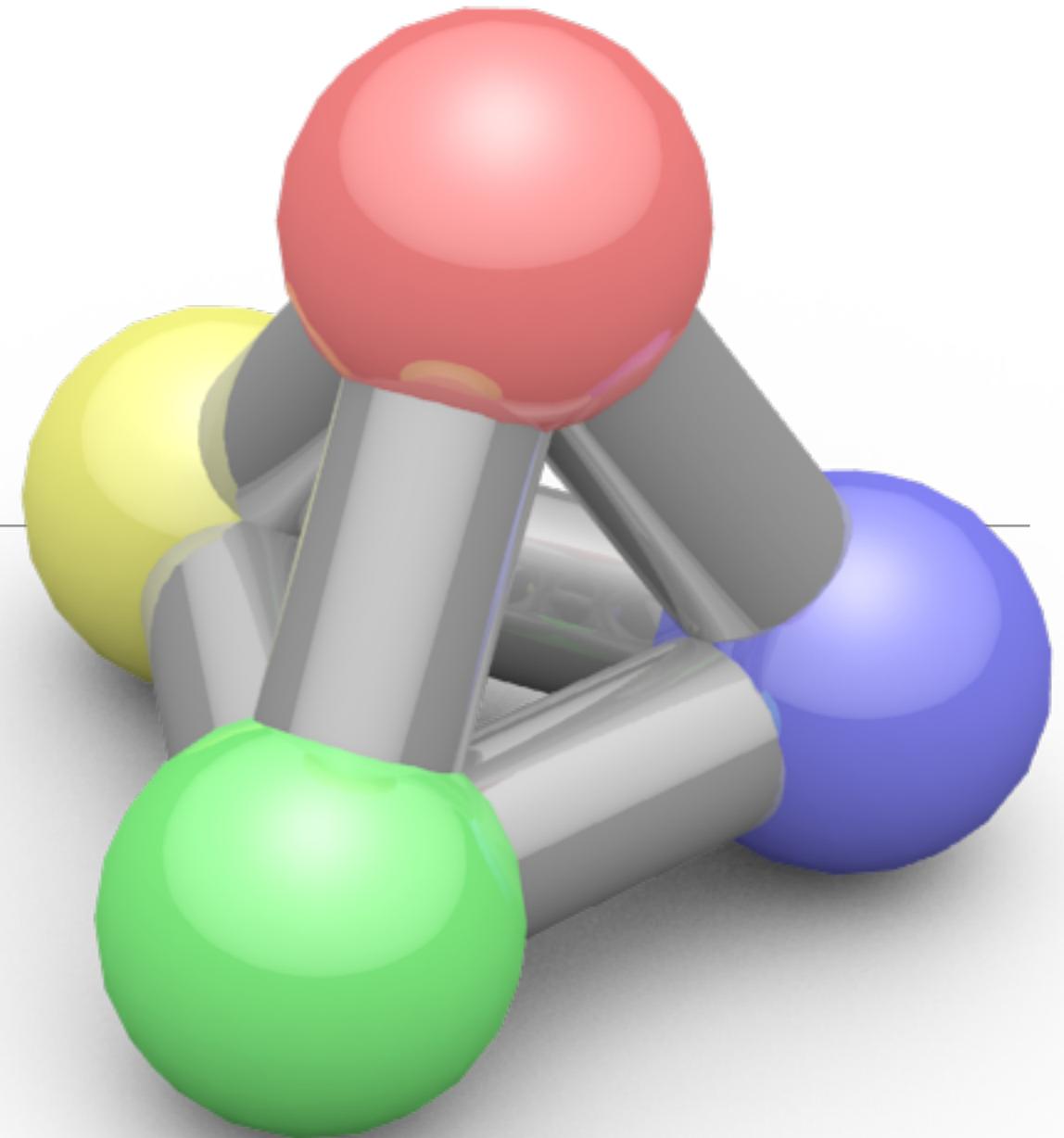


Typography

CPSC 453 – Fall 2016

Sonny Chan



What is the difference between
a **font** and a **typeface**?

