

Typography *Path to Creative*

The need to develop clear and responsible communication that relates individuals to their social and cultural make up will never have been greater once the digital age becomes our reality. Typography will play a major role in the delivery of multiple layers of communication as allowed by the new media. New standards and aesthetics will be established, and a whole new language will be developed to meet the increasingly new needs.

There will be a greater demand for typography that not only delivers the message at hand but does it in a way that encourages creative and honest communication among the many participants in the process.

Typographers will be faced with the challenge of meeting the expectations that the wide spread of typographic notions in the mainstream has built.