

# TODAY

1. Journal findings
2. Look at compositions
3. Quiz
4. Type with purpose
5. Type history
6. Exercise & homework

**TYPE WITH PURPOSE**

gentrify va  
MOVING BR

All things are double, one against  
another. Tit for tat; an eye for an eye;  
a tooth for a tooth; blood for blood;  
measure for measure; love for love.

**font picks v**  
**GYM CONVER**

***All things are double, one  
against another. Tit for tat;  
an eye for an eye; a tooth  
for a tooth; blood for blood;***

veg cab fil  
VET BACKING

**vent pig m**  
**MY FLACK VE**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890**

**END**

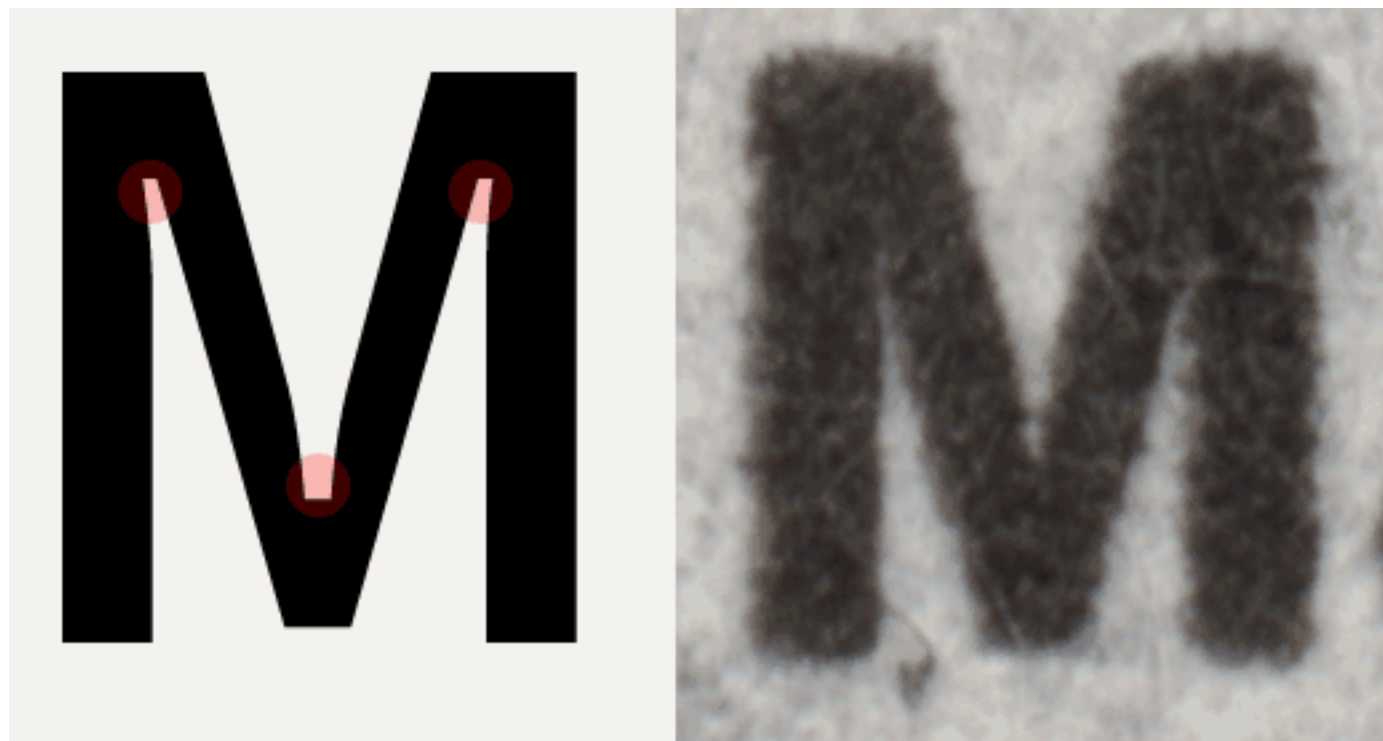
**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890**

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

BELL CENTENNIAL  
ADOBE {&\*  
HOODIE %  
mumblecore  
coffee forage  
Chillwave mcsweeney's williamsburg

Post-ironic chambray chillwave, polaroid +1 hella pork belly farm-to-table. Truffaut  
mumblecore yr, stumptown salvia shoreditch helvetica mcsweeney's sustainable wolf.