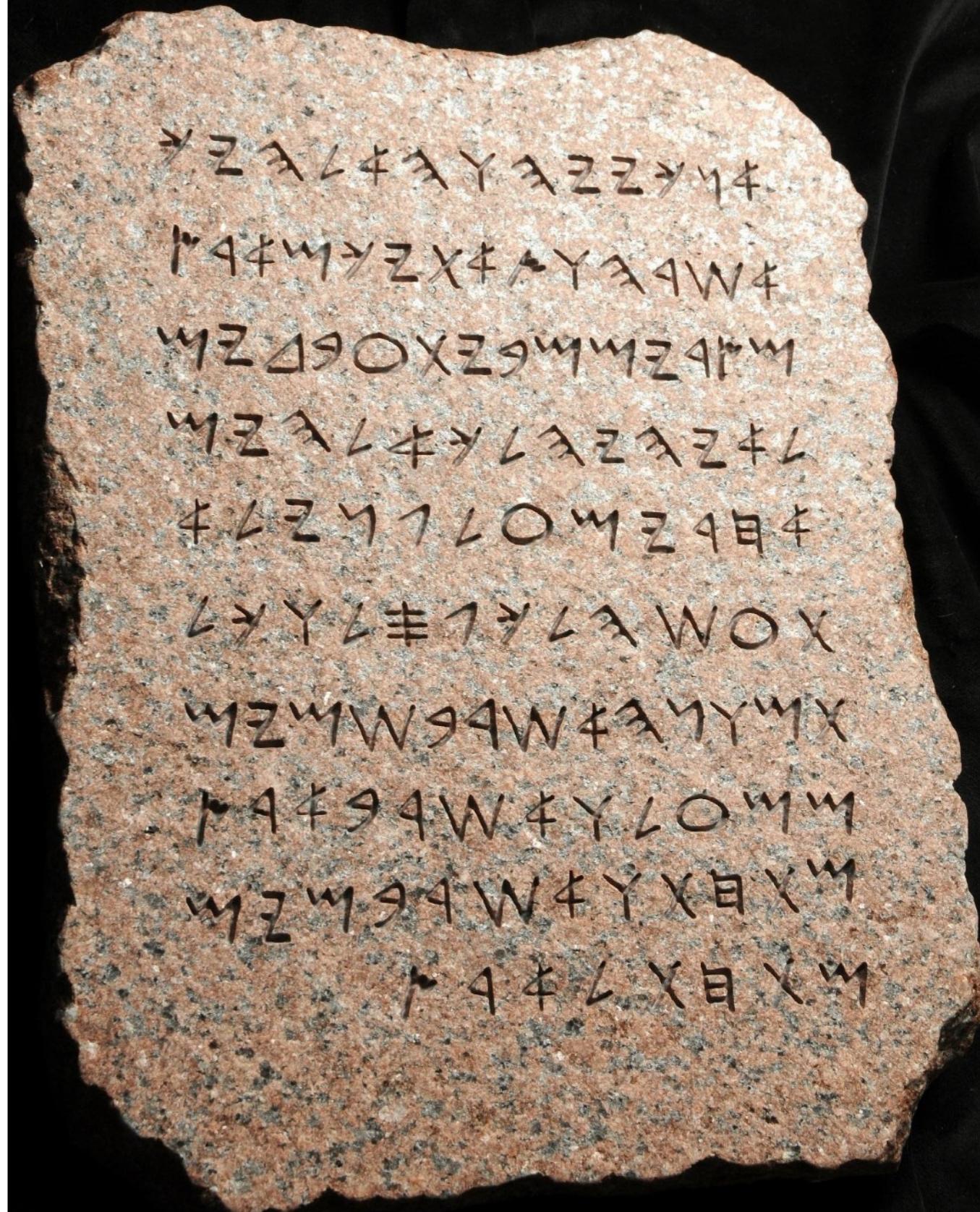
Outline for Today

- A short history lesson
- Categorizing typefaces
- Terms and nomenclature

A very brief account of the
history of type

The Greek Alphabet

ca. 800 BC



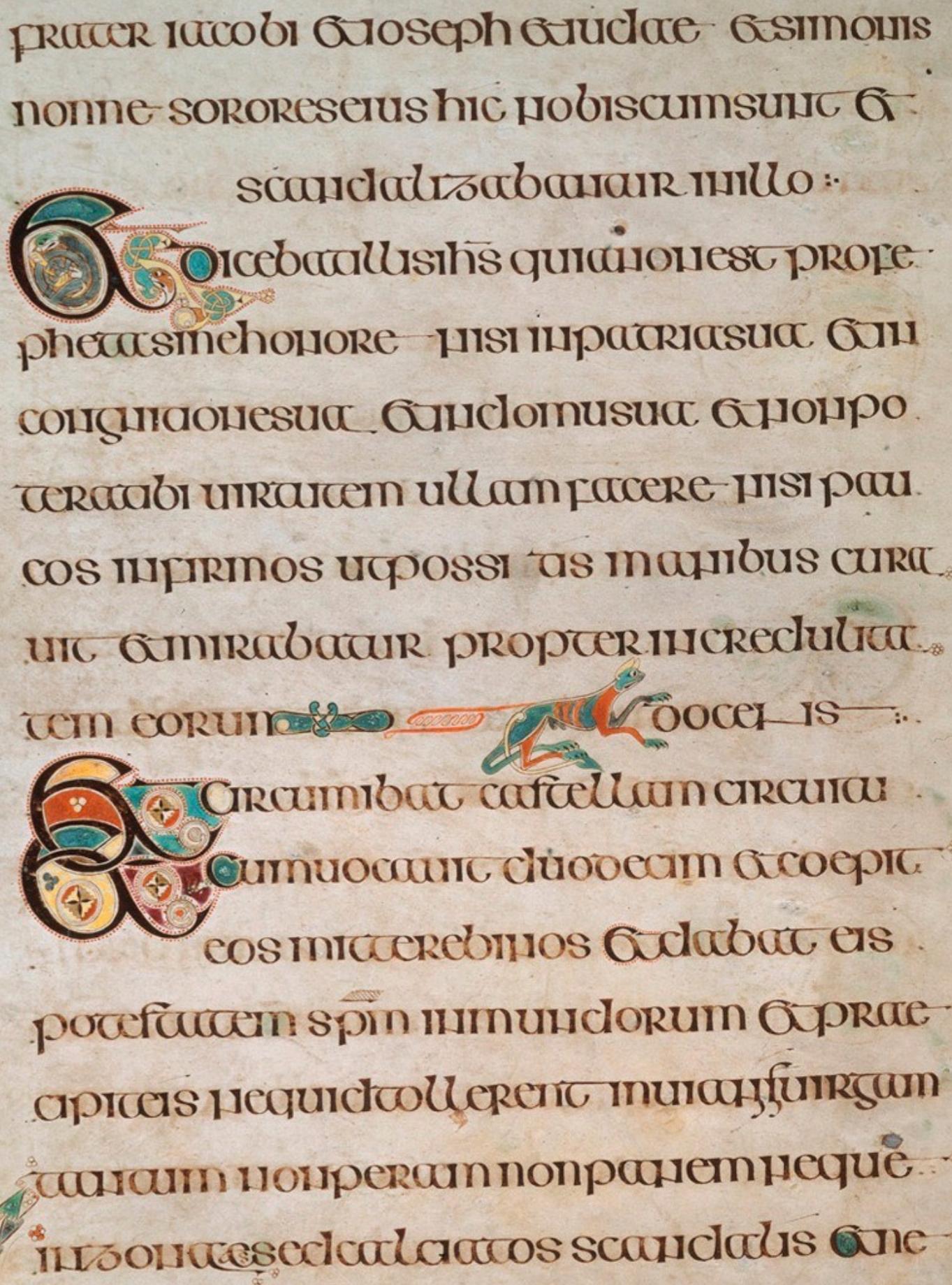


Very Early Reproduction

first millennium

The Book of Kells

ca. 9th century AD



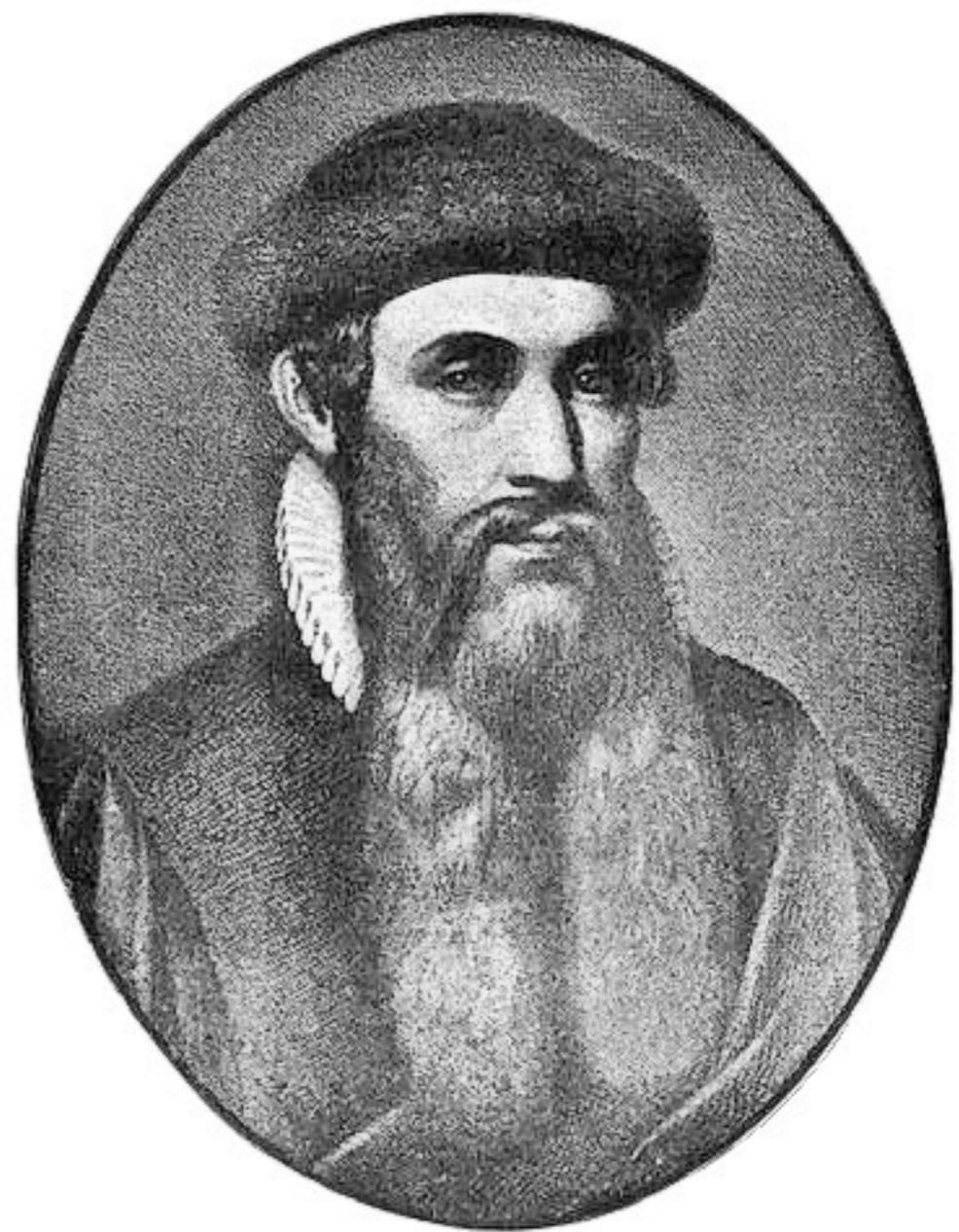
Beowulf

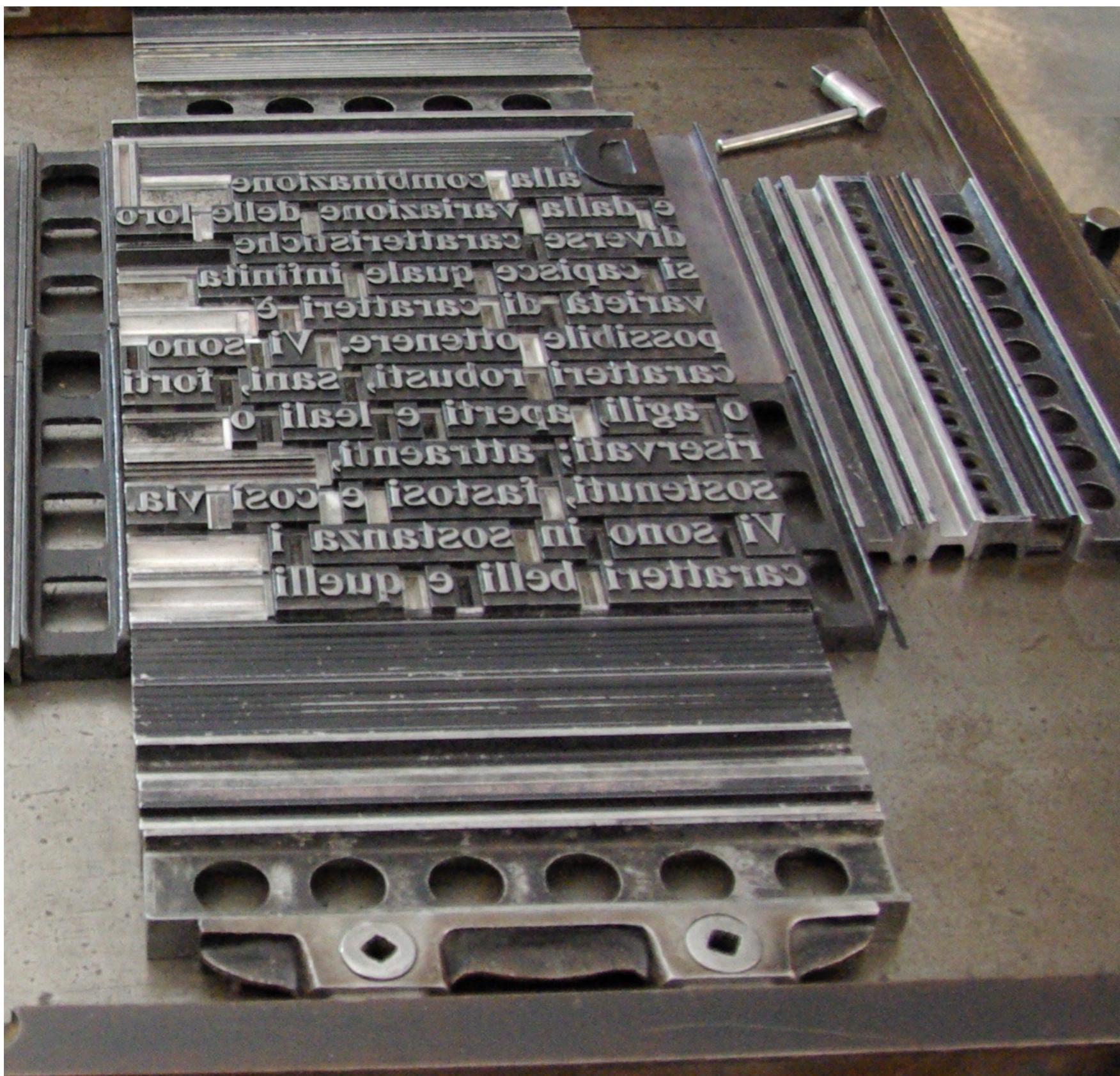
ca. 11th century AD

PÆT PEŁARDE

na inzeap þazum heod cýnmza þrygm zeffrimon hufa
æbelinzs ellen fþe medon, ofc scyld scefinz sceahen þreacum
monezū mæzþum meodo secla of ceah ezsode eopl syððan
ærneſe þearfð rea sceafc funden he þæſ fþrofpe zebad þeox
under þolenum þeorð myndum þah of þim æzhylle þa
ymb siccedia ofer hƿon naðe scolde zaban zyldan, þþæſ zo
cymniz. Ðæm eaferia þæſ.æfcepi cenned zeonz inzeapidum, þon
zod send folce zorþoffie, fyrhen ðearfe on-zeac þhic ærðri
on alderi . . . aſe lanze hƿile him þæſ lif þrea pul-dries
þealdend peold arie fepi zeaf. beopulf þæſ bremne blæd
þide ſƿianz scyldes eaferia sceðe landum in. Spæ ſc
zode ze: þrycean fþomum feohzif cum onfæderi / þin
þhine onylde efc zepumzen þil gesiþas þonne þiz cum
leode ze læſcen lof dædū ſceal inmæzþa zehþær
manze þeon. him ðasçyld zepat doze ſcær hƿile fel
hƿori ſepian onþrean þærfe hi hynne þa æchærion dob
mes þarode ſpæſe gesiþas Spæ he ſelfa bæd þende
þeoldum þeold pme ſcylðmz a leof land fƿuma lan
ahce þærí æchýðe ſtod hƿimzeds ſtefna iſiz 7úc f
