



Which typeface(s) would you spontaneously select appropriate to each of the shown emotions?

Mag. Christian Gutschi

Department of Media Psychology University of Vienna

phone: 0043 699 11 999 684

mail: diss@medienpsychologie.at

www.medienspsychologie.at

Emotional connotation of Type in speech areas

A comparison between English and German perception of the atmosphere-value of type

Type is everywhere in our life. Nevertheless there are barely serious studies on the emotional connotation of type, especially on the interaction between the aesthetic value of the type face and the message of the text. Every graphic (type) designer is able to report about the intuitive dimension that appears when you must select a typeface to transport a certain message.

My previous investigation (*The feeling of type – study on the emotional connotation of printing type faces*) gives a strong proof on the existence of feeling tone in type faces.

This study is focused on the examination to three main questions:

- 1) In which points does the feeling tone of type differ from German to English readers (people) and what kind of influence do have type-and perception-traditions in these two areas of language.
- 2) What kind of psychological processes are behind the emotional feeling tone of type? What differences are behind the pictorial versus abstract decoding of emotion.
- 3) Is there any measurable influence on the feeling of tone of type because of the differences of letter combinations in English versus German language-structures.

This study compares how experts (graphic designers etc.) and normal readers do percept the connotation of type transporting a message. The main point will be a sample of about 200 test-persons in each country. But there also will be an international sample group for a general comparison.

This study has to be described as unique in two ways: First it takes part in serious and reliable research tools and instruments and second it compares the influence of type-perception between the English and the German language. The decisive characteristic of my study is based in the collaboration of international well known typedesigners, art directors and type researchers. In this point media-psychological research of the perception of type is connected with the practical experience of experts.

I would like to ask you to kindly support my investigation in the very special way you are able to:

- a) as a test person
- b) as a mediator for test persons

The questionnaire will be put on an internet homepage at the end of December 2004.

A special sample of persons will also be tested in group setting (pen to paper, duration 30min).

Which typeface(s) would you spontaneously select appropriate to the each of the emotions written?

Fear

Surprise

Anger

Joy