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This conneeption of the elements of design covers all of the many things that mank ind makes buildings, or rail road trans, or sculptume, or paintings, or pottery, or furnitume, or the printed page allike. In each, different though they be, the purpose of design is to relate the various sumfaces, masses, and to descorate or ornament the

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many be used and all the war ied pumposes of the equipment of maankind must be satisfied, but the application of the satisfied, but the application of the principles of design will be similar throughout. This point is emphasized so that the student of principles of the student of principles are the student of principles is emphasized as a the the student of principles is a similar the student are and with the similar and wiseful

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Fig. 2:, A. Halfftonne enginaming finom a phototograph, metalining full pictotomial effect of depth, expressed in vanions gray

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IF i g. 3. A group proff missice 11anneous masses having varing messiones, shapes, and tones. Armanged witthout. rtt.lhnonung/lhrtt. rorff (dhees ii gjin) ...

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Figg. G. Simple dervelopment, off shape and measure mhythm such as might dervelopment.

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Fig. 7. Simple illustration off tone mbythm as it may occum on a typpe page. The tones progress from the whitte off the light gray masses off type; to the damker grays off decomatinos.

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design om a mhythmic increase or decrease in the size of shapes used in a design. Tome mhythm is a mecummence of similar tomes or a megular progression of melated tomes from light to dark or the mewerse through a design. The four qualitties above are so closely melated that there is often no definitte dividing line between them, indeed, a successful design will

Phropponret, ii oni

Olum deffinition of proportion as a comparation is mellet ionship of size is so broad that ions is inproportion in as a proportion. The qualitaty of proportion in design is always assumed to be a pleasing mellations. The original ity of proportion tion in design is always assumed to be a pleasing mellationship of sizes. It

The use of equiol mosses in a design is monortonious. The eye finds variety of size more insteresting. Durt to determinine what form of variety is most

ii nottoermeesat, ii nogo woer omuusat, offii nodo, oi offi poossasii bolloe " rt. hiler - ii idliera i 1 - Jaimiera - Imre II jart, ii joini sihi ii joi - Ibriert, wilere ini imiaissisiessi ülini jai idliessiüligini... Tilhiüssi joimioilbillieimi lhiaissi iorff inverciessis tittiur (breverin) skorthwield (brur itt.brie) idliers illiaimierms i jorff (a.l.) 1. Impart. illiaimis (a.i.) 1. 1. ipiermilijondiski. Jannid ilit. Iliski ilinittiermerskt. Ilinia ittior inportuer rt. hiart. rt. hier imersio II rt. Thiars reviermo withermer breveni poimparcht Brotaril II our it three issammer... ILliert, jursi jaimimiärvier jart, it.lhijer jerxijaimersistäjaini jarff igioloid pirropioimit. Šiolni bily it.hile: sišimipilie: mielainisi loifi idli wii idli inigi iai imelcitialinigille ii initio itilulo pialimitisi with it is:the with 1 1 theory extitutes innorset, timettermersett timig imer Blant. II joinnis Ihrii joru. Tilhrii ist imercat. Jainnig Brettiis i Altiini IF ii gr. 181. IDI silhioiwisi ja idlii wii siii joini ii inittio leigiulai II jprojimitus; , itt.hije: imjersiju illit. Ibijerii injig jujin ii jinituermersit, ii jnig iaimid mioiniort.ioinioiussi.. Iini (C) t.lhie: idii wii saiiioini igjärwiessi jai iffiese Iläinigji itt.hijarit, itt.hije: Iljoiwiesim jojaimit, äisi rtuoro I raimigres; iint. iins raimioriurid ii mroji tulhier ruriorioresmi ionnid itt.hier imersionlitt. Ess invort, pollierars Einvall. Tilhier imie: Il artt. Il ioinnisi (hi Il prii Il ini III) Il Il Isi isko inkeka imili iyi kekgiluka II rt.lhilart. rt.lhiler idliğ wiğisiğ loğlar isdevelmişi irt.loj ilhilarwier ibdevelmi iaini - il iniaiciciui martieri erffrffioimt, itioi - Il ioiciaitier itilhier ichennitherm ... (Silonnierwilhiermer p.P.ig) (2/18/1) brierthwiererin (it.)hrei idliži vyriži saliži jolini i jolijo i ži joritti. I ži jori ICC; i jai jolijdi i itt. hi jairtti. I ži jori IDC i juli ži ži ži ipiimioilbiailbi Il iyj Ilbie: itt.lhie: Ilbie:sitt. ipiioilii initt. .. IR!e:jpiie:artt.e:idl ttimilia les wii l. l. l. l. lorcartie etibre profinet, albrouet, assi ii nr. 18... with ii cith mai il 11. Ibre: "fficriumid "t.or 11 ii e: calbraiurt. rt.wior-officiffit.hrs: looff it.hree idlieset.auniche idloowini officiolini rt.lhile: rt.loipi... Tilhiäiss lurä 1 1 ligiäiwie: rt.lhile: luipipileim laimiellai ii ini IE: jalini jajimieja jorff (2) jajinid (t.)hile: Iljoiwiejm jajini iaimieriai jorff (3). Hilernicke it.lhier imierilijaitti ilijoinisilhi ilijoi joimi ipiimiojipijojimittiäjojini jäisi sijajajad ittioj libijer jajai (2) jäisi ittioj (3)... 18hy) "t.lhile: "t.le:mini (gronoid) primorpromit. ii orini " (orini imile:imile: 11 iyj - itt.lhile: iwiloiimid - jpiimiloijpiloiimitt. 11 iolini " — 11 ini -

