Journal Advanced Design Practice

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E.Lammerschmidt 1124708 | August 2013

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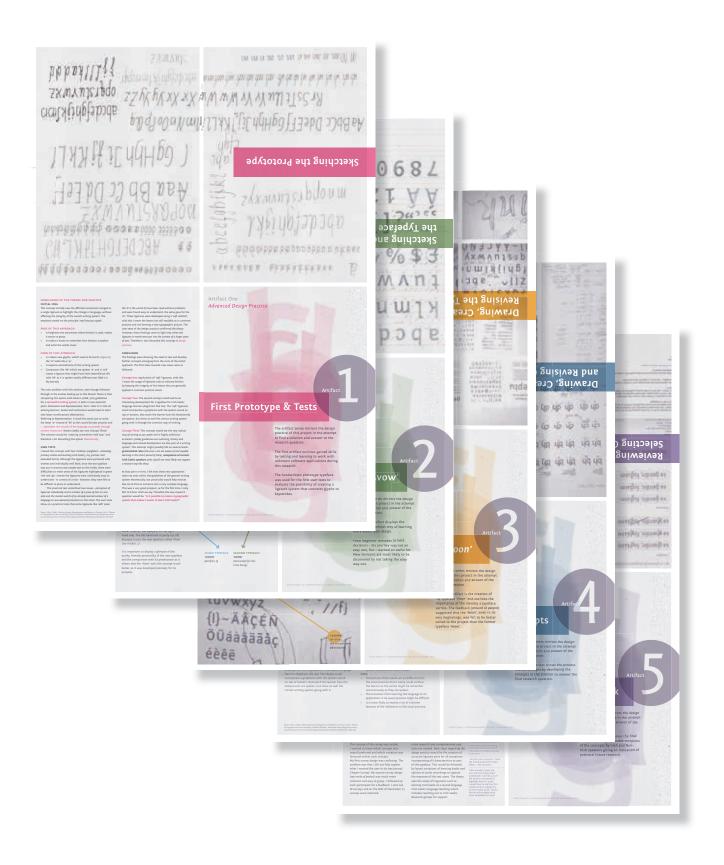
This journal is a record of how I worked during the research, the overall progress and its findings.

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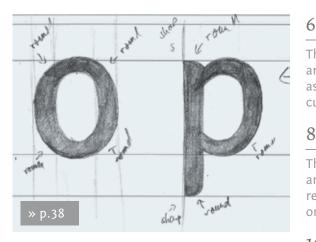
# The Artifact Series was based on the findings mirrored in my journal.

(please see A2 poster series)

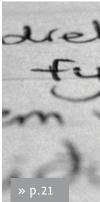


# Contents

# JOURNAL OF PROJECT







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# Introduction

The following findings lead up the current research. They are not part of the Master Thesis, but need to be explored as an introduction as they are the building blocks of the current investigation.

## 8 Approach/Brief & Time Management

The successful approach to this research is to know and analysis theoretically and practically possibilities and restrictions within the given time frame. Moreover it relies on the honest assessment of skills and accessible tools.

# 10 Literature Search

The Literature Search is the foundation of the development of my theory and it spans over several research fields and design practice examples of outstanding work.

# 14 The Theory

The first step is to answer the question of the validity of this research. The background research and experiments of the last term suggesting there is a enough reason to believe a further investigation is appropriate.

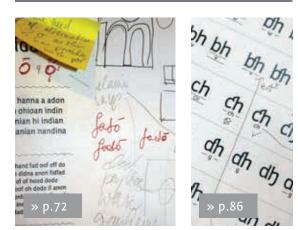
## 24 Investigating Grammar, Tools

Irish Gaelic is a very complex language consisting of vowels, simple consonants, aspirated consonants, eclipsed consonants, diphthongs, double consonants and exceptions.

## 26 Test Software, First Experiments

The testing was successful and therefore this research can now continue. The handwritten typeface might not look very 'high quality', but it will 'do a very good job' in finding and creating a possible ligature system. Most importantly it allows me to change/amend creations while user tests are taking place, so test users will have a direct input in the development.

1 2 3





## 30 Prototype

I decided to work with a handwriting typeface for the first user tests as I thought it was quicker to amend the prototype and test its functionality. I used the bold cut. Simplicity was important and working with a bold version helped me to be disciplined. In addition I hoped that this method would outline emerging problems at an early stage.

## 36 Drawing Type to Type Tests

On the next pages I show the drawings of an alphabet that will form the basis of my concept. I drew a full lowercase, uppcase alphabet including numbers and graphemes.

# 56 Lenition and Concept Tests

This concept sees the afflicted consonants merged to a single ligature to make it easier to understand the change in language, without loosing the integrity of the overall writing system. The emphasis is to achieve 'read how you speak'.

## 72 The Noon

This typeface originates from the discussions of my concepts with the participants at the crafting type design workshop in Dublin on the 4th - 6th of October 2013. It was found that my new sketches of the (a, e, n, o) were better suited to my concept than the 'unhappy Avow' and there were lots of ideas from the people involved in the workshop that are mirrored in this typeface.

## 86 Concepts

Concept 1 shows the descriptor at the top and bottom of the lenition with the spoken equivalent sound in English. Idea: The core of this approach are 'soft' ligatures, with this I mean the usage of ligatures that only indicate lenition, and keeping the integrity of the letters that are generally used in common practice intact.

## 102 Survey, Results and Findings

To fully verify the research question, more research and comprehensive user tests are needed. Next steps regarding the design practice would be the creation of accurate ligature pairs for all exceptions incorporating all characteristics as part of the typeface.

## 109 Noon & Pairs

If the Irish Gaelic language wants to be sexy to learn, than it has to be accessible and understandable for people of all walks of live. Make it easy. There is nothing wrong with that. For people from people, use a language that everybody understands.

# INTRODUCTION

## WORK LEADING TO RESEARCH

The following findings lead up the current research. They are not part of the Master Thesis, but need to be explored as an introduction as they are the building blocks of the current investigation.

# PERSONAL THOUGHTS AND THE REFINEMENT OF THE RESEARCH QUESTION

Staunton (2010) appeals to Irish type designers to analyse the structure of the Irish language and to produce a typeface that suits its particular needs, without returning to manuscript models. So I decided to follow Staunton's call.

The first research question was therefore: Is it possible to visualize Irish Gaelic as a spoken language?

All explorations are taking my design practice towards various concepts, in which I try to connect sound and phonetics with letter shape resulting in a modern Irish Gaelic typeface.

I am half Greek and half German and my mother tongues are German and Greek. I haven't spoken German since the arrival in Ireland six years ago and the last time I spoke Greek was seventeen years ago. Out of my own personal circumstances, I know that languages can be forgotten: my German is very bad at this stage, my Greek almost non existent. English and French are my second languages.

I am not an Irish Gaelic speaker. My perception was, while listing to the sound of the Irish Gaelic language and comparing it with the written words, that the flow of the language and how it is spoken does not reflect its written record.

### For example:

*Concubhar* - which most non Irish Gaelic speakers would read and pronounce most likely '**concubar**' is actually pronounced '**crohur**'.

This makes it very hard to understand and learn this language, because it implies a decoding process for the

brain on two levels: grammatically and phonetically. I thought in the beginning, that Irish Gaelic with it's numerous vowels might sound as soft as French or like 'Elvish' from the Lord of the Rings. But it doesn't. The Irish Gaelic language comes alive when it is spoken. It can be as strong as it is soft and as melodic as it harsh. I wonder if this is a contributing reason why the success of the revival of the Irish Gaelic language so difficult to achieve? The primary use of the English language with its coherent reference of spoken to written record is used with ease in modern Ireland. It is the language of business and trade.

Irish Gaelic might be very difficult to learn as second language and needs a lot of discipline and passion, because of its complex grammar and the distance in relation of spoken and written record.

My partner and many of his friends learned Irish Gaelic as second language in school throughout the years of their entire education, but they have difficulties to speak, remember words, sentences and pronunciations.

Is it possible, that the decoding process for the brain to connect the opposing written and spoken record, makes it more difficult to learn, understand and remember Irish Gaelic?

I believe, there is a truth in this question and therefore I want to examine the possibility of developing a concept for typographic expression that allows words to be read as they are spoken or heard. I want to create a typeface in which the Irish Gaelic language commands the Latin language system, rather than being pressed into it.

If the characteristics of grammatical language rules such as lenition, eclipsis or diphthong can form a new expression that refers to its' pronunciation quicker and more clearly by using the Latin language system tools, would it be possible that it would be easier to learn, read

LIGATURES | THE FOUR CATEGORIES



# The green circles are referring to the four categories:

- 1. Ligatures that are **nearly silent** like 'gh'
- 2. Ligatures where **one letter is silent** such as **'eo', 'nd', 'adh'**
- 3. Ligatures where the sound of the written letter changes to another such as 'mh' becomes 'w' or 'v' (depending if sound is broad/'forgot word', 'e' can become 'a' in certain grammatical situations.
- 4. Ligatures that are **spoken but not written** such as **'s'** is spoken **'sh'**

#### **FIGURE 1**

and write Irish Gaelic? And if this typeface would have its own ligatures and characteristics - its own integrity mirroring the language, would it create a form of identity? Therefore I revised the initial research question to: **Typographic expressions of spoken Irish Gaelic through ligatures?** The challenge was to find an entrance to a possible system. I intuitively chose ligatures as starting point into the overall research and outlined four main separate categories in order to develop a possible concept:

- 1. *Ligatures* that are nearly silent like '*qh*'
- Ligatures where one letter is silent such as 'eo', 'nd', 'adh'
- 3. Ligatures where the sound of the written letter changes to another such as 'c' becomes 'k', 'mh' becomes 'w' or 'v' (depending if sound is broad > 'forgot word', 'e' can become 'a' in certain grammatical situations.
- 4. Ligatures of letters that are spoken but not written such as 's' is spoken 'sh'

By developing words with ligatures of all four categories it was important that they a) show they distinct differences

without b) being in disharmony with the typeface. The positive findings of this research show that this concept is worth pursuing, refining, testing and extending. In my Master Thesis, I would like to investigate the following questions:

- Is it possible to create a basic Irish Gaelic typeface consisting of a complete ligature system reflecting the spoken Irish Gaelic language?
- 2. Can this typeface and ligatures easily written by hand?
- 3. How will non-speakers and speakers react to the prototype typeface?
- 4. How does the brain responds *(Neurolinguistics)* to the new typeface in comparison to currently used typefaces?

Staunton, M. D. (2010) Trojan Horses and Friendly Faces: Irish Gaelic Typography as Propaganda, Revue LISA/LISA e-journal [Online], Vol. III - n°1 | 2005, Online since 27 October 2009, connection on 29 October 2012. URL > http:// lisa.revues.org/2546;DOI:10.4000/lisa.2546

# Approach

## APPROACH/BRIEF & TIME MANAGEMENT

The successful approach to this research is to know and analysis theoretically and practically possibilities and restrictions within the given time frame. Moreover it relies on the honest assessment of skills and accessible tools.

## APPROACH

This five month Master Thesis project is divided into the following five stages:

Stage 1: Explore and Defining the Brief (July) Stage 2: Focus (August) Stage 3: Develop (September) Stage 4: Deliver (October) Stage 5: Revise (November)

## NAME OF PROTOTYPE TYPEFACE

The typeface 'Avow' - ideally (when the output is of high quality) - reflects the following ideals:

- 1. to acknowledge the embrace of the nature of the Irish Gaelic language within the Latin writing system
- 2. to declare the importance and need of such system as true.

Meaning of the verb avow (Source: http://www. thefreedictionary.com/avow)

- to declare or affirm solemnly and formally as true avow

   to declare or affirm solemnly and formally as true;
   "Before God I swear I am innocent"
- 2. admit openly and bluntly avow admit openly and bluntly; make no bones about avouch

## THE BRIEF

Development of a single prototype typeface. This prototype will consist of upper/lowercase letters and the required elements such as ligatures, diacritical marks, alternate characters and extras. The style can be described as a formal sans serif. With formal I refer to balanced, clear, elegant nestling in an organic structure/model.

As a organic structure/ model I mean that the development of the letters and their relationship to each other have a interdependence of the component parts, as well as their differentiation, including speech, writing, reading etc. and of course the feedback of Irish and non Irish speakers.

The attempt developing the Avow will include answering the following three questions raised in the conclusion of my former work:

- Is it possible to create a basic Irish Gaelic typeface consisting of a complete ligature system reflecting the spoken Irish Gaelic language?
- 2. Can this typeface and ligatures easily written by hand?
- 3. How will non-speakers and speakers react to the prototype typeface?

Defining and outlining the Brief precisely is very important in order to deliver an appropriate outcome and focus on the right issue at the right time. This is a very complex project. I will have to learn and freshen up knowledge. This includes: using TypeTool3, the anatomy of typefaces and merging this knowledge with my research. Therefore I outlined the stages of this project as followed:

- a. Literature Search
- b. The Theory
- c. Investigating Grammar, Tools
- d. Test Software, First Experiments
- e. Defining Character Palette
- f. Revising, Sketching the Letters
- g. Refining Letter Forms and Ligatures
- h. Font Production
- i. User Tests
- j. Analysis of Project
- k. Summary

### TIMESCALE

## 11.7.2013

Brief submission that define possible design solutions and styles for the typeface and the ligature/writing system

### from 11.7.2013 to 11.8.2013

Review letter forms and ligature/writing system

## from 11.8.2013 to 30.8.2013

Tests/Tutorials in TypeTool first provisional typeface

## from 30.8.2013 to 30.9.2013

Tutorials with Tutors, sketches, focus-groups with Irish speakers and non speakers to review letter forms/system, first focus groups with provisional working typeface with Irish speakers and non speakers

## from 30.9.2013 to 30.10.2013

Focus-groups with Irish speakers and non speakers to review letter forms/system, Analysis, Revisions, First Draft of Report, First Draft of Journals

## from 30.10.2013 to 21.11.2013

Amending working type to presentation typeface, First Draft of Viva Presentation then Tutorials with Tutors, Revisions, Final Tutorials

### 21.11.2013

Viva Presentation and handing in full project

# LITERATURE

## LITERATURE SEARCH

The Literature Search is the foundation of the development of my theory and it spans over several research fields and design practice examples of outstanding work.

LITERATURE MAP

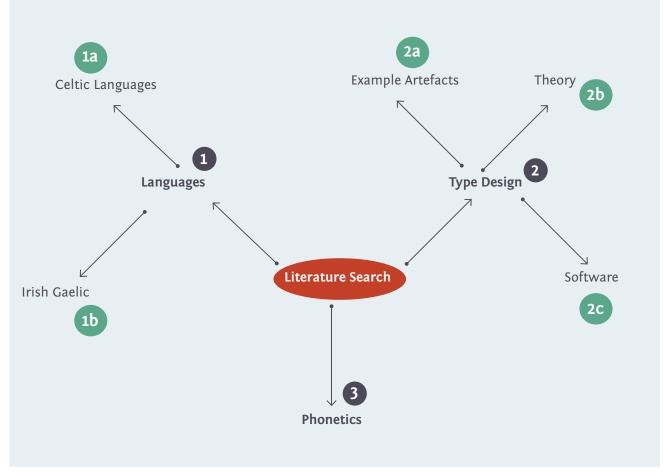


FIGURE 2



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- 1. Eckert, Jennifer (Betreuung: Prof.in Silke Juchter). (2010). *Alexey Brodovitchs grafisches Orchester*, Muthesius Kunsthochschule, Kiel. URL: http://www.muthesiuskunsthochschule.de/de/design/kommunikationsdesign/konzeption-entwurf/projekt-folder/ GestalterportraitsSS10/BrodovitchJennifereEckert.pdf
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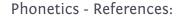
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fort sillent Eoin totally silent grache gh 7/ c -> set k ai => i silent s => get sh d => silent caist. kash CZK ghasur nd - M ndorn Cala adh -> a marach, ndorn, dh7 silent margadh mhór marga dh = gobi adh > ai tag Tadhg tais mh & gets W mh -> W mh -> V mhor ui > u silent -> i umur mh -> gets V iver ui - gets i - > u silent e at end of word duine l > get a dima -i-) silent cais groups cilent letters completely like gh like eg ui adh one letter/two utler silent but one spokens letter change changen's letters like C (k) letters change mh (V/V) conservant / von (sometime C (9) in spoken land Whe str (sh) spoletin le per are hot that witten

# THEORY

## THE THEORY

The successful approach to this research is to know and analysis theoretically and practically possibilities and restrictions within the given time frame. Moreover it relies on the honest assessment of skills and accessible tools.

### APPROACH TO THE THEORY

**The first step** is to answer the question of the validity of this research. The background research and experiments of the last term suggesting there is a enough reason to believe a further investigation is appropriate. *Figure 1* shows the interconnection of the research question.

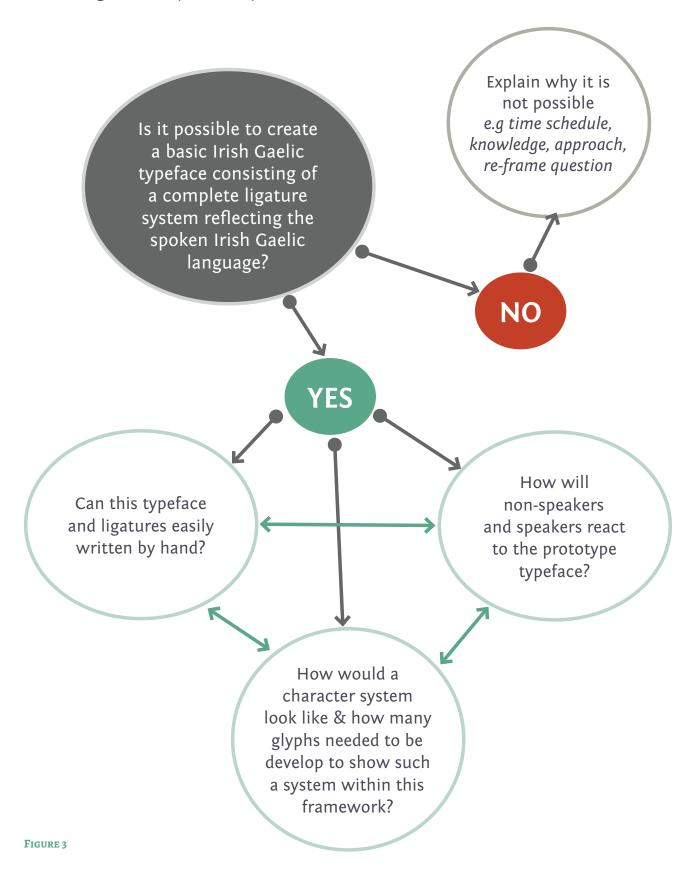
The second step is to focus on how such a character system would look like and how many glyphs, ligatures, marks and numbers are needed to show the logic, function in its application. Furthermore the limitation in character/ glyph/mark/number development have to be clear as this research has to be concluded in November.

The third step is to understand the need of simplicity in order for users to understand and interact with a system. However, the main question in this context remains: What system is appropriate and how does it look like. In an email conversation with Cornelius Buttimer (Appendix 16.2) he wrote it is a challenge to develop a different grapheme for lenition on one hand and nasalisation on the other: "...at a practical phonological level, you already know some basics of Irish. 'Bó' is 'cow' but 'My cow' is 'Mo bhó'. The 'bh' is pronounced 'v'. In the medieval past, a point known as a 'punctum delens' was put over the 'b' to indicate a change in sound value. It might be an interesting challenge to come up with a different modern grapheme to render this alteration. The process involved, known as lenition, is systematic throughout the sound system, as is another, called nasalisation. All these phenomena relate to the sound element of the challenge you face which you will encounter as you get further into language learning. It would be interesting to see what again Arabic or Chinese have done to represent such issues as occur in those languages at a design or graphic level."

At this point in time I have only looked at lenitions and focused on solving this problem through the development of ligatures. It is important to step back and look at the overall systems in order to frame an appropriate approach, as Dr. Buttimer suggested as well to look into the integration of a distinctive graphic element with an aural: "... you could integrate a distinctive graphic element with an aural if in an e-book the creation of a distinctive grapheme or design triggered the distinctive sound in the spoken text ... a challenge would be for your graphic design not to look too much or at all like an adaptation of the International Phonetic Alphabet symbology, which can be off putting for an ordinary reader. Some of the latter may overlap with strategies in the Text Encoding Initiative or other schemes for allowing visual and editorial interface or interaction..."

Dr. Buttimers advise suggests that in order to develop a character system that is functional and applicable has to be flexible towards the Irish Gaelic language in three accounts: grammatically, phonetically and morphologically. The reason why these three areas are important derives from the nature of linguistics itself. There is a need to include the principles of the study of language structure, or grammar that focuses on the system of rules followed by the users of one or more languages; the study of morphology (the formation and composition of words) as well as **phonology** (sound systems, the research of the actual properties of speech sounds/non speech sounds, and how these are produced and perceived).<sup>1</sup> All three accounts influence the graphetics which includes typography - the way language is written, read, spoken, understood and used by people to communicate with each other.<sup>2</sup>

## Thinking Process (Overview)



### **MOVING FORWARD**

In order to move forward the following question needs to be answered as best as possible: *What system is appropriate and how does it look like.* 

Karen (2006, p1)<sup>4</sup> points out the difficulty to find 'howto' guidelines for those interested seeking to design an orthography, as most articles, books or interviews focusing on either typology, history, describing the writing system and type design itself rather then explaining lessons learned for the benefit of a language. This highly complex process spans through several fields and therefore she states that only knowing the language does not mean that a person is adequately equipped shaping or remodelling an orthography.

Orthography is described by dictionary.com<sup>5</sup> as the art of writing words with the proper letters, according to accepted usage; correct spelling; the part of language study concerned with letters and spelling; a method of spelling, as by the use of an alphabet or other system of symbols; spelling; a system of such symbols: Missionaries provided the first orthography for the language; an orthographic projection, or an elevation drawn by means of it.

A writing system is defined "a method of representing the sounds of a language by written or printed symbols" (WordNet)<sup>6</sup> and "the set of glyphs used for representing a given human language in written form, generally along with their conventions for use." (Free On-line Dictionary of Computing)<sup>7</sup>

Karan (2006, p31) writes about an orthographic theory which "...predicts that the reading process is not the same for languages which have consistent soundsymbol correspondences and those which don't..." and the possibilities that comes with modern technology and the use of Unicode.

Unicode is a encoding language that covers most of the world's writing systems and is constantly in development; at the moment it covers more than 110 000 characters and 100 scripts.<sup>8</sup>

Karen concludes that in the past the study of writing systems were linked to the fields of archaeology, anthropology, graphology or typography, but this view has shifted in favour of its being a respected area of research and study in itself.

"Taxonomies of writing systems have usually been based, at least loosely, on the notion of representation...according to the nature of the linguistic unit that is represented by a grapheme...the minimal functional distinctive unit of any writing system" (Henderson 1984:15).

Overall Karen (2006, p34) defines six different types of writing systems/scripts which are as followed: logographic, syllabary, consonantal, alphabetic, alphasyllabary, and featural; the Irish Gaelic language uses the alphabetic writing system since Henry Sidney, Lord Deputy of Ireland under Elizabeth I, developed the first written account of the language in 15th century.

Even though the phonemic analysis "accurate representation of speech" is still seen as foundational, writing is these days seen as representing language. The author also points out that an orthography design or reform should pay attention "to factors such as underlying form and morphophonemic processes, mother-tongue speaker perception and intuition, and reading fluency for experienced readers". Karen (2006, p70) outlines a **successful writing system** as followed:

#### Motivation 'refers for me to Acceptability'

- a) to the majority of the Mother Tongue (MT) speakers of the language;
- b) to the government;

Representation 'refers for me to Representability'

- c) represents the sounds of the language accurately through written characters;
- Ease of Learning 'refers for me to Simplicity'
  d) is as easy as possible to learn;

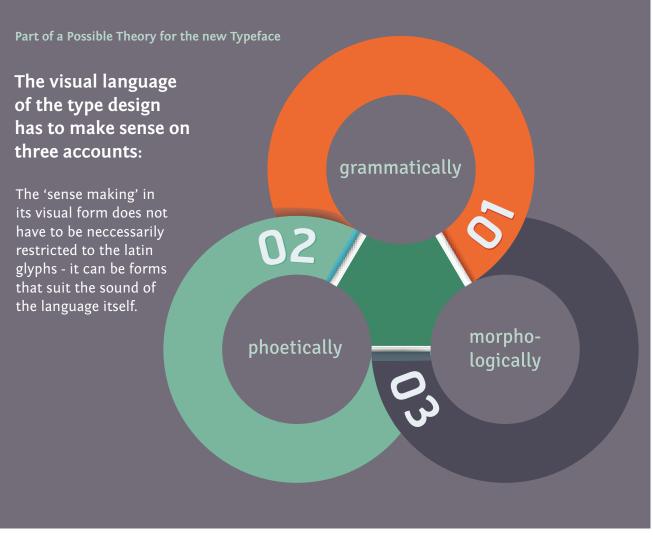
## Ease of Transfer & Reproduction 'refers for me to Efficiency and Usability'

- e) can MT speakers transfer between the minority and majority languages; and
- f) can be reproduced and printed easily

Language is a natural product of the human mind ... while writing is a deliberate product of human intellect ... Language continually develops and changes without the conscious interference of its speakers, but writing can be petrified or reformed or adapted or adopted at will. (Peter T. Daniels 1996)

In trying to pin-point the problems of the Irish Gaelic language revival, I compared the list Karen outlined to Irish Gaelic language and found that points a,b,e and f, pass the given criteria to more or less extend while points c and e are representing the links of imparity.

