

# KOENIG HOUSE

Moonlight Room  
At The Chase Park Plaza

dj gambista bodoni  
with a special appearance  
by matthew carter  
and the type crimes

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Type-Inspired  
 Costumes Encouraged

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 with a special  
 by matthew  
 and the type

TYPOGRAPHIC FOLLIES DANCE EXTRAVAGANZA

## Type-Inspired Costumes Encouraged

sponsored by  
the washington university  
student chapter of the aiga

RSVP by  
November 4 to:  
beatrice.warde@crystalgoblet.org

4 | THE MAKING OF TYPOGRAPHIC MAN ELLEN LUPTON

5 | ELLEN LUPTON

THE MAKING OF TYPOGRAPHIC MAN

α | ΕΛΛΗΝΙΣΤΟΙ

3 | ELLEN LUFTON

replay of the latest history of period letters. And just as the first typographers were risk-taking entrepreneurs—seeking riches and facing ruin—type designers today are reducing the uncertainty of their future by building tools and standards for use by the broader type community while testing new markets and exploring new alternative forms of distribution.

Stroky speaking typography involves the use of reproducible, standardized illustrations known as glyphs, which are elements of certain alphabets, usually employed for headlines, logos, titles, and posters rather than for running text. It is a craft that has flourished in the handwritten years of printing, calligraphy and type setting, integrated with the design of the printed word. While it is well known that Gutenberg and other early printers used monograms as models for decorative initials, the first printed lowercase letters that the artist who was also the printer designed were those after the "ornate" or "decorative" style of the early 15th-century handbooks or books of hours.

Custom lettering is a powerful current in contemporary design.

stral digital font but could crack open these doors, violating the original designs to create alternate characters and even whole new typefaces. Designers turned up the historic creative and technical barriers and began to play by altering the outlines of existing characters.

Custom lettering is a powerful element in contemporary design. Designers combine penmanship and digital processes to create letterforms that grow, capsize, and fold apart. Visualizations range from the lush organicism of Morris Jones and Janine in *Manuscript to the geometric* constructs of Philippe Apeloig, whose

Handwritten letters provide the model for many contemporary typefaces. From Hubert Johnson's *Monogram* (2007) to Laura Murguía's *Barra* (2006) and Underwood's *Line Pro* (2009).

Many recent script fonts reveal the fairly headless (but fluid) topographic scene in the system as well as the designers' choice of an *ad hoc* letterform, such as the brush to create more than 600 ornate letterforms. The idea of scripting originality in letterforms is a product of nineteenth-century advertising and the early twentieth-century designer's primary notions, and how typography sought to define new

her than reduce the eye with  
velvety. The neoclassical typefaces  
Bodoni and Didot, with their  
refined serifs and severe contrast  
between thick and thin strokes,  
opened the way to commercial  
typography by emphasizing letters  
as a set of structural features subject  
to endless manipulation (proper-  
tion, weight, stress, stroke, serif,  
etc.). Many of the digital era's

new arrival to the *Dolore* scene is Quetta, designed collaboratively by Benning and Martin Majoor. Her design began as a career as a page-layout designer by committing graphic abomination: giving up his work online. So-called "font"—which typically consist of poorly designed, badly formatted, incomplete, and pirated software—use, alas, the state of first resort for many students and careless awriters. The people accustomed to free

requiring expensive equipment [from production] into a fluid stream managed by a low-product at low cost [jetting technology]. Using desktop software, a graphic designer could now manufacture digital fonts and ship them out on floppy disks. Google Maps, founded in Berkeley, California, by Larry Sanders and Daniel O'Shea, began providing turnkey information to clients that explored the contours of early desktop services. An interesting dimension about the construction of desktop computing is that it was a process of trying up around

[illegible][illegible][illegible]