æbelinzſ fær. aledon þaleofne þeoden beaza
þrycean onbeafni ſcipes mehne be mæſee þærí p
8

Johannes Gutenberg





Gutenberg Press, ca. 1450



mei & domini pris mei qui erant in terra
chanaan. venerunt ad me: & sunt vni
pastores omni: curam habet alendos
gregum. Pectora sua & armamenta et ola
que habebat ponuerunt. adduxerunt secum.
Cum vocauit vos. & dixit. quod est opus
vnum: rindebitis. Viri pastores sumus
serui tui. ab infancia nostra usq; in presentia:
et nos et pres noster. Hec autem diceris. ut
habitare possimus in terra iesseni: quia
detestantur egipci omnes pastores omni:
Ingressus ergo ioseph: nunc ~~XXXVII~~
auit pharaonim dicens. Pater meus et
fratres. oues eorum & armamenta. & rinda que
possident. venerunt de terra chanaan: &
ecce distinxi in terra iesseni. Exterminos hinc
fratrum suorum quiq; viros. distinxit coram
rege. Quos ille interrogavit. Quid ha
betis opem? Responderunt. Pastores qui
sumus serui tui: & nos et pres noster. Ad
peregrinandum in terram tuam venimus: quoniam

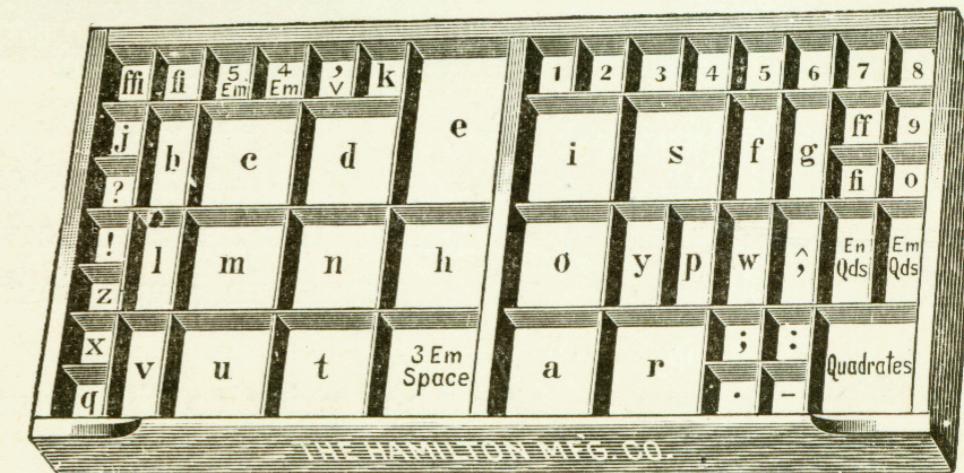
A close-up view of a wooden tray filled with vintage letterpress printing blocks, arranged in a grid pattern. The blocks are made of wood and metal, featuring various letters and symbols. Some blocks are white with black lettering, while others are dark with white lettering. The tray is resting on a wooden surface, and more letterpress blocks are visible in the background.

