Expressive Type

Instrumental Type

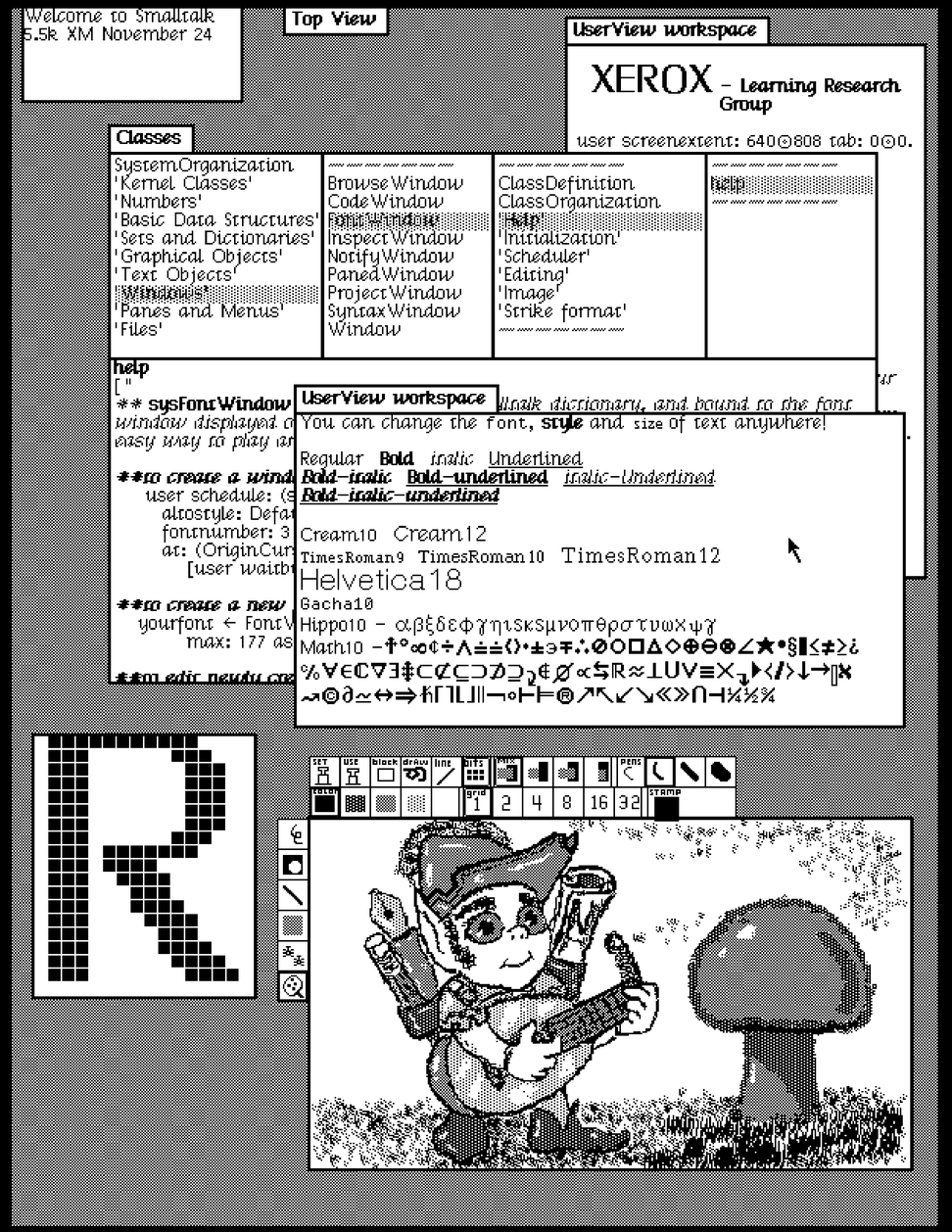
Digital Type

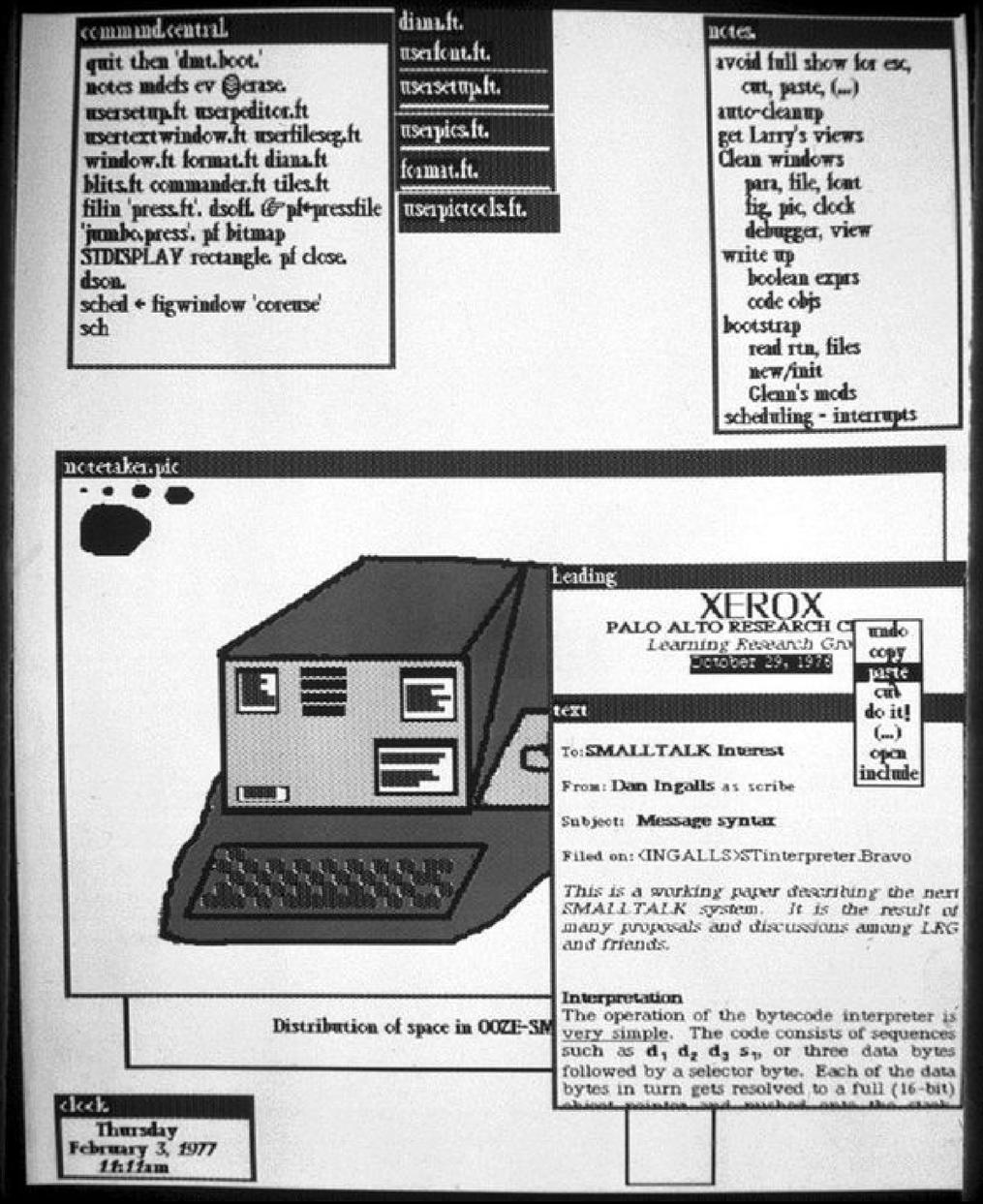
