

## vomited text

The Pentagon's mad science agency has big plans for next year: crowdsourcing military intelligence, creating an "immune system" for Defense Department networks, and even research that might one day lead to editing a soldier's DNA.

The Defense Advanced Research Projects Agency, or Darpa, just released its budget for the upcoming year. And, as you might expect from the Pentagon's way-out science and technology division, there are some wild new projects on tap. Crowdsourcing is already used among businesses and other government agencies, to generate more innovative ideas that draw on as many sources as possible. Darpa wants that innovation to take over individual analysis and decision-making.

Alexandra  
B. Rosenzweig

title type  
needs to be  
kerned

Darrin S. Hunter

## crafted text

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Alexandra B.  
Rosenzweig

title type  
needs to be  
kerned

(and usually tracked tighter and  
with less line spacing, optically)

Darrin S. Hunter

"weaving" type: warp + weft

Alt or Option + Arrow Keys

vomited text

crafted text

like so," he said.

like so," he said.

take out space

{f}

{f}

avoid crashes

finesse

finesse

look at ligatures for spacing

say what? say yes!  
true; and push/pull  
email@uc.edu

say what? say yes!  
true; and push/pull  
email@uc.edu

space punctuation

and thus it was. When

and thus it was. When

single space after periods

vomited text

crafted text

in-depth look  
100-200 pages  
beware-it is not

in-depth look  
100–200 pages  
beware—it is not

know your dashes

From 1164 to 1880  
from 1164 to 1880 in the

From 1164 to 1880  
from 1164 to 1880 in the

craft numbers

**TITLES LIKE THIS**  
the mission of DAAP is to

**TITLES LIKE THIS**  
the mission of DAAP is to

craft capitals

*she arrived (at noon)*

*she arrived (at noon)*

upright parentheses

## vomited text

Alexandra B. Jefferson is the lady

no breaks on proper nouns

## crafted text

Alexandra B.  
Jefferson is the lady

Alexandra  
B. Rosenzweig

break before last name

Alexandra B.  
Rosenzweig

it was *really* cold outside

space italics to match roman

it was *really* cold outside

Earlier studies found that elite sprinters and average sprinters outperformed their mediocre counterparts in two ways: They were able to push harder on the ground in relation to their body's weight with each step, and they were able to do that in a shorter period of time.

For instance, Bolt generates almost a ton of force in his leg in the less than a tenth of a second his foot is on the ground, Weyand said. The force you can generate before leaving the ground is a function of the rate at which muscle fibers generate force multiplied by the time the foot touches the ground.

watch indents - they mark change

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The US hopes to have high-speed lines operational within the next decade. Sound impossible? It's not. Other nations have shown the way. In 1990, Spain's rail network was in even worse shape than America's: Trains were slow and equipment dilapidated. Then the government made a commitment to modernize. Spain now has one of the most extensive high-speed systems in the world. Likewise, Taiwan built its entire infrastructure in just the past 10 years — despite a population density greater than that of the northeastern US. All it takes is planning: According to the island nation's head of infrastructure construction, by threading the 60-foot-wide corridor carefully through the landscape, the builders had to knock down only about 1,000 homes over 214 miles.

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## hang punctuation

Iciae pore natumendis inverroviti iuscimp ercili-  
cil ea poria dolut volut et fuga. Itatioremos qui tem fu-  
gias dio bla soluptam, quo estis sequis inveni dolupti  
sam sed molor ariaect inciae iurita conserrum vendi  
“temque” enet asit, tem.

Nam eos desenda ndioreperum quias coratin pre-  
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ario. Bitae cus delest et ut quid quam aut officatus in  
edit.

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lupti sam sed molor ariaect  
inciae iurita conserrum  
vendi “temque” enet asit,  
tem estis sequis inveni do-

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lupti sam sed molor ariaect inciae iurita conserrum  
vendi “temque” enet asit, tem.

Nam eos desenda ndioreperum quias coratin pre-  
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ario. Bitae cus delest et ut quid quam aut of-  
ficatus in edit.

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cil ea poria dolut volut et  
fuga. Itatioremos qui tem  
fugias dio bla soluptam,  
quo estis sequis inveni do-  
lupti sam sed molor ari-  
aect inciae iurita conser-  
rum vendi “temque” enet

## watch orphans & widows

## vomited text

This revolution has sneaked up on many athletes, coaches, and fans. Sports and videogames — a combination that was one of the first diplomatic efforts in the emerging worldwide jock-geek armistice — have been interconnected since October 1958, when William Higinbotham, a nuclear physicist at Long Island’s Brookhaven National Laboratory, hooked up Tennis for Two, an electronic game of virtual tennis that is widely regarded as the first videogame. The first home videogame console, Magnavox’s Odyssey, included a digital version of table tennis, and then there was Atari’s Pong. The genre quickly expanded to baseball, basketball, football, auto racing, track and field, boxing, soccer, martial arts — if two or more people competed in something in the flesh, pretty soon they could compete in a digital version.

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## craft justification

Regan had been under surveillance for months, after a foreign source passed on a letter from an unidentified US intelligence official offering to sell information. The letter was riddled with misspellings like “enprisoned” and “esponage,” which led the FBI to look for a bad speller within the intelligence community. Regan, who was dyslexic, became the prime suspect. He would later be known as the spy who couldn’t spell.

On the morning of his arrest, hidden cameras had photographed him at his desk as he browsed Intelink, the intelligence community’s private intranet, while scribbling in a spiral pad. From those photos and a log of his online activity, the agents surmised that the string of 13 words on the pad somehow related to the image of a Chinese missile site visible on his screen minutes after he logged in. Perhaps the words represented the coordinates of the site.

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## craft the rag

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The many hundreds—even thousands—of hours that athletes put into videogame football give them more game experience (and, as Stokley demonstrated, sometimes **more game awareness**) than Bart Starr, Terry Bradshaw, or Joe Montana were able to log in previous eras. And there's the possibility, too, that all this electronic play is **changing the structure of their brains**, at least in some ways, for the better.

### create hierarchy (serif)

When I caught up with Stokley by telephone a few weeks later, I asked him point-blank: *"Is that something out of a videogame?"* "It definitely is," Stokley said. "I think everybody who's played those games has done that"—run around the field for a while at the end of the game to shave a few precious seconds off the clock. Stokley said he had performed that maneuver in a videogame "probably hundreds of times" before doing it in a real NFL game. *"I don't know if subconsciously it made me do it or not,"* he said.

### create hierarchy (sans serif)

#### Atoms are the New Bits

The door of a dry-cleaner-size storefront in an industrial park in Wareham, Massachusetts, an hour south of Boston, might not look like a portal to the future of American manufacturing, but it is. This is the headquarters of Local Motors, the first open source car company to reach production. Step inside and the office reveals itself as a mind-blowing example of the power of micro-factories.

#### Making it Work for Money

Local Motors plans to release between 500 and 2,000 units of each model. It's a niche vehicle; it won't compete with the major automakers but rather fill in the gaps in the marketplace for unique designs. Rogers uses the analogy of a jar of marbles, each of which represents a vehicle from a major automaker. In between the marbles is empty space, space that can be filled with grains of sand — and those grains are Local Motors cars.

### create hierarchy (mixed system)

## crafted text

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