The Origin of “Cases”

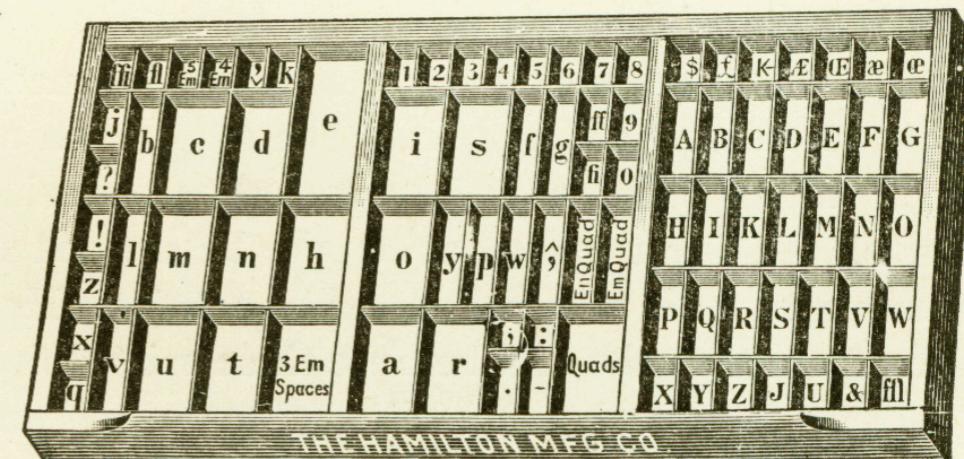
Upper Case, Lower Case, and a California Job Case



Upper Case.



Lower Case.
A PAIR OF CASES.



California Job Case.

FIG. 2.—Showing Lay of Cases.

Glos appellatur mariti soror: atq; idem fratriis uxor.
Leuir dicitur frater mariti: quasi leuus uir.
Fratriæ appellantur quasi fratum inter se uxores.
Amitini fratum & matris & fœminæ filii.
Patrueles matrum fratum filii.
Cōsobrini ex duabus editi sororibus: de quibus exempla mul-
ta sunt in antiquis auctoribus: & maxime in Affranio: & ui-
ris uetutissimis scriptoribus.

Jenson's roman typeface cut in 1470

secula seculoꝝ ſup eam amē. **XEBDI**

Gt consumati ſunt ferimones to-
bię. Et pōtū illuminatus eſt
mobiās vixit aīis quadraginta du-
bus: ⁊ vīdīt filios nepotū Iudeę. Com-
pletis itaq; aīis certumduobz. Sepul-
tus eſt honorifice ī nīnīe. Quīngua-
ginta namq; et ſege annoꝝ lumen ou-
lorum amīlit. ſege agemarūs vero rece-
pīt. Reliquū vero vite ſue ī gaudio

The DOS path is usually defined from within the AUTOEXEC.BAT file at power-up. During the session the path can be changed by reissuing the path command from the DOS command line. Referring to the current path requires keying in the entire, usually long, command string with a significant potential for error.

To simplify the process, create a batch file named PPATH.BAT containing the path usually defined within AUTOEXEC.BAT. Then add ',X1' to the end of the command string. For example,

```
PATH=C:\DOS;C:\BATCH;D:\DOS;X1
```

Now you can add to your standard path without changing it by using the PPATH batch file rather than the PATH command. Whatever command line parameter you use is passed along to the PPATH file. For example, issuing PPATH C:\WS would add the WS directory to the standard path.

PATH tells DOS which directory paths to search for programs executable from the keyboard (and w .EXE or .COM) but not in the active directory.

425 Years Later...

TRS-80, Tandy Corporation, ca. 1977

File: LIBRARY.TXT

REVIEW/ADD/CHANGE

Escape: Main Menu

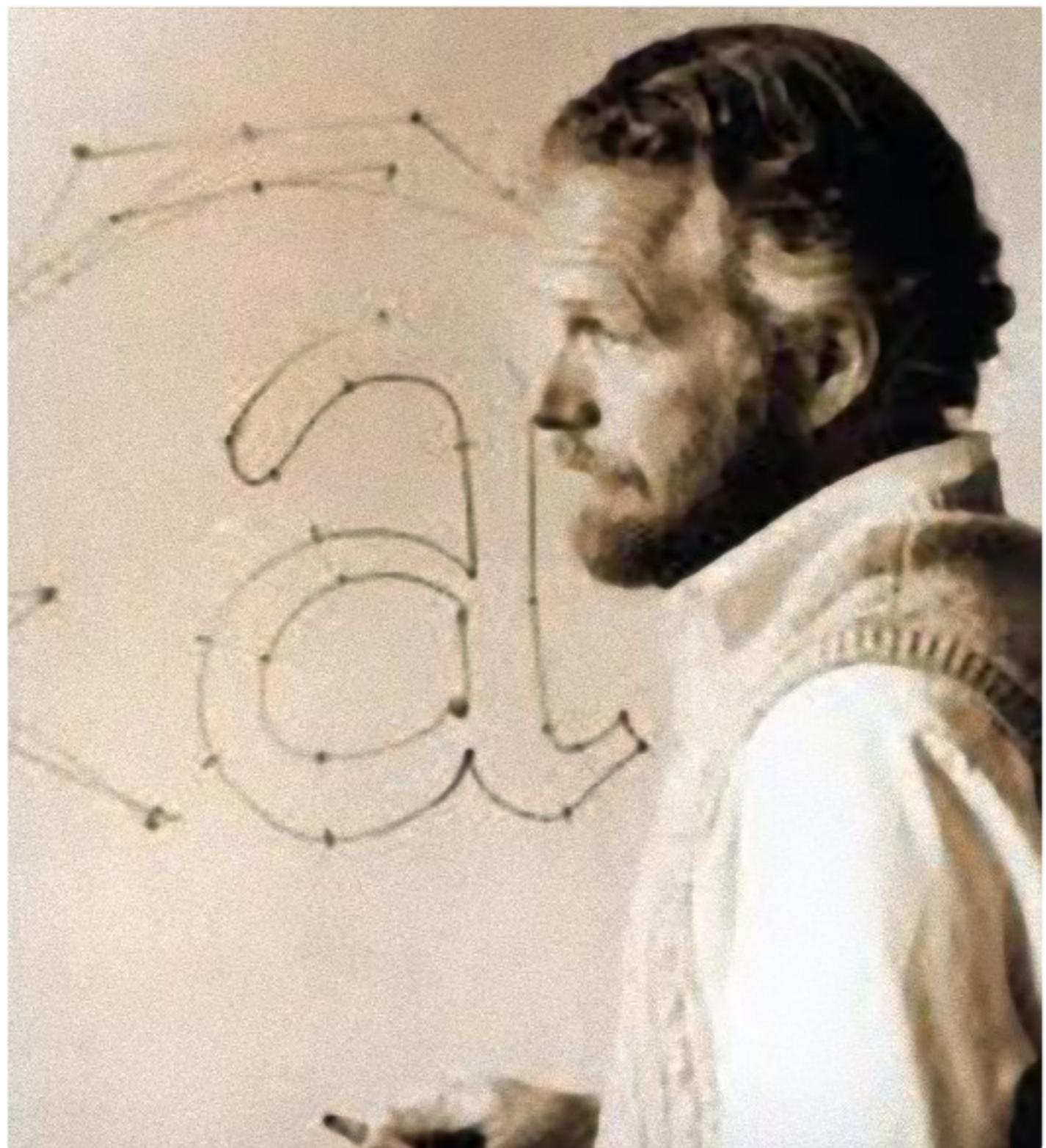
=====

The Library of Alexandria was the largest library of the ancient world. For hundreds of years, scholars from across the globe travelled to study its texts and contribute their own, resulting in advancements physics, mathematics, and astronomy, and even the creation of the scientific method itself. But across six centuries, fires and wars took their toll, and the great library was eventually lost.

