TYPOGRAPHY

History, Basics and Trends

DEFINITION

- The art, craft, or process of composing type
- It adds emotion to communication
- Type is the written language
- Also called text

DIFFERENT FROM CALLIGRAPHY

- Highly decorative handwriting
- The art of writing beautifully
- Also called **chirography**

الله
بسم الله الرحمن الرحيم

HISTORY

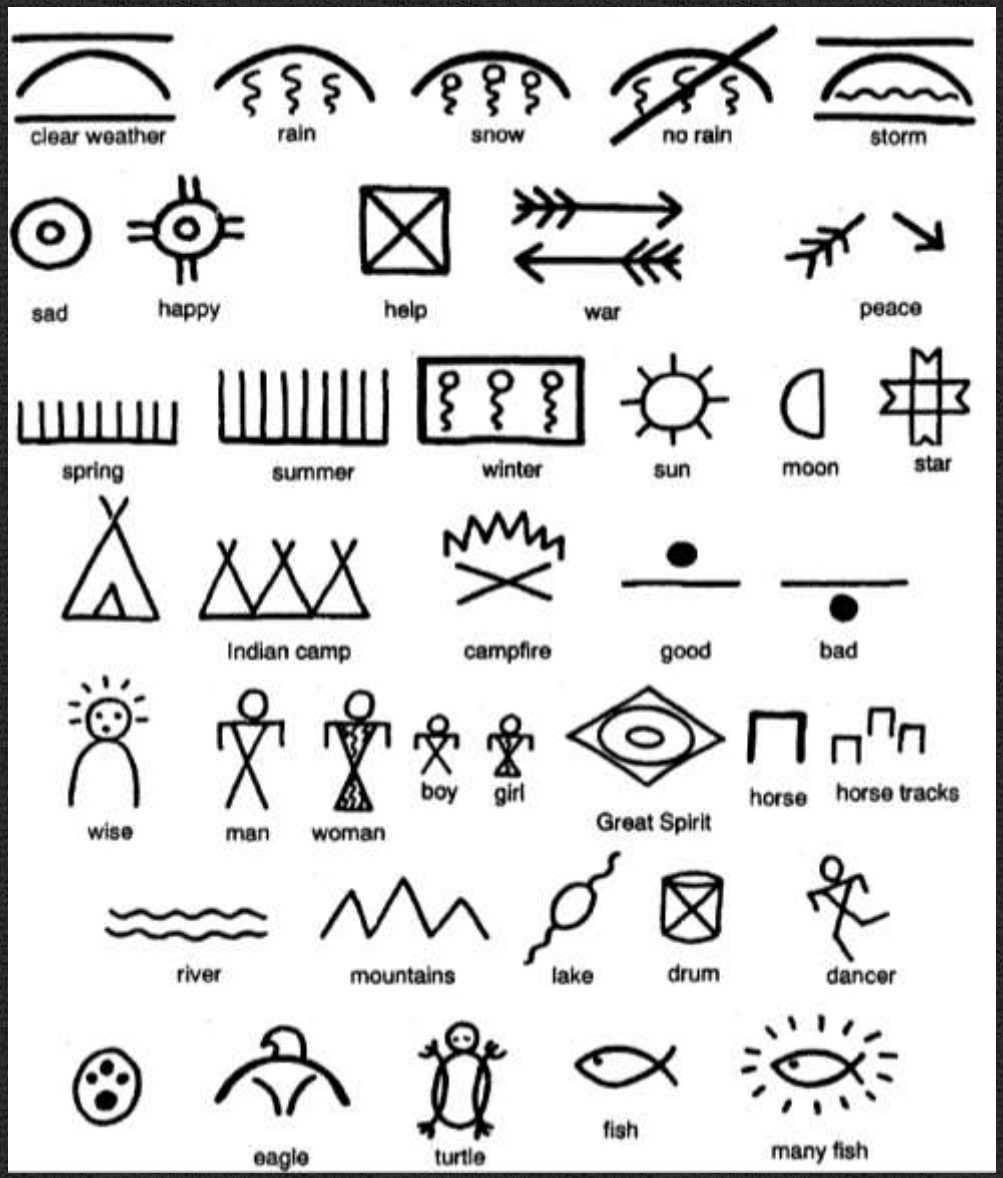
Since man did not begin to write with type, but rather the chisel, brush, and pen, it is the study of handwriting, that provides us with the basis for creating type designs.