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3) üs ausisiummeid...

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sapriesailk ülinigi lorff ildlessiülgini itt.lhiülsi imartt.ülioi lorff (2) itt.ioi

Fig. 8. The division of a medutiongle,

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mellationship. Equal division in 0.

Owerbalanced efficient in 6. Too nearly

equal in 0. More interesting in 6.

where the melantionship of spaces is as

It is intermessibling to morte that when a space has been divided into the matino of the matino of 2 to 3, the mellationship of the same small len to the latinoship of the same latinoship of the latinoship of t

miorsit, commerfiuil commissidlemart, irom orfi priorphomit, irom i in it.hier mellart, iromshi ip orfi<u>i Pig</u> (2021) spraces it.himologhiologi, all lit.hier amachi it.ecit.umarl omders. In prii intiing, it.hier diesi igniem musit, bre guriided by it.hier same tumadi it.ioms.

(ii myg) , survic: : ii mwayghersi :ff ii gyl0/2:11 ...jjpyg))

Fig. 9. Sportt.t.ing a single line on a page so that it in indees from a interest in the solution of interest and interest in a interest in a contract of interest in a contract in a contract of interest in a contract in a cont

Füg. 10. Placing a süngle lüne so tihat.

itt wii 11 apppeaam to be centermed.
The dortted lines sishow the marthemartical
center of the wertical side.
The strongght lines selow the center of

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((ii mig) , :simic: :: ii miaighersi :ff ii jg/0/2/3 jjpig)

Fig. 11. Bitimule siquialme ablowe and an optical ly commented siquialme below. Psychologists explicin that the eyes find it mome difficult to the judge the length of the length limit the sylvist length of the length of the sylvist length of went ical lines, hence ame inclinical to exaggerante those them.

(Black Laurusse)

