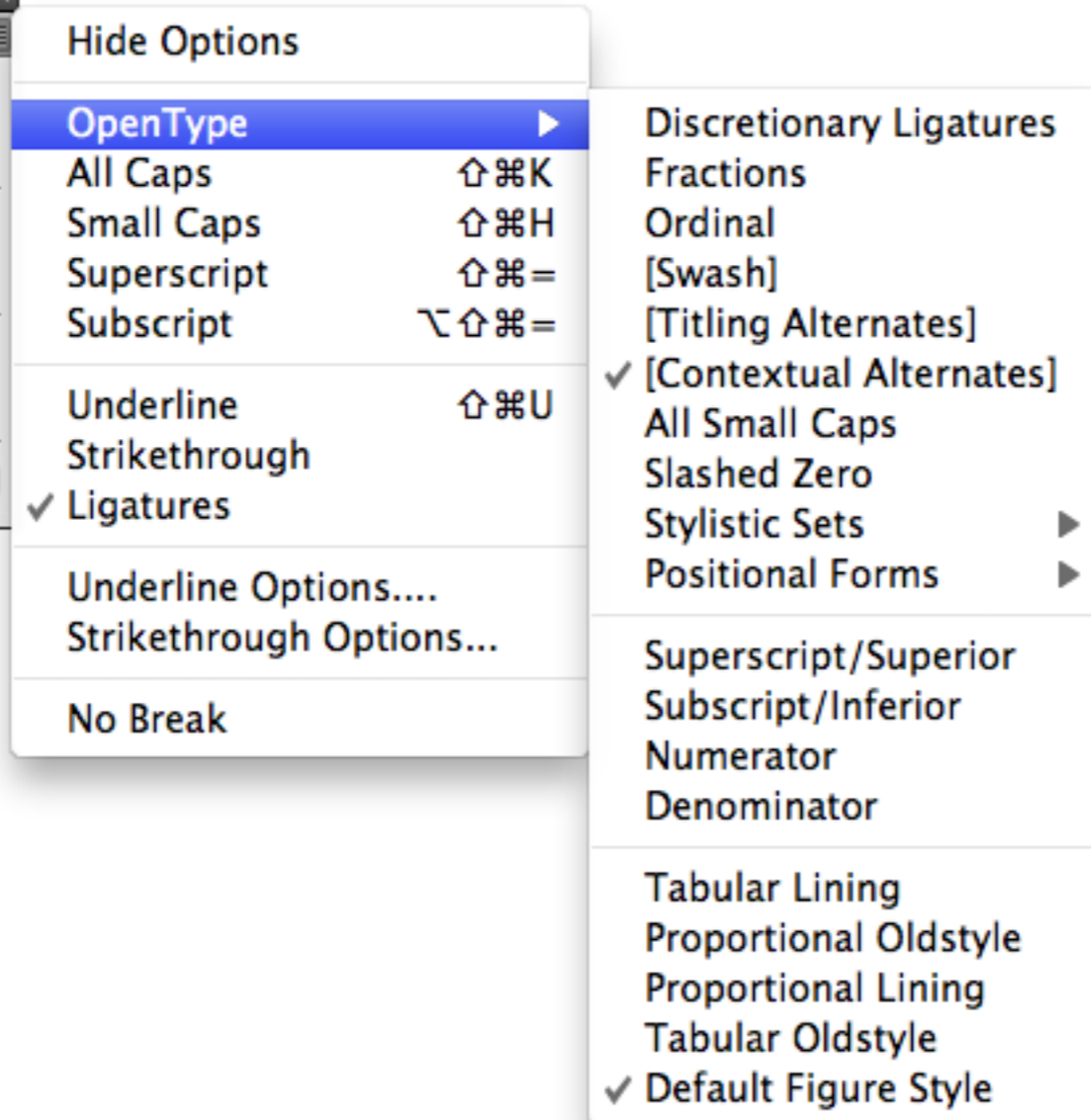
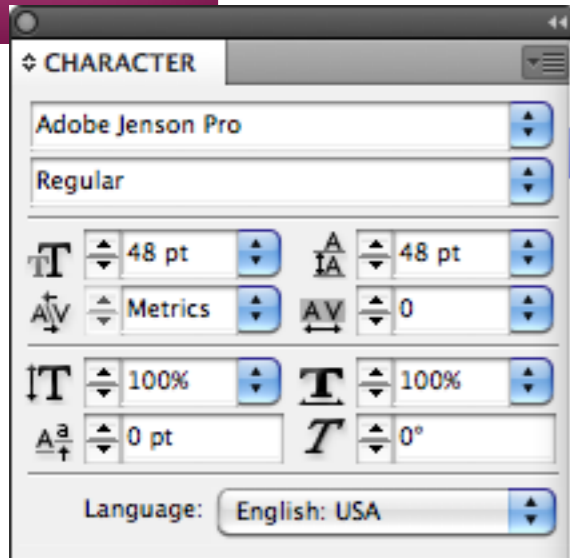
In 1492, Columbus  
sailed the ocean blue.

Proportional Lining

In 1492, Columbus  
sailed the ocean blue.

Proportional Oldstyle

Oldstyle (Non-lining) Figures



# OpenType Preferences

**Small Caps**

ALL CAPS

All Caps

FAKE SMALL CAPS

Sin

# REAL SMALL CAPS

Saintly



BRINGHURST, Robert. *The Elements of  
Typographic Style*. Point Roberts, WA:  
Hartley & Marks, 1996. Print.

Sin

BRINGHURST, Robert. *The Elements of  
Typographic Style*. Point Roberts, WA:  
Hartley & Marks, 1996. Print.

**Saintly**

*WEDDING*

Sin

*Wedding*

Saintly

**Superscript**  
**Subscript**

$1/2$

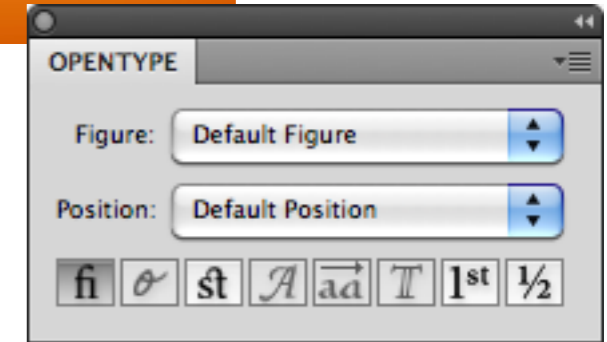
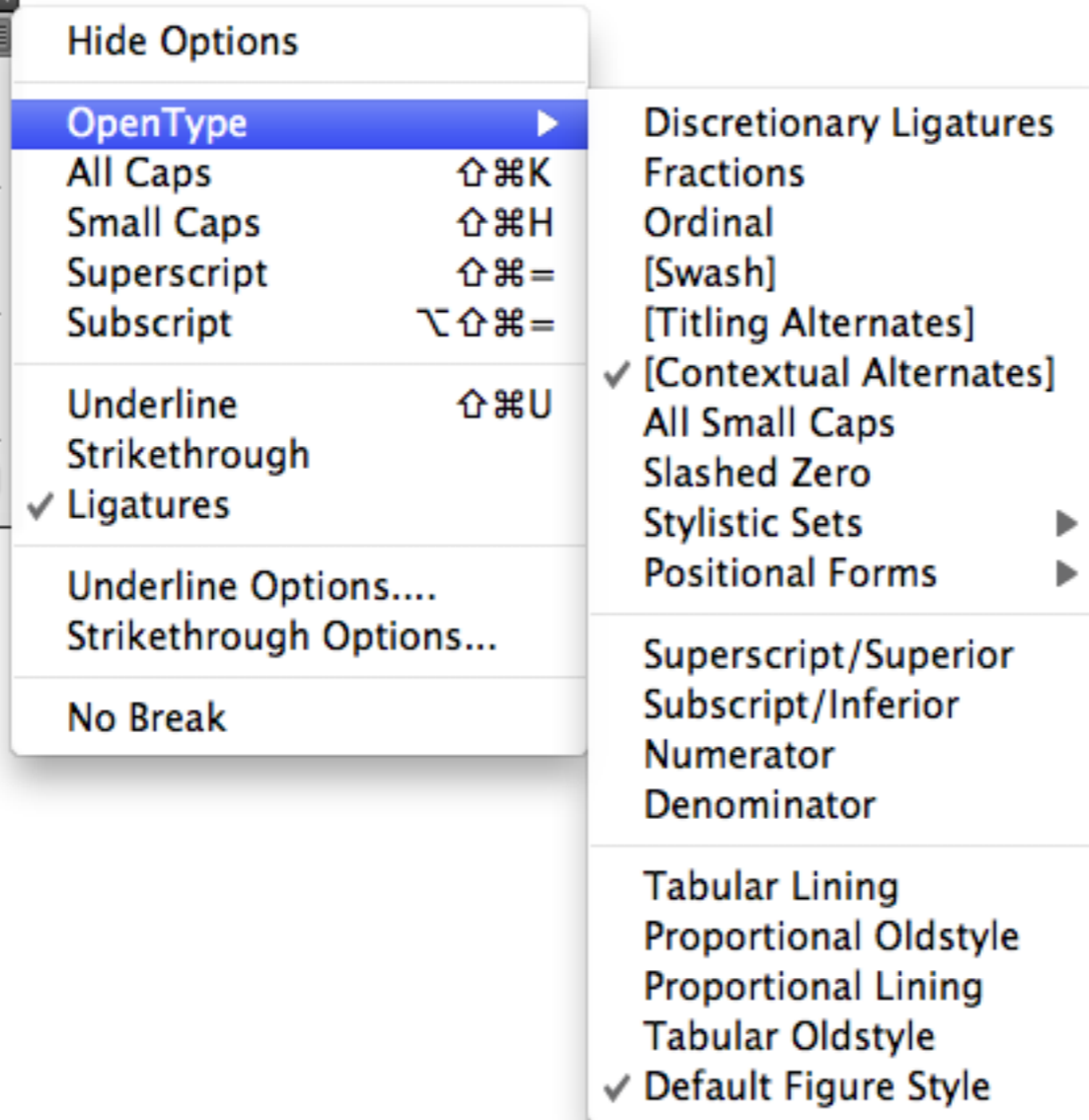
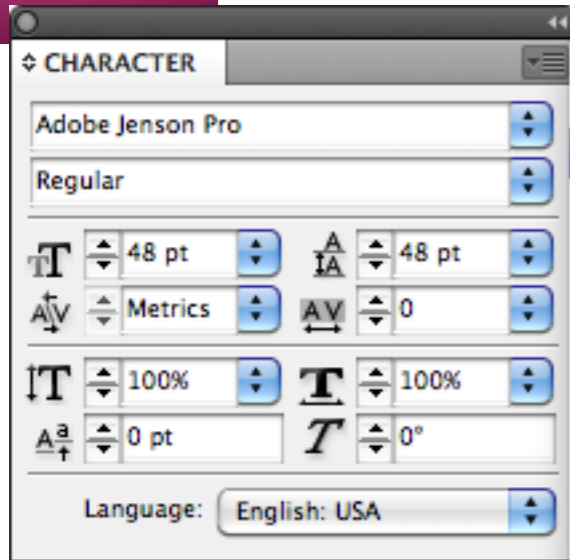
Fraction Typed Out

