

TYPOGRAPHY AS A COMMUNICATION ART



A ROMP WITH TYPE

## TYPOGRAPHY

Ty\* pög"ra \*phy, n.

[Type + -graphy:  
cf. F. typographie.]

The act or art of expressing by means of types or symbols; emblematical or hieroglyphic representation.

–Sir T. Browne

“ I have illustrated, worked in film, music, and other of the communication arts. I think of type in a multi-media way. It illustrates, it animates, it has color, it’s lively, or it’s quiet.”

–Patt Cottigham

**JAZZ** **ATTITUDE**

# TRANSLATING THE TEXT

Jazz is a hip, free floating, American musical artform. When jazz artists jam together in a spontaneous collaboration they create Swing. Below is text, for the cover and a chapter, that I translated into a design concept capturing the attitude of Swing.

BOOK TITLE:

Swing.

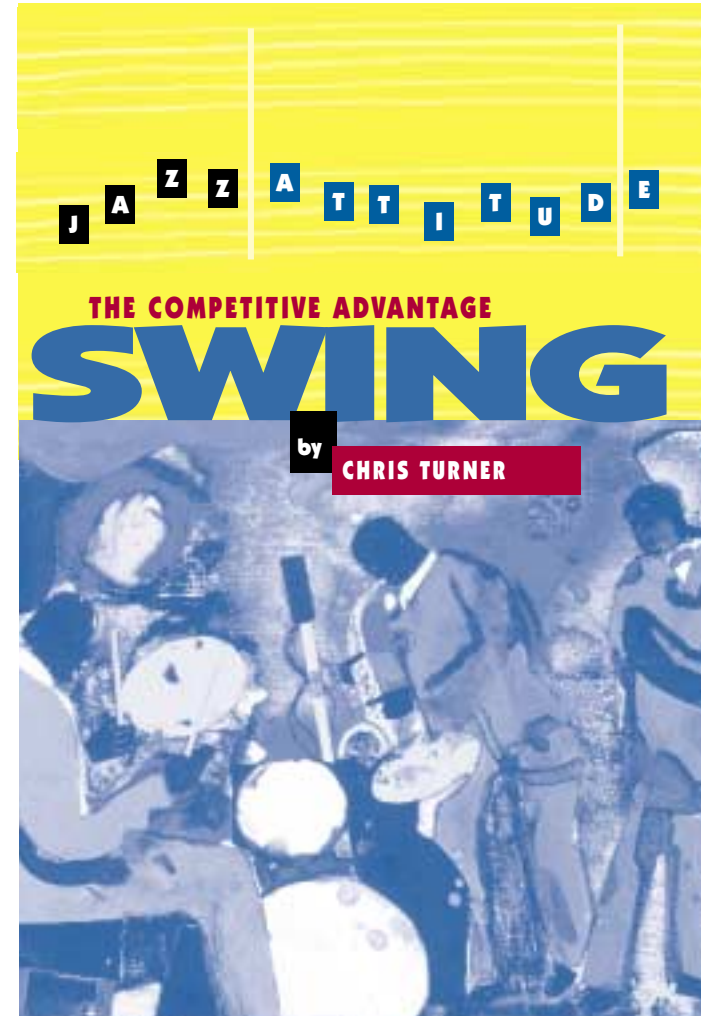
Jazz Attitude. the Competitive Advantage  
by Chris Turner

TEXT:

Spirituals gave birth to gospel and the blues.  
And, as the blues gave birth to jazz, jazz gave  
birth to the cool. Jazz is memory. It is part of  
our cultural imagination.

**SPIRITUALS GAVE BIRTH  
TO GOSPEL AND THE BLUES.  
AND, AS THE BLUES GAVE  
BIRTH TO JAZZ,  
JAZZ GAVE BIRTH TO COOL.  
JAZZ IS MEMORY.**

**IT IS PART OF OUR  
CULTURAL IMAGINATION.**



# ANIMATING TYPE

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When I was developing different design concepts for the Three Mo' Tenors I kept seeing the wide open mouths of the opera singers as they perform. This is how the creative process works sometimes, you play around with an image in your head until "out of the blue" an answer appears. In this case all of a sudden out came a face using the characters " ee ' o " Then I streamed the rest of the text coming out of the mouth like music.

ee ' o



TEXT:

Three mo' tenors.

Sometimes you just got to go where the music takes you.



# IT'S ALL IN THE HAND

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Hand rendered characters and text are distinct, uncommon, and unique.



Interlude Home  
Typography: Todd ApJones



RemembrancePlace



RemembrancePlace

RemembrancePlace  
Typography: Patt Cottingham



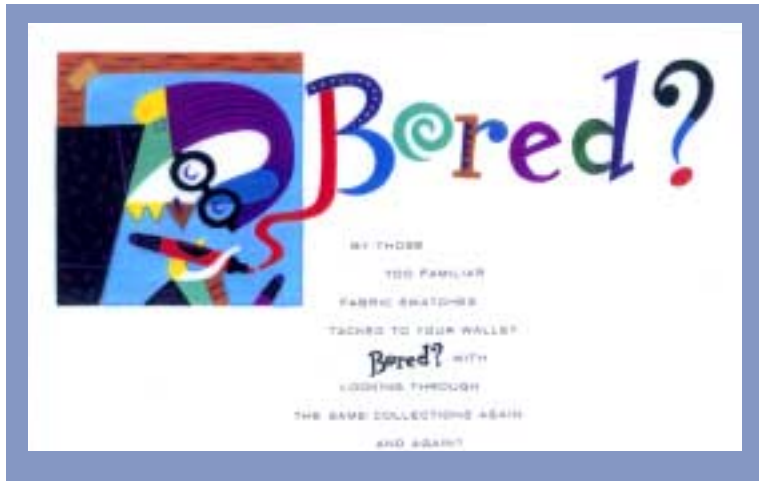
Knorr Foods  
Typography: Todd ApJones



Personal promotion  
Typography: Patt Cottingham

# ILLUSTRATING THE TEXT

Creating the type as part of the illustration, as the provocative headlines below illustrate, bring the whole story together in one unified message.



F. Schumacher & Co,  
Typography/Illustration: David Cowles

black & white

(Can have a lot of color.)

# COLORING WITH BLACK & WHITE

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Being limited to black and white printing is really no limitation at all. Using various shades of black and white creates a feeling of dimension and coloration.



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