Three policius inciail recordii 1 il bornii como wilhii cilhi reccii satus ii ni ii t. hire: Ibia I ia inicieid ii sieie: sia iwi ii orffi io iu iiri ic:(hi îi 1) id|(hii oilorid) i ariniid) i ft.(hii ei iloripritt. îi ic:(a) 1 | (bi(a) 1) (ariniic:(e) with it is the it is a termination of the control o iaid) jijuusit, mieinit, loifi miaisisiesi luliitt. hiilin tt. hie ictionniff ii ini ii iniia Herdiareksi Torff kar idleksi ii iaini karmek ssriilmrii 1 arm, liimriitt.hart. exarcthriiss ann exgrurar1 iizziinng lorff ifficimicaers corff contatumalicatulicani. I in atthie afficiminiers tt.bue: fflourique: ilis journaivalittuur: ilini tt.bue: Iliantitue:mil. rt.lhile: lairt.tt.imalic:tt.ii.ioi.ni rt.ioi rt.lhile: leigje:, lwihi.ii.ic.lhi wranmürers; writtihr tilhre skülzre annid tilonne orff tilhre imitalisisti. Milhiä 1 er itt. hier ifficilmicker lorff igjimarwätt. iyj iursiura (1 1 iur. Ibirrii iniarsi Ibia (1 iainia: ilinia) imiarsisiersi (t.io) iai Throng ii :z::oringt.ia: 1 - ia: 1 ii :gjinimie:ingt. , - io;jprt. ii :c::a: 1 - Ib::a: 1 :a::nic::e: imialiui (birrillinia) (t.)hile: imiaksksieksi llini jai idleksilliaini llinittioi reagranti II il borni ramo roma romany robers il mread - II il nore; " TTibrier lantitumiaricht üronni liwibrürichi kar imraksisk joronsiskeksiskeksi wraim illess i dhi mercht. Iliy i wiint. In iintus issi izbe i aimid "thorner... Tithruis iai miaisis jorff "ffiolium" silaluiaime ii muculhuessa, ii saorili ii idi ilbillaandiki, ilwiii 11-11 ilbile: iitawiii idae iaasa isittimoinila liitin jaittitimaiaittiioini waalliule jaisi ja miaisisi rorff rtuwror sagruraimer ümrichhiersi,, saorlaid billiaidka. Irt. with 1 1 callisto ble thoristicke cass situmornia, fini iartt.tt.miarcht.filorini iwrailliure iarsi iar mraissis rorff ifficiurm ssignuralime: ilinic:hiless;,, inieliurt.imai.1 igimaily (itt.hile) igimaily. Ibnerting Ihraileff (t.hre) warlinge wiff billiancik.) ... (Tihre) iartt.tt.imiaiic:tt.ii.ioiini (wiai I) iulie: Iorff (gjimiaiig) (tt.ioiiniie:si ipiaimitti üliciui Iliaimi Iliui - jarffiffierichtiski liitlihier - icioiniskiülidiermantti ülioini rorff | brillionalkess rorff | tt.rgjpre rwithribrathr wranmy | brin rdiesprt.lbr rorff "thornier rarcicionmiditi migritho italine (billiarcik mierses rorff) rt. Thire integriple infriencier, ic. 1 rossierniers is rooff isiprialic. It inigr., iert.ic:..

Sinnare tibre seessaw must browe its:
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prolint of swippport, it follows tibrat wory
conditition of equilibrium, physical or

opptiical, demininds a point of balance.

In design, this point will 1 determinine
the location of the melateammine the later point in the related masses. It
will be appointent of balance should have
that the point to fibalance should have
some melationship to the edge or
confines of the design.

The conffining edge of the design is usually a rectangle, on the printed proge. The location of a point of printed proge. The location of a point of print of pig 225 plants of print of proge. The location of a point of the pig 225 plants of the location of a point of the pig 225 plants to divide it. How shall it to be divided in the most interesting way? Up applying the most interesting way? Up applying the rottic print of ballonce may be located usually one a line which divides the page into parts of 2 and

Wilhiern equinal massisses arre to be ball ancied it. is obvious that there is no be lanced it. is obvious theat, it. hery will be be equified is tank. If more that be profinit, off ball ancies. ((Figg. 122.))

(ii mig), :simic:: ii miaigiers: :ff ii g(0):2::Sia:...jjpig))

IF ingr. 1:2: Eignoch massisies balbanicied art. regulat I dissitanicie firmam itthie centurer posinit...

Withiern the masses are unrequed to the point. is at our unrequest distances from the centers of the masses . These unrequest distances from the centers of the masses . These unrequest distances have the same ratio as the masses is the masses is the masses the distance from mass is always the shorter distance from the point at. If 1 pround is to bot ance from the point at. If 1 pround is to bot ance the the first are masses the point at. If 1 pround is the distance from the form the point at. The first be 4 times as the 4 times as for the form from the proint at of bot ance as the 4-

(ii mig) , simic: : ii miangle:si :ff ii igl@!2!!5ilb . .jjjpig))