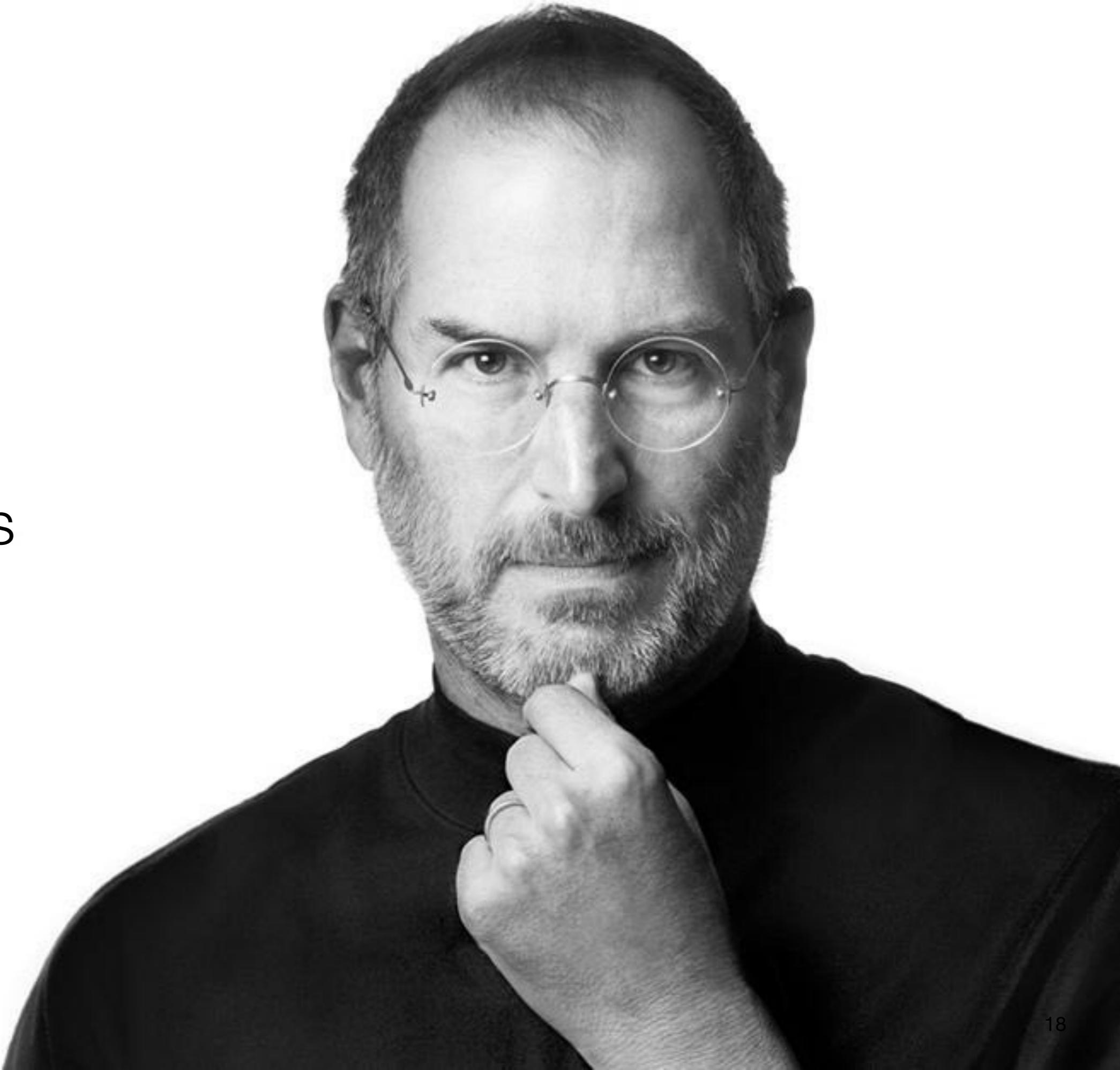
Although the distribution of 122,000 libraries across the United States makes a similarly singular fate unlikely, modern libraries are nonetheless facing an unprecedented threat. The threat comes not from outside our borders, but from difficult decisions the economy is forcing about where to spend dwindling public funds. Too often, libraries are not seen as a priority, despite rising use by and value to the general population.

Libraries are not the sole province of children and students. However the population is broken down -- age, gender, race, region, income, education, or political party -- the statistic is the same across demographics: an average of 66% are card-carrying members of their local library. Ninety-seven percent of the country lives within the service area of a local library, and in 2006, libraries conducted an average of 7.3 loans per constituent, or 2.1

John Warnock



Steve Jobs







22/28 pt

Advertising and design serve to amplify Bold
the value of useful things, transforming Italic
functional tools into alluring FETISHES Jewel (Pearl)
that promise to satisfy emotional as well as Regular
material needs. A Eureka vacuum cleaner
claims not only to sweep clean the rug,
but to give its user all her heart desires.

Bold

MODERN DESIGNERS, WORKING IN 22 pt
THE AMBITIOUS DECADES BETWEEN THE LAST 18 pt
CENTURY'S TWO WORLD WARS, EMPHASIZED 16 pt
AND TRANSFORMED THE TECHNOLOGIES OF MECHANICAL REPRODUCTION. 10 pt

Regular

THEY SOMETIMES BURIED EVIDENCE 20 pt
OF THE HAND IN ORDER TO OBJECTIFY THE MACHINE. 14 pt

Caps

THE MASS MANUFACTURERS 30 pt

Scala and Scala Sans, designed by Martin Majoor
Typeface with coordinated serif and sans serif variations

Categorizing typefaces

Many Categories...