GlassPhone, 2014
Tilman Hornig

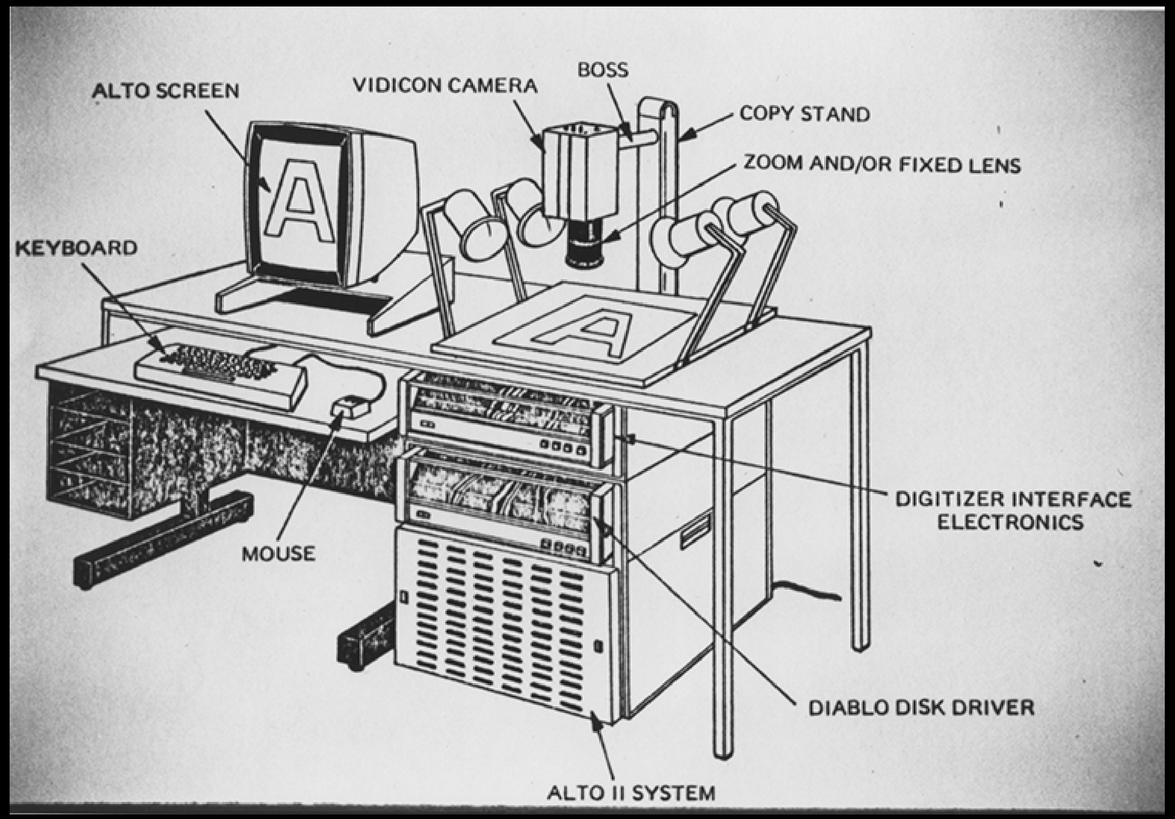
GlassBook, 2013
Tilman Hornig

