DESIGN PROOF · EVERY ELEMENT ONCE

The plate is the page

Every issue repeats one signature move: a formula set large, then a numbered symbol key beneath it. Everything else is furniture arranged around that.

Bayes' theorem

THE MARGIN COLUMN

Fifty-five millimetres, 9.4pt — for the note that would otherwise interrupt the sentence.

Nothing here is a footnote.

$$P(H \mid E) = \frac{P(E \mid H)\,P(H)}{P(E)}$$

1. $P(H \mid E)$ — the posterior: the chance of the hypothesis once the evidence is in.
2. $P(E \mid H)$ — the likelihood: how well the hypothesis predicted this evidence.
3. $P(H)$ — the prior: what you thought before you looked.
4. $P(E)$ — the evidence: how likely the observation is at all.

SAY PARSE SCOPE PRODUCE

KEY

Key idea. A formula is a tree, not a line. The outermost operator is the first thing you need and the last thing you reach.

SYMBOL	SPOKEN	WHAT IT IS
$P(\cdot \mid \cdot)$	"P of — given —"	a probability; conditioning is a ratio in disguise
$\mid$	"given"	not division, not "or", not "such that"

SAY

Read it aloud

Read the plate aloud. If what comes out is *"P E H P H"*, you have read glyphs, not structure — say it again until the words are words.

0 name it | 1 say it | 2 parse it | 3 write it | 4 code it | 5 read unaided