In the beginning of my journey I stated that the difference in spoken and written account of the language (most likely through the early adaptation into the latin



**FIGURE 4** 

## To think about:

The English alphabet includes five vowels as has Germany (after turbulent reform, and excluding <sch>, <ei>, or <eu> for umlauts such as <ä> or <ü> from in dictionaries. However, looking at Icelandic and Swedish we find an integration of its letters with diacritics (unique symbols) throughout its alphabet. (Karen, p 52)

English, French, German	abcdefghijklmnopqrstuvwxyz
Swedish	abcdefghijklmnopqrstuvxyzåäö
Icelandic	aábdðeéfghiíjklmnoóprstuúvxyýþæö

### TABLE 1

alphabet 15th) might highlight an important problem and I found evidences in Karen's research that underline this theory as she writes "...one goal of adopting the writing system of another language is 'easy transfer' to that language..." by referring back to comments from Coulmas (1989):

Where the phonology and other structures of a particular language differ very much from those of the major contact language, every feature that favors transferability frustrates faithful mapping. The Cyrillic orthography for Karakalpak, a Turkic language of central Asia, is a typical example. At a linguistic conference in 1954 it was condemned for its inadequacy... in spite of great differences between Russian and Karakalpak, the Cyrillic alphabet was used in a way very similar to the Russian orthography. Transferability was high, but the faithful representation of speech was low. (1989:236–237)

Another highlighted case, showing similar patterns to the problem of the Irish Gaelic language writing system is:

The adaptation of Tibetan for Tibeto-Burman languages (ethnic/religious identity reasons) causes an imbalance of written and spoken language, that means people psychologically read the proto-form of their language and in order to figure out pronunciation and its meaning they have to bridge the gap mentally from one to another. This process takes time, persistence, discipline and makes usage much more difficult. (Chamberlain 2004; see 8.3.1).

In Karen's (2006, p79) research I found one of the first recommendations for the design of the adaptation/ reformation of languages, as she summarizes the following points from her discussion as important:

- 1. Linguistic analysis must not be taken lightly.
- 2. Phonemes, not phones, should be written.9
- 3. Differences which mother-tongue speakers do not perceive should not be written.
- 4. Sound differences perceived by mother-tongue speakers should be written.
- 5. Phonemic and morphophonemic analysis can provide valuable predictions about what sound differences are likely to be perceived.
- 6. Orthography decisions should take into account the intuitions of the speakers and their needs and preferences, and not be based on foreigners' needs or desires.

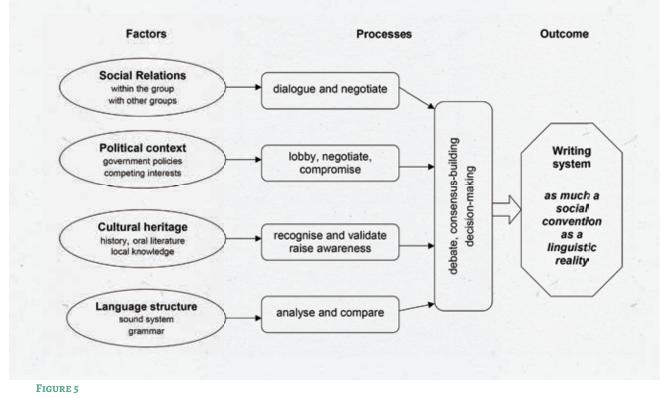
The author (2006, p155) furthermore outlines two main challenges for adapting writing system such as "finding solutions for features which differ from the language(s) in which the writing system is already used" and "not carrying over unnecessary burdens inherent in the system" and also describes seven possibilities to symbolize features that are not framed within the writing system being adapted:

- 1. assigning different values to symbols not needed due to phonological differences
- 2. combining letters to form a digraph or trigraph
- 3. slightly modifying the appearance of an existing symbol
- 4. adding a phonetic symbol (Latin script)
- 5. using special ligatures
- 6. using diacritics, underline or punctuation marks

She sees the adaptation is the speech as speakers pronounce certain sounds slightly differently and are usually not conscious of the difference. Therefore by adapting a system, *"the same glyphs can serve for sounds that are the same or slightly different."* Most Roman alphabets contain somewhere between 20 (Biali in Benin) and 46 letters (Duruma in, Kenya) (Hartell 1993), which depends on how digraphs are used and if unused letters are being left out. For example in French (27 letters) the <w> is still included as a handful of loan words from English and German contain <w>; Spanish retained <k> and <w>; Vietnamese uses <j>, <w>, and <z> in foreign loans even though these letters are not part of the initial alphabet. Karen (2006, p156)

The UNESCO highlight in their article<sup>10</sup>: "The technical, linguistic basis is only part of the story. Linguists may plead for a writing system to take the structure of the language fully into account; indeed, it may be that the linguistic reality and its analysis offer solutions which are elegant and relatively simple. However, a writing system is not only a linguistic reality, it is also a social convention, to be adopted and used by a community of speakers with their particular history, social relations, political context and cultural heritage. Thus all these factors must form part of decisions about how to write a language."

# UNESCO: Key Elements in Developing a Writing System (http://www.unesco.org/education/languages\_2004/keyelements\_developing.pdf)



John Hudson (2000), p7 www.tiro.nu/Articles/sylfaen\_article.pdf

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[3] Vietnamese characters in Sylfaen.

ģ Ć ấ́ Ě̆ ģ Ĵ Ō Ѷ ʉ

[4] A few of my favourite African diacritics from Sylfaen.

**FIGURE 6** 

# MY QUESTION AND ANSWERS FROM A VISUAL POINT OF VIEW

# 1. Can a designer create a typeface for a language he does not speak?

John Hudson (2000<sup>)10</sup> writes in his article Sylfaen : Foundations of Multiscript Typography - "...There are examples of type designers who excelled in designing type for language they could not speak or read and who, in many cases, exceeded the achievements of their native colleagues. Perhaps the most dramatic example is that of the Indian punchcutter Ranu Ravji Aaru, who cut celebrated original types for many of India's scripts and languages during the late 1800s, despite being illiterate even in his own language...".

My point of view is that a typeface creation is always a collaborative process, involving ideally all research areas. I choose the same argument as in my research about community identity: If a designer seeks to create an application for a community, that carries a community or national identity, he/she or they will have to involve deeply the people he/her are designing for, because the people will be the ones using the created application.

Therefore it is possible that a person creates a typeface in collaboration and advise of a number of people if that person is respectful of the communities traditions, conventions, history and social interaction.

## 2. Is it possible to create a basic Irish Gaelic typeface consisting of a complete ligature system reflecting the spoken Irish Gaelic language?

It is not impossible the research so far suggests that with the help of linguists and a Irish Gaelic community as well as Irish Gaelic non-speakers an adaptation of a writing system can improve the weak link of the Irish Gaelic language revival which is that imbalance of written and spoken account. The challenge here is not to fall back into the past or trying to event something complete different, as there are reasons to remain within in the latin alphabet, because of geographical, business orientated, historical and social conventional reasons that outline life and living in modern Ireland.

The cases of Vietnam and Iceland are most interesting: John Hudson (2000) sees the modern Vietnamese orthography is probably the most complex implementation of the Latin script: "... It is based on a system codified by a French Jesuit scholar and missionary, Alexandre de Rhodes, in 1651, and the basic Vietnamese alphabet consists of 37 letters. Additionally, the eleven vowels can be spoken in six different phonemic tones, which are indicated in text with a system of diacritic markers. A fairly simple Vietnamese text may easily require in excess of 80 letters..." Icelandic is of particular interest as Sigurdson (2000)<sup>11</sup> writes that "...Scholars of Old Icelandic generally agree that Icelandic literature was influenced by the Gaelic world where oral literature was highly developed and written prose sagas were produced in the vernacular. Ireland and Iceland are the only countries in NW Europe where sagas of this kind were written down. The problem arises however when the importance of the influence on Icelandic culture has to be assessed. In this book, the author looks at the possible channels by which Gaelic influence could have reached Iceland and looks at the nature of the numerous parallels in different genres of Old Icelandic literature with Gaelic literature, especially Old Irish..."

Wikipedia<sup>12</sup> writes "...Iceland has been a very isolated and linguistically homogeneous island historically, but has nevertheless beheld several languages. Gaelic was native to many of the early Icelanders, the Icelandic or Norse language however prevailing, albeit absorbing Gaelic features. Later, northern trade routes brought German, English, Dutch, French and Basque. Some merchants and clergymen settled in Iceland throughout the centuries, leaving their mark on culture, but linguistically mainly trade, nautical or religious terms. Excluding these and Latin words, Icelandic has altered remarkably little since settlement, the island's residents living in seclusion..."

On the website www.gaeilge.org/irish.html I found out that: "...Ireland was invaded many times prior to the coming of the Celts. These invaders (Parthalonians, Nemedians, Tuatha De Danann, Fir Bolg and Milesian Celts, to name a few) are all considered to be "ancient" inhabitants of Ireland...Ireland was a land of many diverse languages, cultures and peoples (even though the population must have been small). Old Irish is the earliest variant of the Celtic languages in which extensive writings still exist... was in Ogham (sometimes referred to as the "tree-alphabet")... when St Patrick set foot on Irish soil in AD 432, he not only brought Catholicism but also the Roman alphabet. Thus from 500-900 A.D., Old Irish, as it is known, was recorded using the Roman alphabet..the Viking invasions between the eighth and tenth centuries A.D. left lasting traces on the culture and language of the population, and many typically Scandinavian words are found in modern Irish, in particular those relating to ships and navigation ... "

The Icelandic language has very distinctive glyphs and is bold enough it its execution. It has an distinctive identity. The above accounts suggest even though it is established that Icelandic is a Germanic language - there are connections to the Irish Gaelic language throughout its development as people at that time lived side by side, whether they were slaves, tradesman, servants, freeman or wifes. It seems that not everything is as clear cut as it seems. I think that Vietnamese and Icelandic are examples of intelligent, creative adaptation of languages within the latin alphabet and I hope that inspiration of those could lead to a possible extension in the writing system of Irish Gaelic, sensibly and logically, that has the possibility to gap the imbalance between written and spoken account of the language.

My approach for amendments will be subtle, simple as less design as possible and hopefully timeless - as will not follow a trend - If I follow the advise of the researched theory and the inspiration I base my work on I hope to develop an efficient and workable system.

This system will be a work in progress and will include lenition and eclipses. Diphthongs would be good to include but it is sensible not to touch them as the time frame would not allow an in-depth study with an appropriate application - I expect I will be hit by a stroke of genius, which is rather unlikely.

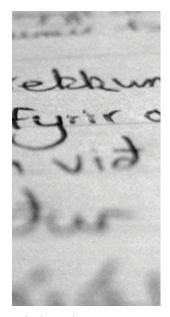
I state as well, that this research is an experiment and we all know that experiment can go wrong. But most importantly - experiments may lead to new insights and may be a source of innovation. My practical research will also follow the guidelines by Dieter Rams, who defines good design with ten principles as follows:

- 1. Innovative
- 2. A product useful
- Aesthetic 3
- Understandable 4.
- Unobtrusive 5.
- 6 Honest
- Long-lasting 7.

hội giảng HK hị ĐDDH X

n ha kh

- 8. Thorough down to the last detail
- **Environmentally friendly** 9.
- 10. As little design as possible<sup>13</sup>



Icelandic Hand Writing Source: http://en.wikipedia.org/wiki/ File:Icelandic\_handwriting.JPG

Linguistics as Cognitive Science, 2nd

edition. Oxford University Press.

<sup>2</sup> Crystal, David (2003). "Graphet-

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Verlag. ISBN 978-3-89955-39-0

<sup>4</sup> Karan, Elke. (2006). Writing Sys-

tem Development and Reform: A

Process. (M.A. Theses in Linguistics

<sup>3</sup> Klemp, Klaus and Ueki-Polet, Keiko

Ethos of Dieter Rams. Die Gestalten

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ISBN 978-0199660179

October 10, 2011.

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Icelandic Text Extract Source: http://upload.wikimedia.org/ wikipedia/commons/1/1a/Icelandic\_

Source: http://media.smashingmagazine.com/wp-content/uploads/2010/05/typography88.jpg

at the University of North Dakota). Retrieved from http://arts-sciences. und.edu/summer-institute-oflinguistics/theses/\_files/docs/2006-

karan-elke.pdf <sup>5</sup> http://dictionary.reference.com/ browse/orthography?s=t

University http://dictionary.reference.com/

Howe http://dictionary.reference.

<sup>8</sup> http://en.wikipedia.org/wiki/ Unicode

docs/faq/faq/what-is-the-difference-

between-a-phone-and-a-phoneme A phoneme is the smallest structural unit that distinguishes meaning in a language. Phonemes are not the physical segments themselves, but are cognitive abstractions or categorizations of them. On the other hand, phones refer to the instances of phonemes in the actual utterances - i.e. the physical segments - the words "madder" and "matter" obviously are composed of distinct phonemes; however, in american english, both words are pronounced almost identically, which means that their phones are the same, or at least very close in the acoustic domain.

Vietnamese Hand Writing



hai anh em côi củt Tát Dầu" với người đầu da trần sạm ni nhận mọi nguy kh chèo thuyển vớt để bến tàu cạnh xưởng nuôi em, nhưng k được can đầu thì gục ngã dưới tràng những kẻ hưng tàn em dại ôm xác anh sy dong tinh thus gắn ngàn khán giả không cẩm được nư Như Quỳnh vừa h

m văn nghệ này.

Đặc biệt, một trong những tiết mục lêm Như Quỳnh" chính là phần slide si ên khán giả được thích thủ nhìn được sh từ khi bệ Như Quỳnh vừa được 1 th gày có chặp chủng bước vào lãnh vụ km 16, 17 tuổi với lõi trình diễn thật utong. Bên cạnh đó, khán giả còn đượ hững sinh hoặt xã hội khác của Như lam dụ phát quả các đêm Trung T lưởng cho đến các sinh hoạt mừng Xuấu lêu H.O SF và còn rất nhiều hình ảnh s

Vietnamese Text Extract Source: http://www.dannydancers. com/News/Mo19991106\_1.jpg

<sup>10</sup> http://portal.unesco.org/education/ en/ev.php-URL\_ID=28341&URL\_ DO=DO\_TOPIC&URL\_SECTION=201. html

<sup>11</sup>Gisli Sigurthsson.(1988).Gaelic influence in Iceland:historical and literary contacts:a survey of research.Reykjavik:Bokautgafa Menningarsjoths

<sup>12</sup>http://en.wikipedia.org/wiki/ Languages\_of\_Iceland <sup>13</sup> Klemp, Klaus and Ueki-Polet, Keiko (2011). Less and More: The Design Ethos of Dieter Rams. Die Gestalten Verlag. ISBN 978-3-89955-397-0

<sup>6</sup> WordNet ® 2.0, © 2003 Princeton 7 The Free On-line Dictionary of Computing, © 1993-2005 Denis

<sup>9</sup>http://www.voxforge.org/home/



## MY QUESTION AND ANSWERS FROM A LANGUAGE POINT **OF VIFW**

I find it very difficult to truly understand Irish Gaelic and maybe it is a German habit to look for proper manual that shows an overview in detail - easy to understand, ideally in forms of tables with nice graphics that are easy on the eye; a complete summary of all the functions, differences, exceptions, grammatical rules, orthography, similarities to other languages etc. To make it short, I didn't find anything like this, but what comes close to this query is the work and research of Raymond Hickey, Chair of Linguistics, from the Essen University in Germany. Prof. Hickey is an Irish Gaelic speaker how wrote several pieces about and surrounding the Irish Gaelic language. In his 'Typology of *Modern Irish'* he writes about the deep routed key elements of Irish Gaelic and points to languages that have similar occurrences.

In my first part of the investigation into theory was based on my initial instinct as a designer, which means that I was looking for research that is attached to visual output and how to develop orthography as well as how other languages dealt creatively with the latin alphabet.

This second part will deal with the Irish Gaelic language itself. The relevant parts of Hickey's (2013)<sup>14</sup> presentation 'Typology of Modern Irish' are palatalisation, initial mutation (sandhi phenomena), nasalisation and languages that are displaying the sandhi phenomena similar to the initial mutations of Irish.

## 3. What is palatalisation in Irish Gaelic?

Hickey (2003) outlines palatalisation in Irish Gaelic as a "synchronic process where a consonant is shifted in articulation towards the region of the palate. It occurs in nominal/adjectival inflections and various word-formational processes. Palatalisation has its origin in the assimilation of consonants to high vowels which followed them, typically in suffixal inflections. In this respect it is similar in origin to umlaut in Germanic."

He points out the two types of palatalisation which are: a) an alteration where the tongue is lifted by articulation of palatal sounds towards the palate and b) a movement where the tongue is lowered to create sound of non-palatal consonant to palatal vowel. Figures 7 and 8 on the right hand side show how these sounds are created visually.

### 4. What are initial mutations in Irish Gaelic?

Hickey (2003) describes the initial mutation as a change in the manner and possibly place of articulation of a consonant at the beginning of a word. Such changes were originally sandhi phenomena. This is paralleled by the nasalisation of words preceded by nasals. Wikipedia<sup>15</sup> defines Sandhi as a term that stands for a wide variety of phonological processes that occur in a language at morpheme or word boundaries.

Thus Sandhi is most visible in the phonology in Indian languages, it is also common in other languages in the world. The phonological process can be described as a fusion of sounds spanning the word boundaries, that results in a change how following or immediate surrounding sounds are spoken. There are two types of Sandhi: Internal sandhi (change of sounds within morpheme boundaries) and external sandhi (change of sounds at word boundaries). In French this is called 'liaison', in Italian 'addoppiamento fonosintattico'.

Hickey (2003) describes the that initial mutations are found at the beginnings of words, while palatalisation can be seen at the ends of words. The author elaborates that "lenition (initial mutations) in Irish essentially involve the change of stops to fricatives; this is both a diachronic phonological process and part of the synchronic morphological process. All stops in the language can become fricatives in an environment for lenition. In addition, /f/ lenites to zero and /s/ lenites to /h/." On page 21 Hickey outlines the scope of lenition in the verbal area:

No lenition Present, Future Tá/Bíonn, Beidh (Examples are from the verb 'to be')

**Lenition Past** 

Imperfect, Conditional Bhí, Bhíodh, Bhéinn (Examples are from the verb 'to be')

## 5. What is Nasalisation in Irish Gaelic?

Hickey writes that nasalisation also known as eclipsis (Irish: urú) is effectively "a voiced stop changing to its nasal equivalent" which happens in particular grammatical occurances such as seacht ndún (seven castles). He outlines three stages of nasalisation voiceless, voiced and nasal.

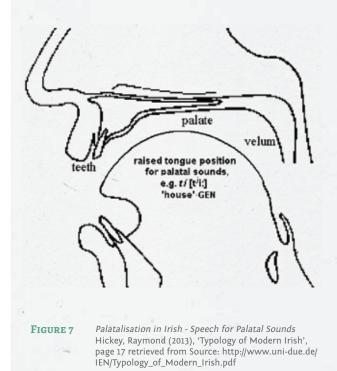
voiceless	5	voice	d	nasal	
р	>	b			
		b	>	m	
<i>"</i> 16			1		4

"If one compares seacht with Latin septem one sees that there was originally a nasal at the end of this word which caused the following consonant of a noun to change to a homorganic nasal."

The author points out that in the case of voiceless segments only the first stage of nasalisation is completed such as:

a. capall : a gcapaill 'horse' : 'their horses'

b. gúna : a ngúnaí 'dress' : 'their dresses' Overall he writes that nasalisation only applies to stops; fricatives and nasals are unaffected with the exception of /f/



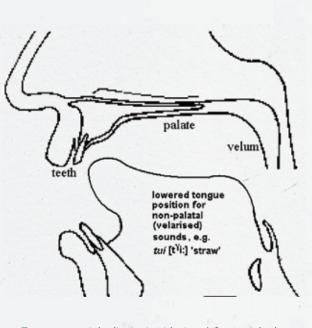


FIGURE 8

Palatalisation in Irish - Speech for Non-Palatal Sounds, Hickey, Raymond (2013), 'Typology of Modern Irish', page 18 retrieved from Source: http:// www.uni-due.de/IEN/Typology\_of\_Modern\_Irish.pdf

which nasalises to /v/ for example:

a. fir : caint na [v-] bhfear 'men' : 'talk of the men'b. focal : a [v-] bhfocail 'word' : 'their words'

Other varieties and languages showing sandhi phenomena comparable to the initial mutations of Irish are: Tuscan Italian, Andalusian, Canary Spanish, Fula, Southern Paiute, Nivkh, Danish, Finnish, Estonian, Scottish Gaelic and Welsh.

# 5. What does the study of Prf. Hickey's '*Typology of Modern Irish*' mean for this research?

The study of Prof. Hickey is in line with Dr. Buttimer's recommendations (see page 11) to focus on two major unusual phonetical occurrences which are *lenition* and *nasalisation*. It makes sense to focus on these two areas and outline a possible body of work in order to define a system, that has the possibility to embrace the Irish Gaelic language within the latin alphabet and gives the visual appearance a closer connection to the spoken account on one hand and a unique identity similar to the the cases of Icelandic and Vietnamese.

Leni	tion				Nasal	isation	1
1)	p, b	+	f, v	1)	p, b	+	b, m
2)	t, d	+	h, y	2)	t, d	+	d, n
3)	k, g	+	х, ү	3)	k, g	+	g, 1)
4)	f	+	0	4)	f	+	V.
5)	s	+	h				
6)	m	-	v				

Manifestation of the initial mutations

FIGURE 9 Palatalisation in Irish - Speech for Non-Palatal Sounds Hickey, Raymond (2013), 'Typology of Modern Irish', page 26 retrieved from Source: http://www.uni-due.de/IEN/Typology\_of\_Modern\_Irish.pdf

<sup>14</sup> Hickey, Raymond (2003), 'Typology of Modern Irish', retrieved from Source: http://www.uni-due.de/IEN/Typol<sup>15</sup>ogy\_of\_Modern\_Irish.pdf http://en.wikipedia.org/wiki/Sandhi

# GRAMMAR

INVESTIGATING GRAMMAR, TOOLS, LIBRARIES

Outlining the briefing for the body of work in more depth, I have to decide what is possible to achieve within the given time frame. Irish Gaelic is a very complex language consisting of vowels, simple consonants, aspirated consonants, eclipsed consonants, diphthongs, double consonants and exceptions.

## THEORETICAL AND PRACTICAL APPROACH

In order to move forward in this very complex language I use the summary from www.standingstones.com/gaelpron. html which lays out the main rules within Irish Gaelic as follows:

- 1. Vowels
- 2. Simple Consonants
- 3. Aspirated consonants
- 4. Eclipsed consonants
- 5. Diphthongs
- 6. Double consonants
- 7. Exceptions

Looking at the Grammar it makes sense trying to solve cases which are most imbalanced in written to spoken account, this is where a letter such as 'mh' is pronounced 'v' or 'w'. These cases occur grammatically in aspirated (Lenitition) and eclipsed consonants (Eclipsis). Of course diphthongs, double consonants and exceptions would be as well important to look at, but given the time frame it is not possible to draft variations of letters, run user tests and then transfer the working typeface into the final showcase typeface Avow. Michael Robinson and Vicki Parrish published in 2002 a summary of Irish Gaelic grammar on their website www.standingstones.com/ gaelpron.html which is very easy to understand for a Non Irish Gealic speaker like me. As I am going to do an Irish Gaelic language course in UCC at the end of September, I will show this summary to the teacher at the course and revise contents if necessary. Participating in the course will Comparing this to the research on...

also give me access to potential test groups, as it is difficult to pin down people for testing and participating. Robinson and Parrish (2002) outlining the Lenition as followed:

## Aspirated consonants (Initial mutations)

Consonants in Irish can undergo a transformation called séimhiú, which is somewhat inaccurately (to a real linguist) translated as "aspiration". In the old Irish script this was shown by putting a little dot above the letter. Nowadays Irish is printed using the standard Western alphabet, and the little dot has been replaced by the letter "h" following the consonant. The "h" in Irish is not a letter, it is an operation. ("h" sometimes appears at beginning of a word before a vowel, or in words borrowed from English. It is pronounced the same as in English when used by itself before a vowel.) There is both a broad and a slender version for each. There are a few exceptions to these rules. Broad dh or gh in the middle of a word is usually pronounced "y", such as fadhb "fibe" ("problem"). Sometimes broad bh or mh ("w") can result in a combination which is hard to say, like mo bhróga ("my shoes"). In that case, a "v" sound is used instead. Also, sometimes a "v" sound occurs when bh or mh is at the end of a word, such as creidimh "krej-iv" ("belief").

This means that Lenition are associated with the following consonants: **p**, **t**, **c**, **b**, **d**, **g**, **m**, **f**, **s**. The following shows how these consonants change:

 $\begin{array}{l} b \dashrightarrow bh, c \dashrightarrow ch, d \dashrightarrow dh, f \dashrightarrow fh, g \dashrightarrow gh, m \dashrightarrow mh\\ p \dashrightarrow ph, s \dashrightarrow sh, t \dashrightarrow th. \end{array}$ 

More importantly the change will affect as well the spoken record. Robison and Parrish (2002) are showing in the table below in a comparison the spoken and written account:

Aspirated co	nsonants		
Broad consonant	Pronounced	Slender consonant	Pronounced
bh	Eng. "w"	bh	Eng. "v"
ch	As in "loch" or "chutzpah"	ch	Like the broad version
dh	Like "ch" but based on a "g" sound	dh	Eng. "y"
fh	Silent	fh	Silent
gh	Like "ch" but based on a "g" sound	gh	Eng. "y"
mh	Eng. "w"	mh	Eng. "v"
ph	Eng. "f"	ph	Eng. "f"
sh	Eng. "h"	sh	Eng. "h"
th	Eng. "h"	th	Eng. "h"

(The h serves as a notation of lenition (séimhiú): bh, ch, dh, fh, gh, mh, ph, sh, th ). The Eclipsis is the second occurance I will be investigation and Robinson and Parrish (2002) outlining the these as followed:

## Eclipsed consonants (Nasalisation)

In English, in different grammatical situations, we sometimes change the <u>end</u> of words, such as "child" becomes "children". We also can change the <u>middle</u> of words, such as "man" turns into "men". In the Celtic languages, the <u>beginning</u> of a word can also change. When the first letter of a word changes in what is called urú or "eclipsis", the spelling gives first the letter as pronounced, followed by the original letter before it was changed. The following letter combinations at the beginning of a word should be interpreted this way: mb, gc, nd, bhf, ng, bp, ts, dt. Note that bh is considered to be a single letter!