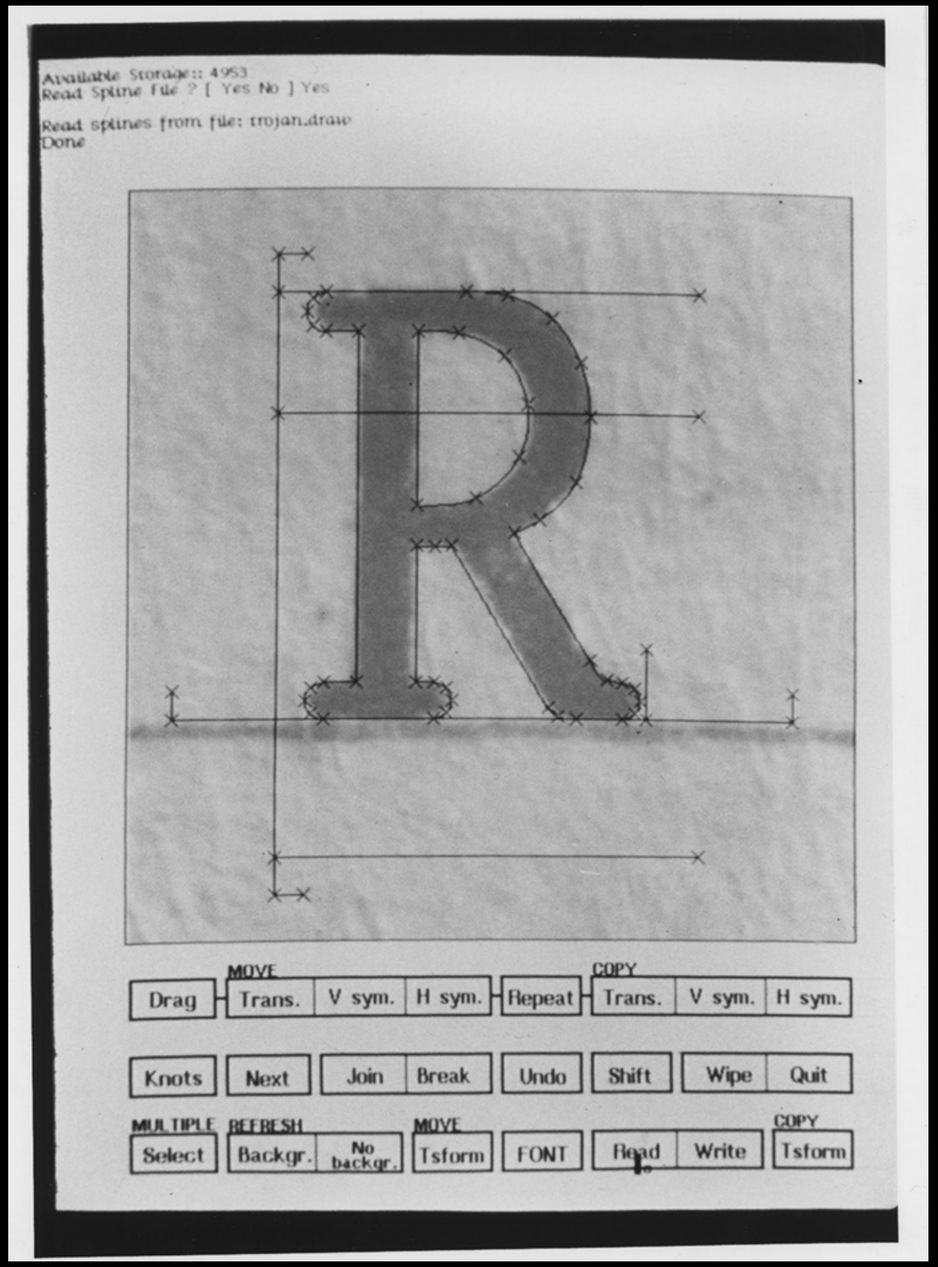
→ Moveable type
→ Dot matrix
→ IBM Selectric typewriter
→ Phototypesetting
→ …
→ Sketchpad
→ PostScript

