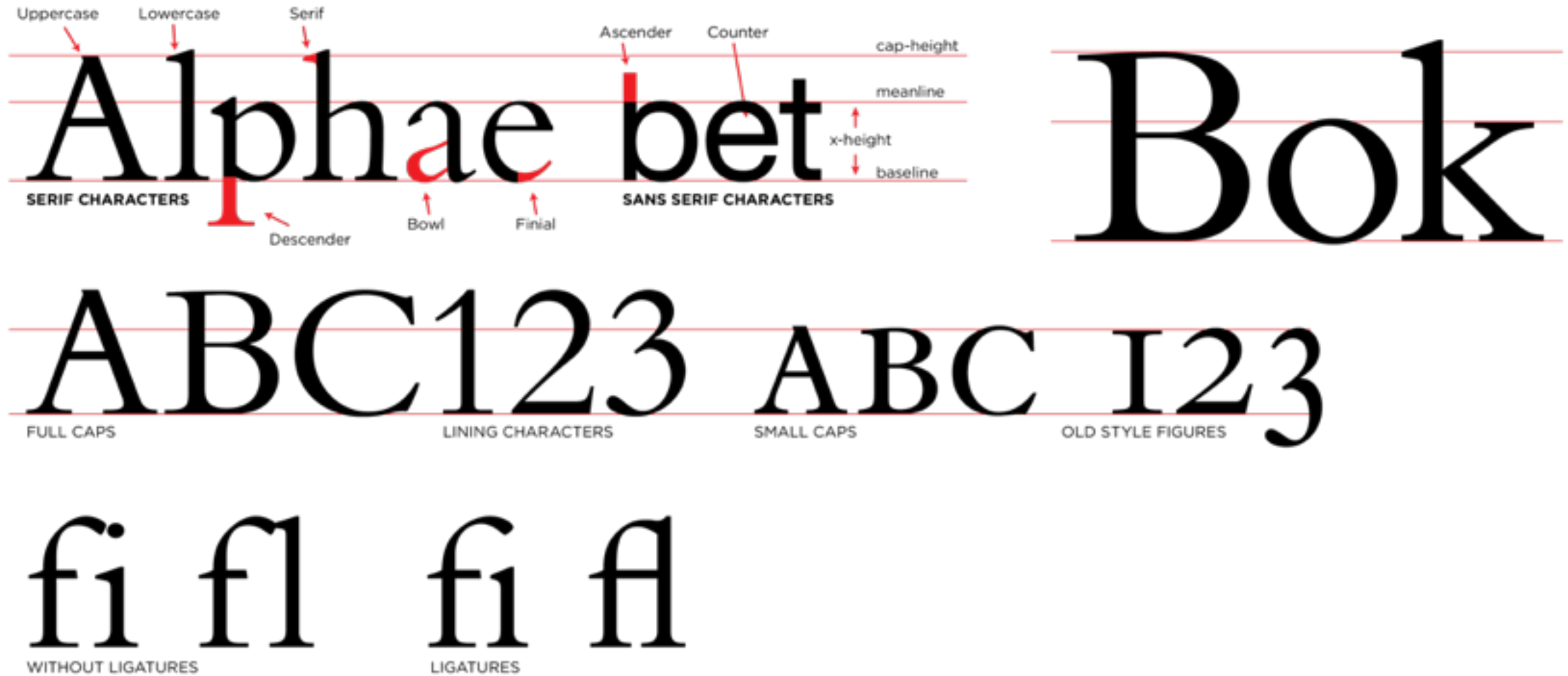


# Part 1: Typographic history

*Or: let's start from the beginning*

# Type terminology





# In the beginning...





# Medieval manuscripts

**B**enedixit domui israel: benedixit do-  
mui aaron.

**B**enedixit omnibus qui timent do-  
minum: pusillis cum maioribus.

**E**rigat dominus super uos: super  
uos ⁊ super filios uestros.

**B**enedicti uos a domino: qui fecit  
celum ⁊ terram.

**C**elum celi domino: terram autem  
dedit filijs hominum.

domino: ex hoc nunc et usq; in secu-  
lum.

**D**ilexi: quoniam exaudiet do-  
minus uocem orationis mee.

**Q**uia inclinauit aurem suam mi-  
hi: ⁊ in diebus meis inuocabo.

**C**ircumdederunt me dolores mor-  
tis: et pericula inferni inuenerunt me.

**T**ribulationem ⁊ dolorem inueni: ⁊  
nomen domini inuocaui.



# Blackletter

## Agincourt

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.