Matthew Carter 1975-78



**Cartage New England Inc**  
25 Allen Ln Ipswich MA 01938... 978 356-9960

**Cartagena Lydia**  
19 Jewett St 02131... 617 323-7639

**Cartagena Avith**  
9 Hancock St 02129... 617 442-9780

**B** 101 St 02136... 617 361-5253

**Jessica** 50 Decatur Chy 02129... 617 241-0152

**Lucilla** 174 Harvard Cam 02139... 617 491-5621

**M** 15 River Rd 02131... 617 323-9713

**Melvin** 501 Green Cam 02139... 617 576-1061

**Carte Nicholas**  
18 Appleton Street 02134... 617 695-6996

**Cartegena O** 4 Millard St 02138... 617 338-8219

**Carten Thos J Sr & Claire**  
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**Thomas & Kathleen**  
50 Thompson Ln MA 02136... 617 696-6919

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**A** Roxbury... 617 442-5230

**A** 11 Belknap Wy Roxbury 02119... 617 442-1219

**A** 210 Pilgrim Av Cambridge 02139... 617 492-4174

**A M** 255 Massachusetts Av Box 02125... 617 266-7153

**Adams** 361 Centre St MA 02138... 617 698-9074

**Alice** 108 Kilmarnock Box 02125... 617 425-0193

**Alice** 46 Market Cambridge 02139... 617 945-2711

**Andrew F** 42 Vista Av Som 02143... 617 625-7623

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1101 Beacon Bldg 02446... 617 739-1022

**Carter Athens**  
277 Roxbury Boston 02114... 617 536-6329

**B E** 68 Gladeside Av Mat 02526... 617 296-6911

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Tufts-New England Medical Center Box 02111  
Call... 617 636-0051

**Carter Becky** Box 02114... 617 523-4368

**Bernard J**  
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**Birchbath** 25 Weymouth Dor 02124... 617 298-8713

**Blake** 26 Mt Vernon Box 02118... 617 367-9931

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20 Park Pl Box 02114... 617 423-0210

**Carter & Burgess Consultants Inc**  
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**Carter C** 2080 Cornwell Av Br 02135... 617 782-2118

**C** 238 Fawcett Av East Boston 02128... 617 569-1545

**C** 359 Harvard Cam 02138... 617 491-4822

**C** 610 Main Mt 02124... 617 296-6392

**C & M** 41 Burroughs Jan 02136... 617 524-5558

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**Faye & Ricky**  
317 Columbus Av Box 02136... 617 437-7331

**Francis S** 134 Temple W Box 02137... 617 323-6781

**Franklin & Anne**  
273 Mt Auburn Cam 02138... 617 354-0798

**Fred** 42 Haverford Jan 02136... 617 524-3078

**Fred** 96 Hockley Rd MA 02138... 617 698-1343

**G & R** 8 Vanden Dor 02134... 617 436-8906

**G T** 17 Franklin Av Som 02145... 617 623-7121

**Gayle** 25 Franklin Dor 02124... 617 825-0322

**Geo S** 125 Mass Hill Rd Jan 02136... 617 522-3215

**George** 125 Newton Box 02134... 617 367-9540

**Carter Halliday Associate**  
287 S Street Box 02111... 617 436-1689

**Carter Harry F**  
25 Bunting Bldg Rd W Box 02133... 617 325-5465

**Carter Hide Co Inc**  
145 Summer Box 02118... 617 542-7987

**Carter Hilary** 61 Harvey Cam 02148... 617 876-2750

**Horace**  
261 Walnut Av Roxbury 02119... 617 442-5307

**Howard Jr** 26 Hyde Ave Box 02119... 617 445-5552

**J** Cam... 617 354-2688

**J** 15 Chatham Br 02446... 617 232-7990

**J** 518 Harvard Box 02446... 617 736-9483

**J** 775 Vile Hwy West Roxbury 02132... 617 321-5574

**Carter J Jacques MD**  
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1410 Columbus Rd S Box 02127... 617 664-1040

**Carter J M Ornamental Ironworks**  
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**Carter J Veal Co**  
48 Newmarket Sq Box 02138... 617 442-1775