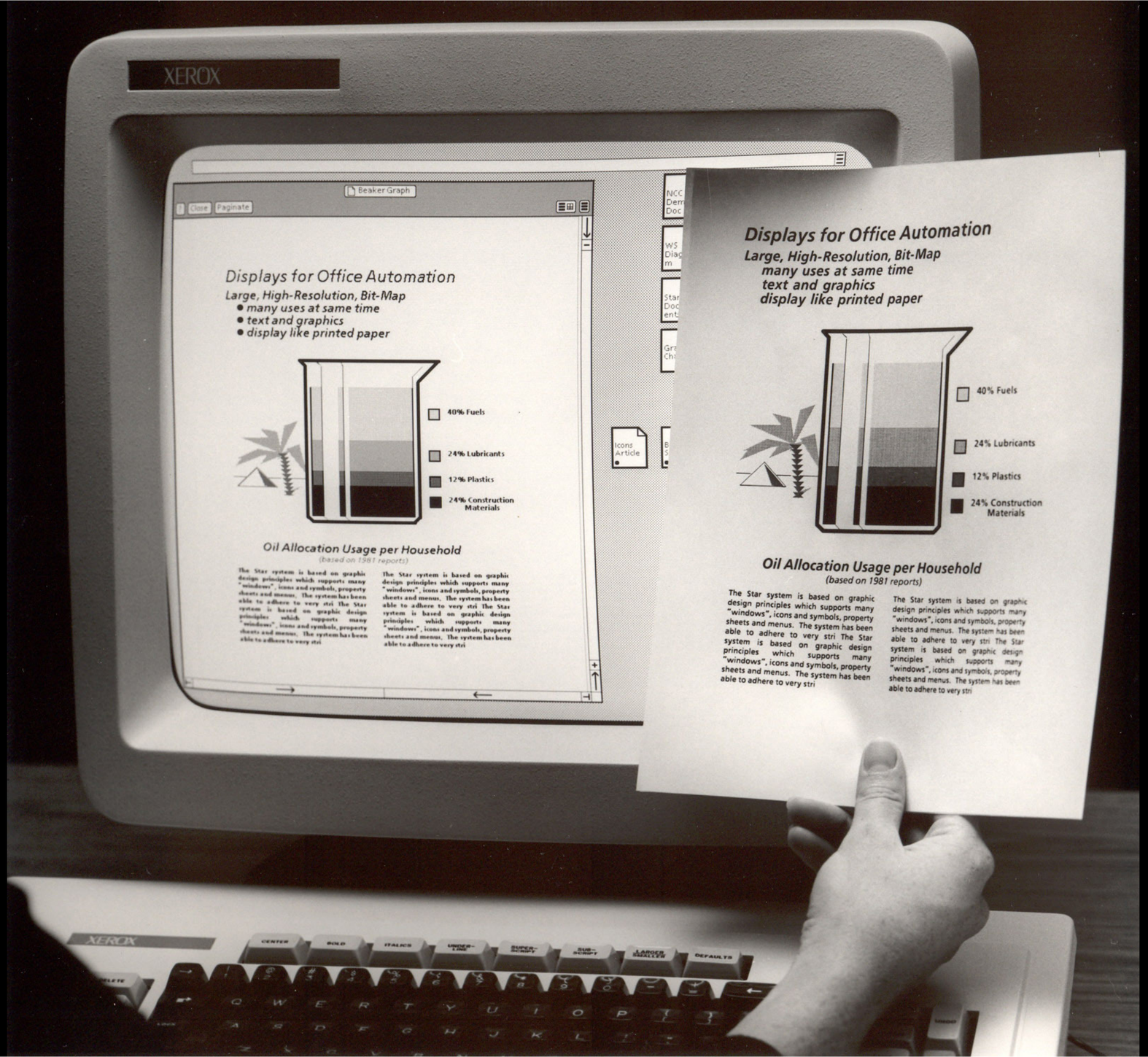
Xerox Alto, 1973
Xerox PARC


Welcome to Smalltalk
5.5k XM November 24
Top View
UserView workspace
XEROX - Learning Research Group
user screenextent: 640⊙808 tab: 0⊙0.
Classes
SystemOrganization
'Kernel Classes'
'Numbers'
'Basic Data Structures'
'Sets and Dictionaries'
'Graphical Objects'
'Text Objects'
'Windows'
'Panes and Menus'
'Files'
BrowseWindow
CodeWindow
FontWindow
InspectWindow
NotifyWindow
PanedWindow
ProjectWindow
SyntaxWindow
Window
ClassDefinition
ClassOrganization
'Help'
'Initialization'
'Scheduler'
'Editing'
'Image'
'Strike format'
help
help
** sysFontWindow
UserView workspace
You can change the font, style and size of text anywhere!
Regular Bold italic Underlined
Bold-italic Bold-underlined italic-Underlined
Bold-italic-underlined
Cream10 Cream12
TimesRoman9 TimesRoman10 TimesRoman12
Helvetica18
Gacha10
Hippo10 - αβξδεφγηιsκsμνοπθρστυωχψγ
Math10 -
grid 1 2 4 8 16 32
STAMP