## Cloister Black

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.

## Fette Fraktur

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.

# Blackletter

## Agincourt

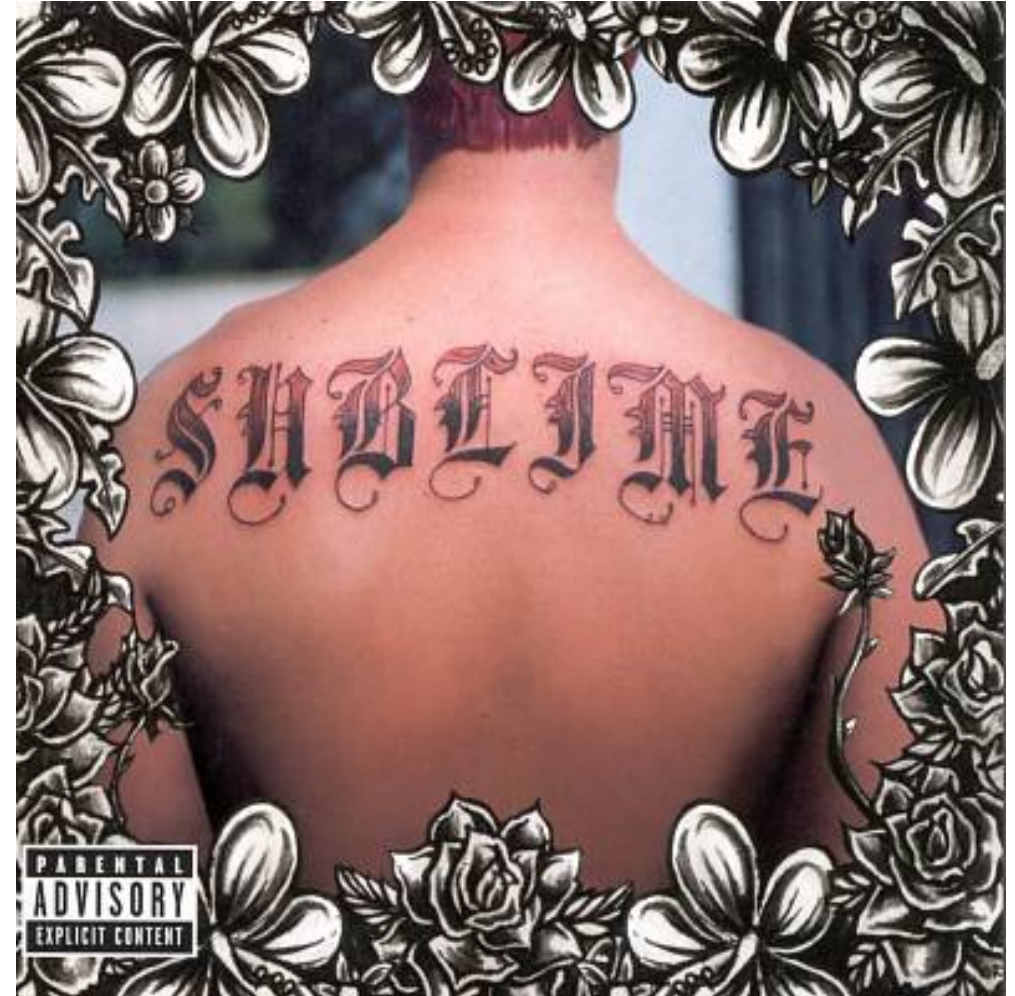
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.

## Cloister Black

abcdefghijklmnopqrstu vwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.

