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## Ideological and Technical Background

**Dada Typo** is led by A.H.S. Boy, in conjunction with a network of industry professionals in various fields of specialization. Aside from an acute sense of clarity that refuses the strong temptations of boredom, the greatest asset of Dada Typo is the breadth of knowledge and technical skill we bring to each of our projects. Favoring rich content and a sense of propriety, Dada Typo delivers a clean yet contemporary style. Rather than approaching work from a purely æsthetic or technical perspective, we work holistically. Information design is, in the final analysis, a project of communication. We approach each project from a well-rounded background in the diverse component studies which contribute to effective design:

- **semiotics**, which attempts to understand the syntax and the signs of communication, taking into account both intended audience and cultural context;
- **philosophy**, the art of reflection and critical discourse;
- **psychology**, an understanding of human behaviour and social interaction essential to meaningful dialogue;
- **technical expertise**, an extensible command over the tools of design and information presentation coupled with the ability to improvise;
- **diplomacy**, considering compromise and mutual respect between client and audience;
- **æsthetics**, which lends the strength and vitality of a personality unique to your project, and encourages the continual return of your audience.

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**Extensive experience in general areas:** publication design, CD packaging, WWW sites, TCP/IP services, photo manipulation and montage, digital prepress (preflight and imagesetter output), identity packages, icon and logo development.

**Macintosh-specific experience:** All page layout, illustration, and photo manipulation software, CGI scripting in Frontier and AppleScript, ListSTAR management, WebSiphon, Verona, WebCatalog, JavaScript, FileMaker Pro database management, systems integration, consulting, education and training, Internet client software, frequent beta testing for Adobe, Macromedia, and StarNine.



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**Graphic Design**

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**Digital Prepress**

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**WWW Page Design**

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**CGI Programming**

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**Consulting**

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**Software**

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## Partial Client List

Random House  
DataViz  
www.graphics.com  
Reese Press  
Graphics III Advertising, Inc.  
Hayles & Howe Ornamental Plasterers  
American Public Health Association  
Tropos Press  
DB & C Integrated Communications  
*Social Anarchism* journal  
Biodiversity Action Network  
Intellectual Protocols<sup>2</sup>  
Chase-Brexton Health Services  
Feel Good All Over records  
Smekkleysa Records Ltd.



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## By way of explanation

**Dada Typo** is an umbrella in the rain of a digital renaissance. This is what poets say: it translates into innumerable languages and a self-fulfilling prophecy of your own desires. Dada Typo is a means to the end of imagination. Never content with simply mastery of a minor arsenal of technological gizmos, we reinvent ourselves with every step of progress and carry rearview mirrors to maintain a sense of lineage with history. We are not authoritative but speak with authority; we can help you do the same. The breadth of the world increases daily despite the constant ratio of pi and the rigid logic of modus ponens. It takes a world-wise and street savvy practitioner of the Communicative Mysteries to maintain the delicate balance between the determined voice of the speaker and the doubtless wit of the audience, never captive but restless and demanding. Dada Typo is the archetypical circus seal juggling semiotic beach balls — entertaining at the very least, but demonstrating incredible levels of competent complexity. We're multi-dimensional and can't agree upon the definition of dimensions. We can be linear without forgetting how to run in circles. Efficient without wishing to spare the effervescence of sheer luxuries in life. We quite like red roses. We like black roses also. In the end, conversation with us will leave you sleeping a little bit less, happily, caught up in the contemplation of words you never thought existed, but have always understood.

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## Design Philosophy

**Print design** is an old tradition, with a long history of progress and innovation as well as a strong foundation of principles. With the onset of computer technology and software packages that provide increasing numbers of people with the tools of production, many of the finer aspects of this art remain a mystery those now charged with producing design. At Dada Typo, we borrow equally from the old and the new. Beautiful typography, too often forsaken by designers never trained in its subtleties, remains a passion to us. The sharp and clean execution of *ideas* is the driving factor behind our work, rather than pure flash and trendy styles. When it comes to multi-purpose design and coherent consistency across a variety of media and applications, the incessant logistics at work in the minds of Dada Typo is without comparison. Our technical expertise at every stage of production — from software to film to press — is an invaluable asset to a smooth workflow, and can minimize costly errors at print time. And because we can provide you with color proofs and finished, composite film, you have fewer worries at the printer.

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**Online design and multimedia** are so new and require such advanced technical knowledge that their production is often relegated to anyone familiar enough with the software and technical skill, regardless of their ability to design *human interfaces, iconic navigational tools, or innovative hypertextual structures*. With Dada Typo you can have the best of both worlds: non-linear design can be compellingly attractive *and* technically efficient. The demands of World Wide Web page design include not only HTML coding skills, but an analytical understanding of hypertext links, site structure, adaptability, CGI programming, and the ability to accommodate users on a variety of platforms with a wide range of bandwidth. Quality design on the Web is both visually appealing and easy to access — Dada Typo can satisfy both of these requirements. From image optimization to template creation and navigational structure, we can help you deliver an inspired and friendly web site. The largest site designed and maintained by Dada Typo, [www.nothingness.org](http://www.nothingness.org), has been featured in "how-to" books on HTML as an excellent example of site design, and has been named "Humanities Site of the Month" in *The Net* magazine.



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## Contacts

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## Pricing Structures

**Because each job is unique** and has its own requirements, these prices reflect only a loose guideline for pricing. For a more informative quote, feel free to submit details about your budget and specific needs for a given project and we will work up a price estimate tailored to your job.

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### Print Design

<b>Typesetting</b>	\$30/hr
<b>Design</b>	50/hr
<b>Composition</b> (repurposing, recreations)	50/hr
<b>Technical Corrections/Preflight</b>	50/hr
<b>Photo Manipulation</b>	75/hr

**Film** is typically \$20 per 11x17 sheet

**iRiS or AGFA color proofs** available (recommended)

**UPC, EAN and ISBN barcodes** also available

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### Online Design/Multimedia

<b>HTML Coding</b>	\$50/hr
<b>Graphics</b>	\$75-100/hr
<b>Site logistics/planning</b>	\$100/hr
<b>CGI programming</b>	by quote

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### Consulting

<b>Hardware, Software, Internet</b>	\$75-100/hr + travel
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We can also provide you with Macintosh hardware and software recommendations, system configuration and Internet-related troubleshooting. Even if you only have a partially developed idea of what you're looking for, call us and we will see if we can help it bloom. Because design is a flower too.