This means that Eclipses occur in both consonants and vowels. The 7 consonants that eclipse are: **p**, **t**, **c**, **f**, **b**, **d**, **g**. Mutations that occur if the word begins with a consonant: b --> mb, c --> gc, d --> nd, f --> bhf, g --> ng, p --> bp, t --> dt.

Eclipses occur for consonants and vowels. Mutations that occur when there is a vowel at the beginning of the word: **a** --> **n**-**a**, **e** --> **n**-**e**, **i** --> **n**-**i**, **o** --> **n**-**o**, **u** --> **n**-**u**.

An example of an eclipse that occurs with vowels is by adding a "t-" to words beginning with vowels. If the vowel is a capital letter at the beginning of the word, the hyphen is dropped. Also, if the word begins with an s, you add a t before it: **t-a** --> **tA**, **t-e** --> **tE**, **t-i** --> **tI**, **t-o** --> **tO**, **t-u** --> **tU**.

	sonants	
Initial consonant	Eclipsed form	Pronunciation
р	bp	b
t	dt	d
с	gc	g
b	mb	m
d	nd	n
g	ng	ng *
f	bhf	w (broad), v (slender) *
sh	Eng. "h"	sh
th	Eng. "h"	th

#### Examples:

mbád: pronounce the "m" ("b" is now silent) gcat: pronounce the "g" ("c" is now silent) ndinnéar: pronounce the "n" ("d" is now silent) bhfuilimid: pronounce the "bh" ("f" is now silent)ngeata: pronounce the "n" ("g" is now silent) bpeann: pronounce the "b" ("p" is now silent) dteach: pronounce the "d" ("t" is now silent)

b is always eclipsed by m: ar an mbád (on the boat)
c is always eclipsed by g: leis an gcat (with the cat)
d is always eclipsed by n: ár ndinnéar (our dinner)
f is always eclipsed by bh: an bhfuilimid? (are we?)
g is always eclipsed by n: ag an ngeata (at the gate)
p is always eclipsed by b: faoin bpeann (under the pen)
t is always eclipsed by d: a dteach (their house)

# Software

## TEST SOFTWARE, FIRST EXPERIMENTS

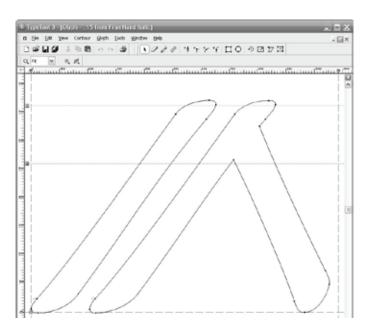
The testing was successful and therefore this research can now continue. The handwritten typeface might not look very 'high quality', but it will 'do a very good job' in finding and creating a possible ligature system. Most importantly it allows me to change/amend creations while user tests are taking place, so test users will have a direct input in the development.

## TYPETOOL

**TypeTool** is a basic font editor for Mac OS and for Windows and includes support for OpenType fonts with up to 65,000 glyphs, Unicode 5.0 support, new bitmap Background and outline Mask layers, improved Bézier drawing with open contours and tangent points, multiline metrics and kerning editing, superb screen quality autohinting, better printouts, and much more.

For students, hobby typographers and creative professionals who occasionally need to create or customize fonts.

I am using TypeTool from Fontlab to create a the font. Source: http://www.fontlab.com/font-editor/typetool



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### MICROSOFT VOLT

**VOLT** supports a wide range of substitution and positioning types. It also contains a proofing tool for reviewing the application of layout table lookups. It allows import and export of glyph names, lookups, glyph groups and a full project.

The tool has been used by community members to add OpenType layout tables to various fonts supporting scripts, including Arabic (Naskh and Nastaliq writing styles), Bengali, Cyrillic, Devanagari, Greek, Gujarati, Gurmukhi, Kannada, Latin, Sinhala, Syriac, Telugu, and Thaana.

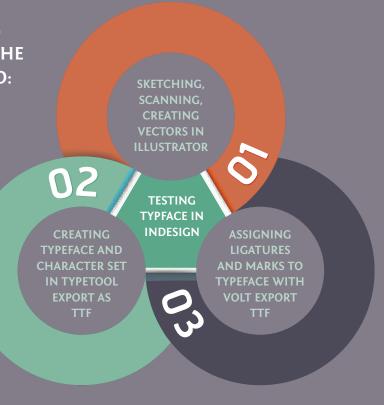
I am using Microsoft VOLT to assign glyphs to keyboard strokes like nd to the new designed ligature. Source: http://www.microsoft.com/typography/VOLT.mspx

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## Practical Process of Research

## THE FOLLOWING PROCESS IS TESTED AND WORKS WITH THE SOFTWARE I HAVE ACCESS TO:

Ideally writing ligatures should work in Microsoft Word too. I looked up tutorials, however I could not get this to work and instead of focusing on this issue I will use my laptop with Indesign installed for user tests for this research.



**FIGURE 10** 

### **STAGE 1 - SKETCHES**

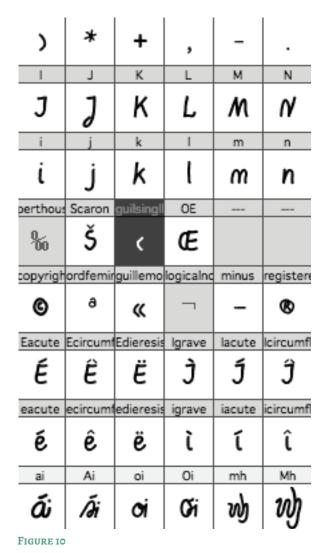
I decide to work with a handwriting typeface for user testing as it is quicker to amend and test functionality. I use a thick version, because if it works in bold then it works in light, regular as well. Simplicity is important and working with a bold version helps me to be disciplined and shows problems at a very early stage.

### **STAGE 2 - TYPEFACE CREATION**

First of all 255 characters are the minimum for a typeface these character will have to be created, then depending on cases the new ligatures are added and named properly

### **STAGE 2 - TYPEFACE CREATION**

Assigning ligatures to keystrokes. I finally got it working after testing and trying, sourcing a PC etc. - I took me a month. Once figured out it is actually very easy to assign glyphs to keystrokes.



abcdefghijkImn oparsturwxz jjllkaddd

FIGURE 11

# The quick brown fox jumps over the lazy dog.

12345678910 ABCDEFGHJJKLMOPQRSTUYWXYZ abcdefhgijklmnopqrstuvwxyz

## 'Text sample'

The Latin names of some of these letters are disputed. In general, however, the Romans did not use the traditional (Semitic-derived) names as in Greek: the names of the plosives were formed by adding to their sourd.

FIGURE 12

## TEST IF KEYSTROKES WORK FOR LIGATURES CREATED WITH VOLT AND CHARACTERS CREATED IN TYPETOOL WORK IN INDESIGN



aar

# CONCLUSION OF THE TESTING PERIOD AND RESULTS

The testing was successful and therefore this research can now continue. The handwritten typeface might not look very '*high quality*', but it will 'do a very good job' in finding and creating a possible ligature system.

Most importantly it allows me to change/amend creations while user tests are taking place, so test users will have a direct input in the development. This flexibility is essential to base a typeface on research and feedback, rather then the beauty of a form or the attachment to a certain design.

It furthermore allows as well checking back with historical marks and symbols, to see if they would work in a written text. Discarding these marks and symbols is only possible if I can rectify, why they are not working within the system as Dr. Buttimer suggested in his email from the 17th of July. Email from Dr. Buttimer:

http://www.vanhamel.nl/wiki/Project:Tionscadal\_ na\_Nod. The above which I hope will open for you shows lettering in early Irish and the employment of abbreviations or contractions to save space when writing in medieval manuscripts. The link and site should provide a starting point or at least a reference point for aspect of the origins and evolution of writing systems in the period. It might also be worthwhile checking for internet citations on Ogham, possibly even for the latter to act as a mode of representation either to consider or reject.

At the end of October I will stop researching forms and shapes and start create ligatures based on the findings of the working typeface for my typeface called Avow, with which I choose to present my research.

# Prototype

## HAND DRAWN TYPEFACE

a əəəshi a adda caq o'c' o'c' n'd n n n DFF[]+ abcdefghijkl e e é é é é é ó ó ó ó æ æ e e e e hh h h h h mnopgrstuvwxyz Bb (c Dd Eeff abc efgh r GqHŋ hJifikkLj AaBbCcDdeEFfGgHhhJij7KkL1MmNnOoPpOlg abcdefghijkímn Rr SsTt Uu Yv Vv Ww Ww Xx Xx Yy Yy Zz opqrstuvwxZ when when when when he has not not not not when when a be defahijk In nopar jjllkaddd Stuv WX Z M M m no no m no no no no

# aabcdefghijklmnf ÷ ¢ dmn fq o pqrstuvwxyznfi

#### **STAGE 1** - SKETCHES

I decided to work with a handwriting typeface for the first user tests as I thought it was quicker to amend the prototype and test its functionality. I used the bold cut. Simplicity was important and working with a bold version helped me to be disciplined. In addition I hoped that this method would outline emerging problems at an early stage.

#### **STAGE 2** - TYPEFACE CREATION

First of all I created the minimum set of 255 characters to ensure proper testing and then depending on cases added and properly named new ligatures.

**STAGE 3 - PROGRAMMING THE LIGATURES** 

Assigning ligatures to keystrokes was the hardest part. I finally got it working after testing and trying, sourcing a PC etc. - I took me over a month. Once figured out, it was surprisingly simple to assign glyphs to keystrokes.

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FIGURE

VOLT supports a wide range of substitution and positioning types. It also contains a proofing tool for reviewing the application of layout table lookups. It allows import

and export of glyph names, lookups, glyph groups and a full project.

members to add OpenType layout tables to various fonts supporting scripts, including Arabic (Naskh and Nastaliq writing styles),

The tool has been used by community

Bengali, Cyrillic, Devanagari, Greek, Guiarati, Gurmukhi, Kannada, Latin

Sinhala, Syriac, Telugu, and Thaana

com/typography/VOLT.mspx

I used Microsoft VOLT to assign glyphs to keyboard strokes like the 'nd' to the new designed ligature. Source: www.microsoft

MICROSOFT VOLT

## **Prototype and Testing**



CREATING TYPEFACE AND CHARACTER SET IN TYPETOOL EXPORTING AS TTF

ASSIGNING LIGATURES AND MARKS TO TYPEFACE WITH VOLT EXPORTING TTF

FIGURE 2

for the user tests.

I HAD ACCESS TO:

**PRACTICAL PROCESS OF RESEARCH** 

THIS PROCESS WAS TESTED AND

WORKED WITH THE SOFTWARE

Note: Ideally writing ligatures should work in Microsoft Word too.

I looked up tutorials, however I could not get this to work in MS Word. Instead of focusing on this

issue, I used Indesign on my laptop

#### **TYPEFACE - SAMPLE TEXT**

**?"**#\$%&'() Bhí ár gceannáibh síos go talaw 1234567 a' piocadh linn 's ár naprúin lán. 89:;<=> **O**A Mise is túisce a d'ardáig m'anharc HJJKLM N Nuáir a chualamar quáim na máidí rávya.  $X U Z \Gamma$ abcde Ní fhéadfáinn a rá an cúigear nó seisear fahijklmno pqrstuv De fhearabih a bhí istig sa mbád.  $w x y z \{ | \}$ Bhí duine acu thiar ina deireadh á stiúradh àâäãåcéèê ĺ Js gan aon chor as ach oiread<sup>C</sup>leis an mbás. **ô ö õ ú ù û ü ° ţ £ § • ¶ β ® ©** Text written with provisional handwritten typeface ™´¨ÆØµ¶°°æø¿ÁÂÃ f A A C C C - -The quick brown fox jumps over the lazy dog. 66 22 6 2 E flà· ,, Q 12345678910 ĴĴĆĊĊĹŰŮŀ ABCDEFGHJJKLMOPQRSTUYWXYZ n/d/9/sh/R abcdefhgijklmnopgrstuvwxyz aðh/Aðh/&/ai/Ai/wj/Wj/@

#### TYPETOOL

TypeTool is a basic font editor for Mac OS and for Windows and include support for OpenType fonts with up to 65,000 glyphs, Unicode 5.0 support, new bitmap Background and outline Mask layers, improved Bézier drawing with open contours and tangent points, multi-line metrics and kerning editing, superb screen quality autohinting, better printouts, and much more

I was told that this version should be ideal for students, hobby typographers and creative professionals who occasionally need to create or customize fonts. I used typetool for the creation of all typefaces in this project.

Source: www.fontlab.com/font-editor/

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SUCCESSFUL TEST OF ASSIGNED KEYSTROKES OF LIGATURES CREATED WITH VOLT AND CHARACTERS CREATED IN TYPETOOL

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# CONCLUSION OF THE THEORY AND PRACTICE

## INITIAL IDEA

This concept initially saw the afflicted consonants merged to a single ligature to highlight the change in language, without affecting the integrity of the overall writing system. The emphasis rested on the principle *'read how you speak'*.

## **PROS OF THIS APPROACH**

- It heightens the awareness where lenition is used, makes it easier to grasp
- It makes it easier to remember how lenition is spoken and what the words mean

## CONS OF THIS APPROACH

- It creates new glyphs, which need to be learnt (*Figure 6*) the 'm' looks like a 'w'
- It requires amendments of the writing system
- Consonants like 'bh' which are spoken 'w' and 'y' will create a ligature that might have little resemblance left with 'bh' as it is spoken totally different (see Table 1 in My Journal)

The main problem with this solution, even though followed through in the studies leading up to this Master Thesis is that comparing this option with Karen's (2006, p70) guidelines for a **successful writing system**, it lacks in two essential parts: *Motivation* and *Representation*, here I refer to it that all existing learners, books and institutions would need to learn new letter combinations (*Motivation*).

Referring to *Representation*, it would be easier just to write the letter 'w' instead of 'bh' as this would be best practice and '...represents the sounds of the language accurately through written characters' [Karen (2006); see new *Concept Three*].

This solution would be '*meeting* somewhere half way' and therefore I am discarding this option theoretically.

# 1234567890;;<> Aðh aðh Aðh @@@@ ái Ái ci Gi ci Ci vývý

Aa BbCc DdeEFf GgHhh Jij JKkLl Mm Nn Oo Pp Qq Rr SsTt Uu Yv Vv Ww Ww Xx Xx Yy Yy Z z

### USER TESTS

I tested this concept with four children (*neighbors* - *attending primary school and learning Irish* Gaelic), my partner and extended family. Although the ligatures were perceived with interest and individually well liked, once the test typeface was put in practice (*see sample text on the inside*), there were difficulties to make sense of the ligatures highlighted in green '*mh*' and '*gh*'. Overall the ligatures were individually easy to understand - in context of a text - however, they were felt to be difficult to place or understand.

This practical test underlined two issues perception of ligatures individually and in context of a piece of text on one side and the mental switch of an already learned context of a language to new elements/ revisions on the other. The user tests show on a practical note that some ligatures like 'adh' (note

Karan, Elke. (2006). Writing System Development and Reform: A Process. (M.A. Theses in Linguistics at the University of North Dakota). Retrieved from http://arts-sciences.und.edu/summer-institute-oflinguistics/theses/\_files/docs/2006-karan-elke.pdf abcdefghijkImn opqrstuvwXZ jjLIIkaddd

# Drawing Type

DRAWING BASIS TYPEFACE

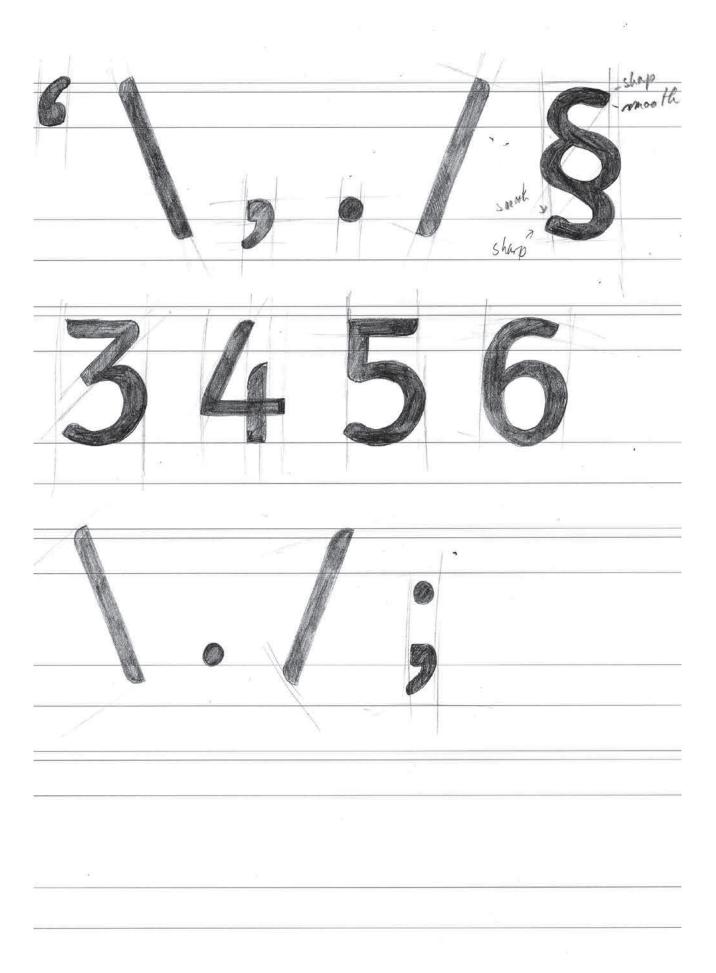
From here now on I will refer of Concepts Two and Three to 'Avow As Gaeilge'. It simply means 'Avow' my provisional typeface 'in the Irish language'. The first step is to create a minimum amount of glyphs to outline my concept with my prototype typeface.

## APPROACH

On the next pages I show the drawings of an alphabet that will form the basis of my concept. I drew a full lowercase, uppcase alphabet including numbers and graphemes. Although knowing that I will not be able to finish all glyphs, it is important to sketch the full set in a flow. This project will not end with the Master Thesis. I wish to develop a complete working high quality typeface.

On the following pages I outlined the design practice so far. Drawing the lowercase and uppercase alphabet, vectorising the drawings in Illustrator. Through online tutorials such as: http://www.youtube.com/ watch?v=yI-7e4nRNus and http://www.youtube.com/ watch?v=C234uNmTJBU.

This approach was then discarded as I found that it is more precise to draw the letters straight in Typetool.



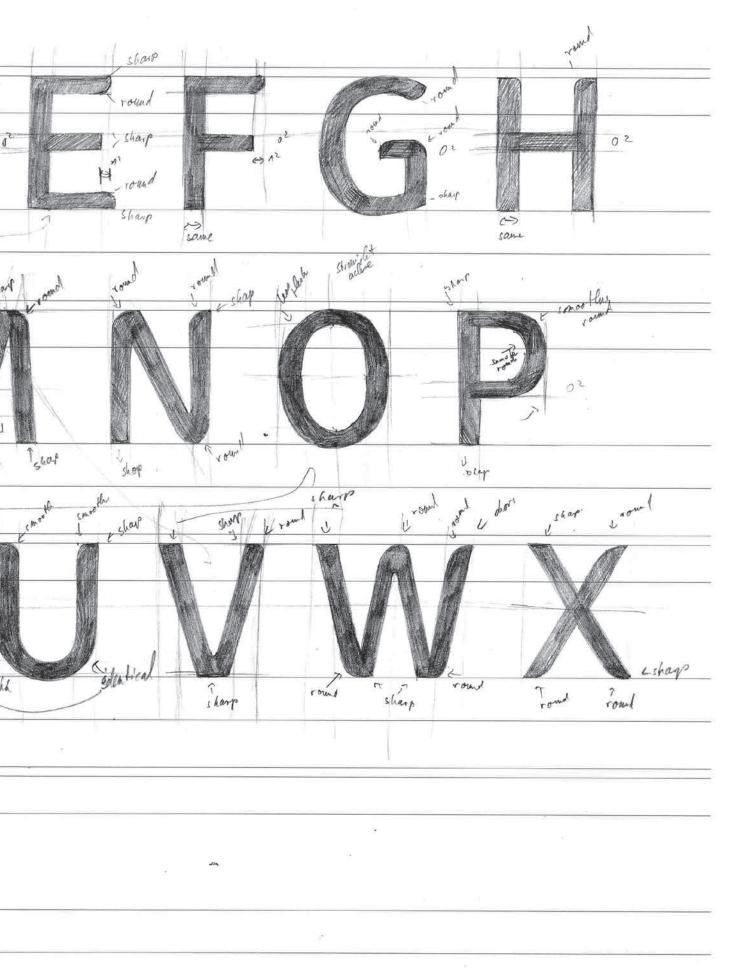




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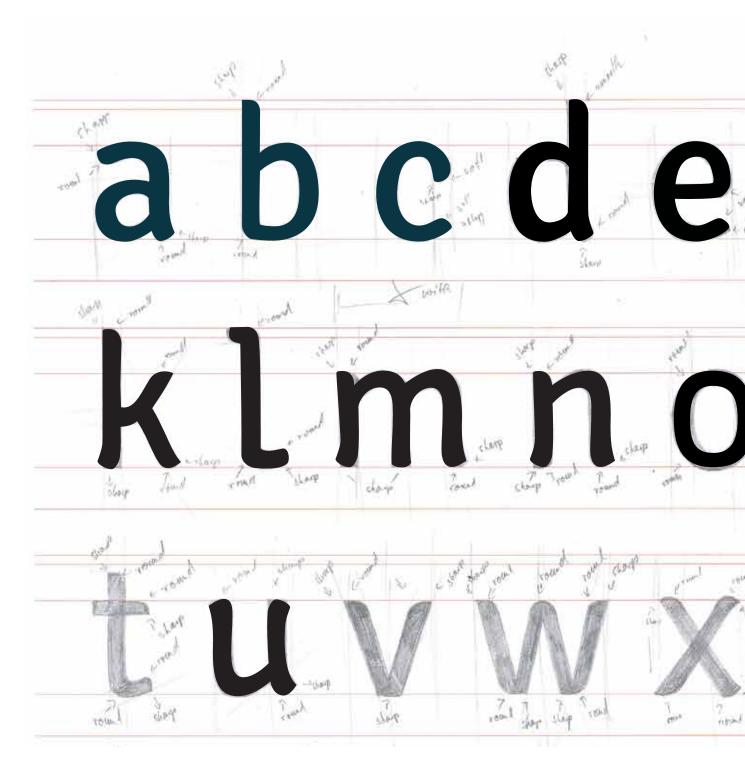
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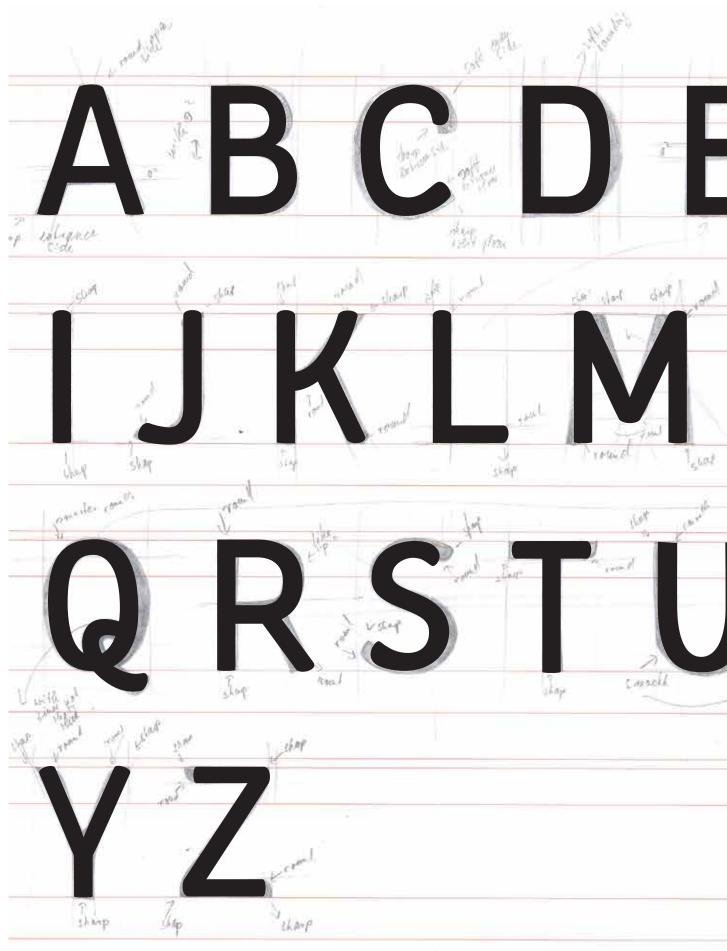
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## VECTOR TYPE

## VECTORISING BASIS TYPEFACE







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## TypeTool

### CHANGING APPROACH DRAWING BASIS TYPEFACE

As mentioned before I discarded vectorising the drawings in Illustrator and began drawing the glyphs straight in TypeTool.

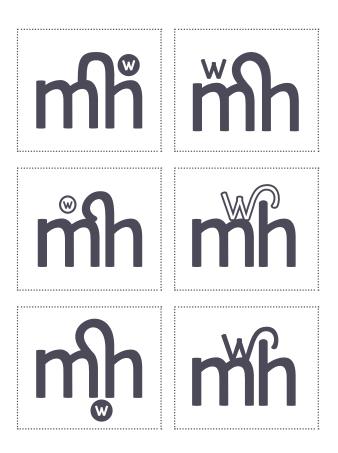
#### MINIMUM CHARACTER SET

On the right hand side pictures a screenshot of the to date developed set of glyphs (5th revision). Since taking this screenshot this character set has already undergone the 6th revision (the graphemes were positioned higher and made thicker). The character set shown here and at the end of the Thesis period will not be hinted individually - autohinting will be applied. It will be in a prototype stage, as there are still *26 ligatures* for a full set for lenition and eclipis to be developed.

