Revealing semantics using subtle typography and punctuation

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