command.central.
quit then 'dmt.boot.'
notes mdefs ev @erase.
usersetup.ft userpeditor.ft
usertextwindow.ft userfileseg.ft
window.ft format.ft diana.ft
blits.ft commander.ft tiles.ft
filin 'press.ft'. dsoff. @pf←pressfile
'jumbo.press'. pf bitmap
STDISPLAY rectangle. pf close.
dson.
sched ← figwindow 'coreuse'
sch
diana.ft.
userfont.ft.
usersetup.ft.
userpics.ft.
format.ft.
userpictools.ft.
notes.
avoid full show for esc,
cut, paste, (...)
auto-cleanup
get Larry's views
Clean windows
para, file, font
fig, pic, clock
debugger, view
write up
boolean exprs
code objs
bootstrap
read rtn, files
new/init
Glenn's mods
scheduling - interrupts
notetaker.pic
Distribution of space in OOZE-SM
heading
XEROX
PALO ALTO RESEARCH C
Learning Research Gr
October 29, 1978
undo
copy
paste
cut
do it!
(...)
open
include
text
To: SMALLTALK Interest
From: Dan Ingalls as scribe
Subject: Message syntax
Filed on: <INGALLS>STinterpreter.Bravo
This is a working paper describing the next SMALLTALK system. It is the result of many proposals and discussions among LRG and friends.
Interpretation
The operation of the bytecode interpreter is very simple. The code consists of sequences such as d1 d2 d3 s1, or three data bytes followed by a selector byte. Each of the data bytes in turn gets resolved to a full (16-bit)
clock
Thursday
February 3, 1977
11:11am


ALTO SCREEN
VIDICON CAMERA
BOSS
COPY STAND
ZOOM AND/OR FIXED LENS
KEYBOARD
DIGITIZER INTERFACE ELECTRONICS
MOUSE
DIABLO DISK DRIVER
ALTO II SYSTEM


Available Storage:: 4953
Read Spline File ? [Yes No] Yes
Read splines from file: trojan.draw
Done
Drag
MOVE
Trans.
V sym.
H sym.
Repeat
COPY
Trans.
V sym.
H sym.
Knots
Next
Join
Break
Undo
Shift
Wipe
Quit
MULTIPLE
Select
REFRESH
Backgr.
No backgr.
MOVE
Tsform
FONT
Read
Write
COPY
Tsform


XEROX
Beaker Graph
Close
Paginate
Displays for Office Automation
Large, High-Resolution, Bit-Map
• many uses at same time
• text and graphics
• display like printed paper
40% Fuels
24% Lubricants
12% Plastics
24% Construction Materials
Oil Allocation Usage per Household
(based on 1981 reports)
The Star system is based on graphic design principles which supports many "windows", icons and symbols, property sheets and menus. The system has been able to adhere to very stri
Icons Article
Displays for Office Automation
Large, High-Resolution, Bit-Map
many uses at same time
text and graphics
display like printed paper
40% Fuels
24% Lubricants
12% Plastics
24% Construction Materials
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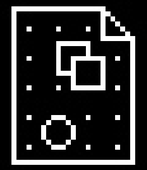
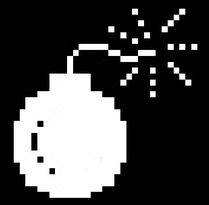
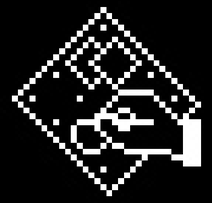
Chicago, 1984
Susan Kare

The quick brown fox jumps over a lazy dog.