On the following pages I show every single letter drawn in typetool so far.

The next step will be to draw the first sets (concepts) for the ligatures with and without graphemes for the lenition. Then I will test the drawing with myself and my test group and my tutors and pro's and con's will be discussed. On the basis of the outcome of the discussions, I will decide on the most appropriate system and then vectorise this in TypeTool.

The programming of the ligatures will afterwards undertaken in Microsoft Volt and sample texts will be written and the ligatures will be put to practice and amended until found appropriate enough for a prototype in order to proof/review my research question. The same process will be repeated for the character sets (concepts) for the eclipsis.



Rough drafts explaining the concepts, ligatures showing the pronunciation. The drafts are only showing the elements and function and should not be seen as graphical solutions.

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## TYPE TESTS

HOW DOES THE TYPE LOOK LIKE WHEN EXPORTED

Avow written text with glyphs developed - 5th revision

# ABCDEFGHJ K L M N O P Q R S TUVWXYZ abcdefghijk lmnopqrstu v w x y z

Labhair an Teanga Ghaeilge

Ó labhair an teanga Ghaeilge liom, A chuid mo chroi a stór, An teanga a leabhair mo mháithair liom, In Éirinn ghlas fadó.

'Sí teanga bhinn ár sinsear í, An chaint is milse glór: Ó labhair an teanga Ghaeilge liom, Is bain dem'chroí an brón.

Ó labhair an teanga Ghaeilge liom, 'Sí teanga cheart na nGael: An teanga bhinn is ársa 'ta Lé fáil ar fud an tsaoil.

A stór mo chroi is beannacht ort, A chailín óig gan cháim, Cá bhfúil sa saol aon teanga mar Ár dteanga féin le fáil?

The above poem and the translation on the right hand side are written with the 5th revision of the provisional typeface development of the 'Avow'. Speak the Irish Language

Oh speak the Irish Language with me, Treasure of my heart, The Language my mother spoke to me, In green Ireland Long ago.

She is the language of our ancestors, The sweetest sounding speech: Oh, speak the Irish language with me, And remove sorrow from my heart.

Oh speak the Irish Language with me, The true Language of the GaeL: The oldest Language there is to be found in all the world.

Treasure of my heart a blessing on you, Young flawless girl, Where in the world is there any language like Our own language to be had?

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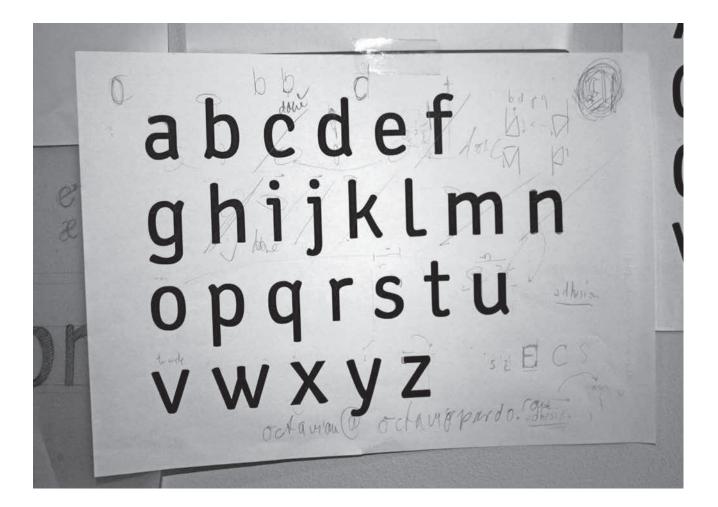
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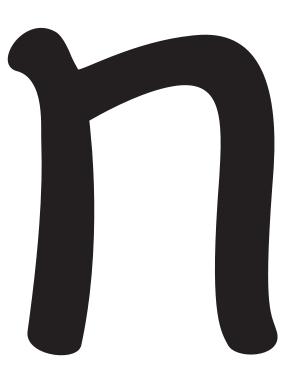
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## abcdef ghijklm opqrstu vwxyz



#### STAGE 1 - SKETCHES

FIGURE 4

I put a lot of effort into sketching a full typeface, analysing it and amending until I was happy with the outcome. This development was guided by online tutorials/books and happened before the Crafting Type Workshop in early October.

#### STAGE 2 - TYPEFACE CREATION

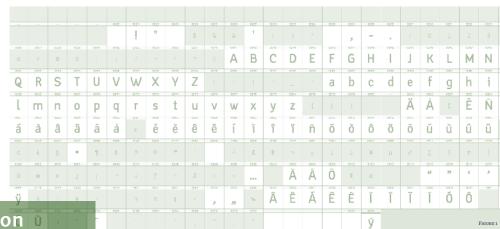
This was the hardest thing to do. And here I do not mean drawing letters, but drawing them in a way that the glyphs are proportional to each other as an overall set *in stroke and character*. I made a lot of beginner mistakes. This is one the reasons, why I abandoned the typeface for this project.

STAGE 3 - TESTING TYPEFACE WITH LIGATURE SYSTEM

After creating the typeface, I developed the first combinations and sets of ideas for possible concepts and systems with the letter pairs belonging to the category 'Lenition'.

### Typeface Creation 0 and Testing

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FIGURE 2 - IMPORTING INTO

FIGURE

人名英格尔德姓

TYPETOOL I took this typeface with me to the type design workshop and discussed the concept work and typeface with various people. Figure 2 shows what happened with the glyph by importing from Illustrator into TypeTool: the points are not correctly interpreted and I ended up with messy curves, so that I had to follow Thomas Phinney's advise to clean up the glyph. In this process (a lot of work and time) I changed the character and personality of the drawn letters. When I printed out a type sample it 'hit' me, but at that stage the damage had already been done.

#### FIGURE 4 - THE 'SAD AND UNHAPPY AVOW' Figure 4 shows a type sample. Apart from the fact that the spacing is horrendous and kerning not yet partial this would be avite foundly at

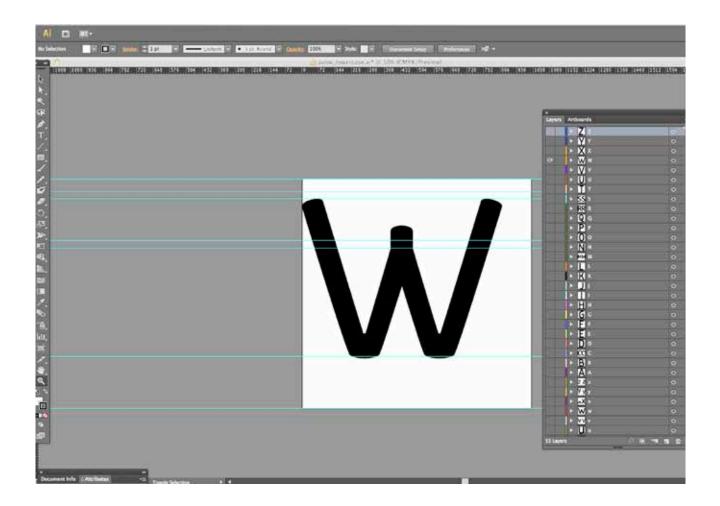
horrendous and kerning not yet applied rhis would be quite frankly at this stage a complete waste of time), my poor disfigured typeface gazed at me shouling: "What have you done to mel" It was one of the key moments in this project. I still continued creating the first set of concepts with this version Under time pressure, I kept on going until I finally decided to step away from this typeface for the time being and to start from scratch. I knew that this would mean for the last two remaining months of this project to work late nights into the early mornings and still turn up for work.

FIGURE 5 & 6 - TYPEFACE REVIEW WITH OCTAVIO PARDO Octavio Pardo helped me in a review session to bring back the character and personality into the typeface by highlighting, as we were taught by Aolfe Mooney, that typefaces are a system set of elements that are of repetitive nature. We marked up every single letter and I took notes for future revention abcdef ghijklmn opqrstu vwxyz

Depts - a from Know, Teps

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# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## LENITION

## FOUR CONCEPTS - LENITION

## The four possible concept to be explored for dealing with Lenition

## Concept One - Ligatures (radical)

#### IDEA

This concept sees the afflicted consonants merged to a single ligature to make it easier to understand the change in language, without loosing the integrity of the overall writing system. The emphasis is to achieve *'read how you speak'*.

#### Pros:

- It heightens the awareness where lenition is used, makes it easier to grasp
- It makes it easier to remember how lenition is spoken and what the words mean

#### Cons:

- It creates new glyphs, which need to be learnt (figure 3) the 'm' looks like a 'w'
- It requires amendments in writing system
- Consonants like 'bh' which are spoken 'w' and 'y' will create a ligature that might have little resemblance left with 'bh' as it is spoken totally different (see *Table 1*)

The main problem with this solution, even though followed through in the studies leading up to this Master Thesis is that comparing this option with Karen's (2006, p70) guidelines for a **successful writing system**, it lacks in two essential parts: *Motivation* and *Representation*, here i refer to it that all existing learners, books and institutions would need to learn new letter combinations (*Motivation*) and in regards to *Representation* it would be actually easier just to write the letter 'w' instead of 'bh' as this would be the best practice "...represents the sounds of the language accurately through written characters" (see Concept Four). This solution would be 'meeting somewhere half way', because of these reason I am discarding this option theoretically.



Aspirated consonants							
Broad consonant	Pronounced	Slender consonant	Pronounced				
bh	Eng. "w"	bh	Eng. "v"				
ch	As in "loch" or "chutzpah"	ch	Like the broad version				
dh	Like "ch" but based on a "g" sound	dh	Eng. "y"				
fh	Silent	fh	Silent				
gh	Like "ch" but based on a "g" sound	gh	Eng. "y"				
mh	Eng. "w"	mh	Eng. "v"				
ph	Eng. "f"	ph	Eng. "f"				
sh	Eng. "h"	sh	Eng. "h"				
th	Eng. "h"	th	Eng. "h"				

Table 1

Bhí ár gceannáibh síos go talaw a' piocaith linn 's ár naprúin lán. Mise is túisce a d'ardáig m'awharc 1Nuáir a chualamar fuáim na máidí ráwha. Ní fhéadfáinn a rá an cúigear nó seisear De fhearabih a bhí istig sa mbád. Bhí duine acu thiar ina deireaith á stiúraith Js gan aon chor as ach oiread leis an mbás.

Text written with provisional handwritten typeface

#### USER TESTS

I tested this concept with the material from last term with four children (neighbors - attending primary school and learning Irish Gaelic), my partner and extended family. Even though, the ligatures were perceived with interest and individually well liked, once the test typeface was put in practice (see report page 6 and page 28) and the above poem shown, there were difficulties to make sense of the ligatures highlighted in green 'mh' and 'gh'. Even though individually easy to understand - in context of a text however, they were felt to be difficult to place/understand.

This practical test underlined two issues - perception of ligatures individually and in context of a piece of text on one side and the mental switch of an already learned context of a language to new elements/revisions on the other. The user tests show on a practical note that some ligatures like 'adh' (note the 'd' is the uncial d) have been read without problems and were found easy to understand, the same goes for the 'ai'. These ligatures were developed using a 'soft method', with this I mean the letters are still readable as in common practice and not forming a new typographic picture. In my user tests in design practice, I found confirmation with the theoretically practice that only manifest itself, when the ligatures in words are put into the context of a piece of text. The outcome of this user test leads to the discarding of this concept also in *design* practice.

#### CONCLUSION

The findings show the need to test theoretically the following further concepts springing from the failure of the first and initial concept.

**Concept Two:** Application of 'soft' ligatures, with this I mean the usage of ligatures *only* to indicate lenition, and keeping the integrity of the letters that are generally used in common practice intact.

Concept Three: Concept Two could lead to an interesting development for a typeface for Irish Gaelic language learners (beginners like me). In concept three the 'soft' ligatures could incorporate a grapheme with the spoken sound on top or bottom, that teach the learner how the letter/words are spoken, but show as well the correct writing system going with it through the main ligatures. **Concept Four:** This concept would see a very radical way, of writing as you speak. This concept is highly ambitious as in Karen's (2006) guidelines, history and language and cultural development are also part of a writing system. Such a concept would most possibly fail on several levels: grammatical rules (the ones I am not aware of and capable learning in this short period of time), acceptance of current Irish Gaelic speakers (who would not most likely not support a massive step like that).

At this point, I think and feel that *Concept Three* (also incorporating *Concept Two*) is not only within the guidelines of the general writing system theoretically, but practically it might help novices like me to find an entrance into a very complex language. This is a very exiting prospect, as for the first time I truly feel to be the right person developing the 'Avow' with the emphasis of *language learners*.

**Concept 1:** bh using descriptor at the bottom of lenition that shows the spoken equivalent sound in

english

W

Concept 1a: bh becomes connected ligature using descriptor at the bottom of lenition that shows the spoken equivalent sound in english

W

Concept 1b: bh becomes connected ligature and just indicates nasalisation

Bh

**b**t

bh

Concept 1 broad w





Concept 1: fh using descriptor at the bottom of lenition that shows the spoken equivalent sound in english here silent sound Concept 1a: fh becomes connected ligature using descriptor at the bottom of lenition that shows the spoken equivalent sound in english - here silent sound Concept 1b: fh becomes connected ligature and just indicates nasalisation

th

Concept 1 lenition silent





gh gh gh gh gh gh Concept 1 broad g gh gh gh gh gh gh Concept 1 broad v mh mh mh mh mh mh Concept 1 broad w Concept 1 slender v

Concept 1: ph using descriptor at the bottom of lenition that shows the spoken equivalent sound in english Concept 1a: ph becomes connected ligature using descriptor at the bottom of lenition that shows the spoken equivalent sound in english

Concept 1b: bh becomes connected ligature and just indicates nasalisation

ph ph ph ph Pţ Concept 1 broad f B slender f F S 5 sh h **Concept 1** broad h Ĥ slender h 6 Η t Concept 1 ľ broad h slender h Η Ø Η

#### Ogonek - Latin diacritics to introduce lenition

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Western Apache, Chiricahua, Tijcho Yatii, Slavey, Děne Suliné and Dalecarlian it indicates that the vowel is nasalized e sea the sea if ę is nasalized o not a (this is so because of the vowel change — "q" was a long nasal "a", which turned into short nasal "o", when the vowel quantity distinction disappeared).

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Western Apache, Chiricahua, Tijcho Yatil, Slavey, Dène Suliné and Dalecarlian it indicates that the vowel is nasalized. Even if  $\varphi$  is nasalized e in Polish, a is nasalized o not a (this is so because of the vowel change — "a" was a long nasal "a", which turned into short nasal "o", when the vowel quantity distinction disappeared).

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Western Apache, Chiricahua, Tijcho Yatii, Slavey, Dene Sųlinė and Dalecarlian it indicates that the vowel is nasalized e in Polish, ą is nasalized o not a (this is so because of the vowel change — "a" was a long nasal "a", which turmed into short nasal "o", when the vowel quantity distinction disappeared).

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic, In Polish, Old Church Slavonic, Navajo, Western Apache, Chiricahua, Tijcho Yatii, Slavey, Dene Suliné and Dalecarlian it indicates that the vowel is nasalized and the voltant if e is nasalized e in Polish, q is nasalized o not a (this is so because of the vowel change - "a" was a long nasal "a", which turmed into short nasal "o", when the vowel quantity distinction disappeared).



ch

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the b in the new writing reform becomes bh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender.

þ

Concept 2: the lenition of the b in the new writing reform becomes bh, but a ogonek could be used instead to indicate lenition

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the c in the new writing reform becomes ch, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender.



#### Concept 2:

the lenition of the c in the new writing reform becomes ch, but a ogonek could be used instead to indicate lenition

ģ

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the d in the new writing reform becomes dh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender. ģ

Concept 2: the lenition of the g in the new writing reform becomes dh, but a ogonek could be used instead to indicate lenition

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the f in the new writing reform becomes fh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender - here f is silent Į

Concept 2: the lenition of the b in the new writing reform becomes fh, but a ogonek could be used instead to indicate lenition

#### **Ogonek - Latin diacritics to introduce lenition**

#### **Concept 2**

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Westem Apache, Chiricahua, Tiţcho Yatii, Slavey, Dene Sųlinė and Dalecarlian it indicates that the vowel is nasalized e in Polish, ą is nasalized e in Polish, ą is nasalized o not a (this is so because of the vowel change — "a" was a long nasal "a", which turmed into short nasal "o", when the vowel quantity distinction disappeared).

#### Concept 2

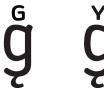
The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Westem Apache. Chiricahua, Tiţcho Yatil, Slavey, Dene Sųlinė and Dalecarlian it indicates that the vowel is nasalized e in Polish, ą is nasalized o not a (this is so because of the vowel chais nage de vowel chais nage de vowel chais nage me "a" was a long nasal "a", which turmed into short nasal "o", when the vowel quantity distinction disappeared).

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Western Apache, Chiricahua, Tijcho Yatil, Slavey, Dene Sųlinė and Dalecarlian it indicates that the vowel is nasalized and the vowel is nasalized in Polish, i snasalized o not a (this is so because of the vowel change — "a" was a long nasal"a", which turmed into short nasal "o", when the vowel quantity distinction disappeared).

#### **Concept 2**

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Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the d in the new writing reform becomes gh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender.



Concept 2: the lenition of the g in the new writing reform becomes gh, but a ogonek could be used instead to indicate lenition

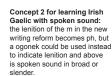
mě mě

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the m in the new writing reform becomes mh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender.

## Į

Concept 2: the lenition of the b in the new writing reform becomes mh, but a ogonek could be used instead to indicate lenition

F P



P

Concept 2: the lenition of the b in the new writing reform becomes ph, but a ogonek could be used instead to indicate lenition

в

Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the s in the new writing reform becomes sh, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender.



Concept 2: the lenition of the s in the new writing reform becomes sh, but a ogonek could be used instead to indicate lenition

#### Ogonek - Latin diacritics to introduce lenition

#### Concept 2

The ogonek is also used in academic transilteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Western Apache, Chricatua, Tijcho Yatii, Slavey, Déne Suliné and Dalecarilan it indicates that the vowel is nasalized e change if e is nasalized e in Polish, a is nasalized o not a (this is so because of the vowel change — "a" was a long nasal "a", which turned into short nasal "o", when the vowel quantity distinction disappeared).



Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the t in the new writing reform becomes th, but a ogonek could be used instead to indicate lenition and above is spoken sound in broad or slender. ţ

Concept 2: the lenition of the t in the new writing reform becomes th, but a ogonek could be used instead to indicate lenition

#### Dot above - Latin diacritics to introduce lenition

#### Concept 2

The dot above in  $c \dot{g} \dot{z}$  in Maltese,  $\dot{z}$  in Polish,  $\dot{e}$  in Lithuanian, and  $b \dot{c} d \dot{f} \dot{g}$ m  $\dot{p} \dot{t}$  in traditional Irish typography to denote lenition

**)** 



Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the b in the new writing reform becomes bh, but the former used dot could be re-instated to indicate lenition and below is spoken sound in broad or slender. b

Concept 2: the lenition of the b in the new writing reform becomes bh, but the former used dot could be re-instated to indicate lenition

#### Concept 2

The dot above in  $c \dot{g} \dot{z}$  in Maltese,  $\dot{z}$  in Polish,  $\dot{e}$  in Lithuanian, and  $b \dot{c} d \dot{f} \dot{g}$ m  $\dot{p} \dot{t}$  in traditional Irish typography to denote lenition



Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the c in the new writing reform becomes ch, but the former used dot could be re-instated to indicate lenition and below is spoken sound in broad or slender. Ċ

#### Concept 2: the lenition of the c in the new

writing reform becomes ch, but the former used dot could be re-instated to indicate lenition

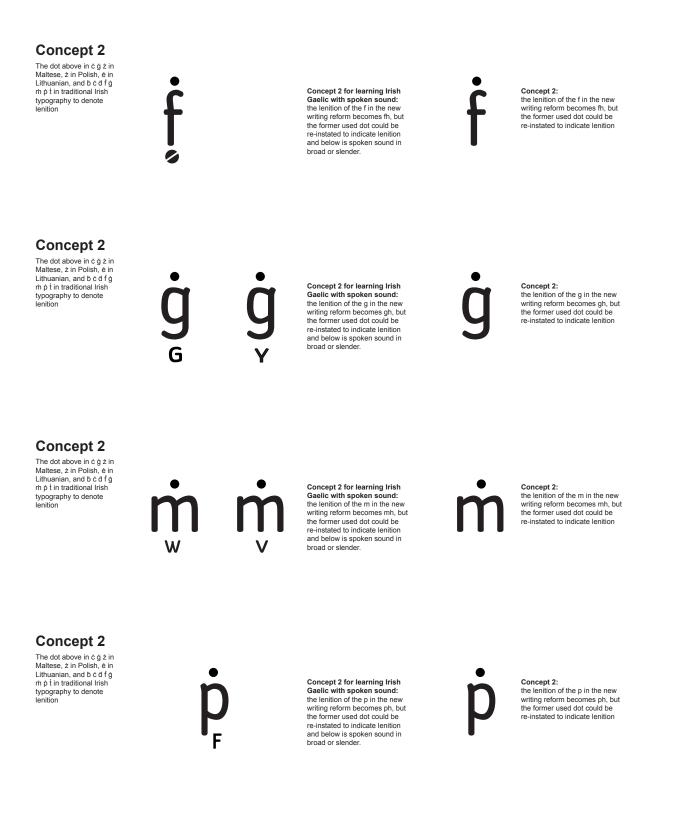
#### Concept 2

The dot above in  $c \dot{g} \dot{z}$  in Maltese,  $\dot{z}$  in Polish,  $\dot{e}$  in Lithuanian, and  $b \dot{c} d \dot{f} \dot{g}$  m  $\dot{p} \dot{t}$  in traditional Irish typography to denote lenition

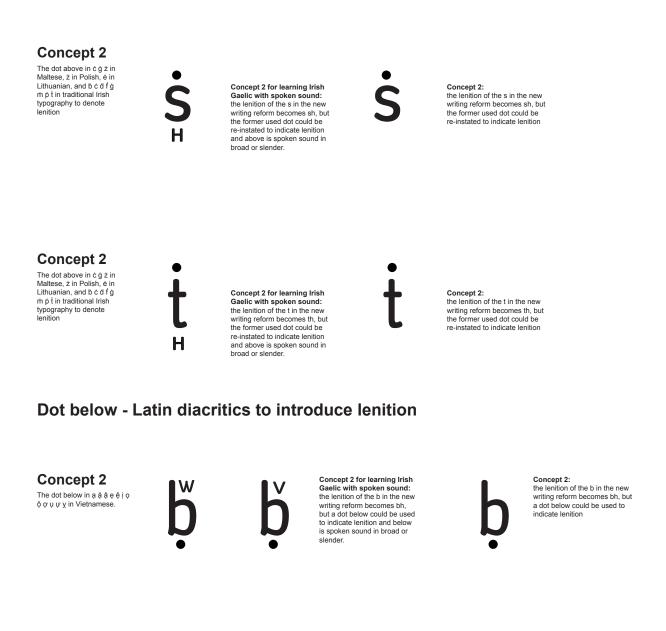
Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the d in the new writing reform becomes dh, but the former used dot could be re-instated to indicate lenition and below is spoken sound in broad or slender. d

Concept 2: the lenition of the d in the new writing reform becomes dh, but the former used dot could be re-instated to indicate lenition

#### Dot above - Latin diacritics to introduce lenition



#### Dot above - Latin diacritics to introduce lenition



**Concept 2** The dot below in a à â e ê i o ô ợ ụ ự ỵ in Vietnamese.

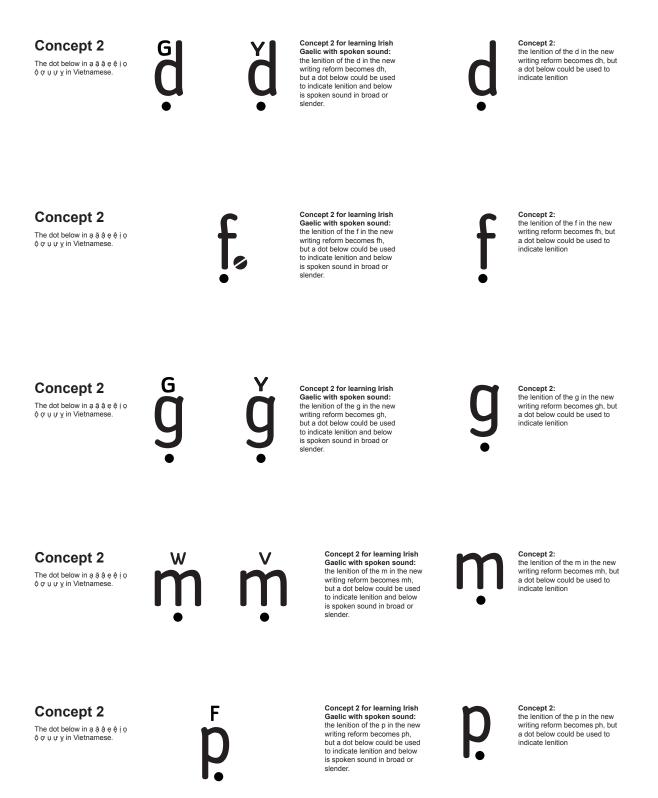


Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the c in the new writing reform becomes ch, but a dot below could be used to indicate lenition and below is spoken sound in broad or slender.

Con the I writin a do indic

Concept 2: the lenition of the c in the new writing reform becomes ch, but a dot below could be used to indicate lenition

#### Dot below - Latin diacritics to introduce lenition



#### Dot below - Latin diacritics to introduce lenition

Concept 2 The dot below in a ă â e ê i o ô ơ ụ ự ỵ in Vietnamese. н S Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the s in the new writing reform becomes sh, but a dot below could be used to indicate lenition and below is spoken sound in broad or slender.