Regular Text

$$1/2$$

Fake Fractions

Sin



# OpenType Preferences

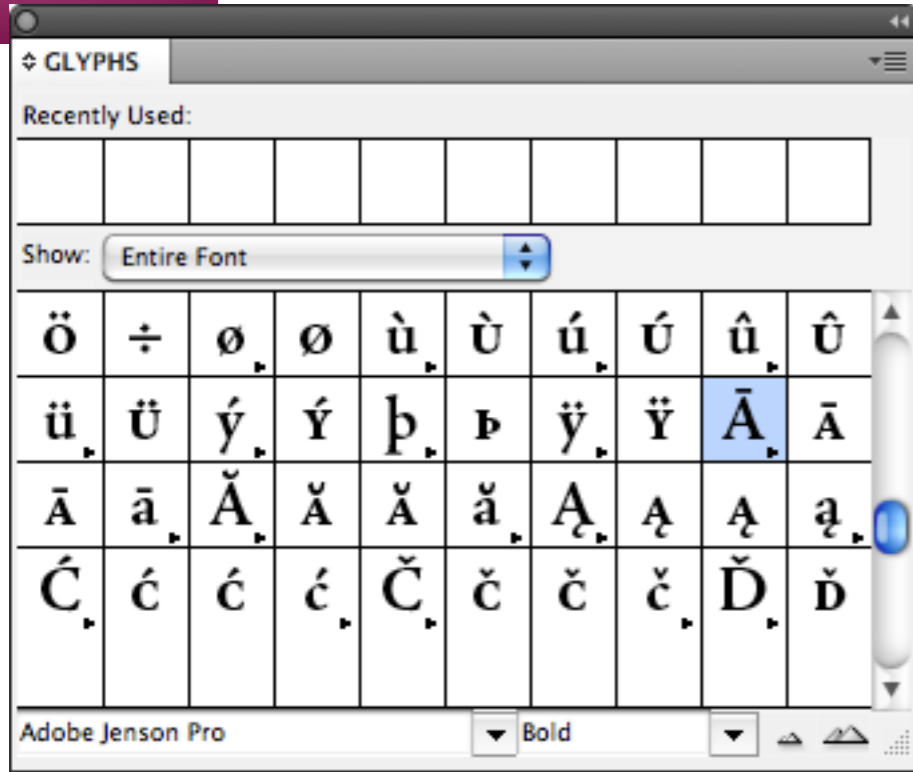


1/2

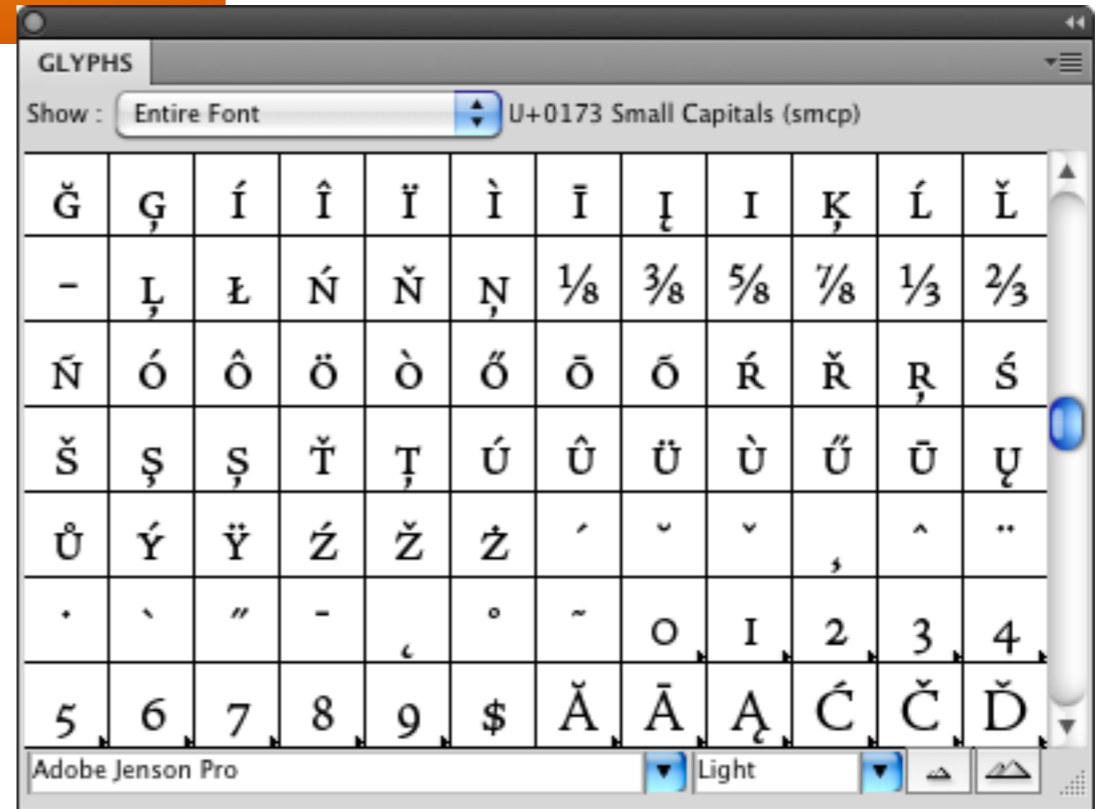
Fractions using OpenType

Saintly

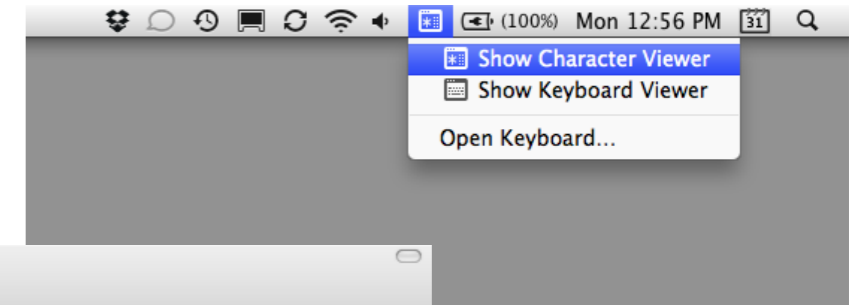
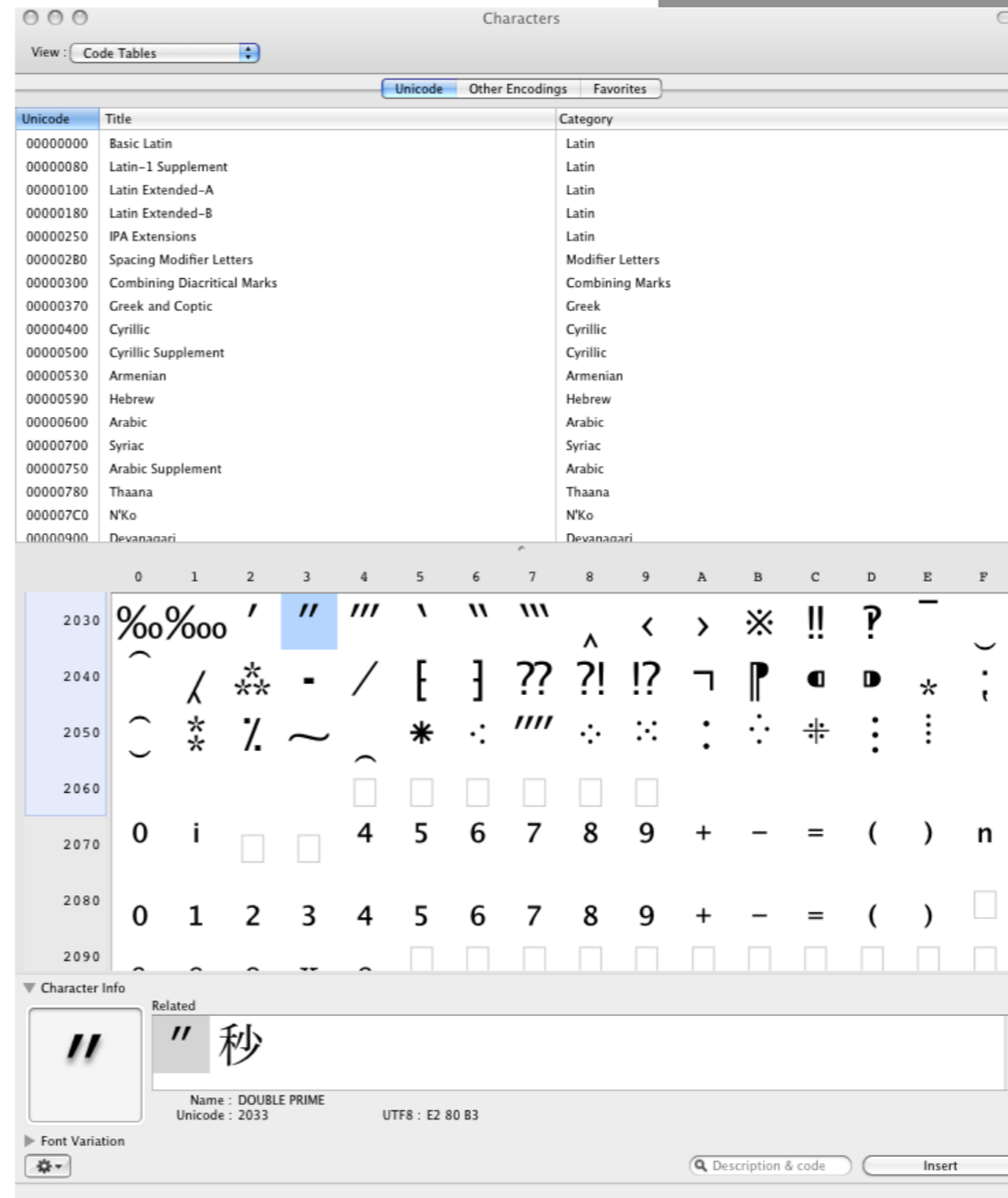
ID



Ai



# Glyphs Palettes



# Mac Characters Palette

**5:**

**Thou shalt make  
in-between spaces  