**Carter James**  
1073 Cambridge St Cam 02138... 617 492-1214

**James** 382 Fisher Av Roxbury 02130... 617 739-2193

**James**  
37 Gold Star Rd Cambridge 02138... 617 876-8941

**Jas L** 14 Rosendy Rd Mat 02126... 617 361-0773

**Janis** 114 Adams Rd Newton 02459... 617 964-0435

**Jeffrey** 41 Warren Av Box 02114... 617 426-5994

**John** 11 Mansfield Br 02134... 617 987-2163

**John** 307 Summer Box 02118... 617 421-4334

**John** 40 Woodland Rd Dor 02125... 617 282-1235

**June O** 129 A Summit Av Br 02135... 617 734-6109

**K** 38 Browning Av Dorchester 02124... 617 265-8856

**K** 17 Farwell Dorchester 02121... 617 282-1593

**Carter Nella E**  
323 Massachusetts Av Box 02135... 617 267-6483

**Nicholas S F**  
113 Randolph Av MA 02136... 617 698-5307

**Nick** 21 Fairfield Box 02136... 617 267-5222

**Nick & Debbie**  
195 Herrick Rd Newton 02459... 617 527-0480

**Nicole**  
Call... 617 698-0713

**Norman G**  
38 Chickatowb Dor 02121... 617 822-1203

**P** 94 Chestnut Pl Box 02121... 617 427-4754

**P E** 501 E South St Box 02127... 617 268-4211

**P L** 44 Hockings Box 02121... 617 427-9170

**P R** 91 Beacon Jan 02138... 617 983-8692

**Paul & Constance**  
114 Anson Av W Box 02135... 617 325-2036

**Paul E** 505 E South St S Box 02127... 617 268-4546

**Paul M** 27 Union Br 02135... 617 787-2115

**Carter Pile Driving Inc LP Beaver Co**  
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**Carter Prudence**  
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**Reginald**  
104 Brunswick Dorchester 02121... 617 541-8843

**Renee & Andrew**  
39 Walnut Box 02108... 617 720-3765

**Carter Rice Dowd**  
Bulkeley Avenue Publishing 163 Main Wilmington 01897  
Toll Free Dial "1" & Then... 800 638-1671

**Claf Sec Industrial Prod** 613 Main Wilmington  
Toll Free Dial "1" & Then... 800 619-7447

**Claf Sec Printing** 613 Main Wilmington  
Toll Free Dial "1" & Then... 800 648-7447

**Headquarters** 513 Main Wilmington 01897  
Call... 978 988-7447

**Ingalls Crown** 163 Main Wilmington 01897  
Toll Free Dial "1" & Then... 800 638-1673

**Carter Richard**  
1679 Cornwell Av Brighton 02215... 617 987-0835

**Richard A** 47 Mt Vernon Box 02136... 617 566-7293

**Carter Richard A MD**  
170 Cornwell Av Box 02114... 617 267-0710

**Carter Richard K**  
15 Mercer S Box 02127... 617 268-0448

**Robert L** 175 Winthrop Av Cam 02136... 617 864-1535

**Roger** 150 St Boniface Box 02125... 617 424-6148

**Roy** 48 Concord Av Cam 02138... 617 491-6115

**Royce** 28 Sepimery Chy 02126... 617 241-0418



# Retina



Hoefler/Frere-Jones, 2001 for Wall Street Journal

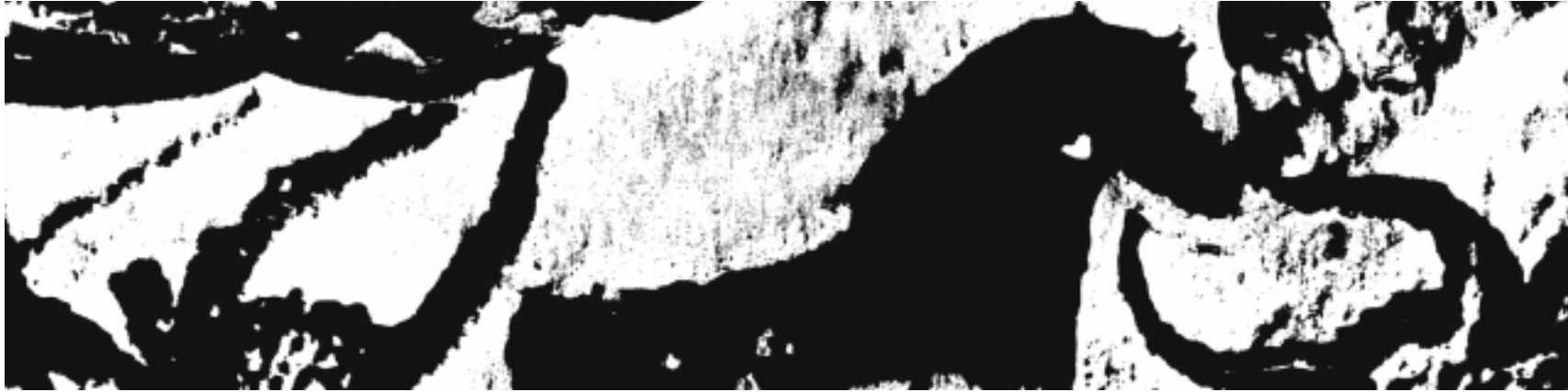
Verdana



Matthew Carter, 1996 for Microsoft



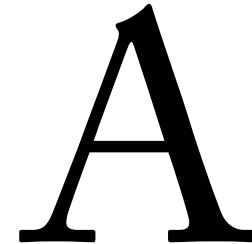
But let's back way up.