PICTURE WRITING

- Pictographs
- Ideographs
- Hieroglyphics

PICTOGRAPHS

- First type of messages in history records
- a series of pictures that told a story


clear weather
rain
snow
no rain
storm
sad
happy
help
war
peace
spring
summer
winter
sun
moon
star
Indian camp
campfire
good
bad
wise
man
woman
boy
girl
Great Spirit
horse
horse tracks
river
mountains
lake
drum
dancer
eagle
turtle
fish
many fish

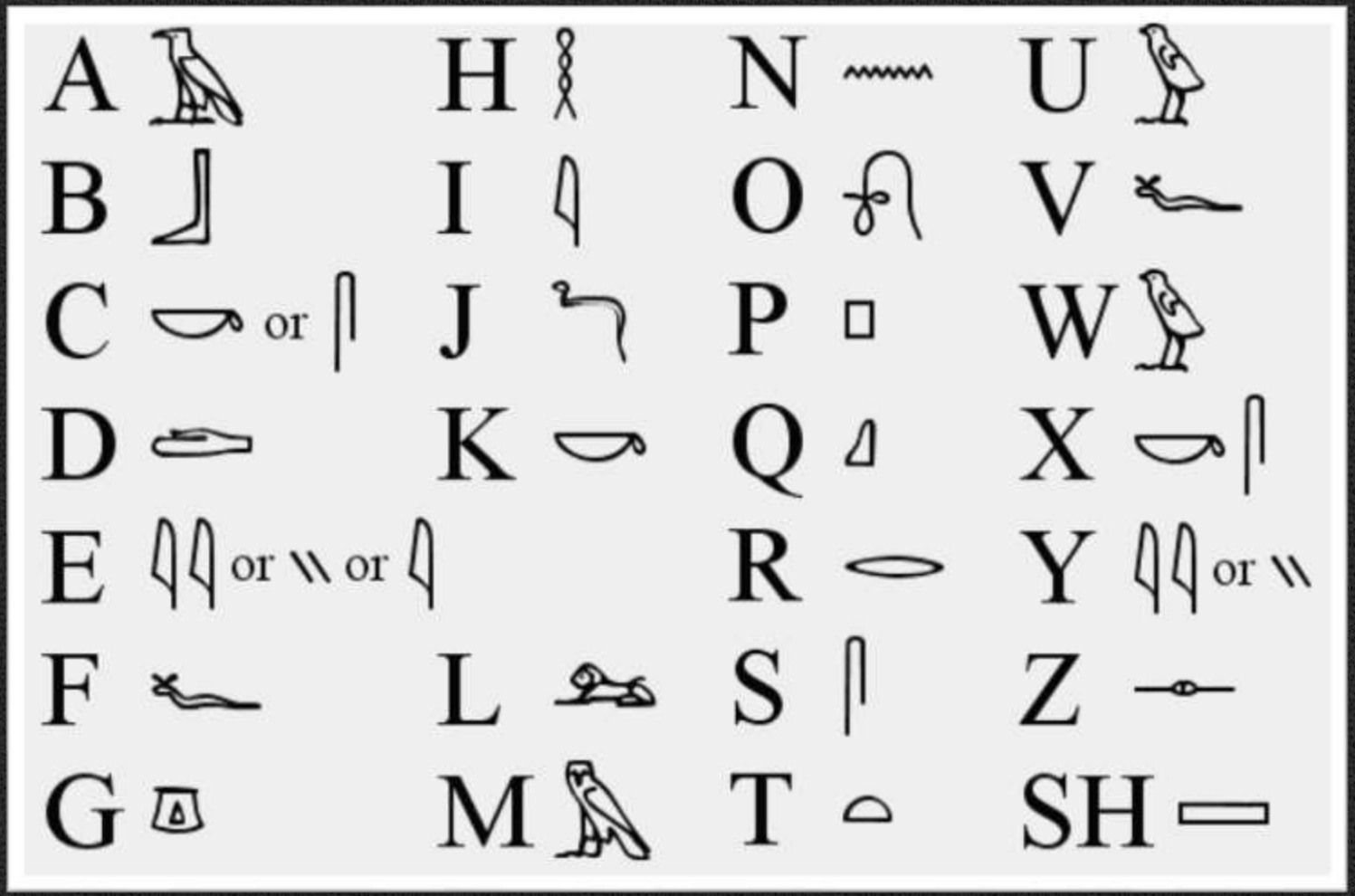
IDEOGRAPHS

A sign or symbol that directly represents a concept, idea, or thing rather than a word or set of words for it

Ancient Sumerian	Ancient Egyptian	Chinese
Eye	See (verb)	Eye
Forest	Water	Water
Mountains	Cities	Mountain
Torch	Fire	Fire
Person	Men	Person
	Women	Woman

HIEROGLYPHICS

Picture or symbol representing an object, a concept, or a sound.


A
B
C or
D
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F
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O
P
Q
R
S
T
U
V
W
X
Y or
Z
SH