equal**

**Kerning**  
**Tracking**  
**Word-spacing**

# **Kerning**

is adjusting the space  
between two letters

minimum

Even Rhythm

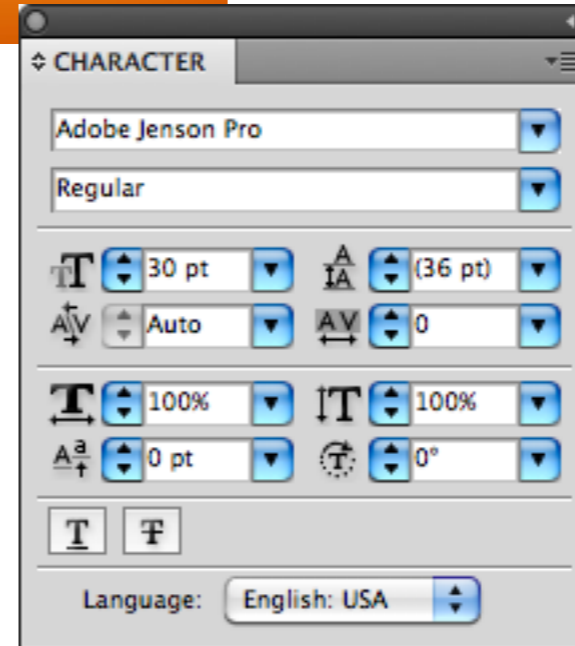
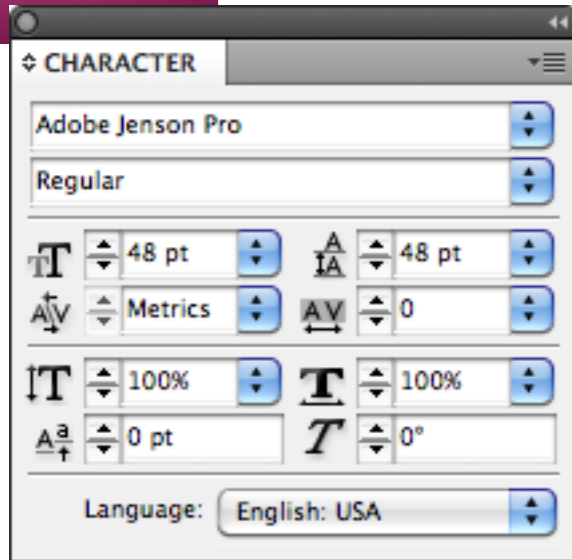


Even Negative Space



You

No Kerning



# Type Preferences

## Some Common Kerning Pairs

LA

P.

To

Tr

Ta

Tu

Te

Ty

Wa

WA

We

Wo

Ya

Yo

Metrics (Auto)

