

Revealing semantics using subtle typography and punctuation

“To reveal art and conceal the artist is art’s aim.” —
Oscar Wilde

Roman Typography

THE INDIVISIBLE ELEMENTS THE ATOMS AS IT WERE
REOF WRITTEN ENGLISH ARE LETTERS BUT UNDER
STANDING TEXT THESE BASIC UNITS ALONE IS
A DIFFICULT EXERCISE

Modern Typography

The indivisible elements, the atoms as it were, of the written forms of languages like English are letters. But reading text built of these basic units alone is a difficult exercise.

Font family

- Capitals and Roman
 - Small caps – strange uppercase variant
- Lower case italics
 - derived from handwriting script font
- Bold lower case
 - Challenging uppercase headings
- Serif and Sans-serif
 - Slab serif – an hybrid

Punctuation Saves Lives

Let's eat Grandma

[put Grandma image here]

Let's eat, Grandma

Macabre example

Charles the First walked and talked half an hour after his head was cut off.

Charles the First walked and talked; half an hour after, his head was cut off.

Punctuation changes meanings

Woman, without her man, is nothing.

Woman: without her, man is nothing.

Insufficiency in punctuation

- Sentence demarcation
- which versus that

Insufficiency in punctuation (continued)

- She took a photograph of her father, the president, and the vice president
- I forgot what he asked for
- We had ice cream, fish · and · chips and strawberries · and · cream at the tennis match

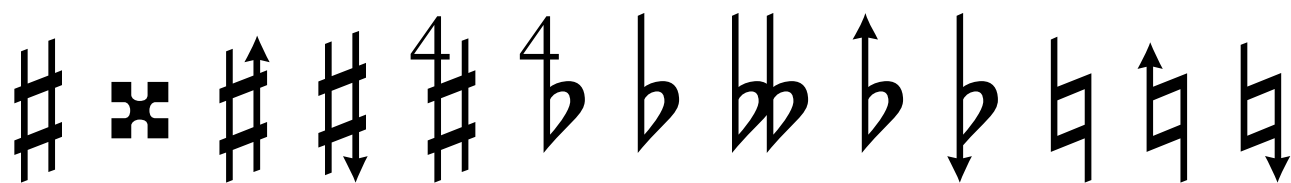
Emoticons and context

- Person1: (Aggressively) Where did you get that?
- Person 2: (Inquisitively) What?
- ... : (Sarcastically) Honourable man
- ... : (Metaphorically) He shot down the argument

New Punctuations

- She took a photograph of her father ,the president, and the vice president
 - She took a photograph of her father (the president) and the vice president
- I forgot what¿ he asked for
 - I forgot¿ what he asked for
 - We can also change the font of 'forgot' or 'what' to produce the same effect
- We had ice cream, {fish · and · chips} and {strawberries · and · cream} at the tennis match
- Sentence break ‘▪’

Musical notation



Family of punctuations

- Family of commas, square and curved ones
- Family of dots
- Parasiting on musical notation

Fontography to the rescue

- Family of fonts
- Verb and Noun fonts
- Micro-typography
- Metafont

Internet Typography

- Horrible blue lines
- Subtle typography
- New fonts reveal hyperlinks
- Special Nouns in Wikipedia – Wiki font?

NLP and Deep Learning – LaTeX5?

- LaTeX separates style and markup like XML
- NLP Class and style files
- Preprocessors – NLP
- Deep structures – semantic and syntactic
- Rich typography