

TITLE SLIDE

Say our names and the title

INTRODUCTION Both

Claude Garamond, was a French type designer, publisher and punch-cutter based in Paris.

Garamond worked as an engraver of punches, the masters used to stamp matrices, the moulds used to cast metal type.

He worked in the tradition now called old-style serif design, which produced letters with a relatively organic structure resembling handwriting with a pen but with a slightly more structured and upright design.

Considered one of the leading type designers of all time, he is recognised to this day for the elegance of his typefaces.

Many old-style serif typefaces are collectively known as Garamond, named after the designer.

BACKGROUND Chris Eng

- 1480: Born in Paris.
- 1510: trains as a punch cutter with Simon de Colines in Paris.
- 1530: Garamond's first type is used in an edition of the book "Paraphrasis in Elegantiarum Libros Laurentii Vallae" by Erasmus. It is based on Aldus Manutius' type De Aetna, cut in 1455.
- 1540: King Francis I commissions Garamond to cut a Greek type. Garamond's ensuing Grec du Roi is used by Robert Estienne in three sizes exclusively for the printing of Greek books.

EDUCATION - Yenny Simon

Now we will be talking about his education

Claude Garamond Education is unknown but we can assume that he didn't have any type of education since he lived in poverty for much of his life.

But he was quite fortunate to be first exposed to the printing words as being the apprentice of a Parisian punch cutter and printer Antoine Augereau in 1510

He worked as a punch engraver for much of his life surround himself with many multi talented professionals who had master several artistic and technical skills in order to produce the finest books of the period

One talented individual he came across was Geoffroy Troy (who wrote the first known treatise on the design of type)

A fun fact about Claude Garamond that a lot of people seem to forget is that he was the first to specialize in the service of typography to many publishers in Paris

EXPERIENCE Chris Eng

- First to specialize in type-design and design a style for his own punch cutting pieces
- One of the leading type designer of his time.
- Garamond is an Old-style Serif typeface.
- A lot of the letter forms have a sense of consistency.
- Gramound may have worked with Antoine Augereau was a Renaissance printer, bookseller and punchcutter in Paris. And also may have worked with Simon de Colines was a Parisian printer and one of the first printers of the French Renaissance.
- 1520: trains with Geoffroy Tory a French humanist and an engraver.
- Tries to become a writer but his writings were unpopular and it left him broke

ACCOMPLISHMENTS Yenry Simon

Claude Garamond before you guys fall asleep and dismiss him. Please take the time to listen to this

Not only is he one of the leading type designers of all time, he lived during the time when one of the biggest inventions of all time was being invented the printing press

I know this doesn't seem to be a crazy or mind blowing thing to you right now but smart phones and computers weren't around during that time. I'm talking about a time where there wasn't snapchat, instagram, twitter, netflix, or mycourses

But the ability to read a book, to learn, to escape was a welcome distraction to the day to day grind

What I'm getting is that

Garamond font is brilliance not bc of how pretty it look or how it would stand out if printed on a poster but How readability and easy to print out
Here are a list of his accomplishments

SUMMARY Both

To sum it all together his work now only paved the way for other punch cutters but he altered the industry

He was the first type designer and punch cutter to sell his punches in retail to other printers
This led on the establishment of the trend for many other typographers, punch cutters, printers, and publishers to make the same sale in retail, which helped spread new typefaces all around

He was one of the leading type designers of his time

His work was so clean there was greater harmony of design between capital, lowercase and italics in closer and tighter space.

It allowed printers to print books with extraordinary legibility during the 16th century.

During his time, it was often hard for him to receive recognition for his work because it was copied so often but after Garamond died, his wife sold his remaining work, which likely contributed to even wider use of his type that lasted for two hundred years.

Today, Garamond's work continues to inspire graphic designers and publishers. His work has inspired many typefaces, including several contemporary ones known as Garamond, Granjon, and Sabon, and still used in publishing for books like Harry Potter and Hunger Games His clean, compact, and versatile type will likely continue to inspire others through the coming centuries.