**PHOTO LETTERS:**

**A** - A torchbearer runs with the Olympic torch during the torch relay in Beijing.

**B** - A Chinese athlete competes in a judo match.

**C** - A Chinese athlete competes in a judo match.

**D** - A Chinese athlete competes in a judo match.

**E** - A Chinese athlete competes in a judo match.

**F** - A Chinese athlete competes in a judo match.

**G** - A Chinese athlete competes in a judo match.

**H** - A Chinese athlete competes in a judo match.

**I** - A Chinese athlete competes in a judo match.

**J** - A Chinese athlete competes in a judo match.

**K** - A Chinese athlete competes in a judo match.

**L** - A Chinese athlete competes in a judo match.

**M** - A Chinese athlete competes in a judo match.

**N** - A Chinese athlete competes in a judo match.

**O** - A Chinese athlete competes in a judo match.

**P** - A Chinese athlete competes in a judo match.

**Q** - A Chinese athlete competes in a judo match.

**R** - A Chinese athlete competes in a judo match.

**S** - A Chinese athlete competes in a judo match.

**T** - A Chinese athlete competes in a judo match.

**U** - A Chinese athlete competes in a judo match.

**V** - A Chinese athlete competes in a judo match.

**W** - A Chinese athlete competes in a judo match.

**X** - A Chinese athlete competes in a judo match.

**Y** - A Chinese athlete competes in a judo match.

**Z** - A Chinese athlete competes in a judo match.

**0** - A Chinese athlete competes in a judo match.

**1** - A Chinese athlete competes in a judo match.

**2** - A Chinese athlete competes in a judo match.

**3** - A Chinese athlete competes in a judo match.

**4** - A Chinese athlete competes in a judo match.

**5** - A Chinese athlete competes in a judo match.

**6** - A Chinese athlete competes in a judo match.

**7** - A Chinese athlete competes in a judo match.

**8** - A Chinese athlete competes in a judo match.

**9** - A Chinese athlete competes in a judo match.

**Typography amalgamated past inventions, the most important being the phonetic alphabet itself.**

the  
galaxy

the machine" faced to him? In today's world, the media can no longer play the innocent, as recent events to originate from a social media platform have shown. The use of specific media, "Orator's Indiscretion" has become a gold mine to suggest that the text of a literary or oratorical piece is

Although typography has not died, very few have designed it well. The design of the typeface is the most important of the typographer's tools. The typographer must know how to choose the right typeface for the occasion. The typographer must know how to choose the right typeface for the occasion. The typographer must know how to choose the right typeface for the occasion.

Wardell Moulton, *The Grammar Game: The History of Typography* (New York: Dover Publications, 1964).

manuscript as models for speakers, it is more of a historical artifact. The typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day. The typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day. The typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day.

With the introduction of desktop computing in the 1980s and delivery of desktop digital fonts, the typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day. The typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day. The typographer's role in the design of the printed word is to create a visual environment for the reader's eye, or working letters of the day.

**n** — The negative space of the 'n' is important. It defines the overall structure.

**g** — The tail shape and the curve of the letter 'g' is important. It defines the overall structure.

**X** — The tail shape and the curve of the letter 'X' is important. It defines the overall structure.

**q** — The tail shape and the curve of the letter 'q' is important. It defines the overall structure.

**w** — The tail shape and the curve of the letter 'w' is important. It defines the overall structure.

**f** — The tail shape and the curve of the letter 'f' is important. It defines the overall structure.

**o** — The tail shape and the curve of the letter 'o' is important. It defines the overall structure.

**i** — The tail shape and the curve of the letter 'i' is important. It defines the overall structure.

**W** — The tail shape and the curve of the letter 'W' is important. It defines the overall structure.



LOOKING AT HER EYES IN THE MIRROR  
*Thinking of her dead*

HER DEATH



## Innovations of the Automobile

- 1 **1886**  
Birth Of The Modern Automobile
- 2 **1902**  
Standard  
Drum Brakes  
Introduced
- 3 **1908**  
Henry Ford  
Introduces  
Model-T
- 4 **1911**  
Electric Starter  
Was Introduced
- 5 **1913**  
First Moving  
Assembly Line  
For Automobiles
- 6 **1914**  
First Car Body  
Made Completely  
Out Of Steel
- 7 **1919**  
First One Pedal  
Brake Pedal  
Created
- 8 **1926**  
First Power  
Steering Cars
- 9 **1934**  
First Mass  
Produced Car
- 10 **1935**  
Turn Signals  
Introduced
- 11 **1939**  
First Air  
Conditioning  
Introduced
- 12 **1950**  
Cruise  
Control  
Created
- 13 **1966**  
Electronic Fuel  
Injection System  
Created
- 14 **1970**  
Air Bag  
Became Standard