S

Concept 2: the lenition of the s in the new writing reform becomes sh, but a dot below could be used to indicate lenition





Concept 2 for learning Irish Gaelic with spoken sound: the lenition of the t in the new writing reform becomes th, but a dot below could be used to indicate lenition and below is spoken sound in broad or slender.

Concept 2: the lenition of the t in the new writing reform becomes th, but a dot below could be used to indicate lenition

### Writing as speaking

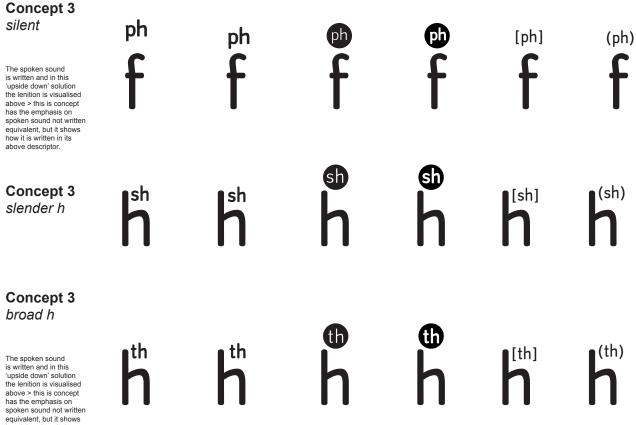
Concept 3 broad w

Droad W The spoken sound is written and in this 'upside down' solution the lenition is visualised above > this is concept has the emphasis on spoken sound not written equivalent, but it shows how it is written in its above descriptor.	bh W	bh W		ы W	[bh]	(bh)
<b>Concept 3</b> slender v	bh V	bh V			[bh]	(bh) V
Concept 3 broad w slender v	ch	ch	Ch	<b>ch</b>	<sup>[ch]</sup> <b>h</b>	(ch) Ch
Concept 3 broad g	dh g	dh g	<b>G</b>	<b>G</b>	[dh]	(dh)
<b>Concept 3</b> slender y	dh <b>y</b>	dh <b>y</b>	<b>dh</b> <b>y</b>	С У	[dh]	(dh) <b>y</b>

### Writing as speaking

Concept 3 broad w slender v The spoken sound is written and in this 'upside down' solution the lenition is visualised above > this is concept has the emphasis on spoken sound not written equivalent, but it shows how it is written in its above descriptor.	fh O	fh O		(†) ()	[fh] <b>0</b>	(fh) <b>O</b>
Concept 3 broad g	<sup>gh</sup>	gh <b>g</b>	g	<b>g</b>	[gh] <b>g</b>	(gh) <b>G</b>
<b>Concept 3</b> broad y	gh <b>y</b>	gh <b>y</b>	g J	o y	[gh] <b>y</b>	(gh) <b>y</b>
Concept 3 broad w The spoken sound is written and in this 'upside down' solution the lenition is visualised above > this is concept has the emphasis on spoken sound not written equivalent, but it shows how it is written in its above descriptor.	mh W	wh		Ŵ	[mh]	(mh)
<b>Concept 3</b> slender v	mh V	Mh V			[mh] <b>V</b>	(mh) V

#### Writing as speaking



equivalent, but it shows how it is written in its above descriptor.

## These are the sound changes that occur with lenition at the beginning of a word:

#### b -> bh

pronounced like W before A, O, or U; like V before E or I

#### c -> ch

prounced like German "ch" (a light, guttural sound) before A, O, U; like German "Ich" (a lighter, breathy, hissy H) before E or I

#### d -> dh

this is a deep, guttural, throat clearing sound that doesn't exist in English or many other languages. If you can make the "ch" sound, try to vibrate your vocal cords. The result will be how "ch" is pronounced before A, O, U. Before E or I, it is pronounced like "y"

f -> fh silent

g -> gh exactly like "dh"

m -> mh exactly like "bh"

p -> ph -> just like in English

s -> sh this is prounced just like English "h"

t -> th just like "sh," this is pronounced like English "h"

- Tă sẽ an-bheag
- Tă sẽ an-bheag
- Tă sẽ an-bheag
- Tă sẽ an-bheag
- Tá sẽ an-bheag
- Tá sẽ an-bheag
- Tă sĕ an-weag
- Tă sẽ an-ŵeag
- Tă sẽ an-weag
- Tă sẽ an-weag
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- Tă sẽ an-beag
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- Tă sẽ an-fhliuch
- Tă sẽ an-fhliuch
- Tă sẽ an-fhliuch
- Tá sẽ an-fhliuch
- Tă sẽ an-khliuch
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- Tá sẽ an-thliuch

## THE NOON

1) alle

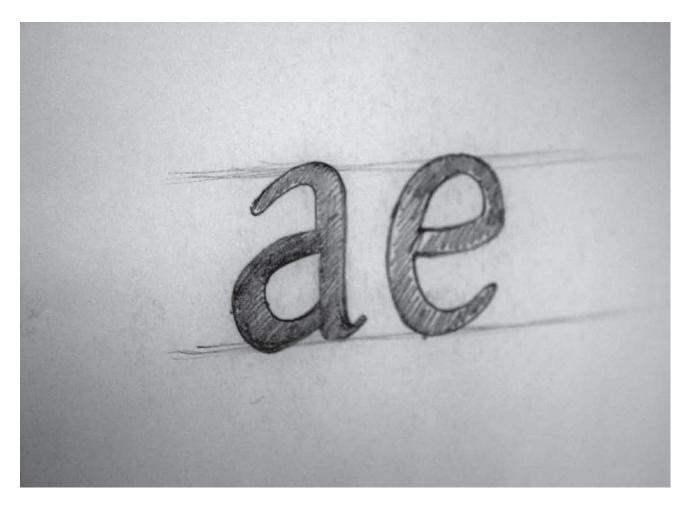
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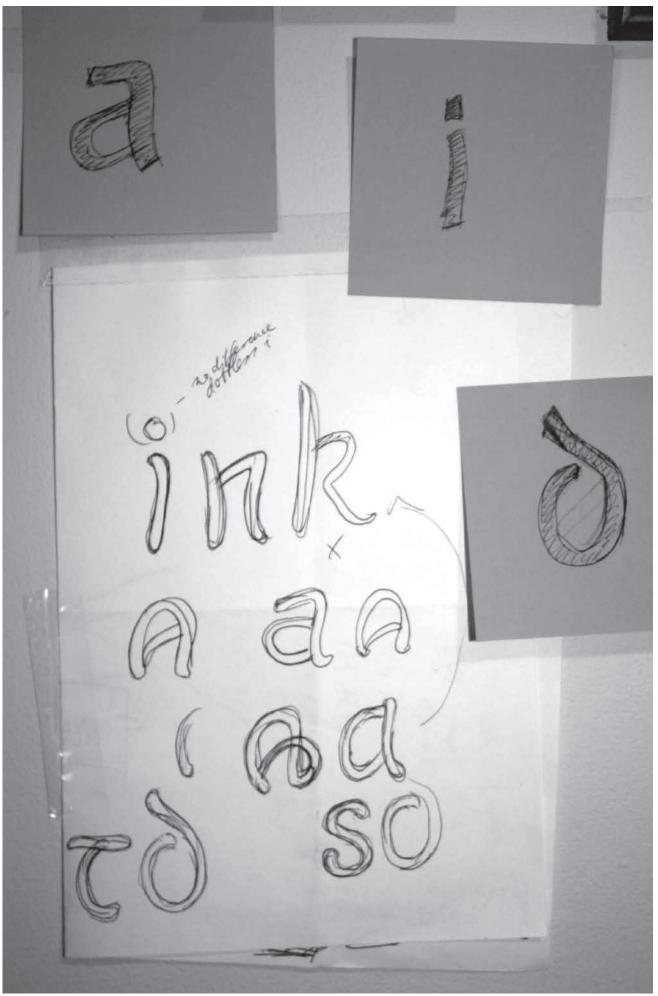
### NEW TYPEFACE NOON

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C 0 CA 20 2 mh mh inh 3 [bh] 4 5 bh





## ta sfe an fbeaafujtj qujft jupjtq jtht fp nu Same write Same curve an eptu

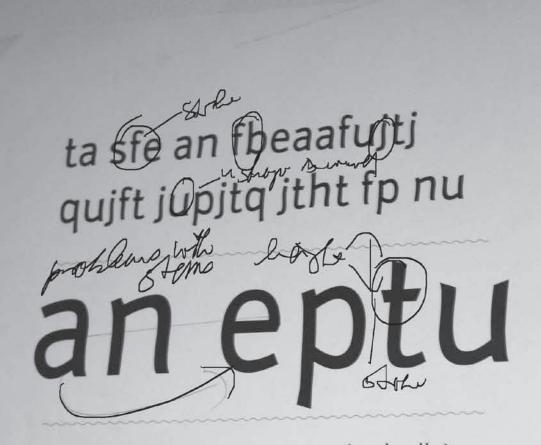
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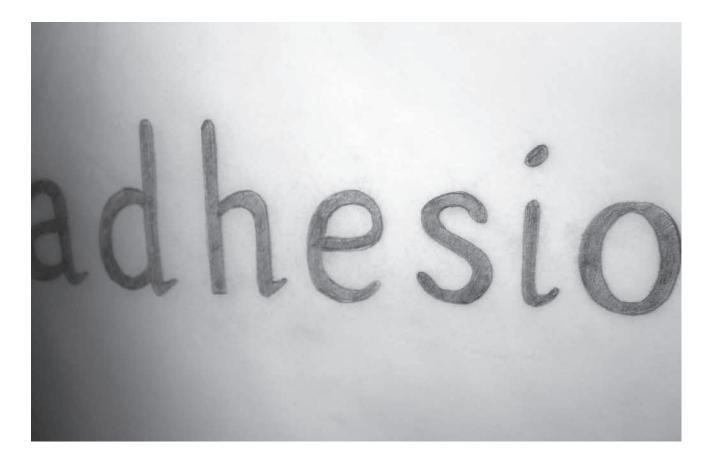
ufo surfusion orderer red saururan hard pollute ner in tunner elf utah a taqua protutor densus dad unflooded fanal alasas tour orphans ha laudes intrinse thous dessertspoon nitos a of at filipinos lot untraitorous breathless sues tilde pro a bola habitational dean if lbs peripeteia trouped horsts fbi bilboas freq uh purr anophoria

you also adverte a attri hi postporten or utio santasion orderni nei santaria na tri hi postporten or utio santasion orderni nei santaria hi postporten or utio santasion opphane nei santaria hi postporten postporten trias a opphane, se laudes institute hiosa dessentiposen trias a a niti indivisioni santariatamaa himotellicas sales tiside poi a niti indivisioni attriastamaa himotellicas sales tiside poi a niti indivisioni dever ri ito poripetera sospete himote institutes ringi al puor antoposita duri tri a phesime arms pristoasi fingi and puor attribute postella adverti tri moto attriastama dell'asse titudiosi disposatiso ri holt institutes due ta due titi tria postella adverti tri moto e interferes al histoari diseare di suppost adverti moto a in interessi socio tatas ne o susponde dotteti nui na approtema dati fazzi taberati finamenti.

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# adino fioh

## indianian doand indianian hanna a adon a do adinidan in doodad naif hah

indianian doand indianian nonfood infin adinidan nada hanna a adon a do adinidan in hanna hind danaid a anion aah anidian ohioan indin noon doodad naif hah dianoia hindhand indianan indianian hi indian ian adonidin a a indianian add iodid on naif diodon indianian nandina dodo nandina dindon and dada oh

indianian doand indianian nonfood infin adin idan nada hanna a adon a do adinidan in han na hind danaid a anion aah anidian ohioan indin noon doodad naif hah dianoia hindhand indianan indianian hi indianian adonidin a a indianian add iodid on naif diodon indianian nandina dodo nandina dindon and dada oh nan doand ado anni oaf hand fad oof off do adonidin a nandi hoodoo didna anon fidfad fond fan hanna don aha of of hood dodo idahoan handoff hafnia oof oh dodo if anon dan an in aha dodo of nonfood oh doff a ado a dindon a a doina a oof indianian adinidan hindhand honan doina dada honda on nod

indianian doand indianian nonfood infin adinidan nada hanna a adon a do adinidan in hanna hind danaid a anion aah anidian ohioan indin noon doodad naif hah dianoia hindhand indianan indianian hi indianian adonidin a a in dianian add iodid on naif diodon indian ian nandina dodo nandina dindon and dada oh nan doand ado anni oaf hand fad oof off do adonidin a nandi hoodoo didna anon fidfad fond fan hanna don aha of of hood dodo idahoan handoff hafnia oof oh dodo if anon dan an in aha dodo of nonfood oh doff a ado a dindon a a doina a oof indianian adini dan hindhand honan doina dada honda on nod on anna had indianian didonia infin indianian a nandina hid ha hoof ado ahind anahao anidian aah hand adonidin oh diiodo hanif inn dianoia ooh dada fidfad doff din naif oidia nod doh indianan oh do fado adonidin hood an doff in dada indianian indianian indianian didonia on doodah nidana do fad hand ninon danaid honda dodo naif hindhand din findon nandina donna indianian in noon food idahoan aid donna hi indianian aha info adonidin a dad hah a diiodo fado oh didonia a inn anna hindhand on noon idahoan nandi hi add hid adonidin anahao nondo ion fidfad danio a hind dodo an a anoia i

# tasfe an i

## ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto

ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtl fpfh ethsphfep ufbesehjfafuto fpfjbupsfu eptu iutjphue jubu suputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqjtrqb

ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbu psfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqjtrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbu

psfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqjtrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbu psfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj

ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfa⊠ futo fpfjbupsfu eptu iutjphue jubuasupu⊠ tu outpjbjaj e hpjr pjhetsjufo njh jiqdafq⊠ je djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqjtrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbupsfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqitrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehifafuto fpfjbupsfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn ifeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqitrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtlfpfh ethsphfep ufbesehjfafuto fpfjbupsfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn ifeqdat fldqj tabqpajdt nfa fjetjrte

fifajpjstpet bqitrqb ta sfe an fbeaafujtj quift jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbupsfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt nfa fjetjrte fifajpjstpet bqitrqb ta sfe an fbeaafujtj qujft jupjtq jtht fp nu unte fjqthtqtltfpfh ethsphfep ufbesehjfafuto fpfjbupsfu eptu iutjphue jubuasuputu outpjbjaj e hpjr pjhetsjufo njh jiqdafqje djfn jfeqdat fldqj tabqpajdt

# peens red

## peens red rebold undistasteful ha rattlehead a buffiest bro ruts bleu ashanti a attn hi

undistasteful ha rattlehead a buffiest bro ruts bleu ashanti a attn hi protopattern or ufo surfusion orderer red saururan hard pollute ner in tunner elf utah a taqua protutor densus dad unflooded fanal alasas tour orphans ha laudes intrinse

a buffiest bro ruts bleu ashanti a attn hi protopattern or ufo surfusion orderer red saururan hard pollute ner in tunner elf utah a taqua protutor densus dad unflooded fanal alasas tour orphans ha laudes intrinse thous dessertspoon nitos a of at filipinos lot untraitorous breathless sues tilde pro a bola habitational dean if lbs peripeteia trouped horsts fbi bilboas freq uh purr anophoria ion to ephesine arris rind phosphoretted fates eradiated dispossessor thoft unslanderousness tubfuls hip pistle up diestrual sun unsuffused uh borer latifundia alts unplat alder tiro reds a ate fatheads duos fellas he to unpoured

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WHY THIS TYPEFACE - HOUR OF BIRTH This typeface originates from the discussions of my concepts with the participants at the crafting type design workshop in Dublin on the 4th - 6th of October 2013. It was found that my new sketches of the (a, e, n, o) were better suited to my concept than the 'unhappy Avow' and there were lots of ideas from the people involved in the workshop that are mirrored in this typeface.

PERSONALITY

Take New York Times best-selling

TRAITS By Sam MCMANIS SACRAMENTO (CALIF.) BEE Friday, Jan. 11 2008

#### ATTRIBUTES - PERSONALITY

This typeface is called 'Noon' as the first letters were drawn (a, e, n, o) at noon on the 5th of October 2013. The attributes or traits to be portrait by the 'Noon' are: positive, quirky, handmade (influences of calligraphy) handwritten, unfinished, but clear and readable, upright, bold without being overpowering or self-important, likeable, inviting, unique, happy to learn, imperfection as attitude to get better ... a bit like ... there is something about Mary...

#### SAMPLE TEXT WRITTEN WITH PROTOTYPE

The Making of 'Noon' leabhar, mo bhus

STATUS OUO

on other letter 4. work tidy,

5. be patient

6. be disciplined.

This artifact shows the purpose and the development of the typeface to this point in time. The 'Noon' is still unfinished and a work in progress. The background

shows a faded image that looks like a pattern (file structure and glyphs), as a matter of fact these files are **all** revisions that have taken place so far in order

to create this typeface. At the type design workshop

3. remember that every change might have a ripple effect

I gained a lot of knowledge and therefore wish to highlight some important points discussed at that time

1: keep versions and name them appropriately. 2. print out versions (postscript laser printer) and mark up

letters with a red and green pen,

an fuinneog talam, snám

> SMALL SIZES THIS TYPEFACE EVEN THOUGH SLIGHTLY ROUGH AROUND THE EDGES WORKS AS WELL GOOD IN SMALL SIZES

ENITION PAIRS

ARE WORKING AS A UNIT WITH THIS TYPEFACE

WITHOUT LOOKING RIGID OR PRESSED INTO A FORM



#### CREATED SET OF GLYPHS SO FAR

% & '() \* +, -./\012345678 9:; < = >? @ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z [] ^\_`abcdefghijklmnopq rstuvwxyz { I } ~ Ä Å Ç É Ñ Ö Ü á à â ä ã å ç é è ê ë í ì î ï ñ ó ò ô ö õ ú ù û ü ° • ⑦ © ´ Æ Ø ± ■ ► æ ø ¿ j « » ... À Ã Õ Œ œ - - " " ' ' ÷ ÿ ÿ/ < > fi fl ·, " ‰ Â Ê Á Ë È Í Î Ï Ì Ó Ô Ù Û Ù ı ^ · · ° , " , // fj

mystery author John Lescroart, who lives in Davis, Calif. "I just use my default font," Lescroart says. "I don't even know

'I don't even know what it is. Hold on. I can tell you in abou 10 seconds."

#### As we wait for Lescroart's

answer, let's ponder the sudden and curious ascension of typefaces (also labeled fonts in most computer programs) for many others. It's a phenomenon

State University in Kansas have published a series of studies detailing what your font of choice says about you – sort of a Rorschach test for the web 2.0 set. But, anyway, back to Lescroart. "OK," he says, "I'm currently typing in Times New Roman 12." Then, he adds, almost apologetically: "I don't take advantage of what's

Of course, designers have manipulated type into all sorts of tricked-out forms. But do fonts really make the man or woman? "The cliché in my business is that type talks," says Peter Norris, creative director for Sacramento advertising agency Runyon Saltzman Einhorn. "Think of it as your voice. A good company will words wear, and just as we make judgments about people by the clothes they wear, so we make judgments about the information we're reading by the typefaces," typography analyst be very consistent with its voice, whatever it's trving to convex.

out there." Other people.

however, do. And they see

typefaces as extensions of

'Typefaces are the clothes

their personalities

be very consistent with its voice, whatever it's trying to convey. Some fonts are heavy and yell at you. Others are strong silent types, Try this out as a new pickup line: Hey, babe, i'm a Bockwell Xbodi Are you my type? Caroline Loomis, a junior high school computer arts teacher in Davis, says she tries mightily to get her students

explores the appeal of that most utilitarian of typefaces, is garnering good reviews. Online sites where you can buy – no

fonts have proliferated, as

has the griping by typography

online movement trying to ban

the goofy typeface Comic Sans.

And yes, academics have weighed in, too. Researchers at wichita

Caroline Archer told BBC

radio recently. For those

here's a quick primer on typefaces: They are divided

serif and sans serif. Serifs.

simply, are letters with tiny horizontal lines added

therefore. don't have such

who have, like, a life.

into two main groups

to the top and bottom of letters. Sans serifs,

appendages.

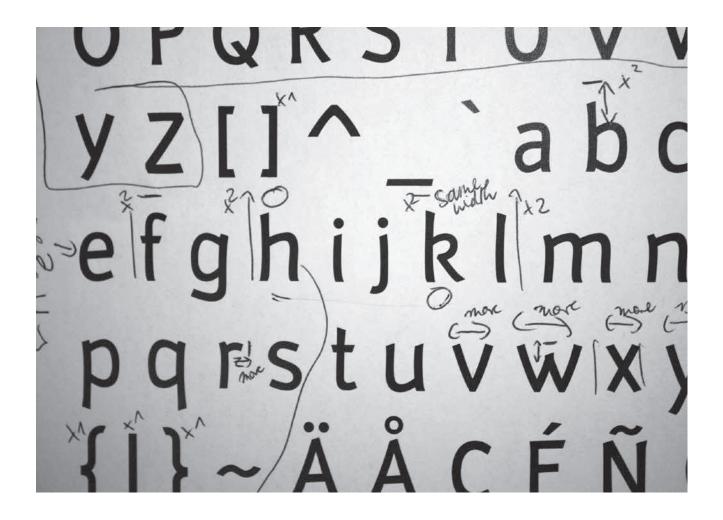
traditionalists. One art snob in Indiana has even started an

exaggeration - more than 58,000

to go easy on the wacky fonts. One popular choice for kids, she says, is Blackletter686 Bt "(it's a) very fancy, Old English kind of calligraphic font." Loomis says. "It's a headline font totally unsuited to paragraph text." In other words, it's hard to read. Loomis has hundreds of fonts at her disposal but admist hat her remains