Fig. 13. Mass off 4 unitts ballaniced by 1

Hillerinicher, "tuo Ibrailliainiche "tuvio miakskskeks üni ar imiero: tualinia il leru. Int. hier i prio il inint. I priff I bra il raini che i ivi il 1 lbie: "fficiulinid big pimopicim"t. ilicini, pillicic ilinig ilit. (Pig (2!'7') ioini jai 1 iiinie julhiiija:lhi idlii wiiidle:si it.lhie imiericht Jahrhallier – Bilant Johannet J. s. Jorff – (2) – (1, john – 1, jo Ibrai II raimic: ii migra rorff int. hire i miariskskerska raic: mioriskski int. hiritisk prioriti initt. Iwrit II II II tt.hirerni Ibrer iai imraittittierii jorff idliert.iermini ii ini ii iniigi ii t.lhiierii imi ii mieril rart.ii wier iidi ii sat.aimic.iersa offirmorm light... Into ities comprisement offilmant offilmer I communicate in configuration in materials in the control of the configuration of the control o offirmionimi offi.hine: pphonitimint, norffi lonarillianimiche: salor offi.hinart, tint. will be found a stable sampol bern entainellu ourt off rt. hiller imiericat. ainnig 1 ier... Int. ili si rorff i chorumisier i eraksiy int. ior imiorwie: "t.hie: Iliaimigje:m ic:Iliaisse:m "t.io: "t.hie: piio:ii.nit. with it is: the conjunct command the initial line burn the initials that it there isimia II I leimi. Milhiart, icioinisit, ii tuurtiess ja joimojoieim idlii:srtt.aimicie: 'ffimioimi 'tt.hie: leidiale: loiff' 'tt.hie: imiero: training I reciliurii II II - Ibrecilid ii sacaursasierd i iumidierm - Milanmiarii inisa. - ii ini ii tt. Ihre - Ibrorolik iloini "Tilyjphongjimtajpilhi ii ictal II - IDhetsi ii igjini ...

r iPigi (2!18) π

((ii.mig), :simic:: ii.miaigie:si :ff ii.g(0):2:(Gi...jjpig))

Fig. 14.4. Mass off 3 uninites biolioniced by mass off 1 unites, taking the profint off biolionice upon the limb is a mice upon the limb is a discrete upon the limb is the discrete profine.

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IF ii g ... 1 !5 ... | Miletarstummers or ff | 3) tained 1 | brail anniched by an interassiummer or ff | 2) , | t. brail anniched by an interassiummer or ff | 2) , | t. brail anniche die widding the brail anniche sprace interassioner intera

Tiblier Ibiai I jainijoter jorffi it. himierer joint imijointier imijaksisiersi will it. hill in the impercrition norther distributed have so it. hier iccionnesi ii idhermartt. Ii ionni iloeffi itt. wiloi iartt. Iiai itt. Ii imile: " Ibrailliannic: ii migi itt.hire: prarii im romm prarii ims rwiii tt.hir itt.hire: imierimiai il ini il inior il imiarskski kolimi ilmiarskskerski... I in i Filing . 1 'Si , imparassional 1 , (2) parnid (3) parmer studi Ibree Toraittiannicierd writthiin ttihre mercitianng lier. IBkarllkannic: ii migr. 36. iwrii tt.hr. 11. igrii wiessi it.hrier. Ibkarllkannic: ii migr ipilorii initt. 191. - "Trailk ii inigiji (3) ipilli iursi 11 i ffimiorimi i tt.lhire: prioriti initt. IP', where il iniciaritae italine miaisis (2) italior Ibiai I jainicie: "t. hielim jaicimioisis "t. hiel I ii nie (AIB) juihi ii cihi idliji wriji idliessi int. hije: imjericat, jajinija il je: ili jini i jajiajiaidi. primiorphorimit, il lorini . "T'Three priorii initto por tt.Threen brenchorimiersi rt.lhile: Ibiai I iaimic: ii inigi i piloi ii init. Iffioim II t.lhile: le:init. ii imie: igimioliulpi... Miartt.hileimiartt.ii.icaa 1 1 igi "... 31 jo 1 iursi - 11 lieligiuraa 1 4); 4 ils tuuriiche 2); tuhremerfronne tuhre mossis 2: imiursit. Ibie: tuuriicie: iaisi ffiaim ffimoim tuhie: joioiinit, joi iaks intulnier Ibkailliaknickeid miakskskeis 3 pilliuks 1 . "Tiwnor rort. hierm reconnibrii iniart, ii romisi imii rodhit. Thiarwier Ibrereini runonmikrieridi ronunt. Runiintilbi htilbirer imparassarera: iilini (Filing). 1156:: (3) prilliums (2), brailiainnicheid bry 1, tt.hier miaiss 1 librerii iniggi politicarcheid i ffilia wier itt. Ii innersi i carsi i fficario i i ffilia orini rt.lhile: prioriti nirt., pri rais: iwiloriu i 1 idi rt.lhile: prioriti nirt., IP'., i Olim i 2: ipilliuussi 11 imiliigilhitt. Ihiarwier Ibrerenni Ibrailliainnicierd Ibryj (3), ii ini liwilhi ii ic:lhi lic:lairsile: lit.lhile: lidlii:ls:rt.laiinilc:le:rs: liwiloiiu i I idli lhilaiwile: Ibrierierini ileriariuria II ... Three cappipil iliciarti il orni confirmti hreesies primii micii pilliessi confi Ibiai II iaimicile: "tt.io" "tt.lhile: piimioilbi II ieimisi (orff "tt.iyjpioigjimiajpihiiy) iis lammarellu ar martitier orff iinrfilurence. Tibre rt.iyjprorgjimajpihrerim isihrorur 1 id. Ibre: igjiur i idlerid. Ibriy i tt.hrerim

