

# The Designed Object

INFO 200

Part II



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## The Designed Object 2

agenda

- ♦ the rest of the story
- ♦ design decisions that didn't quite work out
- ♦ the codex still evolves
- ♦ and then the ebook



## bamboo stitched ("concertina") book

18c *The Art of War*



**"Madrid Codex" Maya almanac/calendar**  
between 1200-1450?



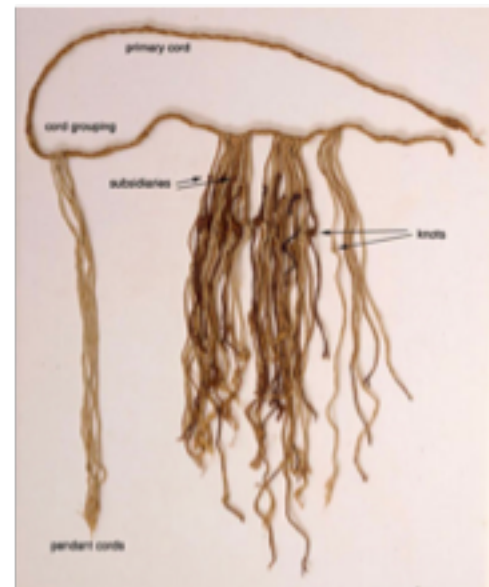
**Maya codex vase**  
7c-10c



**Garima Gospels**  
4c-7c



**kipu (quipu)**  
15c-16c



and, in Asia...a few centuries earlier...

### Asian printing history

*wood blocks*: China 6c (1st surviving book 868)

*moveable type*: Pi Sheng, China, c1040 (wood, then clay or porcelain? type);

Korea 1234 (earliest surviving book 1377 (tin type))



The intricate frontpiece of the Diamond Sutra from Tang Dynasty China, 868 AD (British Museum), which is widely seen as the **earliest extant printed book**



Jikji, "Selected Teachings of Buddhist Sages and Son Masters", the **earliest known book printed with moveable metal type**, printed in Korea in 1377.  
Bibliothèque Nationale de France

### boustrephedon



### winter count

1786-1876 Boide (The Flame), Lakota, Western Sioux





## scripto continua



EARLY IRISH AND ANGLO-SAXON SCRIBES ARE CREDITED WITH THE INTRODUCTION OF CONSISTENT WORD SPACING AS A COMPONENT OF INSULAR MINUSCULE SCRIPTS AT THIS REMOTE END OF EUROPE LATIN WAS BEING LEARNED FROM GRAMMAR BOOKS RATHER THAN FROM ORAL CULTURE AND THE SPACING WAS BASED ON GRAMMATICAL UNITS IE WORDS RATHER THAN FORMS OF ORAL PRESENTATION NOTE THAT IN THE ABOVE EXAMPLE IN WHICH THE SCRIPT HAS FEATURES OF INSULAR HALF UNCIAL AND INSULAR MINUSCULE WHILE THE WORDS ARE CAREFULLY SPACED THEY RUN OVER FROM LINE TO LINE AS IN INCARNATION IS AT THE END OF THE FIRST LINE OR GREGORIUS IN THE SECOND THE LINES ARE NOT GUIDES TO ORAL READING NOTE ALSO THAT THE NAME PAPA GREGORIUS DOES NOT GET CAPITAL LETTERS THE CAPITALISATION OF PROPER NOUNS OR NAMES SEEMS TO BE PRETTY INCONSISTENT THROUGHOUT THE MEDIEVAL PERIOD

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Early Irish and Anglo-Saxon scribes are credited with the introduction of consistent word spacing as a component of insular minuscule scripts. At this remote end of Europe, Latin was being learned from grammar books rather than from oral culture and the spacing was based on grammatical units, ie. words, rather than forms of oral presentation. Note that in the above example, in which the script has features of insular half uncial and insular minuscule, while the words are carefully spaced, they run over from line to line, as in *incarnationis* at the end of the first line, or *gregorius* in the second. The lines are not guides to oral reading. Note also that the name *papa gregorius* does not get capital letters. The capitalisation of proper nouns, or names, seems to be pretty inconsistent throughout the medieval period.

<http://medievalwriting.50megs.com/scripts/punctuation/punctuation1.htm>

## Missing part of oldest 'Tale of Genji' manuscript discovered in Japan

**The Mainichi**  
Japan's National Daily Since 1922



This photo shows a missing part of the oldest copy of the classic Japanese novel "The Tale of Genji," written by Murasaki Shikibu. (Kyodo)

**flipback**  
2010



## Education publisher Pearson to phase out print textbooks

**BBC**



## Hundreds of thousands of people read novels on Instagram. They may be the future

**FAST COMPANY**

Last year, the New York Public Library released an experiment to put the full text of novels in its Instagram Stories. Today, an estimated 300,000 people are reading books this way.



## ebooks

lots of versions, formats, devices, etc  
and new design decisions being made (scrolling)  
so what might happen to

- tables of contents
- footnotes/citations
- margins
- dust covers
- tables of contents
- page numbers
- pages

and what new features might emerge?  
and what comes next?