WRITING WITH LETTERS

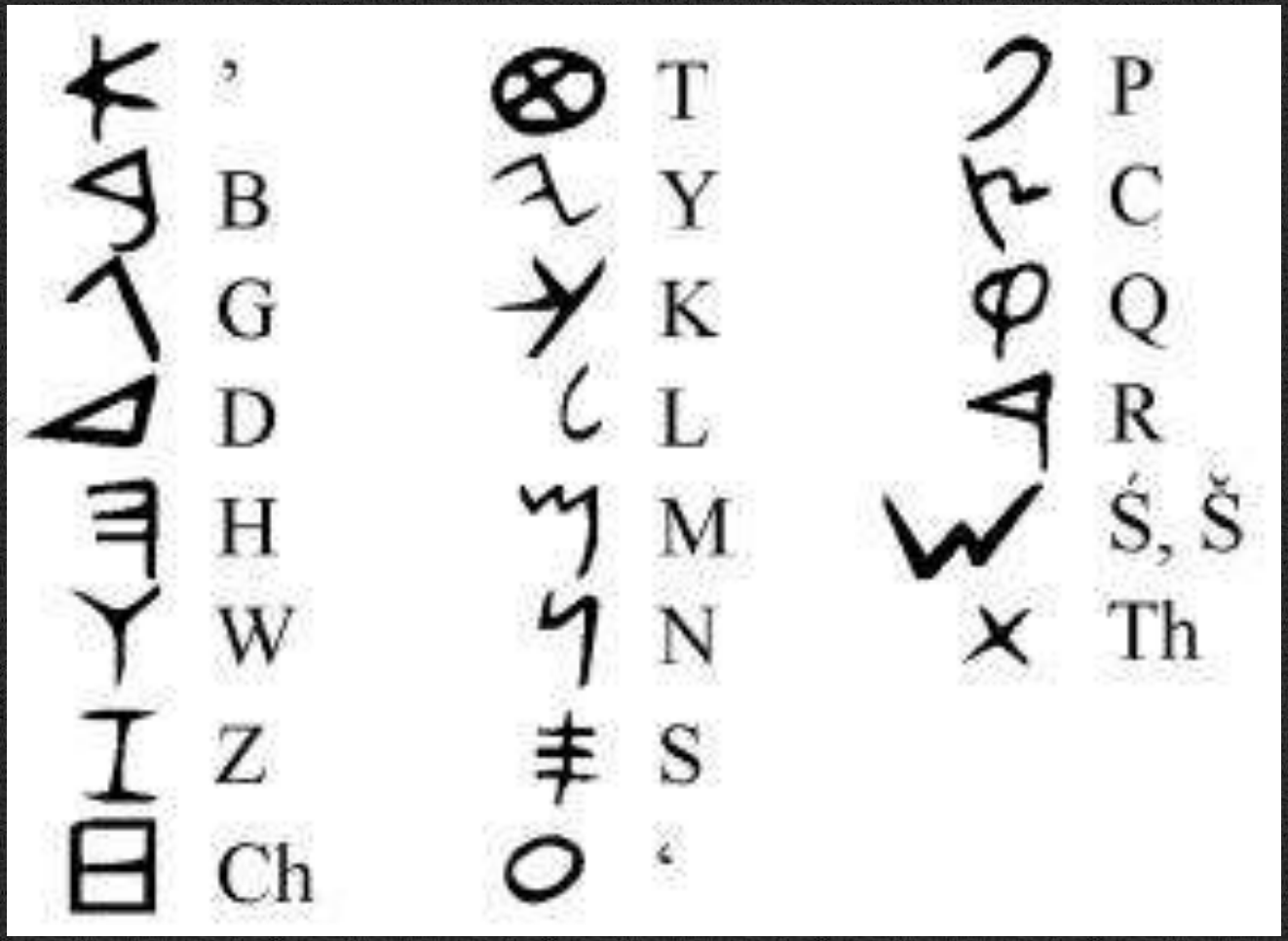
- Greek
- Phoenicians
- Roman

GREEK

- Phaistos Disc
- dates between 1850 and 1600 BC

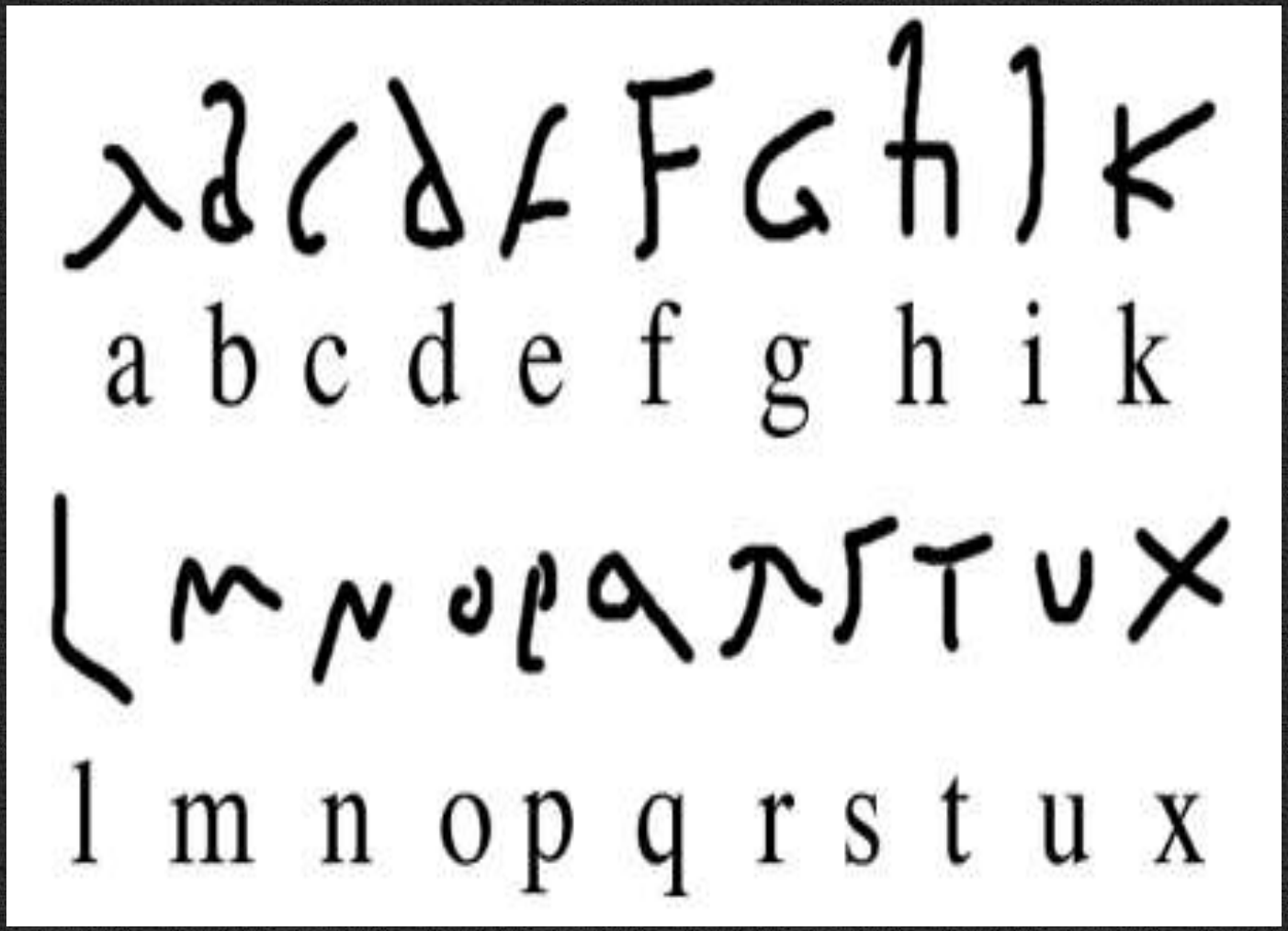
PHOENICIANS

- 1200 BC
- Phoenicians gained independence from the Egyptians
