Part 1: Typographic history

Or: let’s start from the beginning
Type terminology

- Serif characters
- Sans serif characters
- Uppercase
- Lowercase
- Descender
- Bowl
- Finial
- Ascender
- Counter
- Cap-height
- Meanline
- X-height
- Baseline
- Full caps
- Lining characters
- Small caps
- Old style figures
- Without ligatures
- Ligatures

ART 337 - Typography II - Dugan
In the beginning...
Medieval manuscripts
Blackletter

Aigincourt

The quick young fox jumped over the lazy dog.

Cloister Black

The quick young fox jumped over the lazy dog.

Fette Fraktur

The quick young fox jumped over the lazy dog.
Blackletter

Agincourt

The quick young fox jumped over the lazy dog.

Cloister Black

The quick young fox jumped over the lazy dog.

Fette Fraktur

The quick young fox jumped over the lazy dog.
The Printing Press

- Johannes Gutenberg, 1450
- Movable metal type
The Gutenberg Bible
Hey, that’s blackletter!
Type classifications
Old Style

• Claude Garamond, 1480-1561

• French printer and type foundry owner

• First French type designer to move away from calligraphic forms
Old Style Typefaces
Advancements in type

- By 1600, there were 150-200M printed books.
- Italy, France, and Germany
- Ushered in the Age of Enlightenment
Transitional type
Lithography

- Printing using slabs of flat stone (limestone)
- Water and oil do not mix
- Heavy, expensive, but expressive
- Multi-color lithography introduced in 1837
Modern
Hot metal/lead typesetting

- Invented in 1884-6 by Otto Mergenthaler in Baltimore!
- Generated large galleys of type quickly
- Used in newspaper and book printing operations
Linotype operators, 1941
Slab Serifs or Egyptians
Let’s compare
Let’s compare
Let’s compare
Let’s compare
Signpainting and advertising

• Better tools allowed for better woodblock type
• Designers began distorting and modifying traditional type
• Posters became inexpensive and easy to display
• Display fonts come into vogue...
• ...along with Sans-Serif fonts.
Poster advertising
Playbill fonts
Offset Printing

• Invented around 1900, for printing on tin
• Replaced lithography as primary printing industry
• Ink is transferred from the plate to a rubber blanket, then the paper
• Sharper than letterpress or lithography
Plate to rubber to paper
Modern Sans-serif
Sans-serif classifications
Phototypesetting

• Projecting light through a negative onto photographic paper
• Predated desktop publishing
• Many companies consolidated their font libraries
• Made hot metal type obsolete
Typestyles
Complete font families
Glyph sets
Desktop Publishing

• $2500 Macintosh is a phototypesetting machine
• Aldus Pagemaker, Quark Xpress kick off desktop publishing
• Paste-up and phototypesetting die out overnight
Early bitmap fonts
Damaged, grunge fonts
Display fonts
So what do I do?
Bibliography

Designing with Type, James Craig
Thinking with Type, Ellen Lupton
Type and Typography, Ben Rosen
www.garamond.culture.fr/en