

mm What makes your
typographic work distinct?

The point and the pica are two units of measure universally used in printing in most English-speaking countries. Their use is primarily in typesetting. Type size is measured in points. Line length measure is in picas and points. The pica is used to express overall width or depth as well as length of a line.

The point measures .138 or approximately 1/72 of an inch. In other words, there are 72 points to the inch.

All type is designed in points (10-point Caslon, 24-point Baskerville, etc.). Points are always used to specify the size of type. Line-spacing material such as leads and slugs are also specified in points (2-point lead, 6-point slug, etc.).

The pica is used for linear measurement of type. There are 12 points to 1 pica, or 6 picas to 1 inch. The length of a line is specified in picas, as well as the depth of type area. For example, a given block of copy is to be set 20 picas wide by 36 picas deep.

Inches are never used in type measurement. Most people who are not concerned with typography use readability and legibility synonymously. But there is a distinct difference: readability is the ease of reading a printed page, whereas legibility refers to the speed with which each letter or word can be recognized. Readability refers to the type arrangement; legibility is concerned with type design.

PS At Tyler School of Art in Philadelphia, we were taught the Swiss International Style of typography: Helvetica on a grid. I have very bad neatness skills, so that approach didn't work for me. I felt I was being forced to clean up my room.

mm Has your work changed since your years at CBS?

PS I have become less interested in rich, illustrative imagery. 90 percent of what I do is just type. Something happened in the 1980's. Clients started to interfere with the process-- you would show them an illustration, and they would want to change it, and I found that embarrassing. Also, the illustrator always got the