Typography with Jason Santa Maria

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1. Why does type matter?
2. What happens if your type is bad?
3. What does the term “readability” ask?
4. What makes type face good? What makes it bad?
5. Finish the quote…”Type is a beautiful group of letters \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”
6. What is a “saccade”?
7. Typography is an art of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
8. What is a “readymade”?
9. List 10 additional things you learned about typography in this video.