

Exam Typography

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1. Explain the evolution of typography.

Answer- the evolution of typography started along side the evolution of human race. As soon as human mind started communication with others, the language started developing. Pictorial representation of the realistic and imaginative scenes was the early stage of writing. This turned into cave carving, cuneiform, with more symbols and characters.



Image 1. Cave painting as initial phase of typography.

Slowly from 300BC to 600BC, these cuneiforms evolved, and specific shapes started representing specific meanings. Then comes the Babylonian period of evolution, during which use of humanoid figures and other real-life shapes to deliver the message to a reader.

Eventually, these figures evolved into hieroglyphs during Egyptian periods. This was the first time in the history, when the written and verbal communication resonated. Each symbol had a special meaning and was associated with a sound as well.



Image 2. Ancient Egyptian wall hieroglyphs

With the evolution in the hieroglyphs, slowly the evolution of characters started. Where the letter started taking their shapes and finally, Greek alphabets were recognised. Each letter has its special shape and has special sound when it is spoken.

A	B	C	D	E	F	G	H	I
Α	Β	Γ	Δ	Ε	Ϝ	Ζ	Η	Θ
J	K	L	M	N	O	P	Q	R
Ι	Κ	Λ	Μ	Ν	Ο	Ρ	Σ	Τ
S	T	U	V	W	X	Y	Z	
Ϛ	Ϝ	Ϟ	Ϡ	Ϣ	Ϥ	ϥ	ϧ	

Image 3. Greek alphabets.

After Greeks, alphabets in Latins were also evolved. Next, lower and upper case were developed (i.e. uncial and half uncial) after exploring the rustic capitals. Curves and strokes were incorporated in letters, then various scripts were written using different typographies.

Ι	Ϝ	Ϟ	Ϡ	Ϣ	Ϥ	ϥ
Z	F	E	D	C	B	A
[z]	[f]	[e]	[d]	[k/g]	[b]	[a]
Ο	Ν	Μ	Λ	Κ	Ι	Η
ο	ν	μ	λ	κ	ι	η
[o]	[n]	[m]	[l]	[k]	[i/j]	[h]
Χ	Υ	Τ	Σ	Ρ	Φ	Ψ
x	υ	τ	σ	ρ	φ	ψ
[ks]	[u/w]	[t]	[s]	[r]	[k*]	[p]

Image 3. latin alphabets

Lastly, alphabets which are recognised in today's world were evolved. And these are still evolving with time and attaining new shape and features.

2. What are some of the properties of typography? Explain in detail how they can affect user's cognitive principle.

Answer- There are eight main elements of typography. These main properties are: typeface, hierarchy, contrast, consistency, alignment, white space and colour.

Typeface- there are three elementary types of typefaces: serif, sans-serif and decorative. And how this typeface look is given in the image below:

Serif

Sans-Serif

DECORATIVE

Hierarchy- it is to help in the organization of ideas in order to help viewers to identify the category of information from which they are reading. For example, the title of a website is always written larger than the other content on the page.

Contrast- it shows the information on which the main emphasis of the writer is. Changing the size, typeface, colour, style and weight, the influence of the written content can be changed.

Consistency- it is key of a typography as many different types used can lead to confusion. a person should decide on single theme of colour and hierarchy style and fix it.

Alignment- it the orientation of the text towards a specific direction or at an angle. In a single document, it should be consistent just as other elements to have a powerful impact on the reader.

Whitespace- it is the empty space around the text. A proper ration of text and whitespace draws attention on text and creates a good visual experience for the reader.

Colour- it is to set the mood and helps the text (or important information) stand out. It further has several elements such as hue, saturation and value.

3. With example, put out the important characteristics of monograms.

Answer- A monogram is a decorative design made with the combination of one or three letters to make a symbol. The main characteristics of a monogram are:

- a. A distinct typeface- while making a monogram, a unique typeface must be used. Because it reflects the personality and attitude towards the target audience.

For example: monogram is made using letters placed in seal at a slanting angle to meet in the middle.



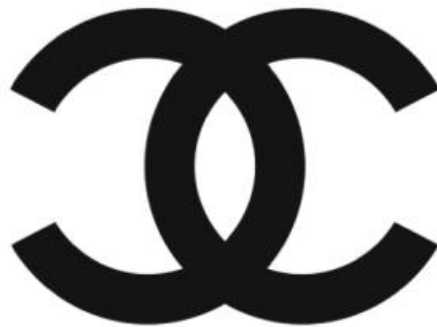
- b. A wise colour- it is a critical choice as it should show some purpose. It must be connected to the name of company or the person. No more than 2 colours should be used.

For example- yellow colour in McDonalds' shows happiness.



- c. An innovative shape- the shape of the letters can be modified that will turn it into a symbol not a word.

For example- Coco Chanel used it both Cs in interlocked manner to make a monogram which looks more like a symbol than its brand initials.



- d. A layout- instead of writing in a straight line, monograms can be written using different layouts.

For example- YSL used letter stacked upon each others rather than placing then next to each others, which makes its brand monogram unique.



- e. Adding a new feature- something creative can be included to make monogram more personal.
For example- H&M has bigger initials but smaller '&' in between them
Which adds some extra touch for their monogram.



4.What are the types of character cases and how does the anatomy of character play out?

Answer- There are five types of character case: Upper Case, lower case, sentence case, title case, Camel Case.

1. Upper Case- The first letter of any word and any line that means its upper case.
2. Lower case-Except of first letter of word and other letter of the word its lower case.

3. Sentence case- It shows when we start a line first letter become upper and rest of the letter become lower case.
4. Title case- All words are capital except non-initial articles like as a, the, and.
5. Camel Case- It show when we written a line without any space and each word of line the first letter become capital.