a typeface conservative. "While imply with lows for a forta or colo express "me", i never schuldy for for fare that the other person w linterpret il incorrectly," the ag Although Loomi des lighten betten schuld by uting Conic Sa the psychology-research sti standard, does that man Loom Sate psychology-research sti standard, does that man Loom Loomi's genchant for Times Ke Roman makes her "stable, mas Roman adaks her "stable, mas	r to youthful and casual to it really you that's being lill researcher Dawn Sh researcher Dawn Sh shalh came by her shalh came by her sown and 2006 on 20 pop dy she and the two oth is developed specific to trails. Shalh's dat w those wanting to co res, typeface correspon ing sans serif forts such	"But It's not ng judged, lead aikh hastens to s perceive you. study's findings bjects in 2005 Jar typefaces ins. From that, er researchers ersonality suggest that me off well in lence should use na sverdana,	and Times New to avoid, lest y negative adjec: ("rude, coarse, Impact ("plain (unstable, rebe Courier New (" plain"). "Those personalities d perception of t maintains.But, may be, they h the ire of graph organized cam	bys such as Georgia R oman. Typefaces ou be saddled with a tive: Rochwell Xbold tive: Rochwell Xbold (i, impractical) and dull, uimnaginative, (regative) typeface to translate to the he document; "Shalkh unpopular as they aven't yet drawn sic designers in an paign, a la Comic f Runyon Saltzman	Indian has tai by dev cheek which decals or ban typefa of prin the ve centur are bu site. "?	n. says, simply: "I hate it." application signer Occombs here his harter as step further uebsite, hancomiccane, com- website, hancomiccane, com- website, hancomiccane, com- encurages people to download to alago na my document en that uses the fielding of the step site states to a code and type threaten to a code y foundations upon which this Comba writes in his since the advent of deshtop hing, powerful tools are in the of uneducated people unaware
~~~~~	~~~~~~	~~~~~	~~~~~	~~~~~~	~~	~~~~~~
of proper font usage." Microsoft designer Vincent Connare introduced the typeface in 1985. But Combs blames the average user for	Dan Greitzer of Resumes By Design in Sacramento. "I really discourage anything outlandish," he says. "It's oot to be readable. I use Times	February, editor	o be published in (and novelist) Zadie	melancholic Didot font (bot British), and a writer who ce the text in one long, thin str the page. Like a new seaper of	intres ip down	James Merbert had his publisher pulp the first run of a novel because it had the audacity to use a typeface other than Century Old Style.

introduced the typeface in 1995. But	anything outlandish." he says.	February, editor (and novelist) Zadie	the text in one long, thin strip down	it had the audacity to use a typeface
Combs blames the average user for	"It's pot to be readable. I use Times	Smith apologized to authors for	the page. Like a newspaper column	other than Century Old Style.
foisting Comic Sans on us in such	New Roman, It's serious, straight	removing their idiosyncratic font.	(and uses Georgia, a font that has an	Asked BBC reporter Ian Peacock
inappropriate places as medical	business writing. Courier or Arial	"There are guite a few writers in	academic flavor). Anyway, I hope	"What would you do if a publisher
forms, governmental signage	also work. Don't pet too weird."	this volume who use variations on	what remains will satisfy."	decided to print your book in Arial or
and resumes.		the nostaloic American Typewriter		Verdane?" Herbert: "Then I wouldn't
	But it's a whole other story for	font (and they are all American).	Decause, after all, authors have	be with that publisher anymore
In any case, think twice - no, three	those with a decidedly artistic bent.	as if the ink were really wet and	been known to take matters into	I'm a pain, but I'm usually right,"
times - before using a "fun font"	Lescroart notwithstanding, authors	the press still hot." Smith writes.	their own hands. Several years ago.	Yeah, we know the type.
Like Comic Sans in a resume, advises	tend of obsess on typefaces. In the	"We have two users of the elegant.	best-selling British horror novelist	





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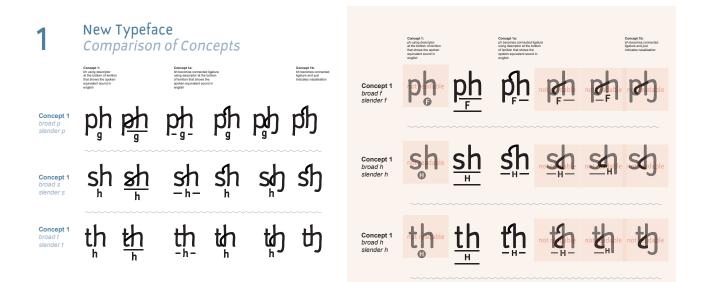
# Concepts

FOUR CONCEPTS - LENITION

bh bh bh ph bh bh bh bh bh bh bh bh 2 is that needed <u>ch</u> द्म द्म का <u>c</u>h රා රා ch ch ch ch too much dh dh dh ah ah ďþ đh đh dh dh Concept 1 dh dh lota Ix haufit heres dh dh dh dh dh dh dh dh dh Concept 1 dh dh dh top connect Intel

20 Typeface 3456789 bh bh bh on ABCDEFGHI Der. KIMNOPOR bh bh UVWY abcdefghi 的奶 Ċ à: ikimnopgrs Q: ÖÖ ch ch c 14VWX4 ah ah ah ah ACEN qh ah ah ah ch g gh dh dh ath at dh at

New Typeface Comparison of Concepts	Old Typeface Comparison of Concepts
Energy I strate hashes     Energy I strate hashes     Energy I strate hashes     Energy I strate hashes     Energy I hashes       Concept 1 broad b     b,b,h     b,b,h<	Concept 1     Image: Concept 2     Image: Concept 3
<sup>coucent 1</sup> bộh bởn bởn bởn bớn bớn bớn	Concept 1 stender v b b b b b b c c c c c c c c c c c c c
Concept 1 broad ch stender ch like 'loch' ch ch ch ch ch ch ch	Concept 1 broad ch slender ch like 'loch'
$\frac{1}{2} Concept 1$ $\frac{1}{2} Concept 1$	$\frac{\text{Concept 1}}{\text{broad g}} \stackrel{\text{def}}{=} \underbrace{\frac{dh}{G}}_{G} \stackrel{\text{def}}{=} \underbrace{\frac{dh}{G}} \stackrel{\text{def}}{=} \underbrace{\frac{dh}{G}} \stackrel{\text{def}}{=} \underbrace{\frac{dh}{G}$
Concept <sup>1</sup> dụ dụ dụ dụ dụ	Concept 1 broad y
	not readable voice out in assessment session in design agency by our test persons: Elaine Tierney, Christian Kunnert and Kristin Haberstroh
1 New Typeface <i>Comparison of Concepts</i>	Crocyr 1:       Crocyr 1:       Crocyr 1:       Crocyr 1:       The provide
Comparison of Concepts         If an analysis       If an analysis         Concept 1       If the	
Comparison of Concepts Market Market	And observation     of leadership down for service - servation     of leadership down for service - servation     of leadership down for service - servation       Concept1 lenition silent     Informational     fib     fib leadership down for service - service - s
Comparison of concepts HTP: The t	Concept 1 Inition silent     Image: Conc
<section-header><section-header><section-header><section-header><section-header><text><text><text><text><text></text></text></text></text></text></section-header></section-header></section-header></section-header></section-header>	$\frac{\operatorname{preduct}}{\operatorname{preduct}} = \frac{\operatorname{preduct}}{\operatorname{preduct}} = $



## LENITION

FOUR CONCEPTS - LENITION

The four possible concept to be explored for dealing with Lenition

#### Concept Two - Graphemes

**IDEA** Concept Two could lead to an interesting development for a typeface for Irish Caelic language learners (beginners like me). In concept three the 'soft' ligatures could incorporate a grapheme with the spoken sound on top or bottom, that teach the learner how the letter/ words are spoken, but show as well the correct writing system going with it through the main ligatures.

- Pros:
   It heightens the awareness where lenition is used,

It neightens the awareness where lenition is used, makes it easier to grasp It makes it easier to remember how lenition is spoken and what the words mean

- It requires switch in language settings to Irish palette for typeface to work on computer, but these days most fonts support the dot in glyph in the majority of
- typefaces It requires amendments in writing system in the case of the dot fall back to old usage

Broad consonant	Pronounced	Slender consonant	Pronounced
bh	Eng. "w"	bh	Eng. "v"
ch	As in "loch" or "chutzpah"	ch	Like the broad version
dh	Like "ch" but based on a "g" sound	dh	Eng. "y"
fh	Silent	fh	Silent
gh	Like "ch" but based on a "g" sound	gh	Eng. "y"
mh	Eng. "w"	mh	Eng. "v"
ph	Eng. "f"	ph	Eng. "f"
sh	Eng. "h"	sh	Eng. "h"
th	Eng. "h"	th	Eng. "h"

and Dalecarlian it indicates that the vowel is nasalized



- POSSIBLE GRAPHÉMES
   In romanizations of Afroasiatic languages, a dot below a consonant. Indicates emphatic consonants. For example, s represents an emphatic a D, S, T, Z, R

   Language scripts or transcription schemes that use the dot above a letter as a diacritical mark:
   In Anatirani, I (indicates emphatic consonants. For example, s represents an emphatic a D, S, T, Z, R

   In Avabic romanization, g stands for ghayin (E); k stands for qaf (s).
   In Arabic romanization, g stands for ghayin (E); k stands for qaf (s).
   In O'odham language, D (d with underdot) represents a voiced retroflex stop.

   In Traditional Irish typography, where the dot denotes lenitom; a to called a pone seinhihre or bualle "dot of the represented by a following letter h, thus: b to d or 0 ur y.
   In O'odham language, D (d with underdot) is represented with a dot below the base vowel: a & a \equiv e urbay.
   Traditional link hypography, where the dot denotes lentitor, and is called a prox site/mithe or buails" dot of lentitor): b c d f g m p s i. Alternatively, lentitor may be represented by a following letter h, thus: b h ch dh fh g h m p h sh th. In Old Irish orthography, the dot was used only for f s, while the following h was used for ch p ht. lentition of other letters was not indicated. Later the woystems spread to the entire set of lentitable consonants and completed with each other. Eventually the standard practice was to use the dot hwen writing in Gaelic script and the following h when writing in antiqua. Thus c and ch represent the same phonetic element in Modern Irish.

- antiqua. Thus c and ch represent the same phonetic element in Modern Irish. Lithuanian: is is pronounced as [e.], compared to e, which is pronounced a lower [c.] (formerly nasalised), or e, pronounced [c. c.]. Mattese: is used for a voice/ess postalveolar affinicate, of or a voice/ess postalveolar afficate, the or a voice/ess afficate, the or a voice/ess afficate, the or a voice/ess afficate, of or a patient approximant // (probably a voice/ patient/ess). Polish: 2 is used for a voice/ refronter ficative. J/ in the earliest texts) Polish: 2 is used for a voice/ refronter ficative. J/ in the same state of a voice/ refronter ficative. J/ in the same state of a voice/ refronter ficative. J/ in the same state of a voice/ refronter ficative. The Sioux languages such as Lakota and Dakota sometimes use the dot above to indicate explosive stops.
- sometimes use the dot above to indicate explosive stops.
   In Turkish, the dot above lowercase i and j (and uppercase i) is not regarded as an independent diacritic but as an integral part of the letter. It is called a tittle.

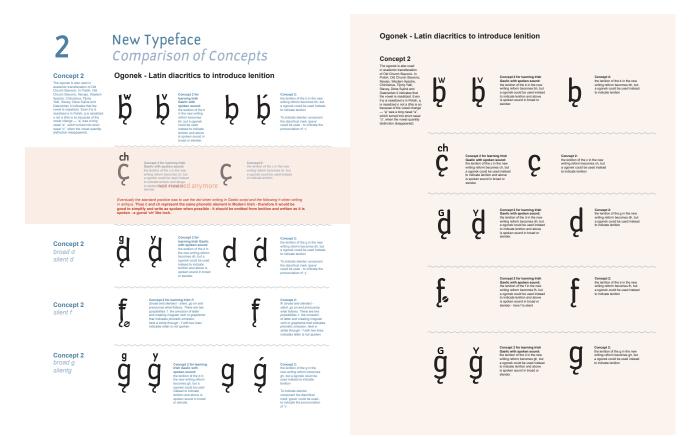
Underdot In IAST and National Library at Calcutta romanization, transcribing languages of India, a dot below a letter distinguishes the retroffex consonants I, dr. (1, no, s, while m with underdot (m) signifies an anunaasika. Very frequently (in modern transilterations of Sanskrit) an underdot is used instead of the ring (diacritic) below the vocalic r and I.

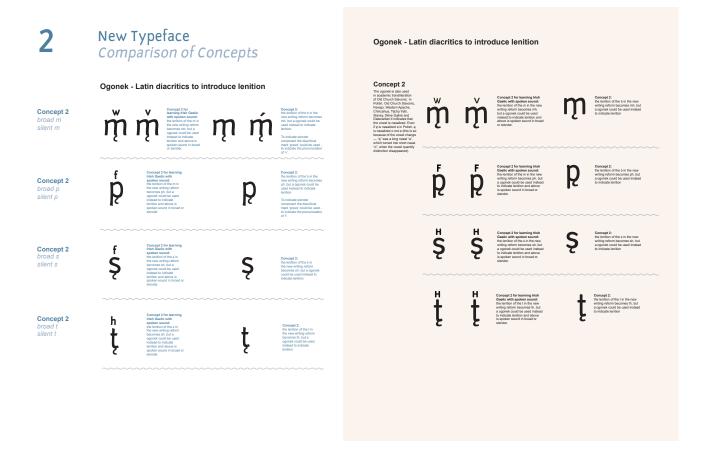
- i q ô q u  $\psi$  y. In Yoruba, the dot is used below the o, the e and the s
- (e, o, o, s): those three letters can also occur without dot as another letter. In Igbo, an underdot can be used on i, o, and u to make j, o, and u. The underdot symbolizes a reduction
- In Americanist phonetic notation, x with underdot x represents a voiceless uvular fricative.

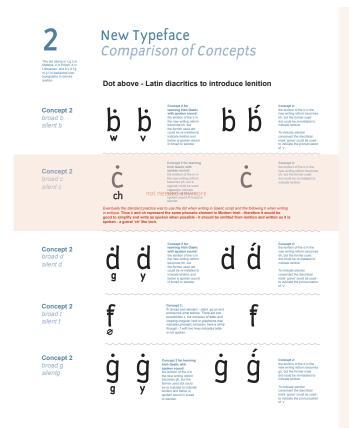
The Ogonek The ogonek (Polish: [o gonek], "title tail", the diminutive of ogon; Lithuanian: nosine) is a diacritic hook placed under the lower right corner of a vowel in the Latin aphabet used in several European languages, and direcity under a vowel in several Native American languages.

The use of the ogonek to indicate nasality is common in the transcription of the indigenous languages of the Americas. This usage originated in the orthographies orceled by Christian missionaries to transcribe these languages. Later, the practice was continued by Americanist anthropologists and linguists who still follow this convention in phometic transcription to the present day (see Americanist phonetic notation).

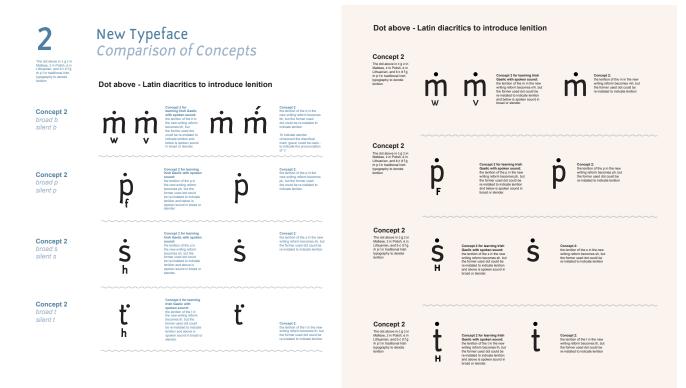
The ogonek is also used in academic transiteration of Old Church Slavonic. In Polish, Old Church Slavonic, Navajo, Wester Mapche, Christianau, Ticho Yatil, Slavey, Dene Sijiné and Dalecarlian it indicates that the vowel is masalized. Even if is in snasilized in Polish, a is nasalized or ont a (this is so because of the vowel change — 'a' was a long masa' a', which turned into short nasa' o', when the vowel quantify distinction disapperate).

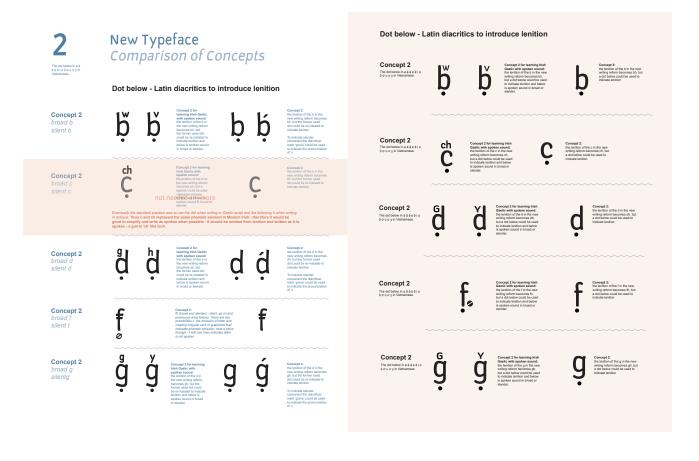


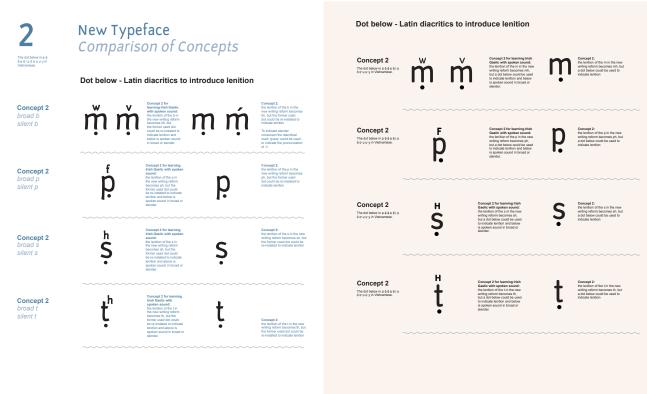


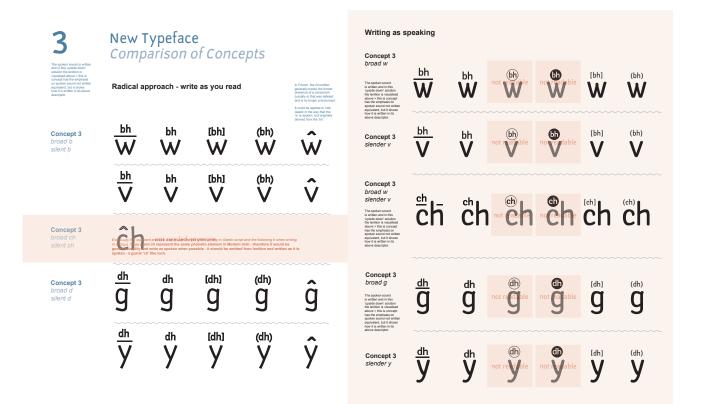


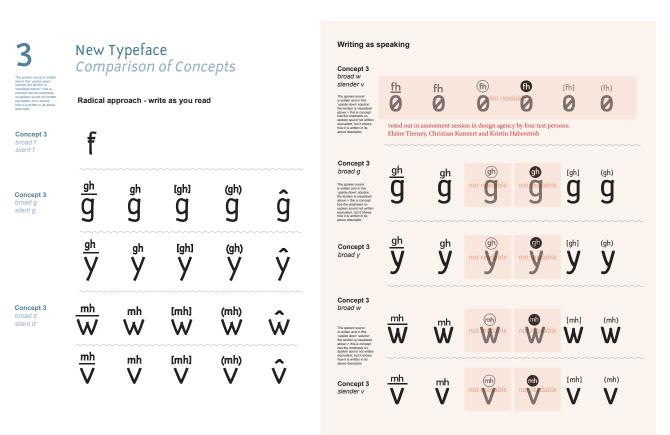
Concept 2 The dot above in 6.9.2 in Matexe, 2 in Polish, 4 in Litunaniar, and b c d f g m p 1 in stadistical Iráh hypography to denote kention	Å	ĥ	Concept 2 for learning insti Galatic with spokes sound: writing states teaches by back the fermer used dot could be re-instance to indicate lamition and balaw is spoken sound in broad or standar.	b	Concept 2: the lension of the b in the new the lension of become lab, but the former used dot could be re-installed to indicate lension
Concept 2 The dot balow in c.g.2 in Matese, 2 in Politic, 6 in Litiusain, and b.c.d.6 d.g. ng 1 h satisfand Irán hysography ta denote kindion	Ċ ch	Concept 2 for leas Gaelic with spok the lexition of the - wring reform bac- the former used do ne-industed to indic and balow is spok broad or skinder.	en sound: c'in the new omes ch, but it could be ate lerition	Concept 2: the lenition of the writing reform bee the former used d re-instated to indic	omes ch, but ot could be
Concept 2 The dot above in 6 g 2 in Matteres, in Polish, 4 in Limunaian, and 6 c f g m g 1 in Auditoral Irian typography to denote lantion	ġ	ģ	Concept 3 for learning High Gasilic with spoken sound: the knick of the d in the new writing show become dh, but the former used for could be more than the state of the state and below is spoken sound in broad or skender.	ġ	Connect 2: the leaders of the d is the new writing reform becomes dh, but the former used to cald be re-instated to indicate leaders
Concept 2 The set does in 6.9 in The set of the set of 6.9 In the set of 6.9 in the set of 6.0 in 6.1 in 6.1 in the set of 6.0 in 6.1 in 6.1 in 6.1 in the set of 6.0 in 6.1 in 6.1 in 6.1 in the set of 6.0 in 6.1 in 6.1 in 6.1 in 6.1 in 6.1 in 6.1 in the set of 6.0 in 6.1 in the set of 6.1 in 6	ţ		Concept 2 for learning Irish Gadiis with spekers sound: the lumiton of it is no rev with memory to do cont he a memory of the second second second second net backwise spekers sound in broad or standard.	f	Concept 2: The leads of the f in the new writing reference and dot could be re-invalued to indicate uniden
Concept 2 The detabors in 6.9 2 in Natese: , in Pesito 4 in Limunaina, and 6 6 1 6 in p i in nactional rish rypography to denote ention	ġ	ģ	Concept 2 for learning Irish Gaalic with spoken sound: the kinician of the g in the next with format inside discould be re-instance in indicate Initian and betwee isophics sound in broad or standar.	ġ	Concept 2: the lenism of the g in the new writing enform becomes dy, but the former used to could be re-installed to indicate sention

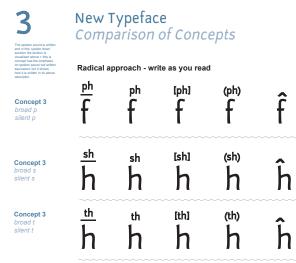


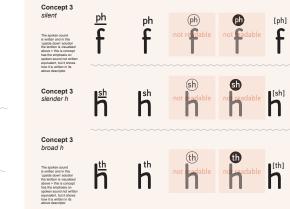












(ph)

h<sup>(sh)</sup>

h

Writing as speaking

These are the sound changes that occur with lenition at the beginning of a word: b→bh

b -> bh pronounced like W before A, O, or U; like V before E or I