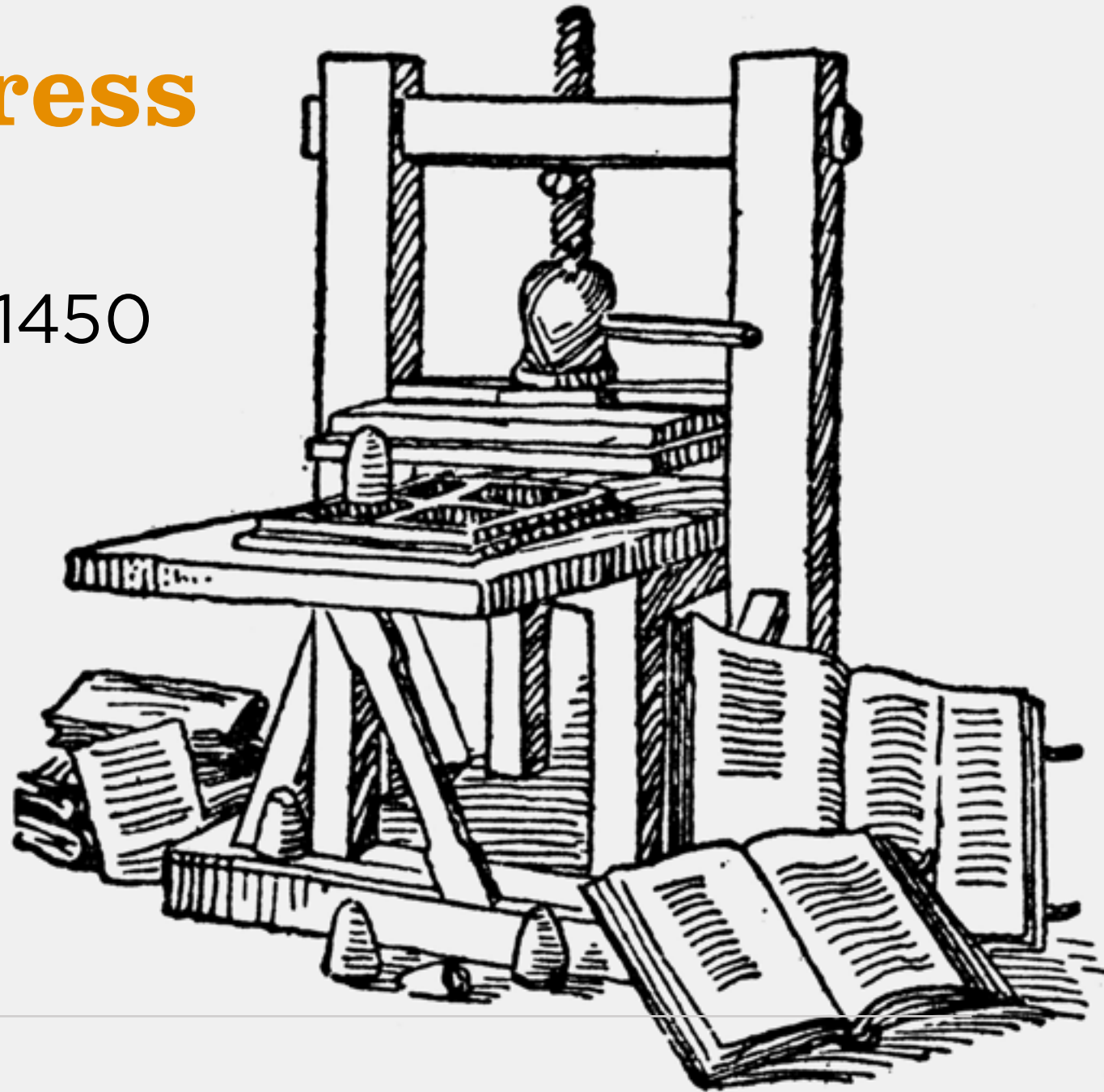
## Zette Fraktur

abcdefghijklmnopqrstu vwxyz 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
The quick young fox jumped over the lazy dog.



# The Printing Press

- Johannes Gutenberg, 1450
- Movable metal type





# The Gutenberg Bible

uerit me retrorsum. Posuit me desolaram: tota die in corde confecta. **Nun** Vigilante iugum iniquitatum mearum in manu eius: commoluit sunt et imposuere collo meo. Infirmata est uirginitas mea: dedit me dominus in manu de qua non potero surgere. **Samech** Abstulit omnes magnificos meos dominus de medio meo: uocauit aduersum me tempus: ut cotereret electos meos. Torcular calcauit dominus uirginitati filie iuda. **Ain** Adcirco ego plorans et oculus meus deducens aquas: quia longe factus est a me consolator: conuertens animam meam. Facti sunt filii mei perditionem: quoniam inualuit inimicus. **Fe** Epandit syon manus suas: non est qui consoletur eam. Mandauit dominus aduersum iacob: in circuitu eius ipse eius. Facta est iherusalem quasi polluta menstruis inter eas. **Sade** Iustus est dominus: quia os eius ad iracundiam prouocauit. Audite obsecro uniuersi populi: et uidete dolorem meum. Virgines mee et iuuenes mei abierunt in captiuitatem. **Caph** Vocauit amicos meos: et ipsi deceperunt me. Sacerdotes mei et senes mei in uice consumpti sunt: quia quesierunt ab eis sibi ut refocillarent animas suas. **Res** Uide domine quoniam tribulor: tribulor est uenter meus. Subuersum est cor meum in inuentura: quoniam amantidurum plena sum. Fortis interfectus gladius: et domus in domo similis est. **Sen** Audierunt quia inuenisco ego: et