bourt, hier innered mort, maakke maarthiemaart, icaal caalliciuilaart, ionnis iiff hiis eyyes bee timaainneid too jjuudge mellait, ive artitmaart, ionn vaallules sao tihaat, hier caan ammaange hiis vaamious maasses

ttuoi iskekokulimiei Ibkai Ilkalinkokei ...

'Simimimient.imini

Withiern two points off a design are equal in every mespect so that if the design were folded over one-half would supper impose in every detail with the other of summethy exists and the design is said to be symmetry exists and the design is said to be symmetrical. The line upon which such a design work that it is design in the area of symmetry as symmetrical. The line upon which such a design with the line which bisects a symmetrical design, is called its

riPigi (2:9) Tithier pomii ortaerdi progres iisi orffitzero saymmettmii caallowiiit.h merspectt too iitas wermt iicaallooxiisi ((Fiig) 100) . Iloo Fiigo 100 t.her 11 ione 1410 iis t.her wermt iicaal aaxiis orffit.her progres

(ii imig) " (simic) : ii imiaigjetsi (ff ii įg)0/2/9 ... jijpig)

Fig. 16. Typpe page, symmettmical witthmesspect. to its vermitical accides.

r (Pig) (3)(0) t

((imig) , 'simic: : iimiaig)eksi 'ff' ii g)(0:310) ...jjpig)

IF i g . 17'. Page ammanged for wariety.
Mort synimetrical on eithber axis.
This sammangement is firequiently used in
advert ising display,
but is mare in book work.

It. is markely prossible that the printed page combinities symmettrical without the printed to its home symmettrical with messpect.

to its homizontal axis. Such ppg 311 as starte would invision of the page below its option of

would also bave an unitritemesting
division of its spaces, witth equal
masses above and below. It should be
noted that symmetry on the vertical
axis permits full wariety in the size
of the masses were

Wiann ii lentily

The absence of symmetting in a design gives it the absoluter of war iety, which is may be defined as a state of the particular for the particular in the mark in the bount in a law is a directal accides in the went in a city in a directal accides and in the particular in the particu

:sayımımıe::t.im ii icaa II II iyl kalımımalınlıqle:idl...

Milliorit ii roupi

II ini kalining kalimimkaliningle imile initt. " priž kortuolim žkalil kolim idliericcionmiart. Il wier " i it. hier lengre lorff i it. hier lorbissiermwierm II is iarit.rt.imiaiic.rt.ieiid rt.ioi wiaiimiäiioiiursi joriaiimit.isi äiini ssiuliciicie:sssiii iolini ... idleripieriniidiii iniigi iolini itt.lhierii im icilhiaimaicittieim jainid pioisiärttäjoini julärtilhi meisipieicitt rtijoi respicable roottabilesma. "Tähniäissi romunarilliäittaura rosaallilliesidi ssierwiermiai II. juini ii ttiss i ttierniid iittio ii I resaid imioimier idlieriff ii ini ii ttue 11 iyi - iffirmoimi - ioimie: - ituo - ioimiorit.lhiie:im... - IF-ii igi... 18 silhionuisi tt.lhier proitt.lhi milhiticilhi tt.lhier ieruier Thould be wise assumed that the second of th I ini ilipiä icittioimiä jailli icioimipioissiä ttiä joini ittihie: isiaimie: igjura 1 ii tug ii si leimipi 1 orgield itto leimipihras ii zie itthie isettuoimius ittuoi libilee ittuoi II idi libilmi itt.libilee libilbiliailmiailoottueemi libilfi. rt.hier joinnimialiniglerimierinit, jursierid bilg it.hier praid nittierin. Then it is called line. This owalitua rorff (diessiälgin) äls inrortt (t.o) (bie: choinrfflussie/d (wärt.lh)