- develop their own alphabet – the first to be composed exclusively of letters


’ B G D H W Z Ch
T Y K L M N S ‘
P C Q R Ś, Š Th

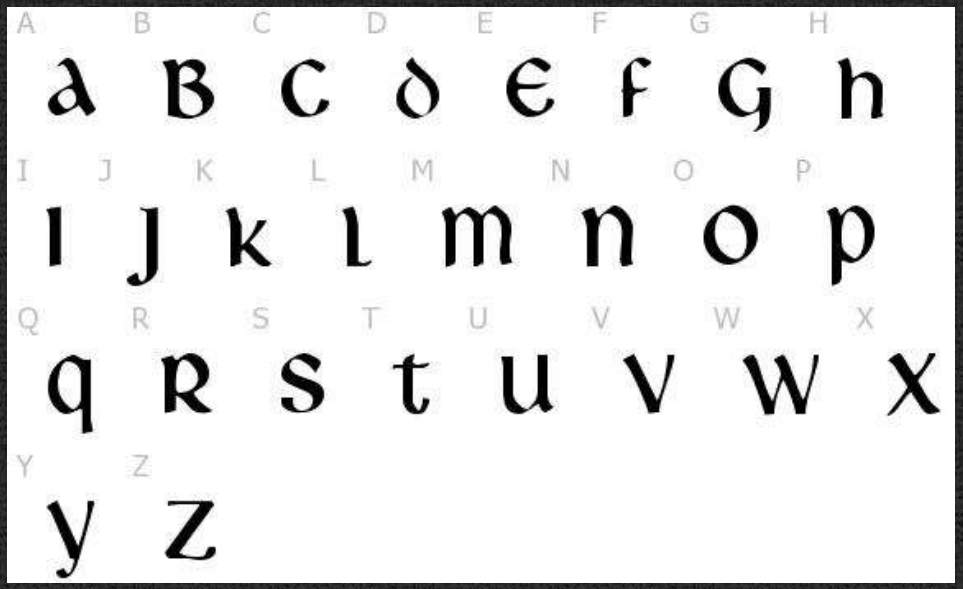
ROMAN

- Further developed the alphabet by using 23 letters from the Etruscans who based their language on the Greek.
- Contributed short finishing strokes at the end of letters known as serifs


a b c d e f g h i k
l m n o p q r s t u x

CAROLINE MINUSCULE

- 732
- Ordered by Charlemagne (Charles the Great)
- System of writing
- Lowercase letters