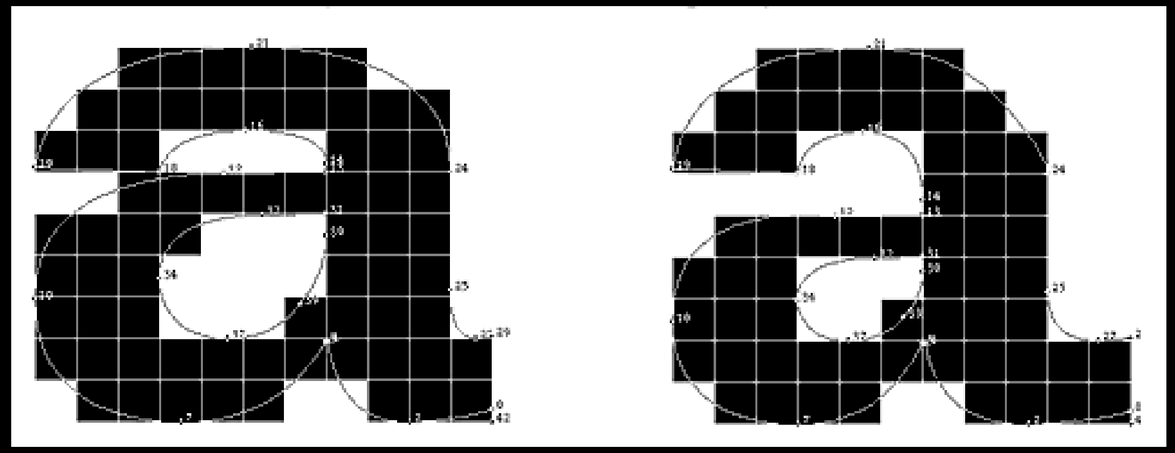
FF Beowolf

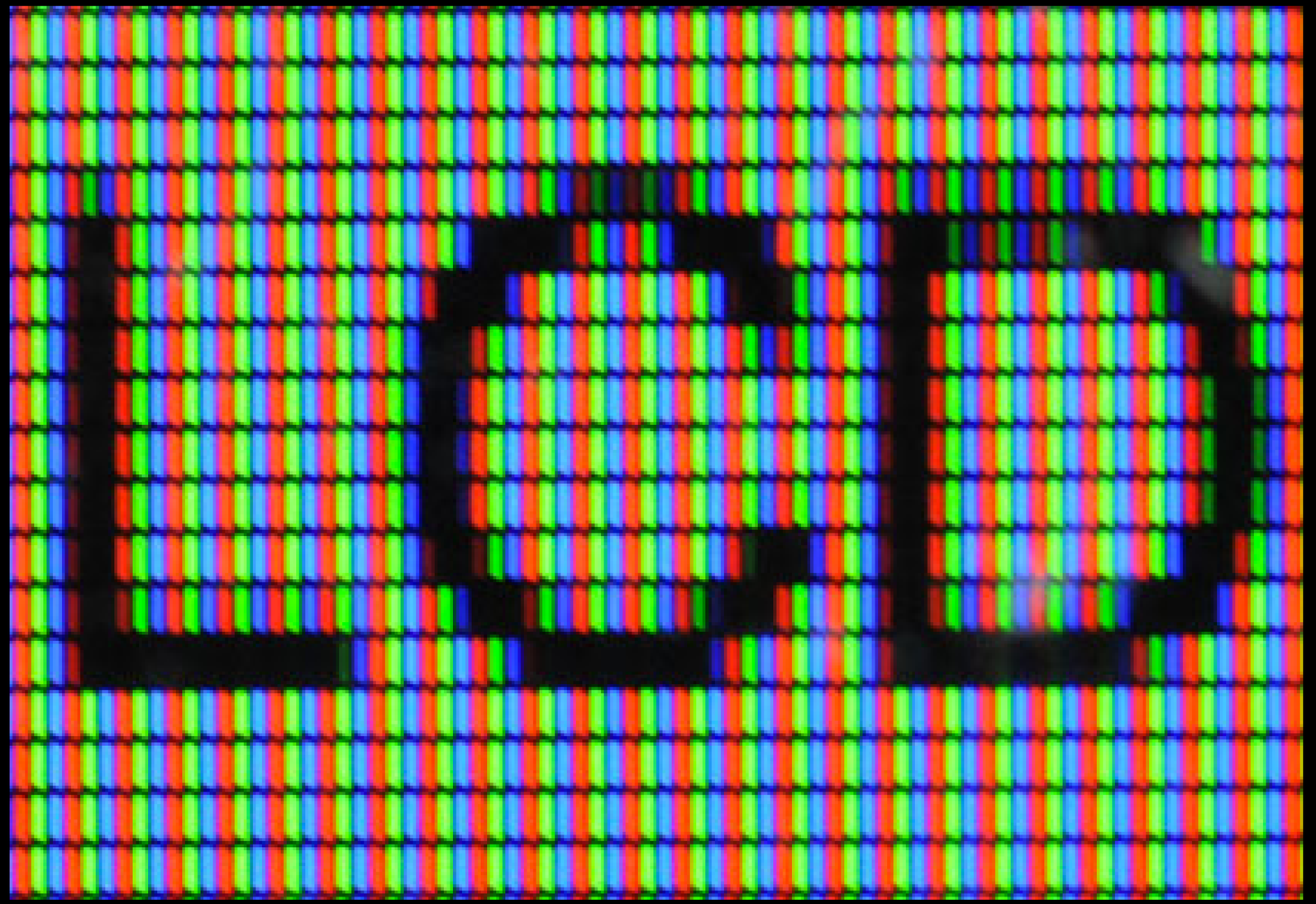
FF Beowolf, 1990
Just Van Rossum and Erik Van Blokland

Font Hinting

Font hinting is the use of mathematical instructions to adjust the display of an outline font so that it lines up with a rasterized grid.