but we'll start with these six

Oldstyle

Modern

Slab serif

Sans serif

Script

Decorative





Serifs on lowercase letters are horizontal and thick slabs

Slab serif

Very little or no thick/thin transition, or contrast, in the strokes

Vertical stress

Clarendon



Peony Adorn Bouquet

Bookeyed Sadie Emily Austin

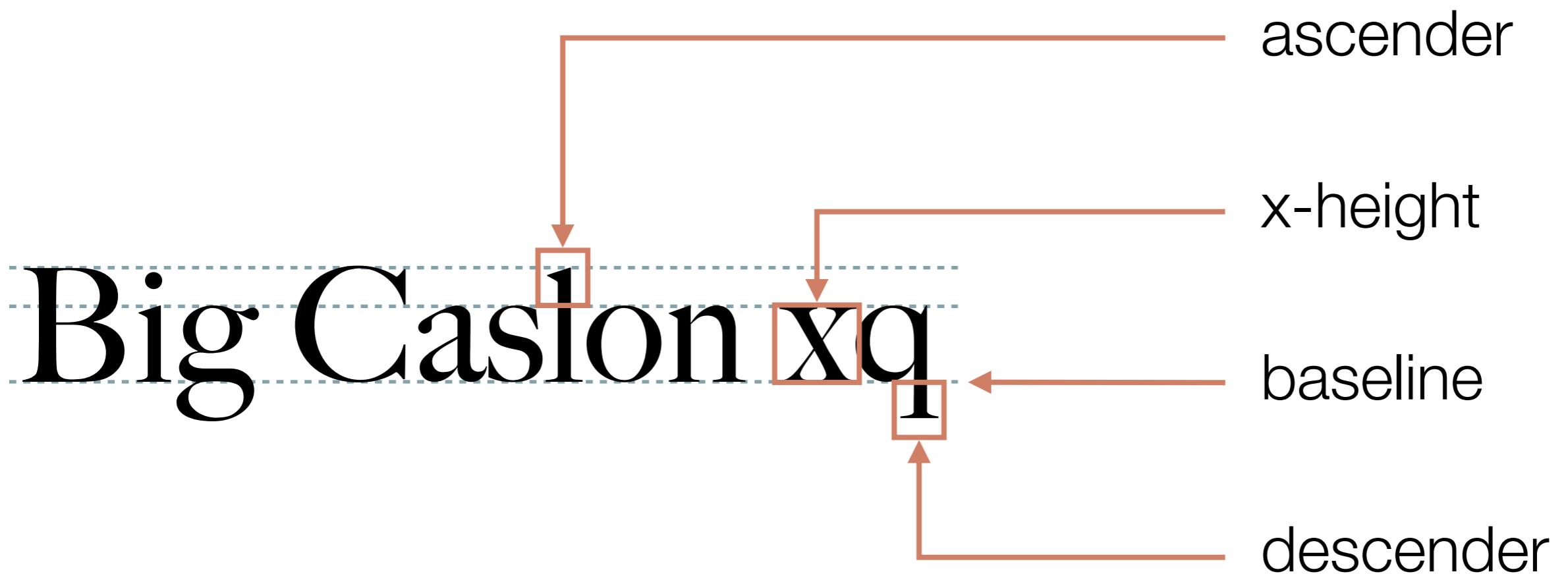
Thirsty Rough Light

MATCHWOOD THE WALL

HORST SCARLETT

SYBIL GREEN flyswim

Terms and nomenclature



NSERC On-line Presentation and Attachment Standards

Prepare the documents

Prepare your attachments in any word processing program, following the requirements below:

1. Explain any acronyms and abbreviations fully;
2. Pages must be 8 ½" x 11" (216mm x 279mm);
3. Pages must be single-spaced, with no more than six lines of type per inch;
4. All text must be in 12 pt Times New Roman font;
5. Condensed fonts will not be accepted;
6. All text should be black, and no colour images should be used;* ???
7. Margins must be set at a minimum of ¾" (1.87 cm);
8. Your name must appear outside the set margins of the page, at the top right corner of every page;
9. For multi-page attachments, pages must be numbered sequentially; and
10. If you have supporting documents written in a language other than English or French, you are required to provide NSERC with a certified translation of the document.

All text, including references (where applicable), must conform to these standards.

What do you mean by
12 points?

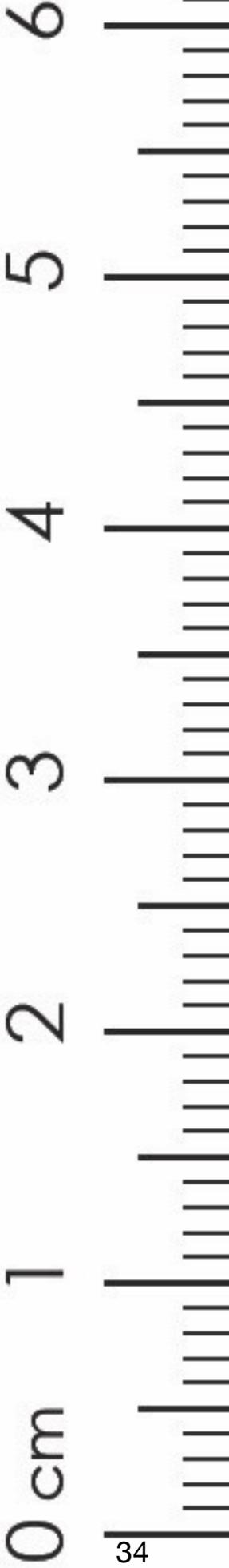
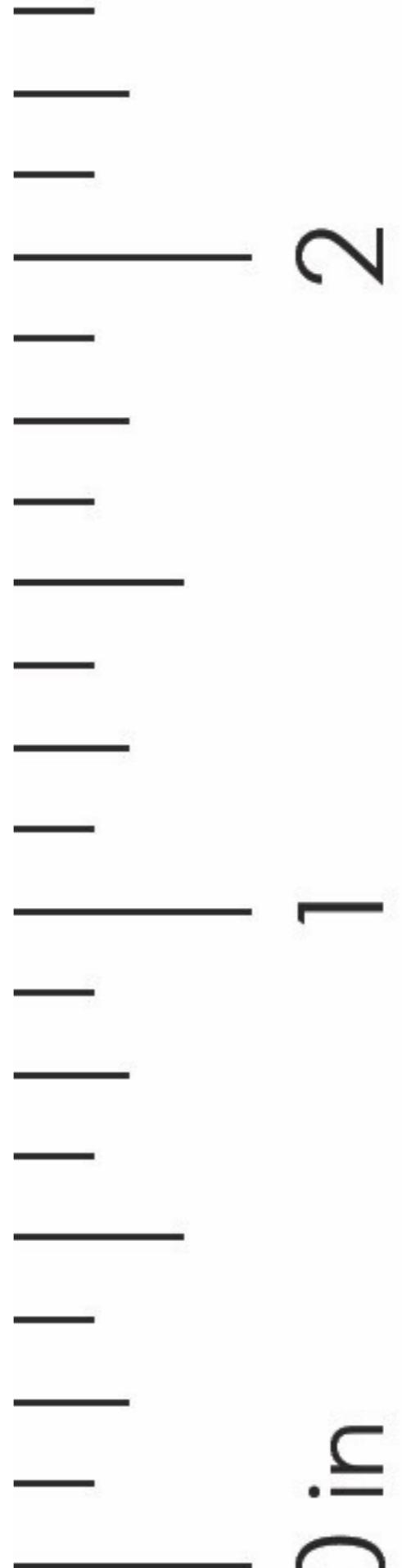
Units of Measurement