A B C D E F G H
a b c d e f g h
I J K L M N O P
i j k l m n o p
Q R S T U V W X
q r s t u v w x
Y Z
y z

abcde
fgghij
klmno
pqrsſ

tuvw
xxyz

JOHANNES GUTTENBERG

- 1440
- Invented movable type and printing press
- Invented first typeface – Gothic Black letter

The quick brown fox jumps over the lazy
dog and feels as if he were in the seventh
heaven of typography together with Her-
mann Zapf, the most famous artist of the

NICHOLAS JENSON

- 1450
- created the next font which was the first roman typeface.
- known for being more light weight and used in many formal occasions

ALDUS MANUTIUS AND FRANCESCO GRIFFO

- 1500
- Invented the concept of pocket books
- Developed *Italic* typeface
- Influenced by the cursive handwriting popular in Italy

PICA

- 1750
- The first measurement system for typeface
- created by Pierre Fournier le Jeune.
- The system measures font size in "picas"
- Still used today

JOHN BASKERVILLE

- 1757, creates his own font, Baskerville
- The first to take into consideration leading, margins and strokes.
- Created a variety of thick and thin strokes and adjustable width and leading.

LORD STANHOPE

- Created the first steam powered printing press
- 480 pages per hour

VICTOR LARDEN

- 1932
- Created Times New Roman
- For British newspaper, The Times.

EDUARD HOFFMANN

- 1957
- Invented Helvetica

JOEL KADEN AND TONY STAN

- 1974
- Invented the typewriter

TYPOGRAPHY
BASICS

- Typeface
- Font
- Type families
- Character parts
- Format

TYPEFACE

- A group of characters, such as letters, numbers, and punctuation, that share a common design or style

Times New Roman

Arial

Helvetica

Courier

Verdana

FONT

- The means by which typefaces are displayed or presented.
- particular size, weight and style of a typeface.