At low screen resolutions, hinting is critical for producing clear, legible text. It can be accompanied by antialiasing and (on liquid crystal displays) subpixel rendering for further clarity.





abcfgop AO *abcfgop* 維基百科
維基百科國際
abcfgop AO *abcfgop* 維基百科
維基百科國際

abcfgop

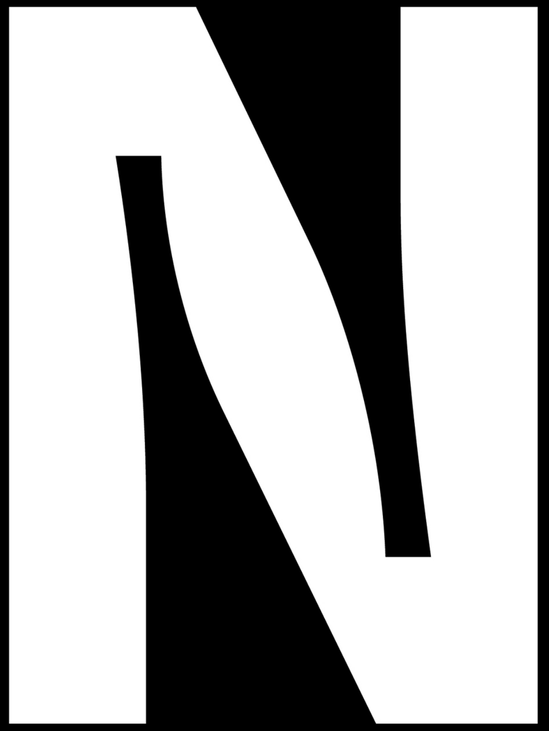
abcfgop

維基百科
維基百科國際

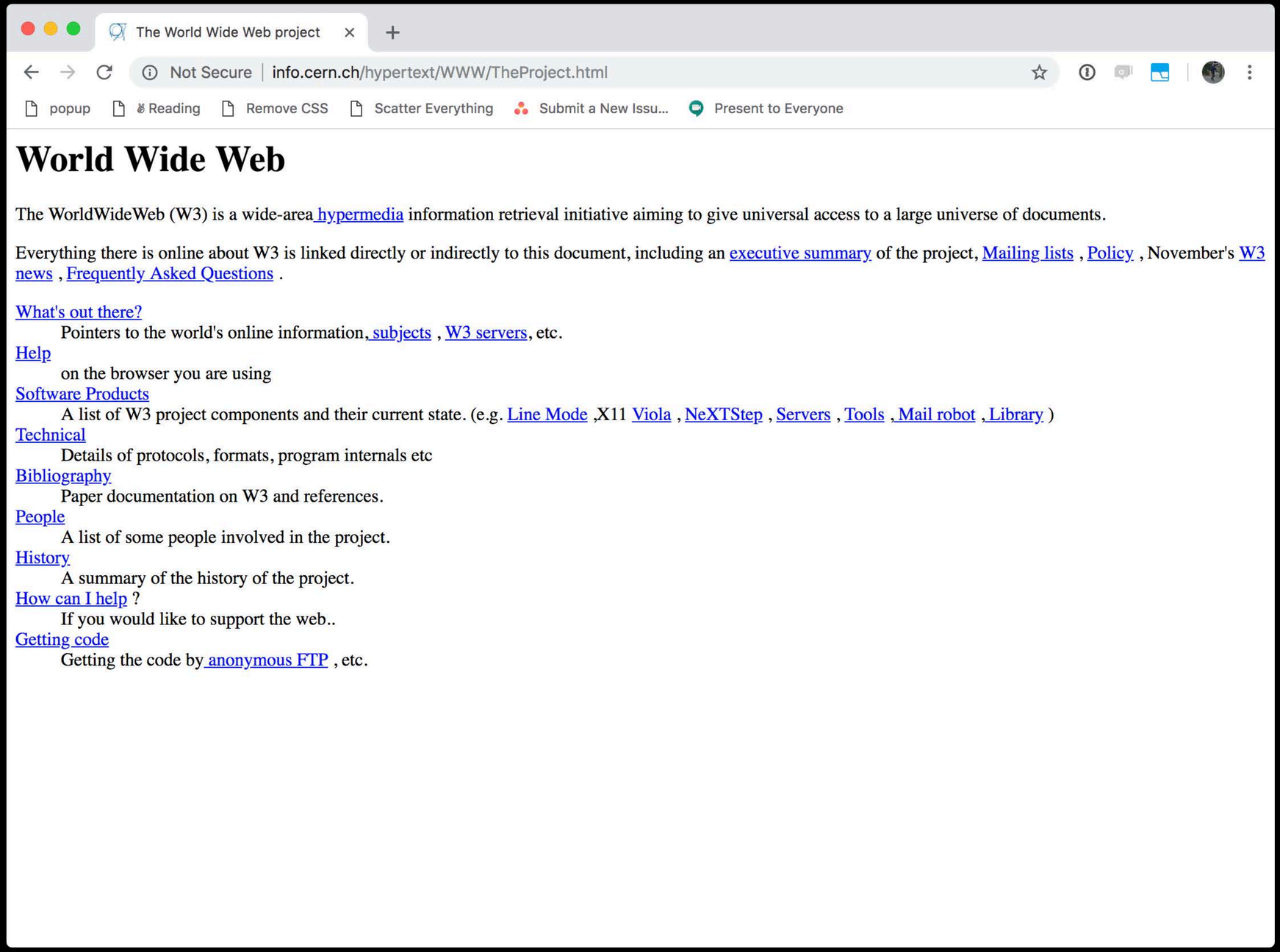
維基百科
維基百科國際

abcfgop
abcfgop

Bell Centennial



Bell Centennial, 1978
Matthew Carter



World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists , Policy , November's W3 news , Frequently Asked Questions .