You

No kerning



Negative space

Sin

You

Auto kerning



Negative space

Saintly

*Txori*

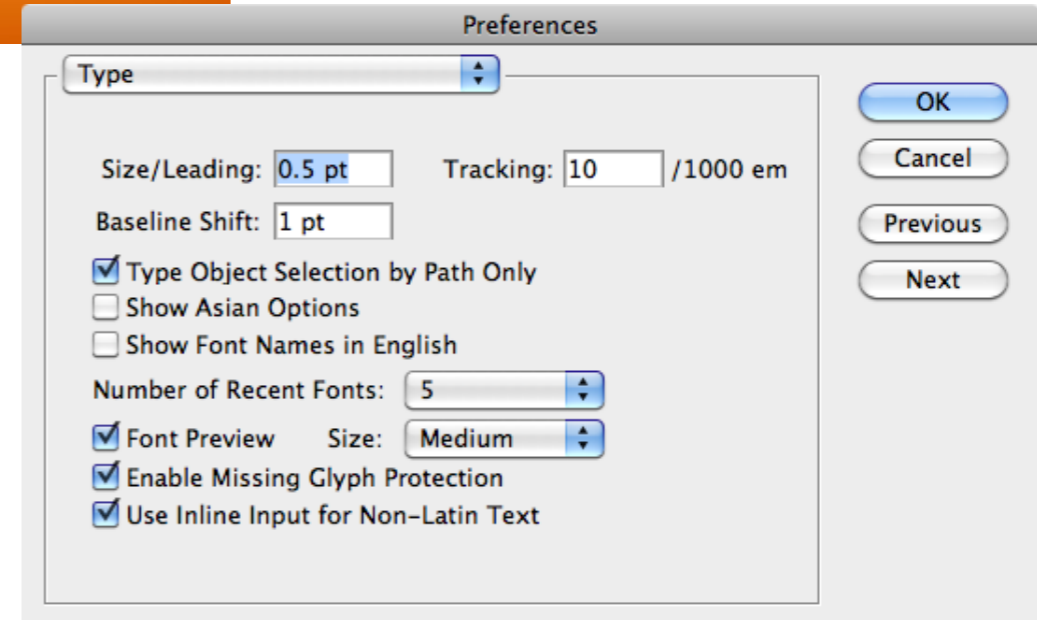
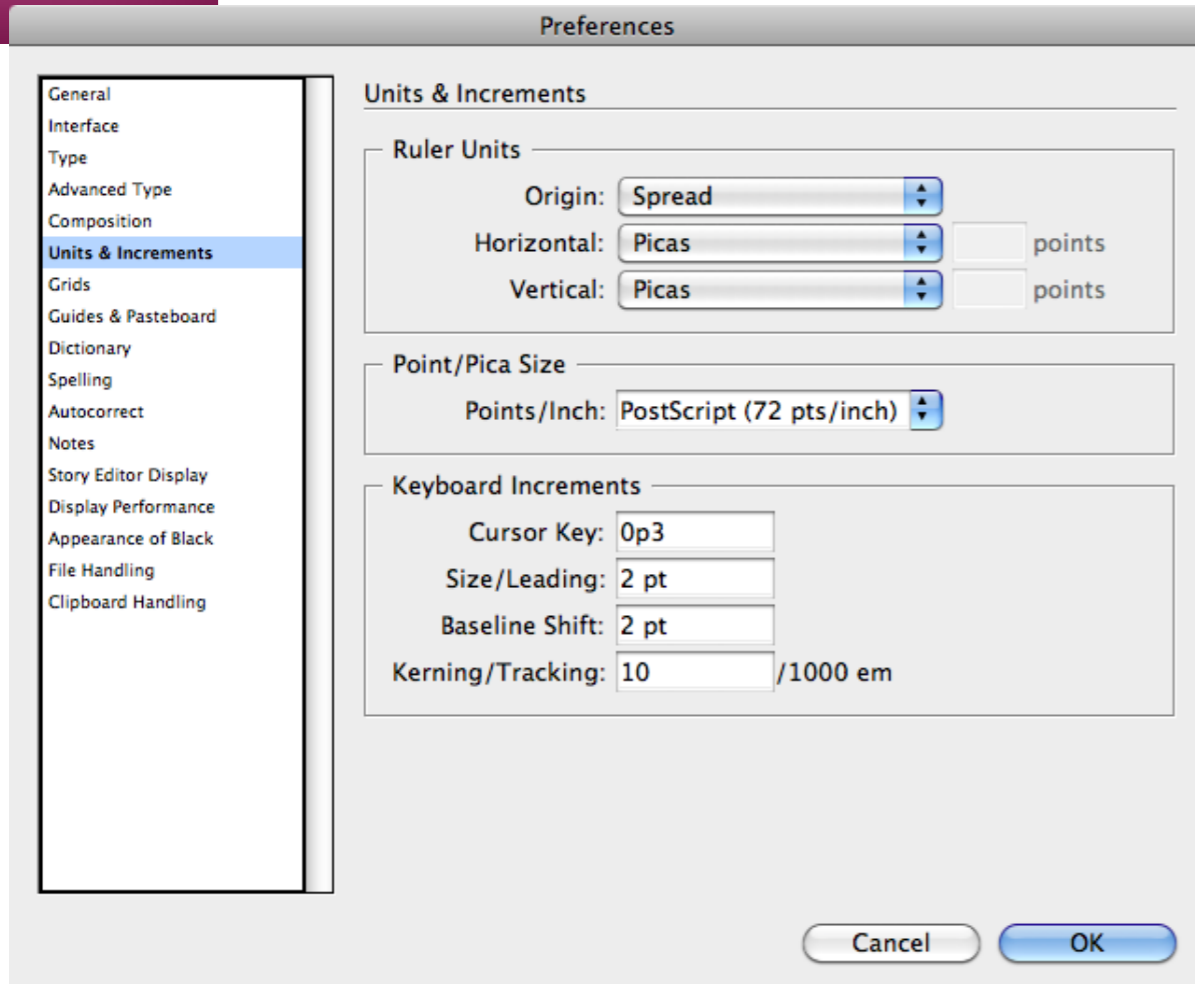
No Kerning Pair

Sin

Txori

Manually Kerned

Saintly



Option - Left Arrow  
Option - Right Arrow

# Type Preferences



# Tracking

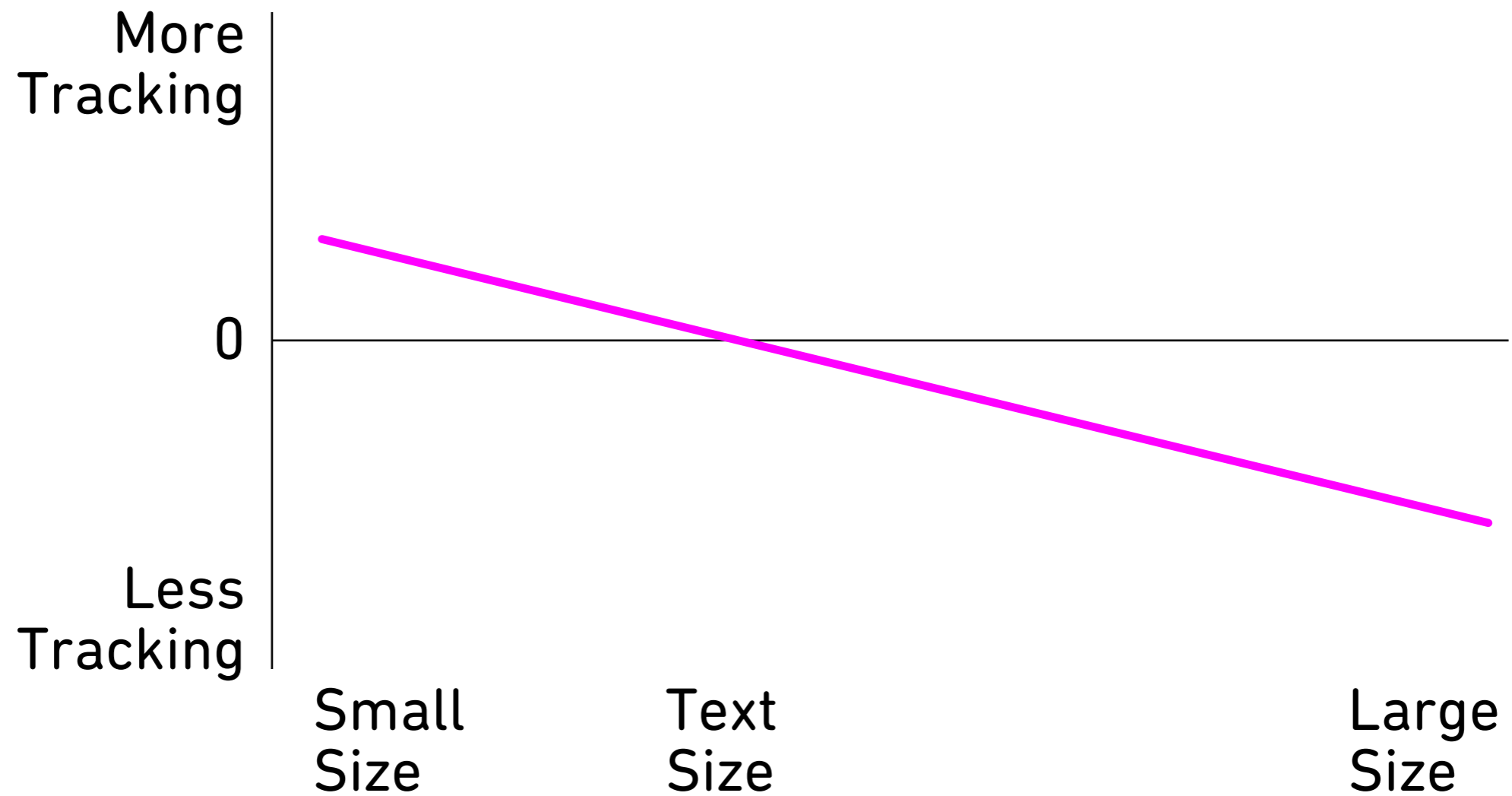
(letter-spacing)

is adjusting the space  
between the letters of a  
word or phrase

No tracking

A lot of tracking

**Example of Tracking**



Adjust Tracking Based on Type Size

Small type should have increased tracking.

Tracking: 0/1000 em

**Sin**

Small type should have increased tracking.

Tracking: +10/1000 em

**Saintly**

Large type needs  
less tracking.