**Q**uomodo obrexit caligine in furore suo dominus filiam syon. Proiecit de celo in terram inuidiam israel: et non est recordatus scabelli pedum suorum in die furoris sui. **Seth** Precipitauit dominus nec pepercit omnia speciosa iacob: destruxit in furore suo munitiones uirginis iuda et derexit in terram: polluit regnum et principes eius. **Symel** Consergit in ira furoris sui omne cornu israel: auertit retrorsum dexteram suam a facie inimici: et succendit in iacob quasi ignem flamma deuorantis in giro. **Delech** Tendit arcum suum quasi inimicus: firmavit dexteram suam quasi hostis: et occidit omnem quod pulcrum erat uisu. In tabernaculo filie syon effudit quasi ignem indignationem suam. **Ne** factus est dominus uelut inimicus: precipitauit israel. Precipitauit omnia membra eius: dissipauit munitiones eius: et repleuit in filia iuda humiliacum et humiliata. **Uau** Et dissipauit quasi ortum tentorium suum: demolitus est tabernaculum suum. Obluioni tradidit dominus in syon festiuitatem et sabbatum: et in obprobrium et in indignationem furoris sui regem et sacerdotes. **Zay** Repulit dominus altare suum: maledixit sanctificationi sue: tradidit in manus inimici muros ierusalem eius. Vocem dedecus in domo domini: sicut in die solenni. **Heth** Cogitauit dominus dissipare murum filie syon: tendit funiculum suum et non auertit manum suam a perditione.

abierunt in terra capita tua uirgines iherusalem. **Caph** Defecerunt per lacrimis oculi mei: conturbata sunt viscera mea. Effusum est in terra iecor meum super conuersionem filie populi mei: cum deficeret paruulus et lactes in plateis oppidi. **Iamech** In matribus suis dixerunt ubi est triticum et uinum: cum deficeret quasi vulnerati in plateis ciuitatis: cum regalarent animas suas in sinu matrum suarum. **Aem** Cui comparabo te: uel cui assimilabo te filia iherusalem: Cui requirabo te: et consolabor te uirgo filia syon? Magna enim uelut mare contentio tua. Quis medebitur tui? **Nun** Prophete tui uidentur tibi falsa et stulta: nec aperiebant iniquitatem tuam: ut te ad penitentiam prouocarent. Uidentur autem tibi assumptiones falsas et mendaces. **Samech** Plauserunt super te manibus omnes transientes per uiam: subilauerunt et mouerunt capita sua super filiam iherusalem: hec enim est uerba dixerunt per facti decori: gaudium uniuerse terre. **Ain** Appuerunt super te os suum omnes inimici tui: subilauerunt et fecerunt denuntiationes suis: et dixerunt deuorabimus. **Ain** Ista est dies que respiciabam: inuenimus: uidimus. **Fe** Fecit deus que cogitauit: compleuit seruationem suam que precepta a uerbis antiquis. Destitit et non peccat: letificauit super te inimicum: et exaltauit cornu hostium tuorum. **Sade** Clamauit cor tuum ad dominum: super inuenimus filiam suam. **Delech** Inuenimus

et considera: quem uindemiaueris ita. Ergo ne comedet mulieres scutum suum: paruulos ad mensuram palme? Si occiditur in laudario domini: sacerdos et propheta? **Sen** Iacuerunt in terra foris puer et senex: uirgines mee et iuuenes mei ceciderunt in gladio: interfecisti in die furoris tui: percussisti: nec misertus es. **Tau** Vocasti quasi die sollempnem qui terecerit me de circuitu: et non fuit in die furoris domini qui effugeret et reliqueretur. Duos educaui et equitauerunt in inimicum meum consumpsit eos. **Aleph** Ego uir uidens paupertatem meam: in uirga indignationis eius. **Aleph** Me minauit et abduxit in tenebris: et non in luce. **Aleph** Tenuit in me uentrem: et conuertit manum suam contra me tota die. **Seth** Uerulam fecit pelle meam et carne meam: contuit ossa mea. **Seth** Edificauit in giro meo: et circumdedit me felle et labore. **Beth** In tenebrosis collocauit me: quasi mortuos sempiternos. **Symel** Circumdificauit aduersum me ut non egeriam: aggrauauit compedem meum. **Symel** Sed et clamauero et cum rogauero: excludit orationem meam. **Symel** Excludit uias meas lapidibus quadris: semitas meas subuertit. **Delech** Uelut insidias factus est michi: leo in abscondito. **Delech** Seruitas meas subuertit: consergit me: posuit me desolatam. **Delech** Tendit arcum suum: et posuit me quasi hominem ad sacrificium. **Ne** Misit in rami-