TYPE FAMILIES

- The different options available within a font

Ariel

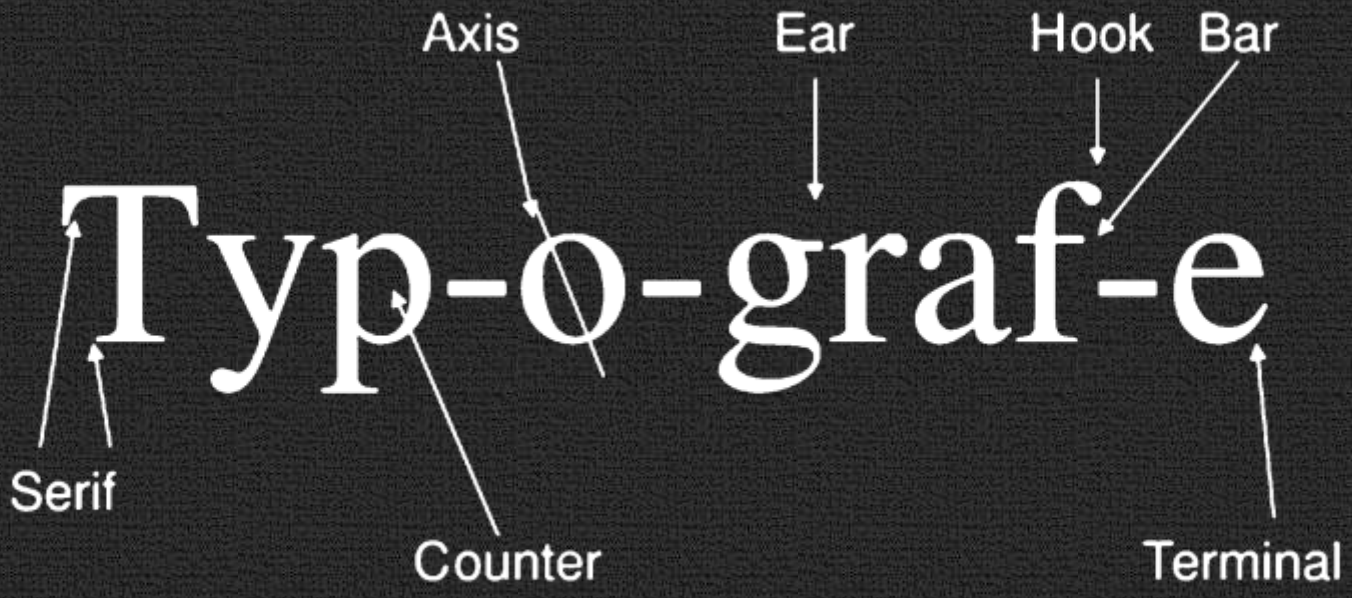
Ariel Bold

Ariel Italic

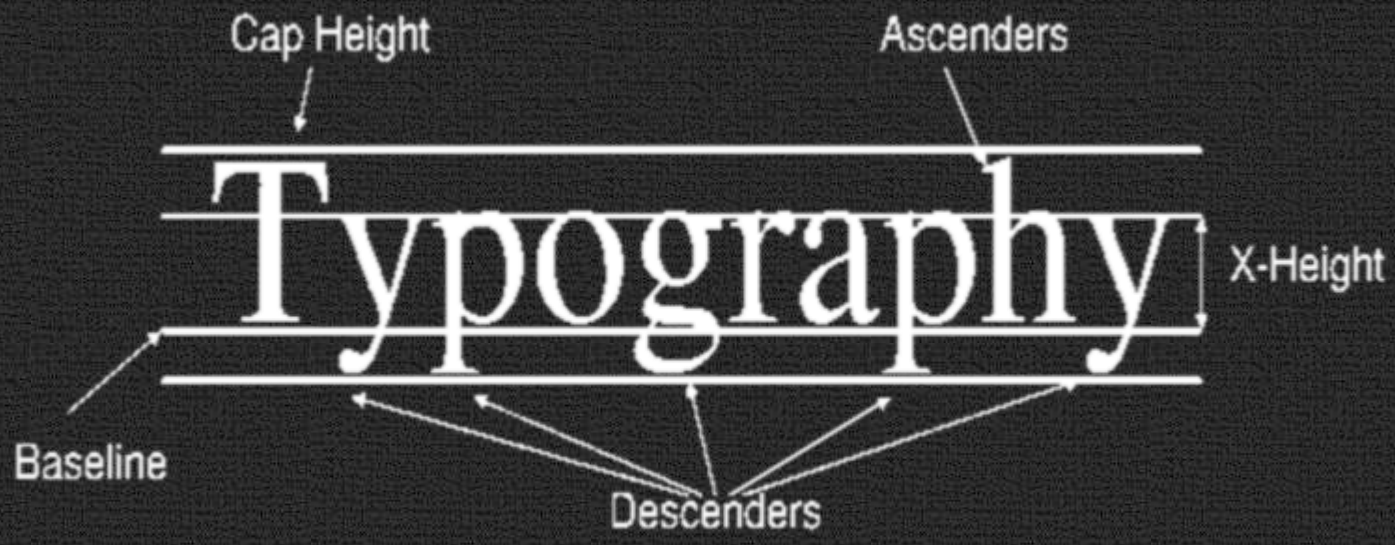
Ariel Narrow

Ariel Black

CHARACTER PARTS



FONT FEATURES



SERIF FONTS

- Font with small lines called serif at the end of the various strokes of a character
- Print media
- Easier to read on paper

Times New Roman

Century

Palatino

Garamond

Bodoni

SANS SERIF FONTS

- Font without serif
- Digital Media
- Easier to read on screen

Tahoma

Ariel

Berlin Sans

Franklin Gothic

Calibri

KERNING

- Inter-character spacing

Unkerned type

Kerned type

LEADING

- Line spacing
- Space between lines can be expanded or tightened

Leading refers to the distance between lines of text. This distance, measured in points, is measured from one baseline to the next.