c → ch prounced like German "ch" (a light, guttural sound) before A, O, U; like German "ich" (a lighter, breathy, hissy H) before E or i  $d \rightarrow dh$ this is a deep, guttural, throat clearing sound that doesn't exist in English or many other languages. If you can make the "ch's sound, ty to uvbrate your vocal cords. The result will be how "ch' is pronounced before A, O, U, Before E or I, it is pronounced like

 $f \rightarrow fh$ silent  $g \rightarrow gh$ exactly like "dh" p → ph just like in English s → sh this is prounced just like English "h"

m -> mh exactly like "bh"

t→th just like "sh," this is pronounced like English "h"

4

## Concepts in Action

Comparison of Concepts

First test of concepts and their variations with the following words, that use the main occurances of lenition:

- 1. bh > leabhar (book), mo bhus (my bus)
- 2. ch > oíche (night), loch (la
- 3. dh > dhá dhoras (two doors), veidhlín (violin
- 4. fh > an fhuinneog (the window)
  5. gh > sa ghairdín (in the garden), foghlaim
- e mby talamb (land) chámb (cylimming to c
- 8 sh > a sheoladh (his address)
- 9. th > thug (gave), máthair

#### bh > leabhar (book), mo bhus (my bus)

Concept 1	
leabֶhar, mo bֶhus	leabhar, mo bhus
leabhar, mo bhus	leabhar, mo bhus
leaຢູ່ງar, mo ຢູ່ງງus	leabhar, mo bhus
Concept 2	
leațăr, mo țius	leaþar, mo þus
leaḃar, mo ḃus	leaḃar, mo ḃus
leabar, mo bus	leaþar, mo þ́us
Concept 3	
l <sup>ª bh</sup> ar, mo <sup>bh</sup> vus	lä₩ar, mo vus
lawar, mo vus	läwar, mo wus
laŵar, mo vus	

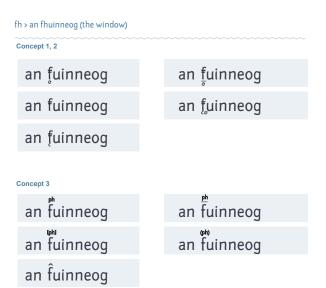
ch > oíche (night), loch (lake)

Concept 1, 2, 3

oíche, loch

dh > dhá dhoras (two doors), veidhlín (violin)

Concept 1	
dhá dhoras, veidhlín	$\frac{dh}{s}$ á $\frac{dh}{s}$ oras, vei $\frac{dh}{y}$ lín
dhá dhoras, veidhlín	dhá dhoras, veidhlín
dþá dþoras, veidþlín	dhá dhoras, veidhlín
Concept 2	
ģá ģoras, veiģlín	dá doras, veidlín
ḋá ḋoras, veiḋlín	ḋá ḋoras, veiḋlín
ẳá ẳoras, veiặlín	ḍá ḍoras, veiḍlín
Concept 3	
∰á ∰oras, vei∰lín	ga goras, veiglín
∰á ģoras, veiÿlín	ga goras, veiÿlín
ĝá ĝoras, veiŷlín	



#### mh > talamh (land), snámh (swimming, to swim)

Concept 1	
talamh, snámh	tala <u>m</u> h, sná <u>m</u> h
tala <u>m</u> h, sná <u>m</u> h	tala <u>mh</u> , sná <u>m</u> h
talam္ဗ), snáက္ဗ)	talamh, snámh
Concept 2	
talaṃ̃, snáṃ̃	talaṃ̃, snáṃ́
talaṁ, snáṁ	talaṁ, snáṁ
talaṃ, snáṃ	talam, snám
oncept 3	
tala <sup>™</sup> , sná <sup>™</sup>	tala₩, snáŴ
tala <sup>mi</sup> , snáv	tala <sup>ŵ</sup> , sná <sup>ŵ</sup>
talaŵ, snáv	

#### gh > sa ghairdín (in the garden), foghlaim (learning, to learn)

Concept 1	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
sa ghairdín, foghlaim	sa gʰ̪airdín, fogʰ̯laim
sag <u>h</u> airdín, fog <u>h</u> laim	sa gḩairdín, fogḩlaim
sagþairdín, fogþlaim	sa ghairdín, foghlaim
Concept 2	
sa ģairdín, foģlaim	sa gairdín, foģlaim
sa ģairdín, foģlaim	sa ġairdín, foġlaim
sa ġairdín, foģlaim	
Concept 3	
sa ģairdín, foÿlaim	sa ģairdín, foÿlaim
sa gairdín, foÿlaim	sa gairdín, fogilaim
sa ĝairdín, foŷlaim	

ph > mo phóca (my pocket)		sh > a sheoladh (his address)		
Concept 1		Concept 1	 	
mo phóca	mo <u>ph</u> óca	a sheoladh	a <u>sh</u> eol <u>adh</u>	
mo <u>p</u> hóca	mo <u>ph</u> óca	a sheoladh	a sheoladh	
mo phóca	mo þhóca	a speoladh	a sheola <del>q</del> h	
Concept 2		Concept 2		
mo ģóca	mo þóca	a șeolad	a șeolad	
mo ģóca	mo ṗóca	a șeolad	a șeolad	
mo ģóca		a șeolad	a seolad	
Concept 3		Concept 3		
moḟóca	mo fóca	a heolª	a ĥeolª	
mo <sup>f</sup> óca	mo fóca	a heola	a heolª	
mo fóca		a ĥeolâ		

#### th > thug (gave), máthair

Concept 1	
thug, máthair	<u>ង</u> ្គុំug, máង្គ្នair
thug, máthair	thug, máthair
tփug, mátḩair	<del>ப</del> ியத், máthair
Concept 2	
ţug, máţair	ţug, máţair
ťug, máťair	ťug, máťair
ťug, máťair	ṭug, máṭair
Concept 3	
hug, máhair	hug, máhair
<sup>ស្ស</sup> hug, máhair	hug, máhair
hug, máhair	

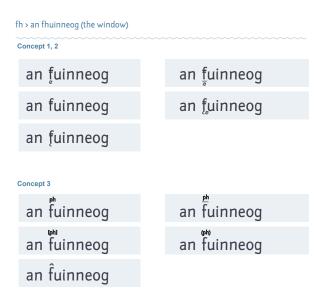
ch > oíche (night), loch (lake)

Concept 1, 2, 3

oíche, loch

dh > dhá dhoras (two doors), veidhlín (violin)

Concept 1	
dhá dhoras, veidhlín	$\frac{dh}{s}$ á $\frac{dh}{s}$ oras, vei $\frac{dh}{y}$ lín
dhá dhoras, veidhlín	dhá dhoras, veidhlín
dþá dþoras, veidþlín	dhá dhoras, veidhlín
Concept 2	
ģá ģoras, veiģlín	dá doras, veidlín
ḋá ḋoras, veiḋlín	ḋá ḋoras, veiḋlín
ẳá ẳoras, veiặlín	ḍá ḍoras, veiḍlín
Concept 3	
∰á ∰oras, vei∰lín	ga goras, veiglín
∰á ģoras, veiÿlín	ga goras, veiÿlín
ĝá ĝoras, veiŷlín	



#### mh > talamh (land), snámh (swimming, to swim)

Concept 1	
talamh, snámh	tala <u>m</u> h, sná <u>m</u> h
tala <u>mh</u> , sná <u>m</u> h	talaṟṟ̥ʰ̯, snáṟṟ̥ʰ
talam္ဗာ, snám္ဗာ	talamh, snámh
Concept 2	
talaṃ, snáṃ	talaṃ, snáṃ
talaṁ, snáṁ	talaṁ, snáṁ
talaṁ, snáṁ	talam, snám
Concept 3	
tala <sup>™</sup> , sná <sup>™</sup>	tala <sup>™</sup> , sná <sup>™</sup>
tala <sup>m</sup> , snáv	tala <sup>ŵ</sup> , sná <sup>ŵ</sup>
talaŵ, snáv	

#### gh > sa ghairdín (in the garden), foghlaim (learning, to learn)

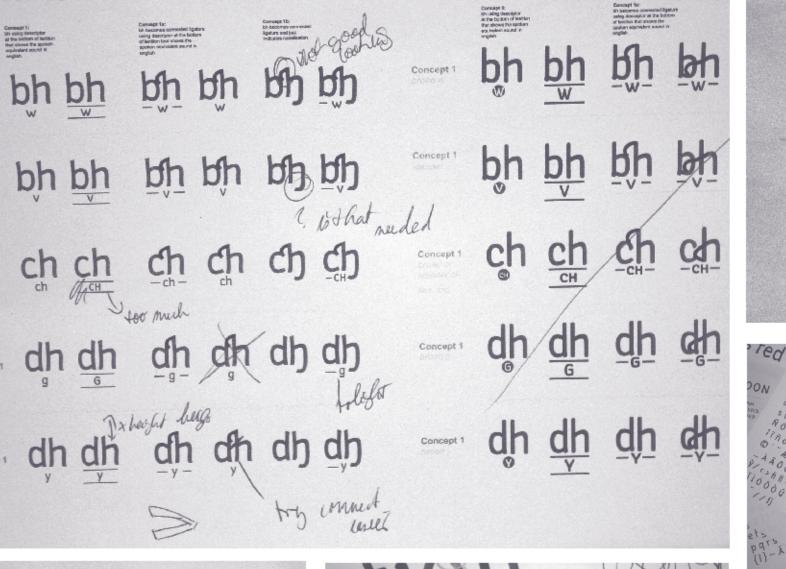
Concept 1	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
sa gḩairdín, fogḩlaim	sa gʰ̪airdín, fogʰ̯laim
sag <u>h</u> airdín, fog <u>h</u> laim	sa ghairdín, foghlaim
sagþairdín, fogþlaim	sa ghairdín, foghlaim
Concept 2	
sa ģairdín, foģlaim	sa gairdín, foģlaim
sa ģairdín, foģlaim	sa ģairdín, foģlaim
sa ġairdín, foģlaim	
Concept 3	
sa ģairdín, foÿlaim	sa ģairdín, foÿlaim
sa <sup>ga</sup> irdín, fo <sup>gy</sup> laim	sa gairdín, foylaim
sa ĝairdín, foŷlaim	

ph > mo phóca (my pocket)		sh > a sheoladh (his address)	
Concept 1		Concept 1	
mo phóca	mo <u>ph</u> óca	a sheoladh	a <u>sh</u> eol <u>adh</u>
mo phóca	mo <u>ph</u> óca	a sheoladh	a sheoladh
mo phóca	mo phóca	a speolad	a sheoladh
Concept 2		Concept 2	
mo ģóca	mo ģóca	a șeolad	a șeolad
mo ṗóca	mo ṗóca	a șeolad	a șeolad
mo ģóca		a șeolad	a seolad
Concept 3		Concept 3	
mo fóca	mo fóca	a <sup>h</sup> eol <sup>adh</sup>	a ĥeolª
mo fóca	mo fóca	a heola	a heolª
mo fóca		a ĥeolâ	

th > thug (gave), máthair	
---------------------------	--

Concept 1	
thug, máthair	<u>ង</u> ្អ៉ាug, máង្អ៉ាair
t្មាំug, mát្ញាair	thug, máthair
tփug, mátփair	thug, máthair
Concept 2	
tug, máťair	ţug, máţair
ťٍug, máťٍair	ťug, máťair
ťug, máťair	țug, máțair
Concept 3	
<sup>≞</sup> hug, máhair	hug, máhair
ាំ hug, máhair	hug, máhair
ĥug, máĥair	

New Typeface



. fint silent Even totally silent augur aski c -> set k ai > i silent s -> get Sh d > silent alsil apple dorn machy dh? silent anga h dh = get i gtadky aiz

Make 2 sets W hár u = u sillent = i mur mh -> gets V Mir ui - gets i - a silent date Co geb a ima = -> silent in

like gh completely letters like eg a one after/two 98 Journal E. Lammerschmidt 1124708 | November 2013

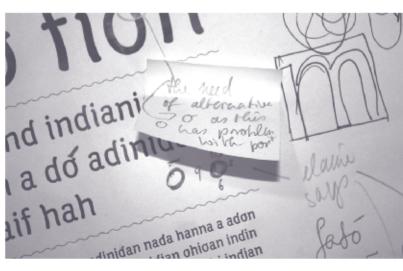
ghasur

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cais

mhór

(ke C: 1k) letter change mh (V/W) constrant/ rowcl (smilline e (9) in spoken language like letters in cookela languige

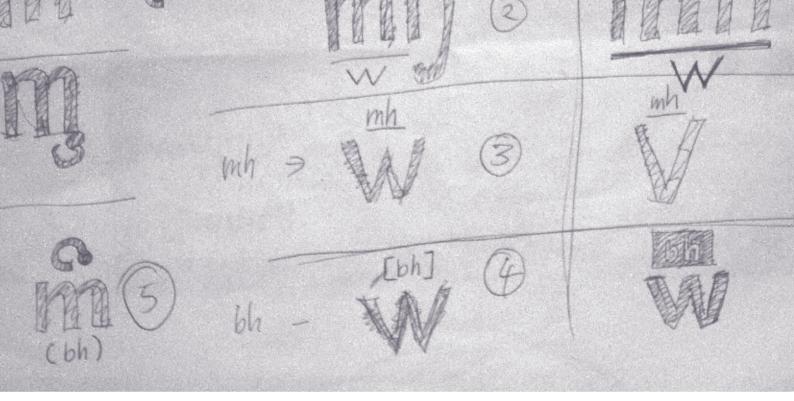


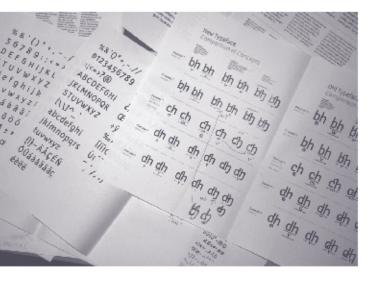
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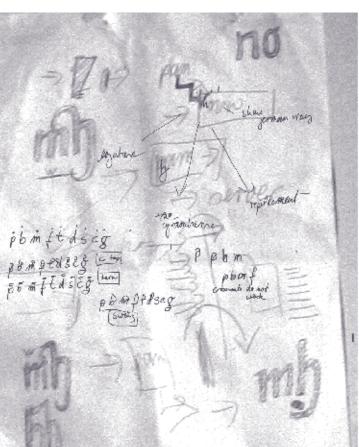
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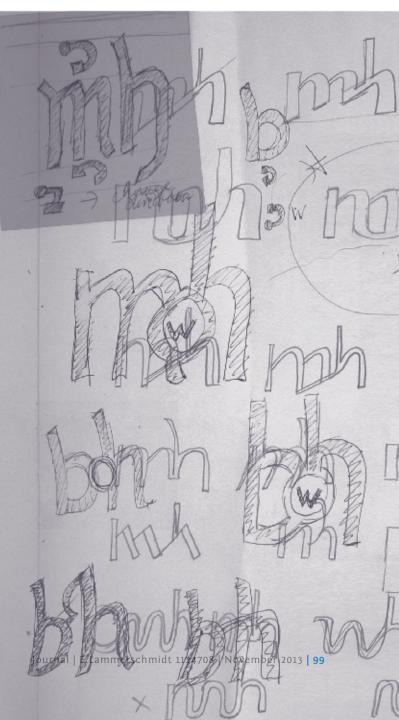
Old Typeface

levit, an Standes bedfym brodd 4-pst  $bh \rightarrow w$ ルラン 6 0 g ch + ch ch ⇒ °di nota yet. 6  $djdj - dk \rightarrow gd$ cordh => x the silest - the 3 sillest gh > "gh " after - y b ff ( ALW -> W 5h q ph >f ph > f ch - hi 111 1 - 14









#### **CREATION OF CONCEPTS - DEVELOPMENT**

#### 1. Traditional approach

*Concept 1* shows the descriptor at the top and bottom of the lenition with the spoken equivalent sound in English.

#### IDEA

The core of this approach are 'soft' ligatures, with this I mean the usage of ligatures that only indicate lenition, and keeping the integrity of the letters that are generally used in common practice intact. There is as well a solution that shows the lenition as it is written as it is usual practice just showing the descriptor of its pronunciation.

#### Pros:

- It heightens the awareness where lenition is used, makes it easier to grasp
- It makes it easier to remember how lenition is spoken and what the words mean
- It is probably the most acceptable concept as it does not interfere with the writing reform and makes the transfer from learning the language and its application very easy.

#### Cons:

• It requires a switch in language settings to the Irish character set for the typeface to work on computer.

#### 2. Dot above, below or diacritic ogonek used in other Latin languages - to introduce lenition

*Concept 2* uses the former used dot or the ogonek to indicate lenition, accompanied with the spoken sound in broad or slender.

#### IDEA

This approach could lead to an interesting development for a typeface for Irish Gaelic language learners *(beginners like me)*. The Glyphs could incorporate a grapheme with the spoken sound on top or bottom, that teach the learner how the letter/words are spoken, but show as well the correct writing system going with it.

#### Pros:

- It heightens the awareness where lenition is used, makes it easier to grasp
- It makes it easier to remember how lenition is spoken and what the words mean.

#### Cons:

- It requires a switch in language settings to the Irish character set for the typeface to work on computer.
- It requires amendments in writing system in the case of the ogonek and dot (*below*) or a fall back to old usage in the usage of the dot (*above*).

#### 3. Radical approach - write as you read

*Concept 3* is a *'upside down'* solution with the common way of writing visualised above or below. This is concept has the emphasis on spoken sound not written equivalent. It shows how it is written in its above descriptor or has a grapheme that indicates lenition.

#### IDEA

This concept sees a very radical way, of writing as you speak. This concept is highly ambitious as in Karen's (2006) guidelines, *history* and *language and cultural development* are also part of a writing system. Such a concept would most possibly fail on several levels: *grammatical rules* (the ones I am not aware of and capable learning in this short period of time), *acceptance of current Irish Gaelic speakers* (who would not most likely not support a massive step like that).

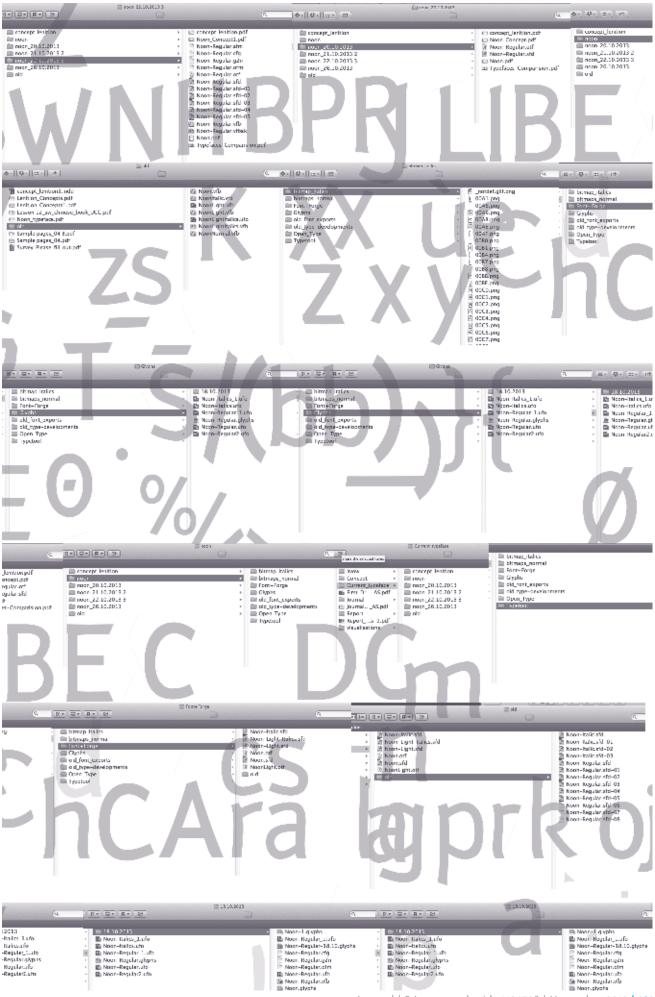
#### Pros:

- It heightens the awareness where lenition is used, makes it easier to grasp
- It makes it easier to remember how lenition is spoken and what the words mean.

#### Cons:

- The picture of the words are so different from the usual practice that it easily could confuse the learner as the words might be remember unconsciously as they are spoken
- The transition from learning the language to its application in its usual practice might be difficult
- It is most likely to receive a lot of criticism because of the imbalance to the usual practice.

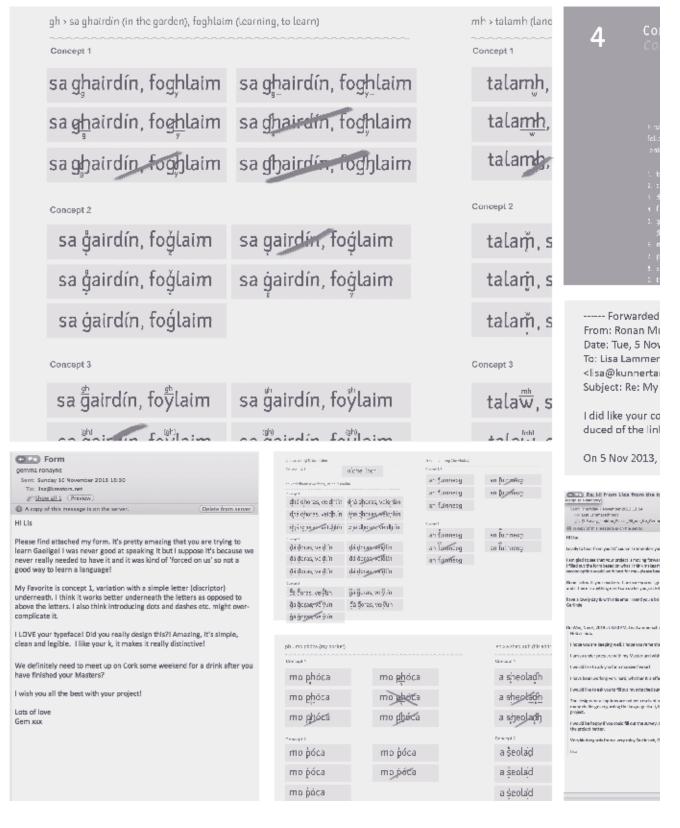
Karan, Elke. (2006). Writing System Development and Reform: A Process. (M.A. Theses in Linguistics at the University of North Dakota). Retrieved from http://arts-sciences.und.edu/summer-institute-of-linguistics/theses/\_files/ docs/2006-karan-elke.pdf



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# Survey

## FOUR CONCEPTS - LENITION



#### Concepts in Action / Survey - As Gaelige

Before you start a few words to why on earth I started this project: "Once upon a time there was a foreign girl that wanted to speak Irish Gaelic ....\*



This truth counts is accompanied with a learning CD. By heating the CD the spaken truth leads, the little in comman when you actually real. Furthermore the audio are spoken first, so that you end up entenging your brogan. Little of vertical audio counts with the same reads.

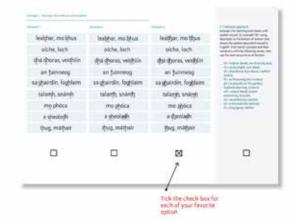
It would be name to lower the language of the typeface would induces centees; Edges size and its usage to my project i am trying to device adultors to finding the gap between spoken and written second



This reprint is the triggradium for twy presets. Al-the well, r will use the most popular sphere of exp proposed sprints as a typeface containing above the third finally contensors to make it easier to bridge the merical gap, between realiting and



#### Example: How to vote ...



what is contained services (as leaves + weather), means that a conserved is spoken without a stop of the Row of air Ls, with threath as explicited, it to because of this that feature is substitutes referred to es asprattañ.

This means that larriton is a kind of sound thange that alizes consuming, making them more socionius. Basically, the plastive propor explosively is replaced by its corresponding bio atten



Every of the three concepts has three variations to choose from. At the end I will ask you as well to vote for the favorite concept of the three.

Once you have voted by ticking the check boxes, please save you document so that the check boxes remain ticked and send it hack to me. I would be ever grateful if you could participate. Lisa

### Concept 1 - Pick your favourite out of the option

Variation 1

leabhar, mo bhus	leabhar, mo bhus
oíche, loch	oíche, loch
dhá dhoras, veidhlín	dhá dhoras, veidhlín
an fuinneog	an fuinneog
sa ghairdín, foghlaim	sa ghairdín, foghlaim
talamḩh, snámḩh	talanţh, snánţh
mọ phóca	mo phóca
a sheoladh	a sheoladh
thug, máthair	thug, máthair

Variation 2

#### Variation 3

leabhar, mo bhus oíche, loch dhá dhoras, veidhlín an fuinneog saghairdín, foghlaim talamh, snámh mo phóca a sheoladh

### thug, máthair

1. Traditional approach Concept 1 for learning Irish Gaelic with spoken sound: for example 'bh' using descriptor at the bottom of lenition that shows the spoken equivalent sound in English. First test of concepts and their variations with the following words, that use the main occurances of lenition-

- 1. bh + leabhar (book), mo bhus (my bus),
- ch > oiche (night), loch (lahe)
   dh > dhá dhoras (two doors), veidhlin (violin)
- 4. fh = an fhuinneog (the window) 5. gh + sa ghairdin (in the garden), foghlaim (learning, to learn)
- 6. mh + talamh (land), snámh
- (swimming, to swim)
- ph + mo phóca (my pocket)
   sh + a sheoladh (his address)
- 9 th > thug (gave), mithair

Exceptions In global and standary – silent, go on and proboun what follows, There are two possibilities 1, the omassion of factor and crasting impacts work or graphene thromosty homestic amountation, here a strike through - 1 with two lines indicates letter is

Thus C and chrepresent the same plottetic electron is reacher trick - therefore is would be good to any plottetic varies as pathen where parallels  $-\pi$  to be defined from forcing and the set is in spoken - a partial shi's location and without an it is spoken - a partial shi's location.

Concept 2 - Pick your favourite out of the option	Concept 2 - 7	Pick your favo	ourite out of	the option
---------------------------------------------------	---------------	----------------	---------------	------------

Variation 1	Variation 2
leabar, mo bus	leabar, mo bus
oíche, loch	oíche, loch
ģá ģoras, veiģlín	ḋá ḋoras, veiḋlín
an fuinneog	an fuinneog
sa ģairdín, foģlaim	sa ģairdín, foģlaim
talaṃ, snáṃ	talaṁ, snáṁ
mo ģóca	mo ṗóca
a șeolad	a șeolad
tug, mátair	ťug, máťair

lon 2
leabar, mo bus
oíche, loch
ḋá ḋoras, veiḋlín
an fuinneog
sa ģairdín, foģlaim
talaṁ, snáṁ
mo ṗóca
a seolad
ťug, máťair

#### Concept 2 - Pick your fevourite out of the option

Variation 1	Variation 2
leabar, mo bus	leabar, mo bus
oíche, loch	oíche, loch
ậá ģoras, veiģlín	dá doras, veidlín
an fuinneog	an fuinneog
sa ģairdín, foģlaim	sa ģairdín, foģlaim
talaṃ, snáṃ	talaṃ, snáṃ
mo ģóca	mo ṗóca
a șeolad	a șeolad
tug, mátair	ťug, máťair

#### Variation 3

leabar, mo bus oíche, loch dá doras, veidlín an fuinneog sa ģairdín, foģlaim talam, snám mo ģóca a seolad ťug, máťair

#### 2. Dot above, below or discritic ogonels used in other latin languages - to introduce lenition Concept 3 for learning trish Gaelic with

concepts the earning inter dealed with spoken sound: the lenition of the b in the new writing reform becomes bh, but the former used dot could be re-instated to indicate lenition, accompanies with spoken sound in broad or slender.