# Hey, that's blackletter!



# Transition to Humanist



# 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-serifs

# Sans-serif classifications

# Phototypesetting

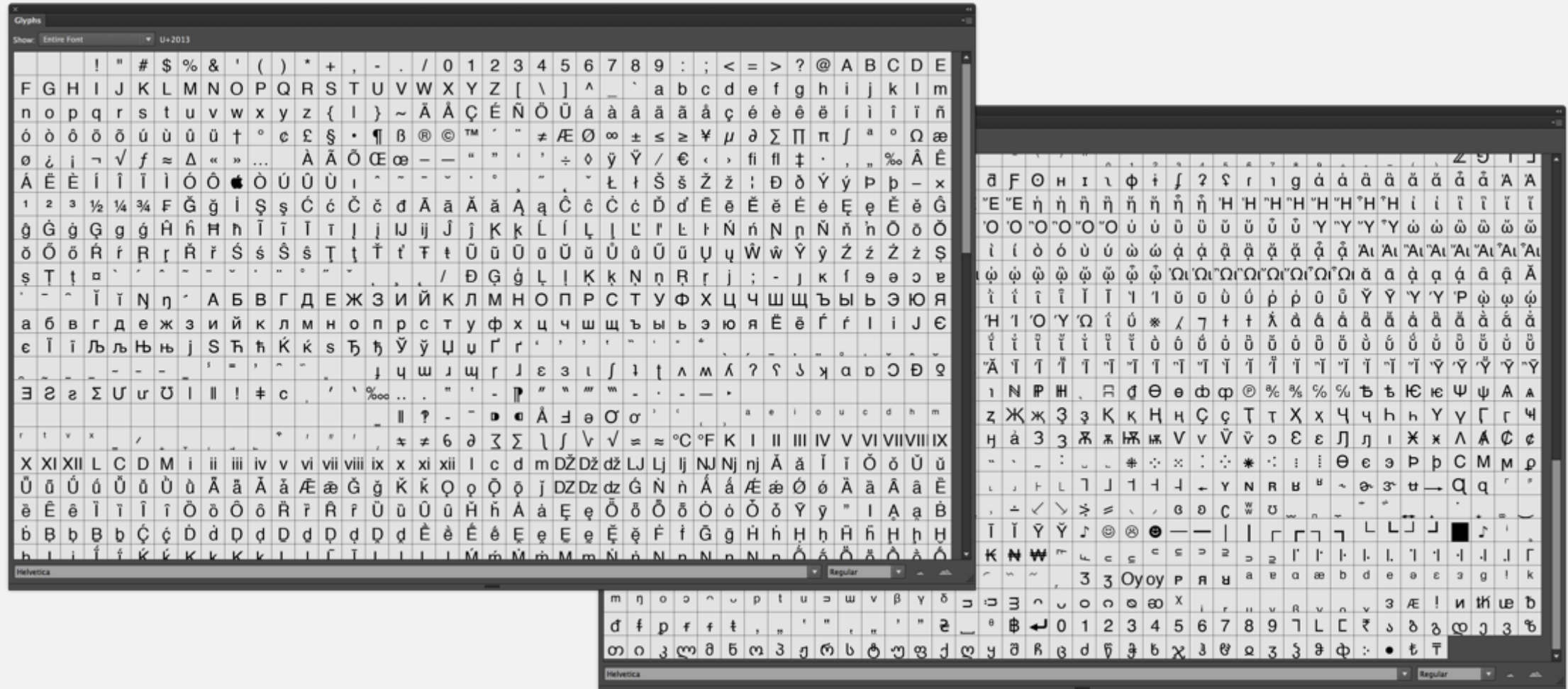
- Projecting light through a negative onto photographic paper
- Predated desktop publishing
- Many companies consolidated their font libraries
- Made hot metal type obsolete



# Typesyles

# 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](http://www.garamond.culture.fr/en)