

TYPOGRAPHY

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Typography in Publication Design

Notes on typography for native languages of Brazil

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Abstract: The paper sets out an overview of an exploratory research investigation initiated within an undergraduate enquiry, and which continues to inform a graduate research investigation. Located within the fields of typography and publication design, enquiry sought to establish a preliminary set of issues design practitioners and researchers should address when dealing with indigenous languages in Brazil. These issues emerged during the analysis of 28 publications in indigenous languages, which were described in terms of: 1) appearance of orthographic writing forms of the languages, supported by letter-frequency analysis tool; 2) incidence of typographical problems in the publications. The primary significance of this contribution is to encourage greater awareness of the complexity involved when designing for minority population and thus minority languages, and to support designers to take part in the discussions around formulation or revision of writing systems for native languages.

Key words: *typography, publication design, indigenous languages, minority languages.*

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