What's out there?
: Pointers to the world's online information, subjects , W3 servers, etc.

Help
: on the browser you are using

Software Products
: A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Library)

Technical
: Details of protocols, formats, program internals etc

Bibliography
: Paper documentation on W3 and references.

People
: A list of some people involved in the project.

History
: A summary of the history of the project.

How can I help ?
: If you would like to support the web..

Getting code
: Getting the code by anonymous FTP , etc.

Learning screen
typography through:

→ Web Browsers
→ Hypertext Markup Language
→ Cascading Style Sheets
→ Publishing to the web

Paul Ford: What Is Code? | Blo

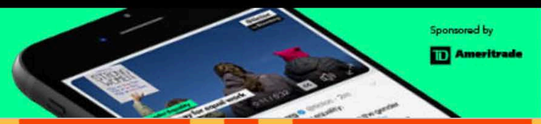
Bloomberg LP [US] | bloomberg.com/graphics/2015-paul-ford-what-is-code/

popup | Reading | Remove CSS | Scatter Everything | Submit a New Issu... | Present to Everyone

Bloomberg the Company | Bloomberg Anywhere Login

Bloomberg

TicToc by Bloomberg
24/7 news. Streaming LIVE on Follow @TicToc



Sponsored by TD Ameritrade

WHAT IS CODE?

BUSINESSWEEK JUNE 11, 2015

BY PAUL FORD

Welcome back! You've visited 3 times and spent 2 minutes here.

CSS

```
.heading-one {
  font-family: Helvetica Neue, sans-serif;
  font-weight: bold;
  font-size: 12px;
  line-height: 1.4em;
}
```

HTML

```
<div class=”type-section”>
  <h1 class=”heading-one”>Hello World</h1>
  <h2>An Introduction to Web Typography</h2>
  <p>Next week we’ll look at type on the web
</div>
```

HTML

HTML is not a programming language;
it is a markup language that defines
the structure of your content.

Can be created with any text editor.

HTML

Written by Humans
Read by Machines

Rendered by Machines
Read by Humans

Content & **Form**

Semantic

The meaning of words or elements

Syntactic

The arrangement of statements or elements

HTML & **CSS**

Semantic Elements

The meaning of words or elements

Headline
Author
Image
Paragraph
Link

Syntactic Elements

The arrangement of statements or elements

Typeface
Font size
Page color
Link color
Element position
Page Structure

HTML Tags

Sits between two angle brackets (“<”,”>”)

```
<title>
```

Used to mark-up HTML elements

```
<p>This is a paragraph of text.</p>
```

HTML Tags

Need to be “closed” using a slash /.

```
<p>Hello World</p>
```

or with a closing tag or within the tag itself.

```
At the end of this sentence there
will be a line-break <br />
```

HTML

```
<!DOCTYPE html>

<head>
  <title>
    Looking at the New York City Subway
  </title>
</head>

<body>
  <h1>
    Finding the NYC Subway Map
  </h1>
  <p>
    Current official transit maps of the New York
    City Subway are based on a 1979 design by
    Michael Hertz Associates.
  </p>
</body>

</html>
```

HTML

```
<!DOCTYPE html>

<head>
  <title>
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</head>

<body>
  <h1>
    Finding the NYC Subway Map
  </h1>
  <p>
    Current official transit maps of the New York
    City Subway are based on a 1979 design by
    Michael Hertz Associates.
  </p>
</body>

</html>
```

Start tag

Nesting

End tag

Common HTML Tags

`<!DOCTYPE>`	document type
`<html>....</html>`	HTML content
`<head>....</head>`	info about the document
`<title>....</title>`	title for the document
`<body>....</body>`	document’s body
`<h1>....</h1>`	HTML heading
`<p>....</p>`	paragraph
`<a>....</a>`	single line break
`<div>....</div>`	block element
`<span>....</span>`	inline element
`<!--....-->`	comment

Semantic HTML Tags

<article>
<aside>
<details>
<figcaption>
<figure>
<footer>
<header>
<main>
<mark>
<nav>
<section>
<summary>
<time>

descriptive tags

more meaningful
to human readers
and machine readers

HTML

```
<p class=”large-text”>A typical paragraph in a browser.</p>
```

Element

An HTML element is an individual component of an HTML document.

HTML

```
<p class=”large-text”>A typical
paragraph in a browser.</p>
```

Tag

The physical form of an
HTML element.

HTML

```
<p class=”large-text”>A typical
paragraph in a browser.</p>
```

Attribute

The modifiers of HTML elements.
They give specific directives to
HTML elements.

HTML

```
<p class=”large-text”>A typical
paragraph in a browser.</p>
```

Property

HTML

```
<p class=”large-text”>A typical
paragraph in a browser.</p>
```

Value

Exercise 6