1 inch = 6 picas = 72 points

1 pica = 12 points

[

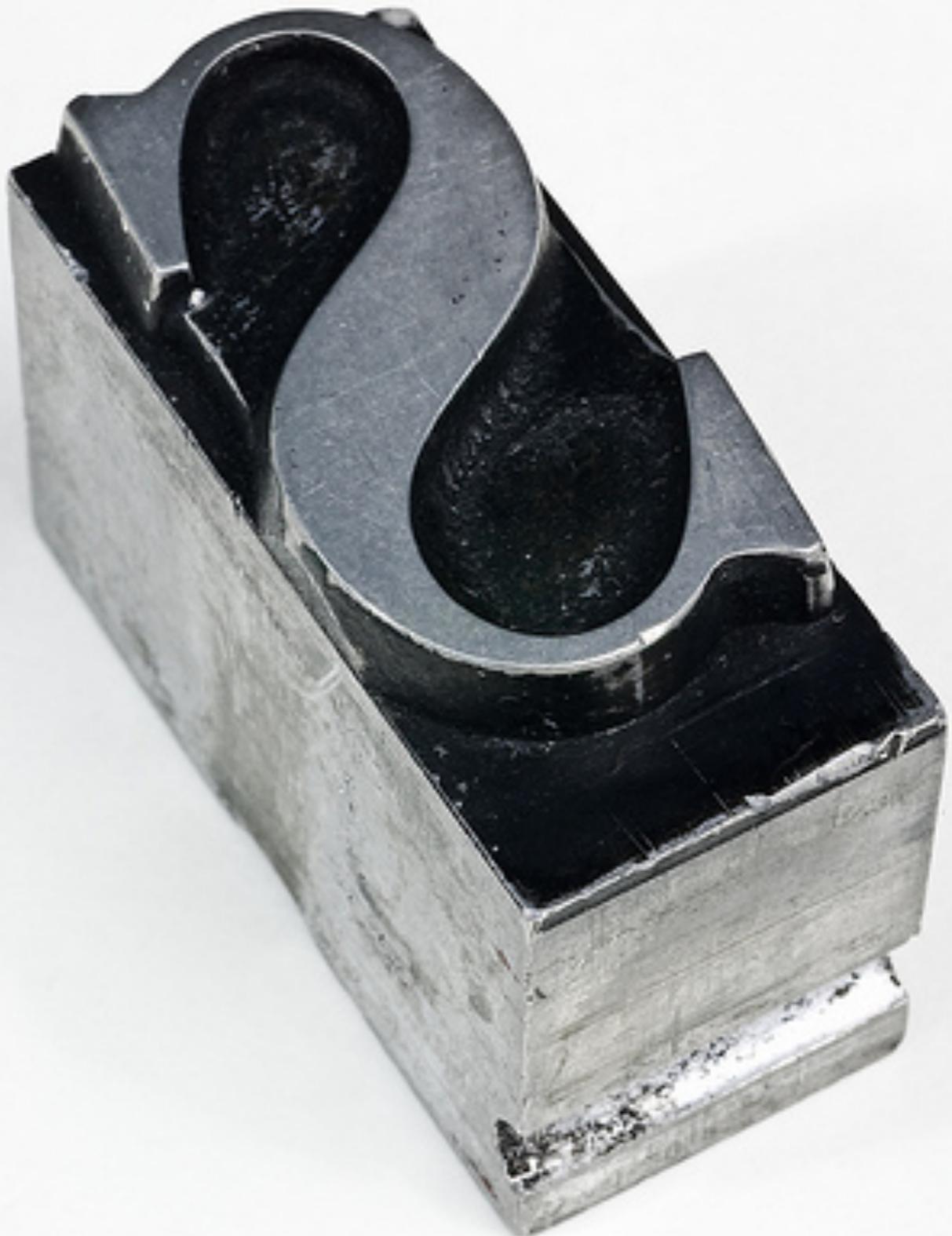
0 in



**What is a
12 point font?**

Type Size

is the size of the body on which the type is *theoretically* meant to be cast



Letterforms that honor and elucidate what humans see and say deserve to be honored in their turn. Well-chosen words deserve well-chosen letters; these in their turn deserve to be set with affection, intelligence, knowledge and skill.

“single spaced” – 12/16

Leading

is the distance from one baseline to the next

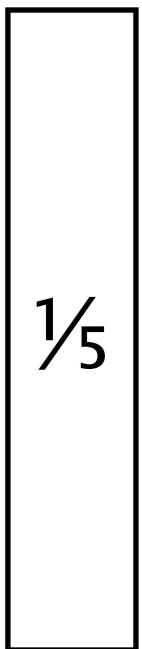
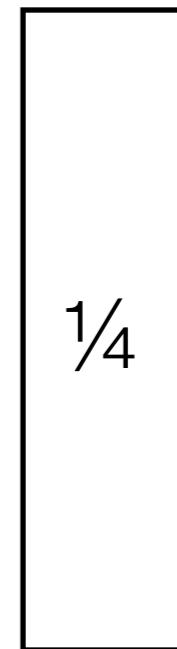
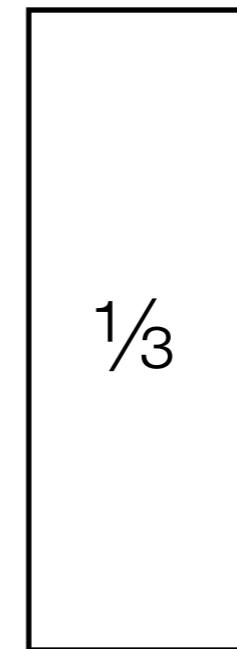
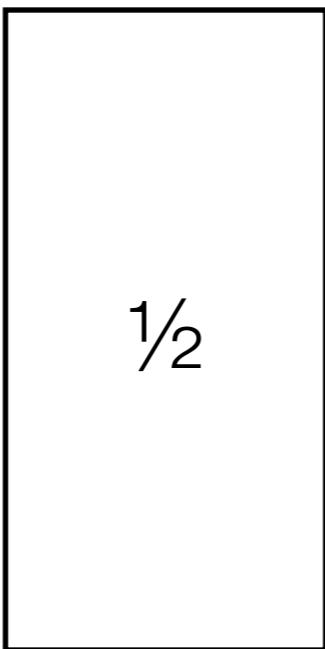
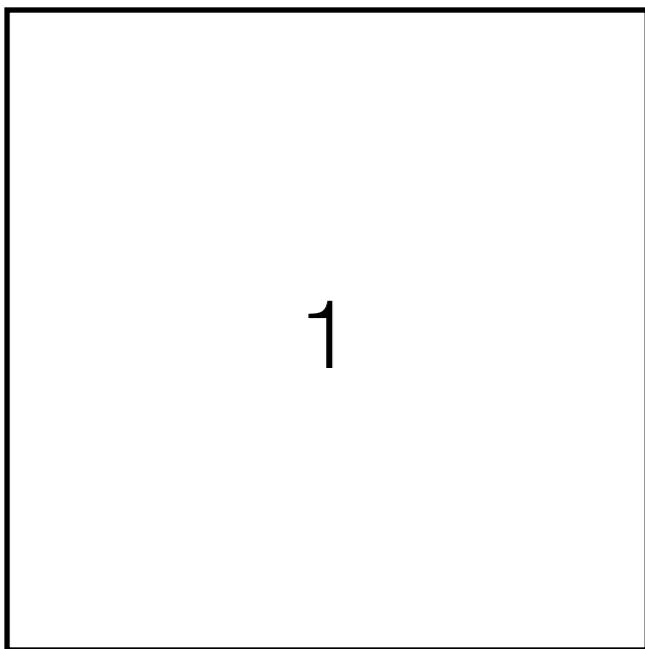
Letterforms that honor and elucidate what humans see and say deserve to be honored in their turn. Well-chosen words deserve well-chosen letters; these in their turn deserve to be set with affection, intelligence, knowledge and skill.

“set solid” – 12/12

this is an example
of negative leading

negative leading – 16/14

Spacing



M n t

A Family

of letterforms

Hoefler Text roman
and its italic

In bold face
and SMALL CAPS

Text figures: 1234567890
and TITLING 12345
FIGURES 67890

Helvetica roman
and its oblique

In bold face
and SMALL CAPS

Figures: 1234567890

Times New Roman
and its italic

In bold face
and SMALL CAPS

Figures: 1234567890

Weight

Helvetica Neue UltraLight

Helvetica Neue Thin

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Medium

Helvetica Neue Bold

Helvetica Neue Condensed Bold

Helvetica Neue Condensed Black

Weight

Gill Sans Light

Gill Sans Regular

Gill Sans SemiBold

Gill Sans Bold

Gill Sans UltraBold

Kerning: a well-groomed font?

“Ask Jeff” or ‘Ask Jeff’. Take the chef d’œuvre! Two of [of] (of) ‘of’ “of” of? of! of*. Ydes, Yffignac, Grande, Les Woëvres, the Fret de Wœvres, the Voire and Vauvise are in France, but Ypres is in Belgium. Yves is in heaven; D’Amboise is in jail. Lyford’s in Texas & L’Anse-aux-Griffons in Québec.

“Ask Jeff” or ‘Ask Jeff’. Take the chef d’œuvre! Two of {of} (of) ‘of’ “of” of? of! of*. Ydes, Yffignac, Grande, Les Woëvres, the Fret de Wœvres, the Voire and Vauvise are in France, but Ypres is in Belgium. Yves is in heaven; D’Amboise is in jail. Lyford’s in Texas & L’Anse-aux-Griffons in Québec.