Tracking: 0/1000 em

Sin

Large type needs  
less tracking.

Tracking: -20/1000 em

**Saintly**

Tracking Adobe Jenson Pro Caption

Tracking Adobe Jenson Pro Regular

Tracking Adobe Jenson Pro Subhead

Tracking Adobe Jenson Pro Display

**Built-in Tracking**



# CAPITAL LETTERS

Tracking: 0/1000 em

Sin

# CAPITAL LETTERS

Tracking: +80/1000 em

Saintly

# Condensed Letters

Tracking: 0/1000 em

Sin

# Condensed Letters

Tracking: +40/1000 em

Saintly

White on Black

Tracking: 0/1000 em

Sin

White on Black

Tracking: +20/1000 em

Saintly

# **Word-spacing**

is the spaces between  
words

**Look at the space  
between words.  
Adjust as needed.**

Normal Word-spacing

Sin



**Look at the space  
between words.  
Adjust as needed.**

Word-spacing reduced to 80%

Saintly



Justification

	Minimum	Desired	Maximum
Word Spacing:	80%	100%	133%
Letter Spacing:	0%	0%	0%
Glyph Scaling:	100%	100%	100%

Auto Leading: 120%

Single Word Justification: Full Justify

Composer: Adobe Paragraph Composer

OK  
Cancel  
 Preview



Justification

	Minimum	Desired	Maximum
Word Spacing:	80%	100%	133%
Letter Spacing:	0%	0%	0%
Glyph Scaling:	100%	100%	100%

Auto Leading: 120%

Single Word Justification: Full Justify

OK  
Cancel  
 Preview

Minimum < Desired < Maximum

# Justification Preferences

**6:**

**Thou shalt respect  
your paragraphs**

**Line-spacing**  
**Line-length**

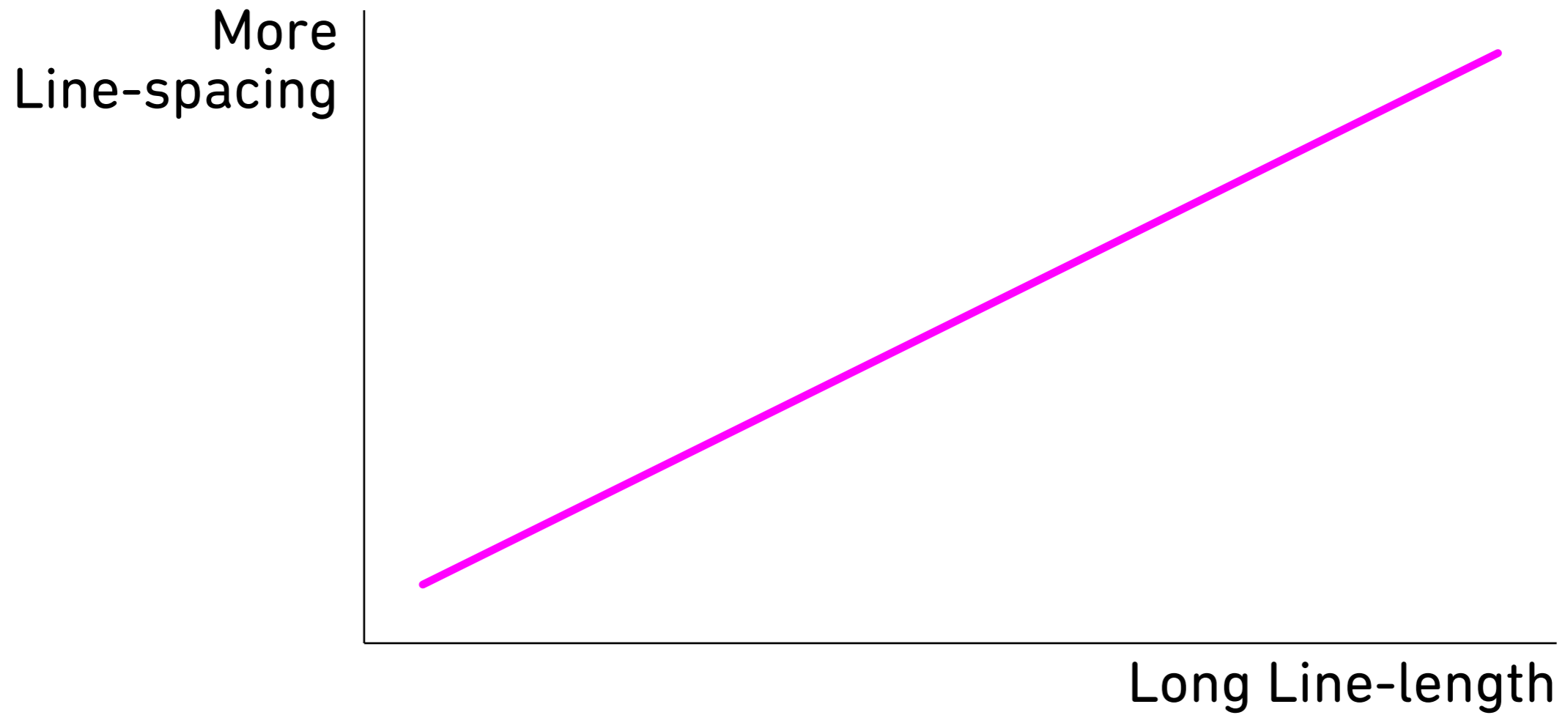
# **Line-spacing**

(~leading)

is the space between  
lines of type

# **Line-length**

is the width of a line of  
text



Long Line-lengths need More Line-spacing

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the

# Sin



We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

# Saintly

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography,

# Forgivable

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and

## From Slow-paced Reading

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**to**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public,

# Fast-paced Reading

igned, are graphic designers, photo  
ave been brought up in a world in  
apparatus of advertising have pers  
as the most lucrative, effective and  
our talents. We have been bombard  
voted to this belief, applauding the  
ed their skill and imagination to se

x  
x

**Start with 2 x-heights**

# Justification

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents.

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents.

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents.

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents.

## Four Main Options



We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Left Justified**

**Saintly**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Centered**

**Sin**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Right Justified**

**Sin**

WE, THE UNDERSIGNED, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodi-

**Full Justified**

**Saintly If Done Well**

WE, THE UNDERSIGNED, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy

**Not Uniform**

**Sin**

WE, THE UNDERSIGNED, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening

**Rivers**

**Mortal Sin**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Left Justified**

**Easiest Solution**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Unnecessary Hyphens in Left Justified Text**

**Sin**



We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We

**Avoid Hyphens in Left Justified Text**

**Saintly**

“I will solve your problem for you. And you will pay me. And you don’t have to use the solution. If you want options, go talk to other people. But I’ll solve the problem for you the best way I know how. And you can use it or not – that’s up to you. You are the client. But you pay me.”

Quote Is Within Block

**Sin**

“I will solve your problem for you. And you will pay me. And you don’t have to use the solution. If you want options, go talk to other people. But I’ll solve the problem for you the best way I know how. And you can use it or not – that’s up to you. You are the client. But you pay me.”

Hanging Punctuation

**Saintly**

You have four options for creating bullet lists in InDesign:

- ✦ Use tabs
- ✦ Use the “indent to here” character by typing “command-\”
- ✦ Use negative indents as specified in paragraph settings
- ✦ Use the “bullets and numbering” feature in paragraph styles and settings

**Bullets Don't Hang**

**Sin**

You have four options for creating bullet lists in InDesign:

- ✦ Use tabs
- ✦ Use the “indent to here” character by typing “command-\”
- ✦ Use negative indents as specified in paragraph settings
- ✦ Use the “bullets and numbering” feature in paragraph styles and settings

**Bullets Hang**

**Saintly**

# Widows and Orphans

little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind we propose to share our experience and opinions, and to make them

Widow

Sin

us.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind we propose to share our experience and opinions, and to make them

Widow

Mortal Sin



industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising: this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication. We hope that our society will tire of gimmick merchants, status salesmen and hidden persuaders, and that the prior call on our skills will be for worthwhile purposes. With this in mind we

**Extra Line Added to Widow**

**Saintly**

flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer

Orphan

Forgivable

stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising; this is not feasible. Nor do we want to take any of

**Extra Line Added to Orphan**

**Saintly**

stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and **slip-ons**.