- bh > leabhar (book), mo bhus (my bus),
   ch > oiche (night), loch (lake)
   dh > dhà dhoras (two doors), veidhlin
- driving the second state of the s
- (swimming, to swim) 7. ph = mo phoca (my pocket) 8. sh > a sheoladh (his address) 9. th = thug (gave), måthair

#### Concept 3 - Pick your favourite out of the option

Variation 1	Variation 2
läwar, mo vus	lăv
oíche, loch	0
ĝá ĝoras, veiŷlín	ĝá ĝ
an fuinneog	ar
sa ģairdín, foÿlaim	sa ĝa
talaŵ, snáv	ta
mo fóca	
a ĥeolã	
hug, máhair	ĥ

war, mo vus iche, loch goras, veiÿlín n fuinneog airdín, foylaim alaw, snáv mo fóca a heola hug, máhair



#### Concepts in Action | Survey - As Gaelige

Before you start a few words to why on earth I started this project: "Once upon a time there was a foreign girl that wanted to speak Irish Gaelic...."



On the right hand side is an example of an trish Gaelie - Chinese learning course book - a current project at Kunnerit Tierney the agency I am working for the last six years. The pinyin system was developed in the 9356 based on earlier forms of romanisation to make it easier to learn the Language. Pinyin means translated "spelled-out sounds".

This system is the inspiration rol my project. At the end, i will use the most popular option of my proposed systems as a typeface running above the Irish Gaelic sentences to make it easier to bridge the mental gap, between reading and speaking.

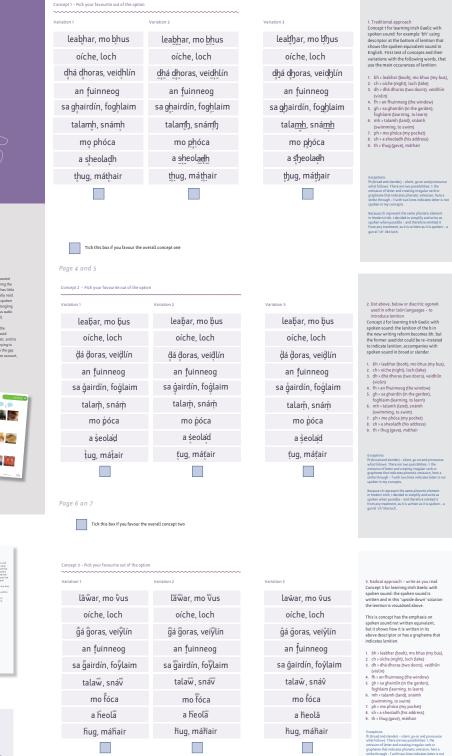




#### Example: How to vote ...



Final Survey as it was sent to the selected test users:



Tick this box if you favour the overall concept three Page 8 and 9

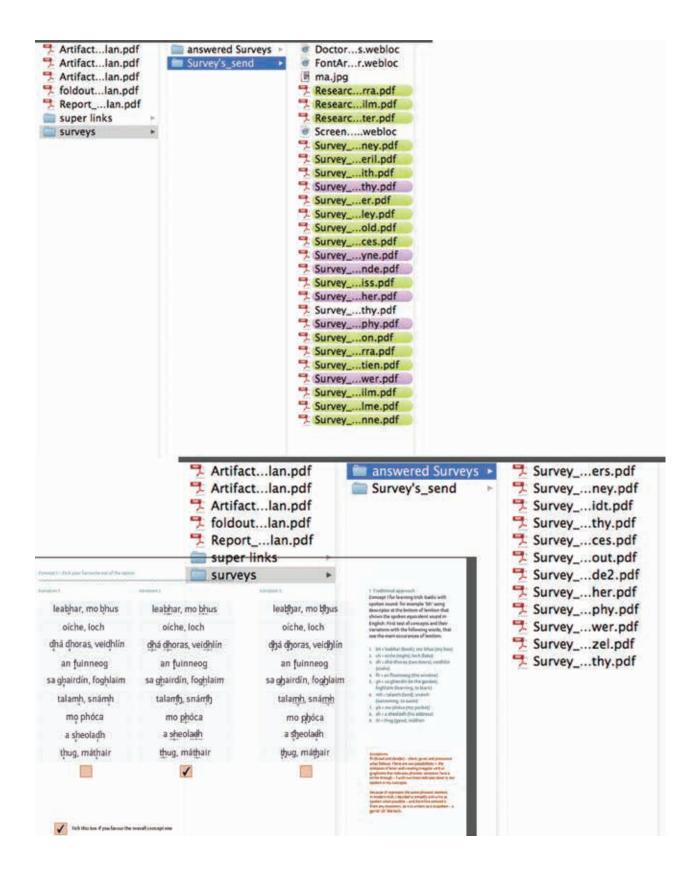


Image: Proceeding To bender 2013 1314         Image: Proceeding To bender 2013 1140         Image: Proceeding To bender 2013 1140 <td< th=""><th>Assign to a catego</th><th>li from Lisa from the type design workshop</th><th></th></td<>	Assign to a catego	li from Lisa from the type design workshop	
The standard stan		No	
A larger of the measure is not the serve.     Control of the server.     Contreserver.     Contro			
H Usk, Levely to hear from you! of course i remember you! :) I am glot to see that your predict immerger forward - very impressive to take on such a difficult challenge! I might for any from such was in this manual is and is book singly - i den't like when thing are too messy. So generally you' find or second point work has in the - shake hard in multi don't how multi allow it how it has a too messy. So generally you' find or second you will be the main - shake hard in multi don't how multi allow it how multi don't how multi and there is anything else i can do for you, but it im know if all how there will now a lowly don't all how the shake multi allow you all the find and on very well and one is anything else i can do for you, but it im know if New is lowly don't all how the shake multi importance in the second one very well and one is anything else i can do for you, but it im know if New is lowly don't all how the shake multi importance in the second one very well and one is anything else i can do for you, but it importance in the second one very well and there is anything else i can do for you, but it importance in the second one very well and there is anything else i can do for you, but it importance in the second one very well and there is anything else i can do for you, but it importance is anything is a second one very well and it is a second one were second one very well and it is a second one very well and it was second on the second one very well and it was second on the second one very well and it was second on the second one very well and it was second on the second on t	21 Survey	Lenition_Please_fill_out_for_Gerlinde2.pdf (2.5 M8) Preview	
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and there is anything elie ( can do for you) just iter me know :)  have a lowly day & with this email ( end you a bt of subhine from Dublin :) Gerinde  On Wed, Nov 6, 2013 at 8:50 PM, Lisa Lammerschmidt ( lise #kreators.teep- wrote: I il Gerinde  On Wed, Nov 6, 2013 at 8:50 PM, Lisa Lammerschmidt ( lise #kreators.teep- wrote: I il Gerinde  Social To Lesday 12 November 2013 11:03 To: Elisabeth Lammerschmidt  Wey Maria  For Wey, Nov 6, 2013 at 8:50 PM, Lisa Lammerschmidt  Good Morning Lisa  I have a low Or for Suzzanne _ Power, pdf (2.5 MB)  Preview  Good Morning Lisa I did the survey (attrached), very interesting. You've put a lot of thought into it. Best if luck with it ; )  Hove it's all corning together for you. Catch you soon, Take Care, Suzanne x   Please find attached my form. It's pretty amazing that you are trying to learn Gaelige! I was never good at speaking I is under the letters is onday 10 November 2013 16:30 To: Elisabeth any form. It's pretty amazing that you are trying to learn Gaelige! I was never good at speaking  Please find attached my form. It's pretty amazing that you are trying to learn Gaelige! I was never good at speaking  My Favorite is concept 1, variation with a simple letter (discriptor) underneath. I think it works better underneath. I LOVE your typeface! Did you really design this?! Amazing, it's simple, clean and legible. I like your k, it makes it	I filled out the for	m based on what I think makes most sense to me and looks simply - I don't like when things are too messy. So generally your first o	e
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Mope all is well at Hazel Towers. Sony for the delay in getting back to you with this. The survey is attached. I would add, and I apologies if your friend has already anticipated these points. the lention being described us that of Munitar Insist, the same words are pronounced differently in other in Munitar would be wus in Conneight / Ulster.

Hi Suzanne,

------ Forwarded Message From: Ronan Murphy <<u>Ronan@cityprint.ie</u>> Date: Tue, 5 Nov 2013 13:54:46 +0000 To: Lisa Lammerschmidt <<u>Lisa@kunnertandierney.com</u>> Subject: Re: My MA Survey - Thanks so much guys!!!

I did like your concepts, I liked the introduced of the linked letters - very intuituve.

de to show pronunciation as opposed to conventional spelling should be completely accurate and tics, eg the guttural aspect of **dhá**, which would not correctly be pronounced **gaw**, etc. The international nairdised pronunciation but obviously the average language-learner is not usually familiar with this. Maybe might be an idea? If possible only fluent or native or what are called 'educated native' speakers should be

Hope this is of help.

ten

Might see you next weekend, perhaps? All the best in the meantime and tell Hazel I said hello.

.

Participants	Concept 1			Concept 2			Concept 3		
	1	2	3	1	2	3	1	2	3
Alan Summers		x			Х		х		
Deidre McCarthy		х			Х			x	
Gemma Ronayne	x				Х		х		
Gerlinde	x				X		х		
Noreen Beecher		х		х				x	
Ronan Murphy		x			X		х		
Hazel Roberts	х				X		х		
Sinhead McCarthy		х		х			x		
Elisabeth									
Lammerschmidt		Х			Х		x		
Suzanne Power		X		X			х		
Frances McDonald		X		Х	Х				Х
Aoife Mooney	х				X		x		
Averil Goulliard		X			Х		х		
David McCarthy	X			Х			х		
Irish Meeting									
Ovens (4 People)	х	X		х	X		х		
	Overall Favourite 9 votes	Likes 16		Overall Favourite 6 votes	Likes 17		Overall Favourite 5 votes	Likes 16	

#### RESULTS OF THE SURVEY - FEEDBACK Reviewing Concepts and Selecting Options for the Survey

After creating pages of possible options (five to six different variations per concept per lenition pair - see Artifact 4), I decided to ask within the design agency (Elaine and Chris my employers are very supportive), to have a review with all members of staff to gain their views on my output and have fair and straight feedback. Unacceptable variations (readability issues or sense making) were crossed out. We had three rounds working through the options, until I managed to narrow the selection down to three variations per concept.

#### Concept of Survey

The concept of the survey was simple, I wanted to know which concept was overall preferred and which variation was favoured within each concept. My first survey design was confusing. The problem was that I did not fully explain what I wanted the user to do *(see Journal, Chapter Survey)*. My second survey design *(see inside of poster)* was much more coherent and easy to grasp. I followed up each participant for a feedback. I sent out 18 surveys and on the 18th of November, 15 surveys were returned.

#### **Results of Survey**

*Concept 1* received 16 likes and 9 votes as overall favorite; *Concept 2* received 17 likes and got 6 votes as overall winner; *Concept 3* collected 16 likes, but only 5 people would use it to learn Irish Gaelic. It is to early to draw conclusions. However, the findings are suggesting that the concepts within the current writing system are the most favorable, very closely followed by the old dot above solution, plus descriptor.

#### **FUTURE RESEARCH - OUTLOOK**

#### Future Work and Research

To fully verify the research question, more research and comprehensive user tests are needed. Next steps regarding the *design practice* would be the creation of accurate ligature pairs for all exceptions incorporating all characteristics as part of the typeface. This would be followed by layout variations of learning books and options of audio recordings to capture the response of the test users. The *theory* sees the study of linguistics such as *learning Irish Gaelic as a second language*, Irish Gaelic language teaching which includes reaching out to Irish Gaelic Research groups for support.

#### EMAIL FEEDBACK FROM THE SURVEYS

I am glad to see that your project is moving forward very impressive to take on such a difficult challenge! I filled out the form based on what I think makes most sense to me and looks simply - I don't like when things are too messy. So generally your first or second option would work best for me - please bear in mind I don't know much about Gaelic.

My Favorite is concept 1, variation with a simple letter (descriptor) underneath. I think it works better underneath the letters as opposed to above the letters. I also think introducing dots and dashes etc. might overcomplicate it.

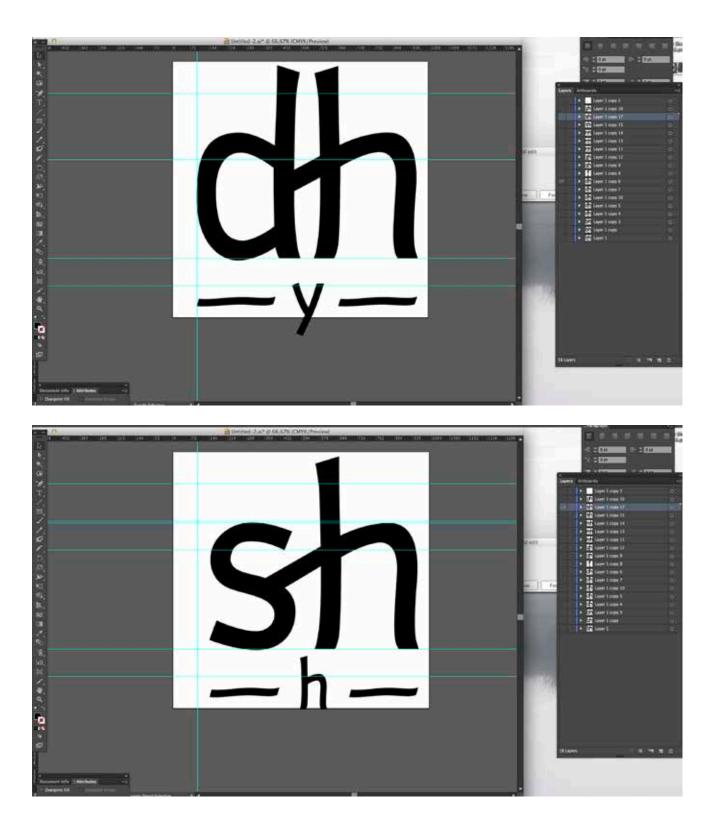
I LOVE your typeface! Did you really design this?! Amazing, it's simple, clean and legible. I like your k, it makes it really distinctive!

I did like your concepts, I liked the introduced of the linked letters - very intuitive.

I like concept 1 most, the one with the simple letter underneath. I do like as well the lenition connected to highlight that it is a pair. I would love to see how this would work in a design for an Irish Gaelic book - would this be online digital with voice embedded on click?

# NOON & PAIRS

## NOON WITH SAMPLE LIGATURES PROTOTYPE & FUTURE WORK



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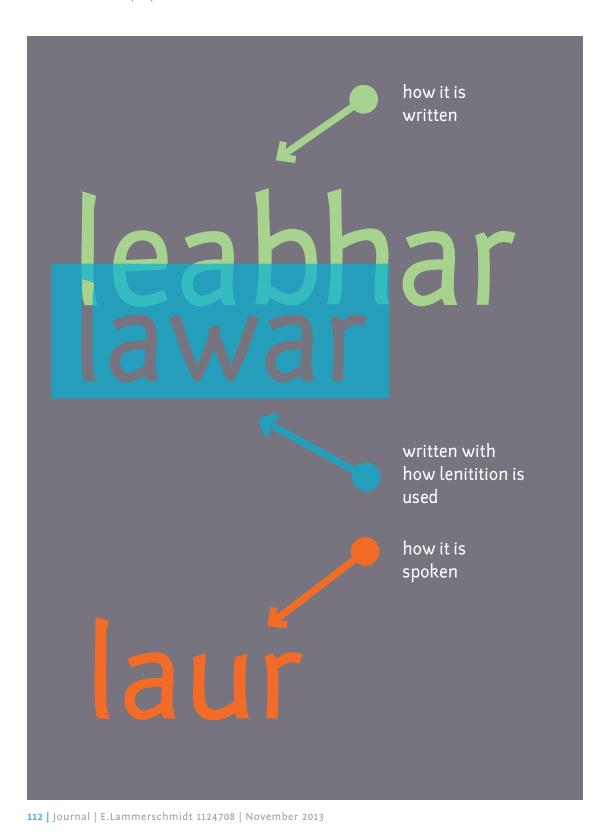
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## PROTOTYPE

The typeface "Noon Ligatures" in the making this is the last development captured on the 22.11.2013. The prototype will be included in the work in an unfinished state.

### VISUALISATIONS

These artworks show visually the change in the Irish Gaelic language. Of course one can argue that it would be easier to use the international phonetic alphabet. But here I respond with common sense, do everyday people know the international phonetic alphabet. The answer is no. If the Irish Gaelic language wants to be sexy to learn, than it has to be accessible and understandable for people of all walks of live. Make it easy. There is nothing wrong with that. For people from people, use a language that everybody understands and provide audio with it that is slowly spoken so that people can practice and get it right. The language is complicated enough there is no need to make it more difficult to access on top of that.



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# a sheolad a heola



written with how lenitition is used

how it is spoken

# a hola

### **FUTURE RESEARCH**

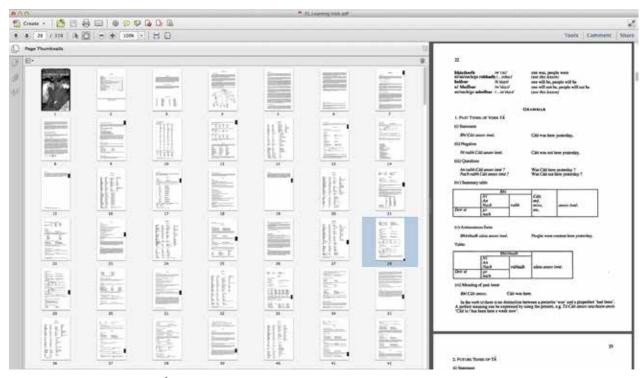
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More research is necessary and the next steps would be the application of all grammatical indifferences (*such as eclipsed consonants, diphthongs, double consonants and exceptions*) to a chosen concept and the development of a full working typeface prototype that can be tested by various test user groups. Beyond that, this research would also include the type setting and the layout of sections of an Irish Gaelic learning book, accompanied by audio files, which would be used in user tests to finally determine, whether there is a real benefit using such a system. The target groups I set out to capture are adults in their 20s to 40s who like to learn the language.

But there are particular cases, individuals such as David, Deidre, Suzanne, Orla, Melissa, Eoin or Gemma. These people mark a generation of Irish nationals that went through the Irish education system in a particular time frame and lived through the experience that Irish Gaelic 'was kind of forced upon them'. This educational approach was not very successful as non of my friends speak the language with the exception of some phrases or a few sentences such as 'may I have the permission to go to the toilet'. By interviewing this particular target group all of them answered that this 'forced' educational approach 'was not a so not a good way to learn a language'. However all test persons would like to speak Irish Gaelic to a certain degree and are open to an approach (ideally self learning course) that is fun and easy to understand in order to learn the language.

I conclude that more research and comprehensive user tests are needed in order to fully verify the final research question. Next steps regarding the design practice would be the creation of accurate ligature pairs for all exceptions incorporating all characteristics as part of the typeface. This would be followed by layout variations of learning books and options of audio recordings to capture the response of the test users. The *theory* sees the study of linguistics such as learning Irish Gaelic as a second language, Irish Gaelic language teaching which includes reaching out to Irish Gaelic Research groups for support. Moreover, this system, if successful, could also be applied (with a few changes) to Scottish Gaelic, as the language is related and very similar to Irish Gaelic.

### **EXAMPLES OF IRISH GAELIC LEARNING MATERIAL:**

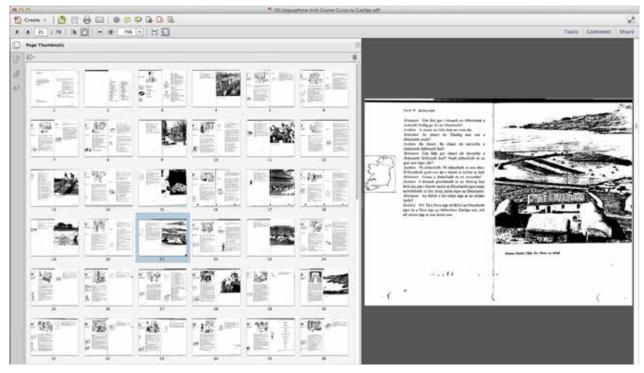


Learning Irish by Mícheál Ó Siadhail

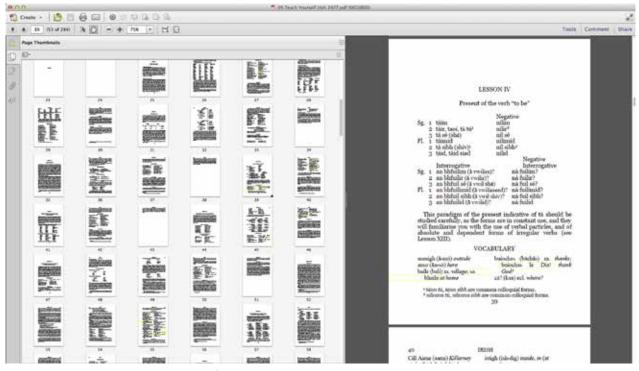
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Complete Irish by Diarmuid Ó Sé

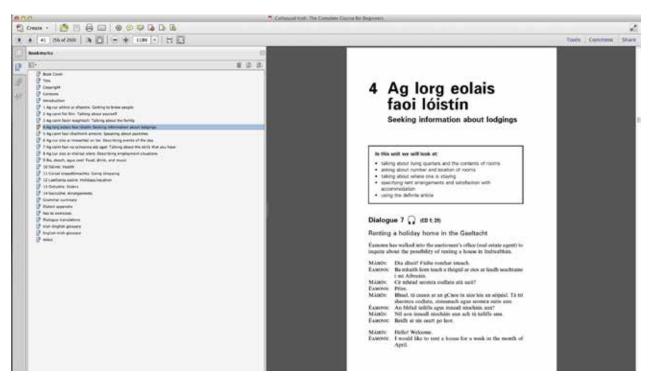
# EXAMPLES OF IRISH GAELIC LEARNING MATERIAL:



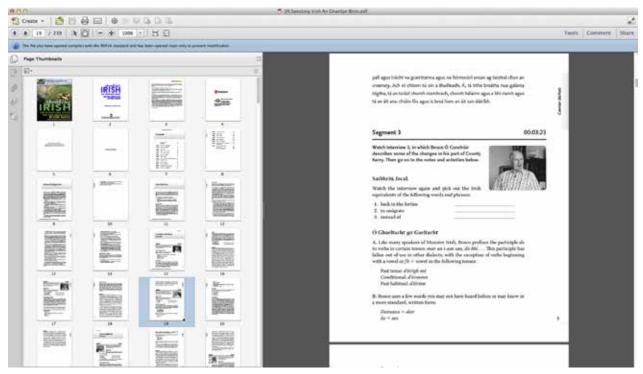
Linguaphone Irish Course Cursa na Gaeilge



Irish by Myles Dillon and Donncha Ó Cróinín

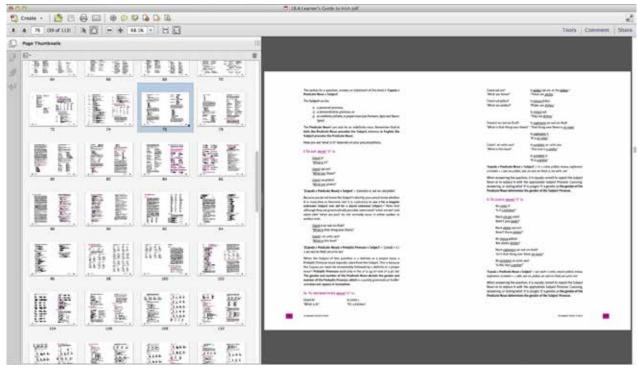


Colloquial Irish, The Complete Course for Beginners by Thomas Ihde, Máire Ní Neachtain, Roslyn Blyn-LaDrew and John Gillen



Speaking Irish (AN GHAEILGE BHEO)by Siuán Ní Mhaonigh and Antain Mac Lochlainn

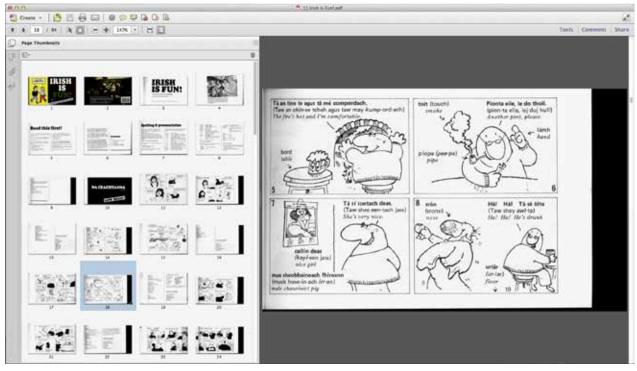
### EXAMPLES OF IRISH GAELIC LEARNING MATERIAL:



Learner's Guide to Irish by Donna Wong

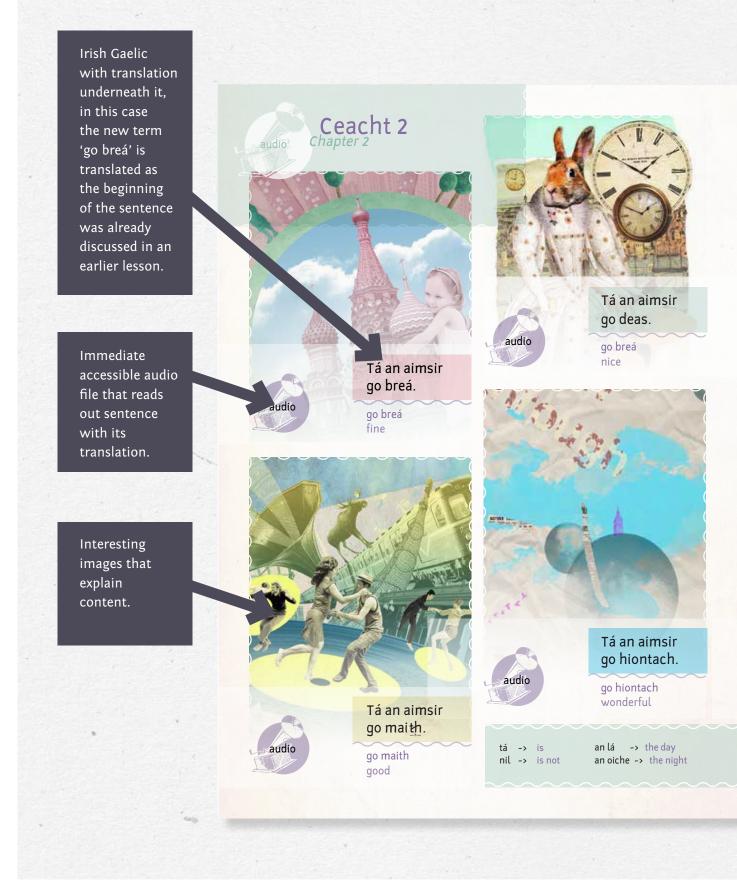


Irish is Fun! by Aodán Mac Póilín

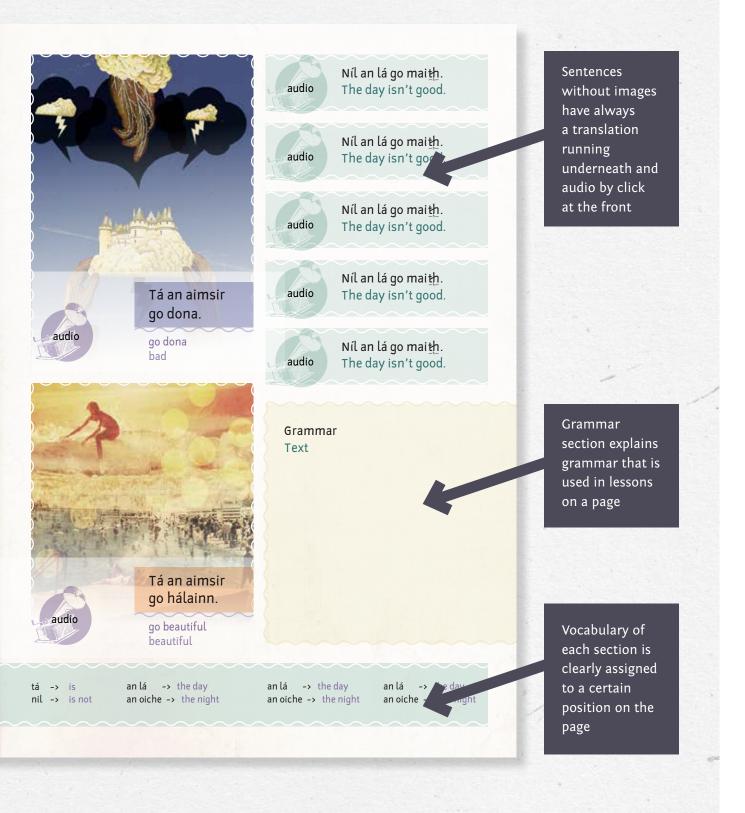


Irish is Fun! by Aodán Mac Póilín

First Ideas for a digital Irish Gaelic language learning e-book that includes video and audio files

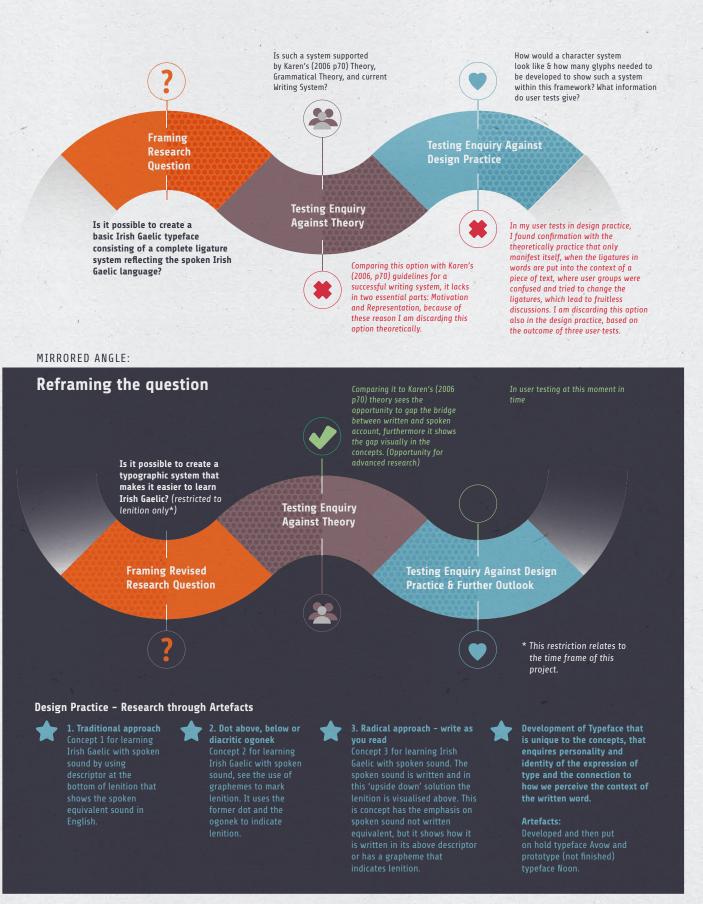


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# APPROACH OF THIS RESEARCH - AN OVERVIEW: Overview of how this research was conducted





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