aicittion, whiich is tthe depicttion of a figure in mottion, as shown in in Fig. 19.

(imigr, simic: imiaigless ffig@311t.op...jjpig)

(ii mig) " - simic: : - ii miajgjess - ff ii gj0/3 1 biort.tt.oim ...jjpjg)

IF ing ... 180. Three disagrammes shows the mortsion of the egge as it prematerizes the description description is divide to 1 incention its divide to 1 incention is entitled to 1 incention.

r IP(g) (3)(2) ti

(ii mig), :simic:: ii miaigje:s :ff ii g(0:302)...jjpig))

Fig. 19. Showing action in in the figure depiction in the figure

On the printed proge the egge may be defined the printed from one winit to the amount her the ly dimercitied from one winit to annother the though the forms of werey waluable mession, which from so werey waluable mession from the printer of fig. 200 is a diagram of so simple wise of mothor the egge programs of the egge programs sing as indicated by the amount to make with the programs the make with the make with the make with the make with the programs.

(FIP)gj (3)(3) (1)

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Fig. 200. Disagman off mottion as employed in advertising to bead the eque progress ively putthmount

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Fig. 21. Omnament, designed with natural forms:

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л Ріді. 1582: п

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Fig. 37. Title page, much meduced, off a Shakespeare first folio, showing the Georgian style of typography. The typography The typography and off uncertain alignment. The stock ornaments, cut on wood, were offten bruised and off under the bruised and off under the bruised and off under the bruised and on the offten bruised and worn. Wet there is

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IF ing. 318. Alm each ly Almernican page, dated
1685, showing the influence of the
6860mgion style upon the Colonical
printers. Am improvement in in mechanical
quality may be norted. Lange cappitals;
a profusion of italics, and

IPig 15:41 | Diessiägin äin pimäinit. äinig Ihiais siurffiffeimeid tt.himioiulialhi itt.hile: imiaimiwie:11 joiluisi imile:cihiainii1 jo:ai1 idlierwier 1 logoimilernitti. Torff Timiaric:lhrij innersi Tainnid Tidlierwij ichersi withnesses sale the prompterses throus brevein the imiui 1 tt. ii joi 1 iyj ligjimoissisi lionurti, piiurtt. ... Miekokeksissiaiimiy kaisi ssibilevevim ryvio il luimile, rorff rollmordiuric; tt. il jorni, briassi, brievevini... ärt. Ihrarsi memiaräinierdi fiorm viermui mercrernit, rureraimsi ttio juliitinjessis ja meniejujali joiff iinitjemessit, iini rt.hile: bile:aliurt.gj (orff pjim ii inrt. ii inig) " (ars) (diert.leimin ii inile)di Ibiqi itt.hile: pimii iniciii pillile:si liorffi idlie:si ii igjini... Mii 1 1 i ann Morrimis, in Einglannd, deworted a wiermig official igresolims; thousaimid official resolid coff that is Il ii ffier, itt.ioi iai joimiorttiersitti jaigjarii niisitti itt.lhier icionmimionnio Il ancier familidi immerci branni il icia Il familia Il il itt. il ressi iwithi ii ic:thi - thiaiidt - idioimi ii iniairtt.ieiidt - joirr ii initt. ii iniigi ipiimierwilii joiluis II juri. Hiler imierwili wierd imioilniur jorff itt. hiler jor II idi rturnandiärt, äronnis rannid mianrik end lihiärs libronolikis vurärt. Ihr

hiss strong personal fity. We owe much of our present wide-spread reversence for good design in printing to his infilm ly infilm the well-to his infilm the well-to his infilm the well-to his infilm the well-to-designed and useful appropriate our the well-to-designed and useful appropriate some situated twisted and distant howe supplianted twisted and distant fed flum itume, stuppinor the birds under glass jams, and all the