By far the greatest effort of those working in the advertising industry are wasted on these trivial purposes, which contribute little or nothing to our national prosperity.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

We do not advocate the abolition of high pressure consumer advertising; this is not feasible. Nor do we want to take any of

**A True Widow?**

**Not a Sin**

**7:**

**Thou shalt choose  
the right typeface**

Humanist

Grotesque

Geometric

Sans

ag

Gill Sans

ag

Helvetica

ag

Futura

Serif

ag

Jenson

ag

Baskerville

ag

Bodoni

Oldstyle

Transitional

Modern

Lupton's Classification (Adapted)

Display

ag

Hobo

Script

*ag*

Bickham Script

Slab Serif

ag

Clarendon

Lupton's Classification (Adapted)

*Hardware*

**F L O R I S T**

Sin



*Florist*

**HARDWARE**

Saintly

Florist

Florist

Florist

Florist

**Options**

Ein kleines Hindernis allerdings, ein immer kleiner werdendes Hindernis. Man gewöhnte sich an die Sonderbarkeit, in den heutigen Zeiten Aufmerksamkeit für einen Hungerkünstler beanspruchen zu 991 wollen, und mit dieser Gewöhnung war das Urteil über ihn gesprochen. Er mochte so gut hungern, als er nur konnte, und er tat es, aber nichts konnte ihn mehr retten, man ging an ihm vorüber. Versuche, jemandem die Hungerkunst zu erklären! Wer es nicht fühlt, dem kann man es nicht begreiflich machen. Die schönen Aufschriften wurden schmutzig und unleserlich, man riß sie herunter, niemandem fiel es ein, sie zu ersetzen; das Täfelchen mit der Ziffer der abgeleisteten Hungertage, das in der ersten Zeit sorgfältig täglich erneuert worden war, blieb schon längst immer das gleiche, denn

**Bauer Bodoni 22/28**

**Sin**

Ein kleines Hindernis allerdings, ein immer kleiner werdendes Hindernis. Man gewöhnte sich an die Sonderbarkeit, in den heutigen Zeiten Aufmerksamkeit für einen Hungerkünstler beanspruchen zu 991 wollen, und mit dieser Gewöhnung war das Urteil über ihn gesprochen. Er mochte so gut hungern, als er nur konnte, und er tat es, aber nichts konnte ihn mehr retten, man ging an ihm vorüber. Versuche, jemandem die Hungerkunst zu erklären! Wer es nicht fühlt, dem kann man es nicht begreiflich machen. Die schönen Aufschriften wurden schmutzig und unleserlich, man riß sie herunter, niemandem fiel es ein, sie zu ersetzen; das Täfelchen mit der Ziffer der abgeleisteten Hungertage, das in der ersten Zeit sorgfältig täglich erneuert worden war, blieb schon längst immer das gleiche, denn nach den ersten Wochen war das

**Berthold Walbaum 19/28**

**Saintly**

Sono un tenente dei bombardieri che ha fatto il suo dovere. Ma non mi sento degno di te, libro mio preferito. Mentre il mio cuore batte sicuro il mio passo non lo sa cadenzare con eguale sicurezza. Ho il passo indeciso, malfermo ondeggiante, ferito, che ripete sulla terra le punture dilanianti d'una piaga infame e assillante aperta nel mio fianco. Piaga di Caporetto, piaga enorme che sento vivere soffrire, imputridire e che presto bisogna, ad ogni costo bisogna colmare, colmare con un nuovo ultravermiglio generosissimo sangue a fiotti bollenti, a torrenti nel suo centro e sugli orli il cui viola sinistro ricorda le botti sventrate dai fuggiaschi ubriachi, le schifose avvinazzate bombe incendiarie su Cervignano e il putrido violaceo fuggente tramonto del 27 ottobre. Guarire, guarire quella piaga! La guariremo. Già domino

**Bauer Bodoni 22/28**

**Saintly**

Sono un tenente dei bombardieri che ha fatto il suo dovere. Ma non mi sento degno di te, libro mio preferito. Mentre il mio cuore batte sicuro il mio passo non lo sa cadenzare con eguale sicurezza. Ho il passo indeciso, malfermo ondeggiante, ferito, che ripete sulla terra le punture dilanianti d'una piaga infame e assillante aperta nel mio fianco. Piaga di Caporetto, piaga enorme che sento vivere soffrire, imputridire e che presto bisogna, ad ogni costo bisogna colmare, colmare con un nuovo ultravermiglio generosissimo sangue a fiotti bollenti, a torrenti nel suo centro e sugli orli il cui viola sinistro ricorda le botti sventrate dai fuggiaschi ubriachi, le schifose avvinazzate bombe incendiarie su Cervignano e il putrido violaceo fuggente tramonto del 27 ottobre. Guarire, guarire quella piaga! La guariremo. Già domino il mio passo e

**Berthold Walbaum 19/28**

**Sin**

Gotham Thin. From the streets of New York City, the Gotham Thin font is a clean, modern, and versatile typeface.

Gotham Thin

*Gotham Thin Italic. Lettering, as distinct from the main text, is a beautiful and elegant script.*

Gotham Thin Italic

Gotham Extra Light. A geometric sans-serif font, Gotham Extra Light is a clean, modern, and versatile typeface.

Gotham Extra Light

*Gotham Extra Light Italic. Inspired by the clean lines of the original font, this italicized version is a beautiful and elegant script.*

Gotham Extra Light Italic

Gotham Light. Suited to an unusual range of applications, Gotham Light is a clean, modern, and versatile typeface.

Gotham Light

*Gotham Light Italic. Sizes from 4pt to 72pt, Gotham Light Italic is a beautiful and elegant script.*

Gotham Light Italic

Gotham Book. For both text and display, Gotham Book is a clean, modern, and versatile typeface.

Gotham Book

*Gotham Book Italic. Large apertures and a clean, modern design, Gotham Book Italic is a beautiful and elegant script.*

Gotham Book Italic

Gotham Medium. Capitals based on the original font, Gotham Medium is a clean, modern, and versatile typeface.

Gotham Medium

*Gotham Medium Italic. Architectural and modern, Gotham Medium Italic is a beautiful and elegant script.*

Gotham Medium Italic

Gotham Bold. Vernacular lettering, Gotham Bold is a clean, modern, and versatile typeface.

Gotham Bold

*Gotham Bold Italic. A range of weights and styles, Gotham Bold Italic is a beautiful and elegant script.*

Gotham Bold Italic

Gotham Black. The family contains 18 styles, Gotham Black is a clean, modern, and versatile typeface.

Gotham Black

*Gotham Black Italic. Italics through the family, Gotham Black Italic is a beautiful and elegant script.*

Gotham Black Italic

Gotham Ultra. Maximum density and contrast, Gotham Ultra is a clean, modern, and versatile typeface.

Gotham Ultra

*Gotham Ultra Italic. Uncharacteristic and bold, Gotham Ultra Italic is a beautiful and elegant script.*

Gotham Ultra Italic

Gotham Narrow Thin. Taking on some of the characteristics of the original font, Gotham Narrow Thin is a clean, modern, and versatile typeface.

Gotham Narrow Thin

*Gotham Narrow Thin Italic. With proportions similar to the original font, Gotham Narrow Thin Italic is a beautiful and elegant script.*

Gotham Narrow Thin Italic

Gotham Narrow Extra Light. Based on the original font, Gotham Narrow Extra Light is a clean, modern, and versatile typeface.

Gotham Narrow Extra Light

*Gotham Narrow Extra Light Italic. Useful in a variety of applications, Gotham Narrow Extra Light Italic is a beautiful and elegant script.*

Gotham Narrow Extra Light Italic

Gotham Narrow Light. For situations where space is at a premium, Gotham Narrow Light is a clean, modern, and versatile typeface.

Gotham Narrow Light

*Gotham Narrow Light Italic. Small sizes and a clean, modern design, Gotham Narrow Light Italic is a beautiful and elegant script.*

Gotham Narrow Light Italic

Gotham Narrow Book. Both narrow columns and display, Gotham Narrow Book is a clean, modern, and versatile typeface.

Gotham Narrow Book

*Gotham Narrow Book Italic. The articulated design of Gotham Narrow Book Italic is a beautiful and elegant script.*

Gotham Narrow Book Italic

Gotham Narrow Medium. Clean and readable, Gotham Narrow Medium is a clean, modern, and versatile typeface.

Gotham Narrow Medium

*Gotham Narrow Medium Italic. Typefaces that are clean and readable, Gotham Narrow Medium Italic is a beautiful and elegant script.*

Gotham Narrow Medium Italic

Gotham Narrow Bold. Headlines and text, Gotham Narrow Bold is a clean, modern, and versatile typeface.

Gotham Narrow Bold

*Gotham Narrow Bold Italic. The angle of the letters in Gotham Narrow Bold Italic is a beautiful and elegant script.*

Gotham Narrow Bold Italic

Gotham Narrow Black. Straightforward and bold, Gotham Narrow Black is a clean, modern, and versatile typeface.