Kerning

Type Await Wreck

Type Await Wreck

ff fi fl ffi ffi

Ligatures

staff

first

floor

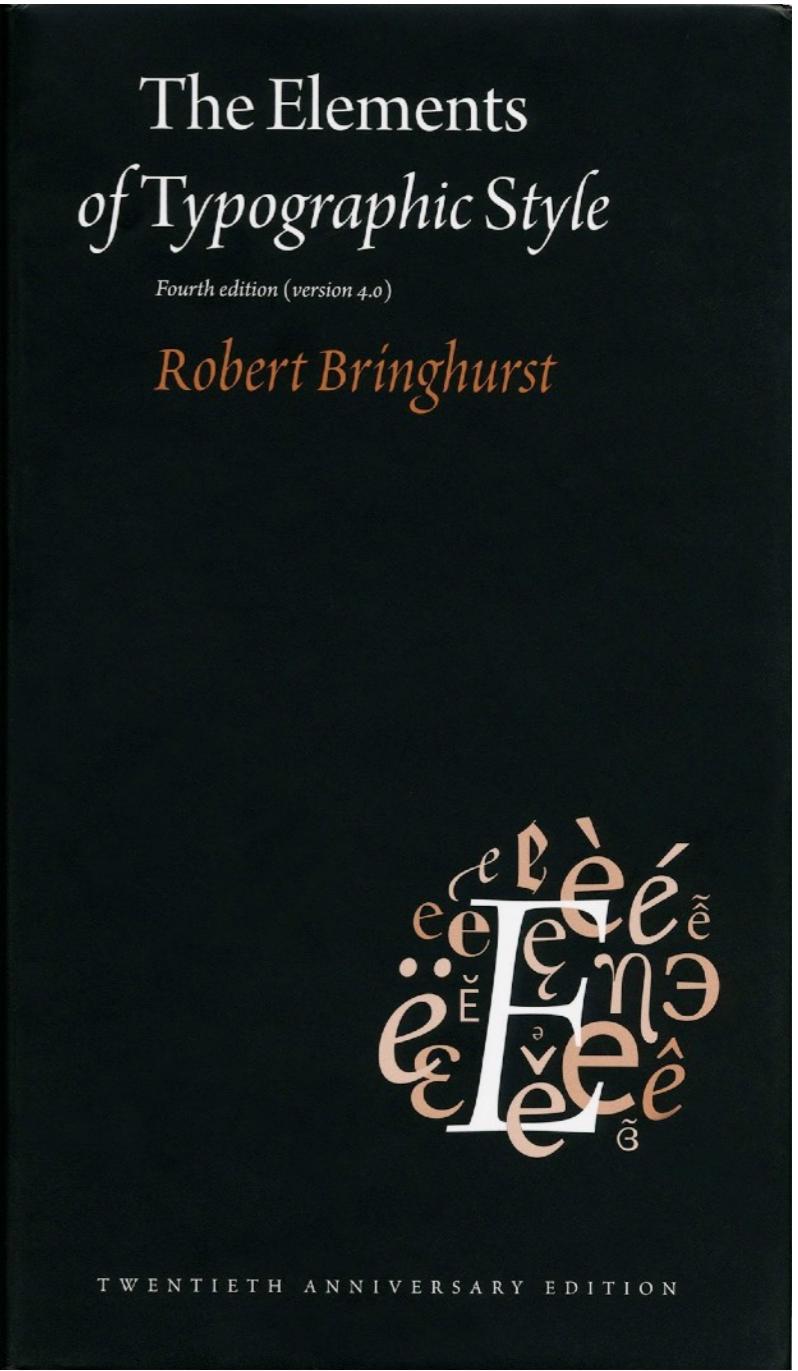
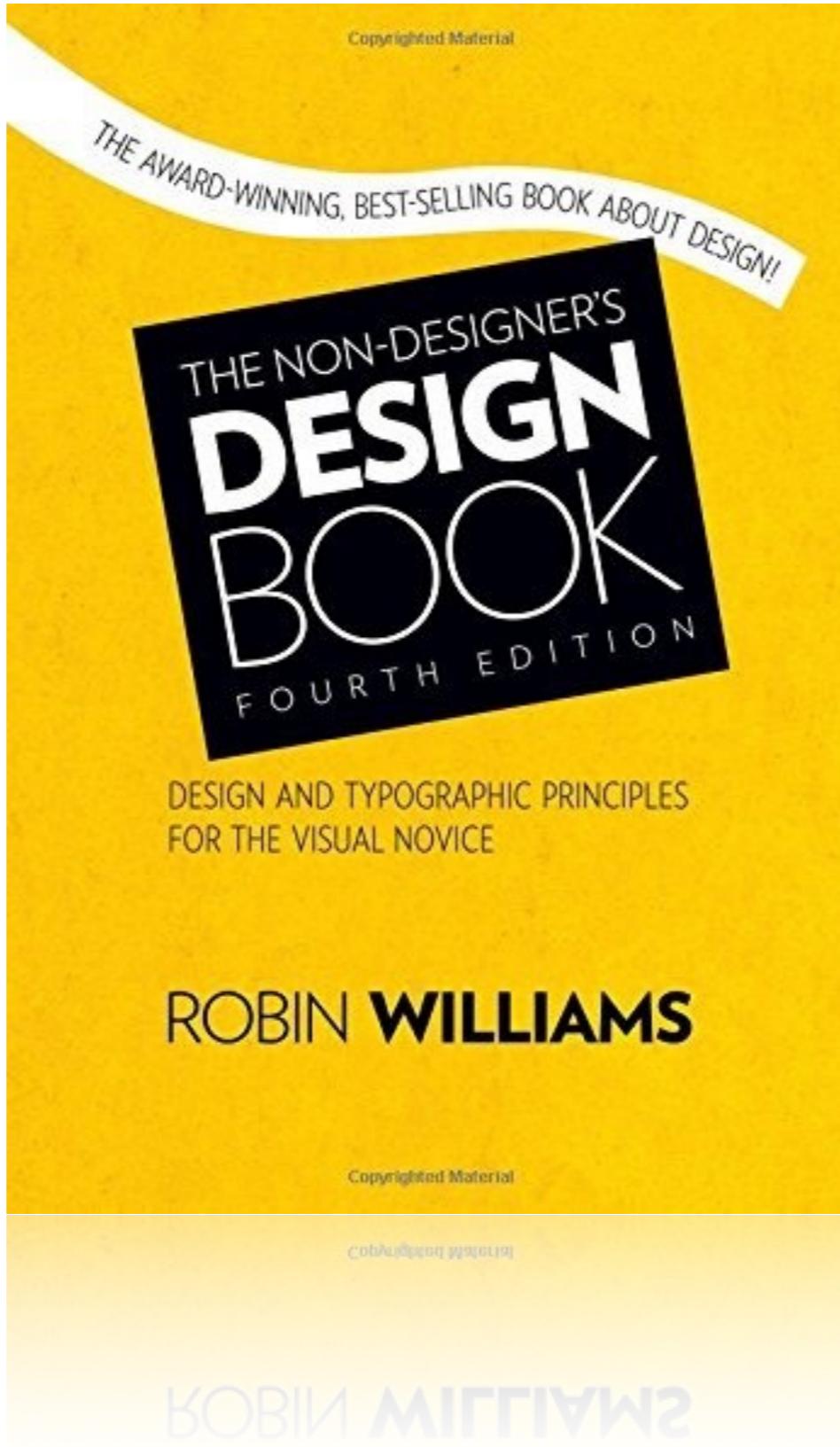
suffix

waffle

ff fi fl ffi ffi

Zaptino

Sources



Things to Remember

- Typography has a very rich history
 - Don't throw it all out the door when you digitize type!
- Once you learn the terminology, you will be able to identify the important features of typefaces
- Computer fonts are digital encodings of typefaces
 - They are not all made equal
- Have fun rendering text in your next assignment!