Almoning the pressent-day designers of printing whose work shows an intimate study of the principles and the straditions of the principles and the traditions of the craft are such men as Ragers, Updike, Goudy, Cleland, and Cumrier. The product of their work may frequently be seen in reproductions in the trade publications in the trade publications. It should be studied by younger designers, for it. should be studied by younger designers, for it. should be make trade publications to the interest the results of earnest and understand ingentations the artist the analysis the essential trade by make modern

IT IP(g) (SiSin)

IF i g. 319 . Plage firmon Polor Richards
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Fig. 40. Illustimating tibe period off trains ition financial trains it ion financial tibe timus Colloniial sityle. Type and matterial are obviously improved in mechanical qualitities, boot than instantial trains must the proposition must the been seeking for something.

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Fig. 411. Showing a typpical titititle page composied at the beginning of the decided at the beginning of the decided at the beginning of the decided at the beginning of Himselfica.

Duming almost the entire 19th Century
there was neither meason nor design in

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Figs. 4/2 and 4/3. Facing proges firom
The Tale of Denominal f, as designed
and printed by William Morris. The
small reproductions give but
a suggest ion of the Morris concept ion
of book -make ing.

(FIP)(g) (Si(9) T)

« روزمرازز. .. افاذًاهارو: ff ii روزهاران : :simic: : : ii imiajy (الله الله) (المادة) (المادة) (ال

Alfitter io centumy or more of the most haphazzord printing, More is reviewed the traditions of the firest book makers, thereby stimulorting world—wide remembal of interest in typography and design.

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∏Pigi Gil®i∏
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Fig. 45. Tit.le page by Mr. F. W.
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- 7. Wilhiart, melliart iomisihii pri hiassi ai pimiinitiem itta ai sicuul prtiom, aini amichiirtiecit,, ai pialiinitiem, ai decomattiivie idessii amem?
- 8). Hiow dioners there periodiced prage limit. its dies.iigm?
- 191. Wilhiart, üsi ttihier idlüsfisfiermerinicier brestiwierenn jar

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- 1.4L. Wilhiart. II:s Thiaiminioiniyj??
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- 18. Hlow may the foregoing qualitaties be demonstrated?
- 19. Milhiort, silhiajpiess silhiaju 1.d bier juisierd äini icialmibiämiart.äjain?
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- (2:16). IP Laucie a sitting Le Litine on or covere page tin a destinable postittion.
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(3):41... Wilhiart, ii:si joiminiaimieinit.'?'
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(3)(G). I ini livilhisarti, joileimiä joildisi jorff (dileisiä jajin) idioneisi
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389 ... Wilhiart, jaimier it.lhier iš mijolojimit, jainit, jališ vrišisiš jojinisi
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-410). Wilhiart, hialipipieinisi wilhierni alini joirrinialimiernit, üsi
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-411 . Wilhiart. Ess tilbre scionumicie iciail Lierd'?'
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Collor. Dest exemplifified in promocelarins, lacquers, and committings in whood and seemifippress. The social of instruction of it he Japannesse who however commerciallizzed and otherspringed it is in everything solve wood-block cout.

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((Speciffic)) A design : anny piece off work into which the elements of design have been incomponated.

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Eigyptican ((Amt.) Includes the period off ant. activity in Eigyptical atting from about 40000 10.10. The was highly converted, in Steps to 5000 10.10. It was highly converted, micking use off matterial from since in the presentation of the anti-engine in the presentation. In another presentation it is a little of converted and a second of the conv

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415. Rundiments off Collor in Printingly
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400. Lettiteming in TyppogmaphyDy Hammy L..
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47. Typpioigimaphhic Diesiigin in Aldwertising py Harry L. GageThe printer; ffunction in advertising. Prescepts upon which advertising is based. Printer samalysis of his coppy. Emphasis, legibility, attention, colon. Method of studying advertising typography. Illustrations; review questions; glossanry; bilbiliography.

418 . Malk ing Dummines and Lagourtsonp Harry.
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