SUMMARY

The role of typography in interface design.

The author's publication written and designed by Natalia Pietruszewska, entitled *The role of typography in interface design* is an attempt to investigate and describe the relation between the issues of typography and theory of communication in the context of changes brought about by technological development.

Access to information is one of the basic needs of modern society. The screen devices enable storing, processing and sharing of any form of information; recipients have access to graphic, audio and video files. Nonetheless, most information is still provided as a text. Thus, reading remains a basic but essential skill to help adapt to the contemporary world. The way we read (and write) is of fundamental influence not only on the manner of communication – intellectual technologies shape who we are and how we perceive the surrounding reality as well.

The subject of discussion are issues from the realm of typography. It also indicates that the debate around the reading process should not focus on technology – whether ink or pixels come into play. The optimization of communication process requires finding the patterns to best serve the reader. Each and every typographic solution should aim to bear such formal characteristics, as to facilitate acquisition and comprehension of the text. In practice, this means dealing with the issues of functionality and usefulness of a message, that is, its utility in a particular context.

The author argues this demands of a designer conducting research and analyses, as well as constant verification of assumptions, which make for an iterative and interdisciplinary process of typographic communication design. Therefore, next to the essays, the dissertation includes short definitions of essential notions – the systematization and structuring of knowledge are meant to facilitate the intellectual approach to the design process.

This dissertation is targeted to professionals responsible for creating typographic communicates, including: editors, designers, programmers and project managers, as well as to lecturers and academic teachers dealing with visual communication. Its main goal is to convince the reader that the proper objective of typography is shaping the user experience in the reading process. The notion of interface is used to symbolically represent this relationship.

The dissertation consists of five complementary essays, reflecting the multifaceted nature of this discipline. The organization of content and selection of a formal features takes into account the way of reading and functionality of the publication. Thus, the draft publication is a reflection of assumptions described in dissertation.

Pietrow