Gotham Narrow Black

*Gotham Narrow Black Italic. Through the family, Gotham Narrow Black Italic is a beautiful and elegant script.*

Gotham Narrow Black Italic

Gotham Narrow Ultra. Designed for maximum density, Gotham Narrow Ultra is a clean, modern, and versatile typeface.

Gotham Narrow Ultra

*Gotham Narrow Ultra Italic. An italicized version of the original font, Gotham Narrow Ultra Italic is a beautiful and elegant script.*

Gotham Narrow Ultra Italic

Gotham X-Narrow Thin. Both magazines and newspapers, Gotham X-Narrow Thin is a clean, modern, and versatile typeface.

Gotham Extra Narrow Thin

*Gotham X-Narrow Thin Italic. Featuring italics throughout the family, Gotham X-Narrow Thin Italic is a beautiful and elegant script.*

Gotham Extra Narrow Thin Italic

Gotham X-Narrow Extra Light. Typefaces with a focus on readability, Gotham X-Narrow Extra Light is a clean, modern, and versatile typeface.

Gotham Extra Narrow Extra Light

*Gotham X-Narrow Extra Light Italic. Inspired by architectural forms, Gotham X-Narrow Extra Light Italic is a beautiful and elegant script.*

Gotham Extra Narrow Extra Light Italic

Gotham X-Narrow Light. Packaging requires typography, Gotham X-Narrow Light is a clean, modern, and versatile typeface.

Gotham Extra Narrow Light

*Gotham X-Narrow Light Italic. Data visualizations and more, Gotham X-Narrow Light Italic is a beautiful and elegant script.*

Gotham Extra Narrow Light Italic

Gotham X-Narrow Book. Flourishing at small sizes, Gotham X-Narrow Book is a clean, modern, and versatile typeface.

Gotham Extra Narrow Book

*Gotham X-Narrow Book Italic. Now featuring a full range of weights, Gotham X-Narrow Book Italic is a beautiful and elegant script.*

Gotham Extra Narrow Book Italic

Gotham X-Narrow Medium. Sharing the non-negotiables, Gotham X-Narrow Medium is a clean, modern, and versatile typeface.

Gotham Extra Narrow Medium

*Gotham X-Narrow Medium Italic. Contemporary and clean, Gotham X-Narrow Medium Italic is a beautiful and elegant script.*

Gotham Extra Narrow Medium Italic

Gotham X-Narrow Bold. With roots in the lettering world, Gotham X-Narrow Bold is a clean, modern, and versatile typeface.

Gotham Extra Narrow Bold

*Gotham X-Narrow Bold Italic. The family now includes an italicized version, Gotham X-Narrow Bold Italic is a beautiful and elegant script.*

Gotham Extra Narrow Bold Italic

Gotham X-Narrow Black. Even at this extra narrow weight, Gotham X-Narrow Black is a clean, modern, and versatile typeface.

Gotham Extra Narrow Black

*Gotham X-Narrow Black Italic. Banner headlines and more, Gotham X-Narrow Black Italic is a beautiful and elegant script.*

Gotham Extra Narrow Black Italic

Gotham X-Narrow Ultra. Lowercase letters that are clean and modern, Gotham X-Narrow Ultra is a clean, modern, and versatile typeface.

Gotham Extra Narrow Ultra

*Gotham X-Narrow Ultra Italic. Matching the original font's style, Gotham X-Narrow Ultra Italic is a beautiful and elegant script.*

Gotham Extra Narrow Ultra Italic

Gotham Condensed Thin. New for this season, the expansion of the Gotham family, Gotham Condensed Thin is a clean, modern, and versatile typeface.

Gotham Condensed Thin

*Gotham Condensed Thin Italic. Few condensed faces have italicized versions, Gotham Condensed Thin Italic is a beautiful and elegant script.*

Gotham Condensed Thin Italic

Gotham Condensed Extra Light. Compact proportions without sacrificing readability, Gotham Condensed Extra Light is a clean, modern, and versatile typeface.

Gotham Condensed Extra Light

*Gotham Condensed Extra Light Italic. Matching the timbre and style of the original font, Gotham Condensed Extra Light Italic is a beautiful and elegant script.*

Gotham Condensed Extra Light Italic

Gotham Condensed Light. The stark geometry of the letterforms, Gotham Condensed Light is a clean, modern, and versatile typeface.

Gotham Condensed Light

*Gotham Condensed Light Italic. Movie titles in headlines require a clean, modern font, Gotham Condensed Light Italic is a beautiful and elegant script.*

Gotham Condensed Light Italic

Gotham Condensed Book. The designer's photographic odyssey, Gotham Condensed Book is a clean, modern, and versatile typeface.

Gotham Condensed Book

*Gotham Condensed Book Italic. Newly expanded for winter, Gotham Condensed Book Italic is a beautiful and elegant script.*

Gotham Condensed Book Italic

Gotham Condensed Medium. Commercial buildings throughout the world, Gotham Condensed Medium is a clean, modern, and versatile typeface.

Gotham Condensed Medium

*Gotham Condensed Medium Italic. Signs in a variety of media, Gotham Condensed Medium Italic is a beautiful and elegant script.*

Gotham Condensed Medium Italic

Gotham Condensed Bold. Examples of vernacular lettering, Gotham Condensed Bold is a clean, modern, and versatile typeface.

Gotham Condensed Bold

*Gotham Condensed Bold Italic. Assertive but not offputting, Gotham Condensed Bold Italic is a beautiful and elegant script.*

Gotham Condensed Bold Italic

Gotham Condensed Black. One of the great traditions in typography, Gotham Condensed Black is a clean, modern, and versatile typeface.

Gotham Condensed Black

*Gotham Condensed Black Italic. Italics through the entire family, Gotham Condensed Black Italic is a beautiful and elegant script.*

Gotham Condensed Black Italic

Gotham Condensed Extra Black. An extra weight for headlines, Gotham Condensed Extra Black is a clean, modern, and versatile typeface.

Gotham Condensed Extra Black

*Gotham Condensed Extra Black Italic. Large sizes reveal the beauty of the font, Gotham Condensed Extra Black Italic is a beautiful and elegant script.*

Gotham Condensed Extra Black Italic

Gotham Condensed Ultra. Tabloid headlines at large sizes, Gotham Condensed Ultra is a clean, modern, and versatile typeface.

Gotham Condensed Ultra

*Gotham Condensed Ultra Italic. Maximum impact with a clean, modern design, Gotham Condensed Ultra Italic is a beautiful and elegant script.*

Gotham Condensed Ultra Italic

Gotham Rounded Light. Precision in design, Gotham Rounded Light is a clean, modern, and versatile typeface.

Gotham Rounded Light

Gotham Rounded Book. Templates and more, Gotham Rounded Book is a clean, modern, and versatile typeface.

Gotham Rounded Book

Gotham Rounded Medium. Technical drawings and more, Gotham Rounded Medium is a clean, modern, and versatile typeface.

Gotham Rounded Medium

Gotham Rounded Bold. Engravers' type, Gotham Rounded Bold is a clean, modern, and versatile typeface.

Gotham Rounded Bold

*Gotham Rounded Light Italic. Instructional materials and more, Gotham Rounded Light Italic is a beautiful and elegant script.*

Gotham Rounded Light Italic

*Gotham Rounded Book Italic. Blueprints and more, Gotham Rounded Book Italic is a beautiful and elegant script.*

Gotham Rounded Book Italic

*Gotham Rounded Medium Italic. Mathematical formulas and more, Gotham Rounded Medium Italic is a beautiful and elegant script.*

Gotham Rounded Medium Italic

*Gotham Rounded Bold Italic. Routinely used in technical drawings, Gotham Rounded Bold Italic is a beautiful and elegant script.*

Gotham Rounded Bold Italic

## Gotham: 58 Styles

# Expanded Styles



**8:**

**Thou shalt line  
things up**

# Typographic Layouts





Geöffnet:	Wochentags: 2 - 5 nachm. Mittwoch u. Sonntag 11 - 1
Eintritt:	Mitglieder: Frei Nichtmitglieder: 50 Pf.

Poster by Herbert Bayer



**ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13**

**GEMALDE AQUARELLE**

# **KANDINSKY**

**JUBILÄUMS-AUSSTELLUNG**

**60.  
GEBURSTAG**

Geöffnet:	Wochentags: 2-5 nachts
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 Pfg



**ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13**

**GEMALDE AQUARELLE**

# **KANDINSKY**

**JUBILÄUMS-AUSSTELLUNG**

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

Straightened by 6°

ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13

GEMALDE AQUARELLE

# KANDINSKY

JUBILÄUMS-AUSSTELLUNG

60.  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

## Vertical Alignment



A poster for an exhibition by Wassily Kandinsky. The poster features a portrait of Kandinsky in the top left, the name 'KANDINSKY' in large bold letters in the center, and the text 'ANHALTISCHER KUNSTVEREIN JOHANNISSTR. 13' in the top right. Below the name, it says 'JUBILÄUMS-AUSSTELLUNG' and '60. GEBURSTAG'. A table in the bottom right corner provides details about the exhibition's opening hours and entry fees.

ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13

GEMALDE AQUARELLE

**KANDINSKY**

JUBILÄUMS-AUSSTELLUNG

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

Horizontal Alignment

ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13

GEMALDE AQUARELLE

**KANDINSKY**

JUBILÄUMS-AUSSTELLUNG

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

Structure



**ANHALTISCHER  
KUNSTVEREIN**  
JOHANNISSTR. 13

**GEMALDE AQUARELLE**

# KANDINSKY

**JUBILÄUMS-AUSSTELLUNG**

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-6 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 plg

Sin



**ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13**

**GEMALDE AQUARELLE**

# KANDINSKY

**JUBILÄUMS-AUSSTELLUNG**

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachten
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

Saintly





ANHALTISCHER  
KUNSTVEREIN  
JOHANNISSTR. 13

GEMALDE AQUARELLE

# KANDINSKY

JUBILÄUMS-AUSSTELLUNG

**60.**  
GEBURSTAG

Geöffnet:	Wochentags: 2-5 nachts
	Mittwoch u. Sonntag: 11-1
Eintritt:	Mitglieder: Frei
	Nichtmitglieder: 50 pfg

Heavenly

9:

Thou shalt show  
restraint when  
creating hierarchy

## **First Things First: A Manifesto**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Sin

## ***First Things First: A Manifesto***

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Mortal Sin

**Pick One or Two:**

Position, Case, Weight,

Size, Rules, Color,

Typeface, Orientation,

Markers

### First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Position

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Position

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Position



## FIRST THINGS FIRST: A MANIFESTO

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Case

## FIRST THINGS FIRST: A MANIFESTO

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Case

## FIRST THINGS FIRST: A MANIFESTO

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Case

### **First Things First: A Manifesto**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Weight

### **First Things First: A Manifesto**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Weight

## **First Things First: A Manifesto**

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Weight

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Size

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Size



# First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

## Size

# First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

## Size

*First Things First: A Manifesto*

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

**Style**

### First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Underline

## First Things First: A Manifesto

---

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Rules

---

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before-shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Rules

---

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Rules

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Rules



### First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Color

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Color

## First Things First: A Manifesto

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We have been bombarded with publications devoted to this belief, applauding the work of those who have flogged their skill and imagination to sell such things as: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, before shave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons. By far the greatest effort of those working in

# Color

# Typographic Studies

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie. Published November 1, 2007. From Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)

1 teaspoon table salt

2 tablespoons sugar

12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices

1/2 cup chilled solid vegetable shortening, cut into 4 pieces

1/4 cup vodka, cold

1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie. Published November 1, 2007. From Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie. Published November 1, 2007. From Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.  
Published November 1, 2007. From  
Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

## Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

## Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.



## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.  
Published November 1, 2007. From  
Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.  
Published November 1, 2007. From  
Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.  
Published November 1, 2007. From  
Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie. Published November 1, 2007. From Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Published November 1, 2007. From Cook's Illustrated.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Ingredients

2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)  
1 teaspoon table salt  
2 tablespoons sugar  
12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices  
1/2 cup chilled solid vegetable shortening, cut into 4 pieces  
1/4 cup vodka, cold  
1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.



## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

For one 9-inch Double-Crust Pie.

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

## Foolproof Pie Dough

### Ingredients

- 2 1/2 cups unbleached all-purpose flour (12 1/2 ounces)
- 1 teaspoon table salt
- 2 tablespoons sugar
- 12 tablespoons cold unsalted butter (1 1/2 sticks), cut into 1/4-inch slices
- 1/2 cup chilled solid vegetable shortening, cut into 4 pieces
- 1/4 cup vodka, cold
- 1/4 cup cold water

For one 9-inch Double-Crust Pie.

Vodka is essential to the texture of the crust and imparts no flavor – do not substitute. This dough will be moister and more supple than most standard pie doughs and will require more flour to roll out (up to 1/4 cup).

Published November 1, 2007. From Cook's Illustrated.

### Instructions

Process 1 1/2 cups flour, salt, and sugar in food processor until combined, about 2 one-second pulses. Add butter and shortening and process until homogenous dough just starts to collect in uneven clumps, about 15 seconds (dough will resemble cottage cheese curds and there should be no uncoated flour). Scrape bowl with rubber spatula and redistribute dough evenly around processor blade. Add remaining cup flour and pulse until mixture is evenly distributed around bowl and mass of dough has been broken up, 4 to 6 quick pulses. Empty mixture into medium bowl.

Sprinkle vodka and water over mixture. With rubber spatula, use folding motion to mix, pressing down on dough until dough is slightly tacky and sticks together. Divide dough into two even balls and flatten each into 4-inch disk. Wrap each in plastic wrap and refrigerate at least 45 minutes or up to 2 days.

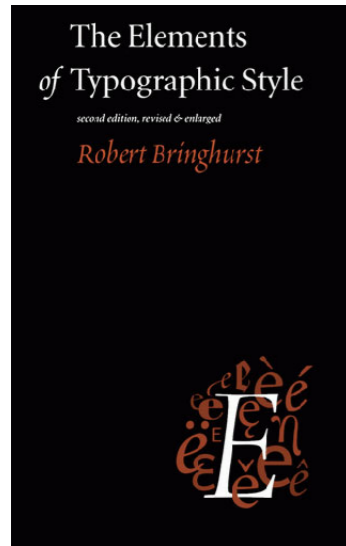
**Continue by  
adding weight,  
size, rules...**

**10:  
Thou shalt  
break rules only  
exceptionally**

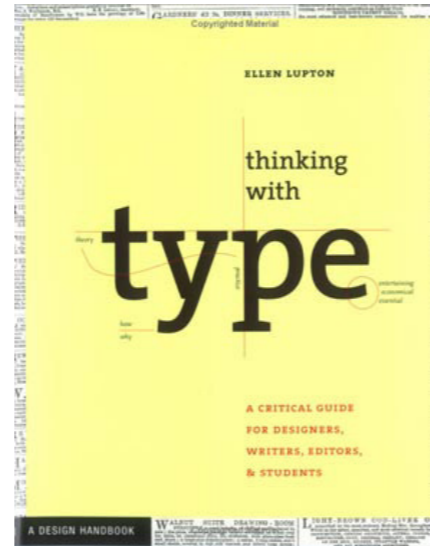
**Rules are taught  
to be broken only  
exceptionally.**

Ed Fella

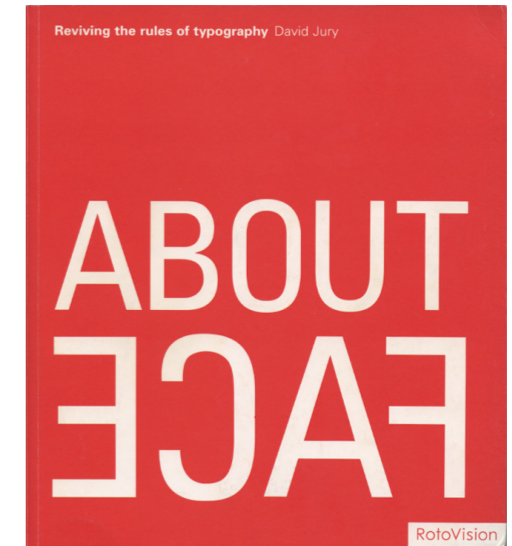
# Robert Bringhurst



# Ellen Lupton



# David Jury



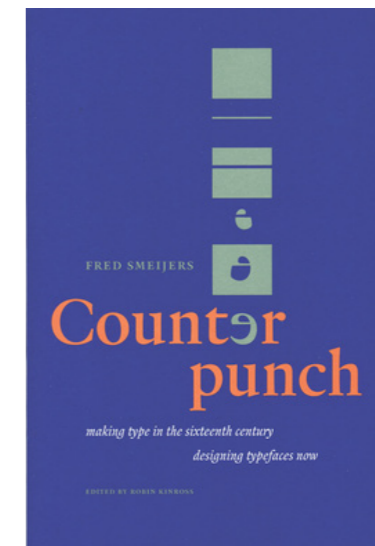
# Emil Ruder



# Josef Müller-Brockmann



# Fred Smeijers



# References



**Thank You**

© 2010 IF/THEN LLC.

[www.ifthen.com](http://www.ifthen.com)

Ricky Castro

Version 01: 2010 March 31