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TRACKING

- Word spacing
- Used to make type fit a required space without altering the type size or line spacing

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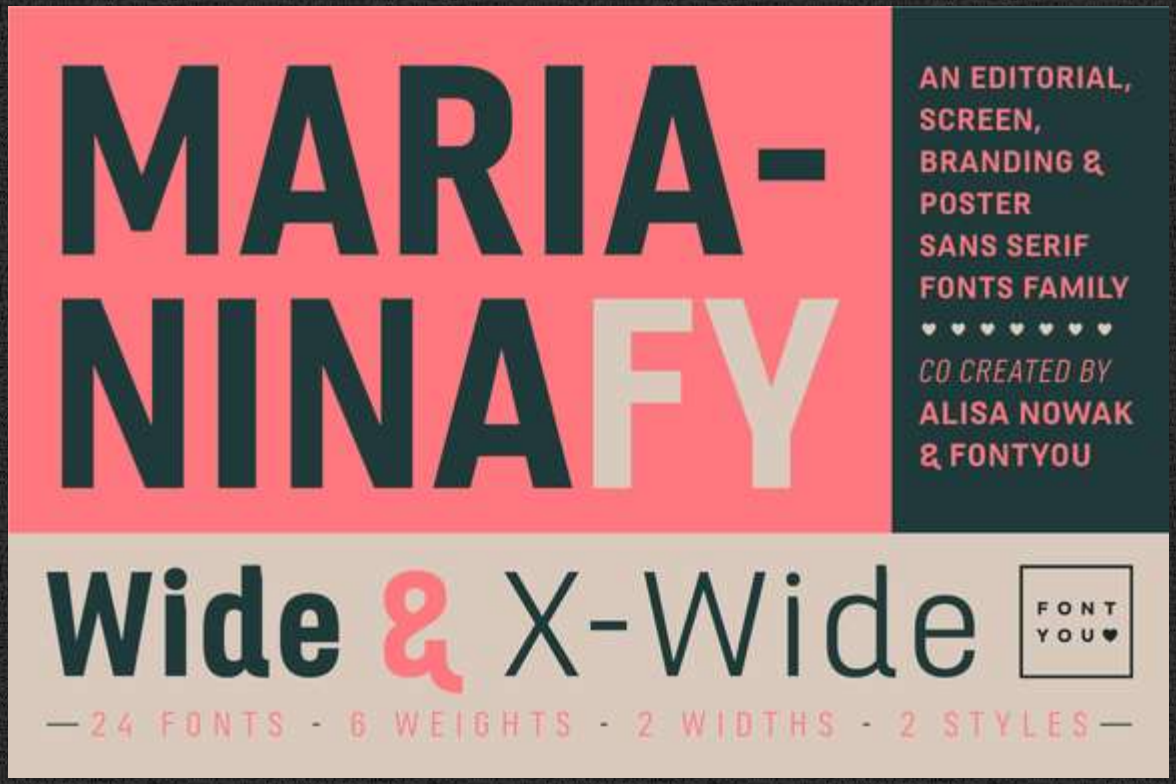
TYPOGRAPHY
TRENDS

- Handwritten fonts
- **Flat Design Typography**
- Mix & Match Typography
- **Large Type**

WHAT A
PERFECT DAY


MARIA-
NINAFY
AN EDITORIAL, SCREEN, BRANDING & POSTER SANS SERIF FONTS FAMILY
CO CREATED BY
ALISA NOWAK & FONTYOU
Wide & X-Wide
FONT YOU
—24 FONTS - 6 WEIGHTS - 2 WIDTHS - 2 STYLES—

BORN AND GENUINELY RAISED IN
New York City
BROOKLYN SOAP COMPANY
ESTABLISHED IN 2012

holler
we get people talking about your brand

The End