Pictograph, Cave Painting 15,000-10,000 BC



**Phoenician**  
1500-1000 BC



**Modern Roman**  
100 BC-Today

Et

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Et

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**What is movable type?**

**What is the first European book to utilize it?**

**What year was it first printed?**





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diem de die trahēs caute 7 pedetē tim  
 tuas possessuicias vendideris: non  
 habet xps unde aliat pauperes suos.  
 Totū deo dedit: qui se obculit. Aposto  
 li tantū nauem 7 retia reliquerūt: m  
 dua duo era mittere in gazophilaciū:  
 et p̄fertur celi diuitijs. Facile cōtēpnit  
 oīa: qui se semp cogitat esse mortuū  
*Incipit prologus in pentateucū moysi.*  
**D**esiderij mei desideratas  
 accepi litteras: qui quodā  
 presagio futurorū. cum  
 daniēle sortit⁹ est nomen.  
 obsecrantis. ut translatum in latinā  
 linguam de hebreo sermone pentha  
 teucum nostrorū auribus tradere. Pe  
 riculosum opus certe. et obsecratorū  
 meorū lacrimibus patens: qui me asse  
 runt i septuaginta interpretum sugilla  
 tionem. noua p̄ veteribus audere. ita  
 inuētiū sibi nūmū nrohanter: tum om





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quicqd  
viii  
li fecu

diem de die trahēs caute 3 pedetē tim  
tuas possessuicias vendideris: non  
habet xps unde alat pauperes suos.  
**T**otū deo dedit: qui se obculit. **A**pосто  
li tantū nauem 3 retia reli-querūt: m  
dua duo era mittere in gazophilaciū:  
et p̄fertur celi diuitijs. **F**acile cōtēpnit  
oīa: qui se semp cogitat esse mortuū  
**Incipit prologus in pentateucū moysi.**

**D**esiderij mei desideratas  
accepi litteras: qui quodā  
presagio futurorū. cum  
daniele sortit⁹ est nomen.  
obsecrantis. ut translatum in latinā  
linguam de hebreo sermone pentha  
teucum nostrorū auribus tradere. **P**e  
riculosum opus certe. et obsecratorū  
meorū lacrimibus patens: qui me asse  
runt i septuaginta interpretum sigilla  
tionem. noua p̄ veteribus audere. ita  
incretiū fili nūmū nrohanter: tum om



Assensuq; sūt omnes. cūdis circūciliis  
maribz. Et ecce die tercio quādo gūilli-  
mus vulnecū dolor est. acceptis dun  
filij iacob. simēon et leui scōs dñe gla-  
dijs. ingressi sunt urbem confidēter:  
interfectisq; omnibz masculis. timor et  
sichem parit necauerūt: tollentes dinā  
de domo sichem. sorore suā. Quibus  
egressis. irruerūt sup oculos ceteri filij  
iacob. et depopulati sunt urbem i vici-  
onem supri: oves eorū et armenta. et  
asinos. cunctaq; vastantes que in do-  
mibz et i agris erant: paruulos q; eorū  
et uxores duxerūt captiuas. Quibus  
perpetrans audāder: iacob dixit ad  
simēon et leui. Turbastis me: et odio-  
sum fecistis mihi chananēis et pherezēis  
habitatoribz terre huius. Non pauci su-  
mus: illi cōgregati prouent me: et dele-  
bor ego et domus mea. Respondit. Nūquā  
ut scorto abuti debuēt sorore nōstra?

**N**ōstra lonit? est deus ad  
iacob. Surge. et ascende bethel. et habita  
ibi: facq; altare dño q; apparuit tibi:  
quādo fugiebas elau scām tuā. Iacob  
vero conuocata omni domo sua ait.  
Abiite deos alienos qui i medio vñ  
sūt. et mūdāmini: ac mutare vestimen-  
ta vñ. Burgite et ascendam? in bethel  
ut faciam? ibi altare dño. qui gaudi-  
uit me i die tribulaciōis mē: et locū  
fuit inuēis mei. Detest? ego ei omne  
deus alienos quos habitā: et inuē?

aque. Propterea vocatū ē nō-  
m? illi? baalpharasim. Et reliq;  
sculptilia sua: q; tulit dauid et  
Et addiderunt adhuc philisti-  
scenderent: et diffusi sūt i valle  
m. Cōsuluīt autē dauid dñm.  
ndā cōtra philisteos: et tradas  
manus meas. Qui rēdit. Nō  
is cōtra eos sed gira post tergū  
uenies ad eos et adūso pīorū.  
iudiciis sonitū clamoris gra-

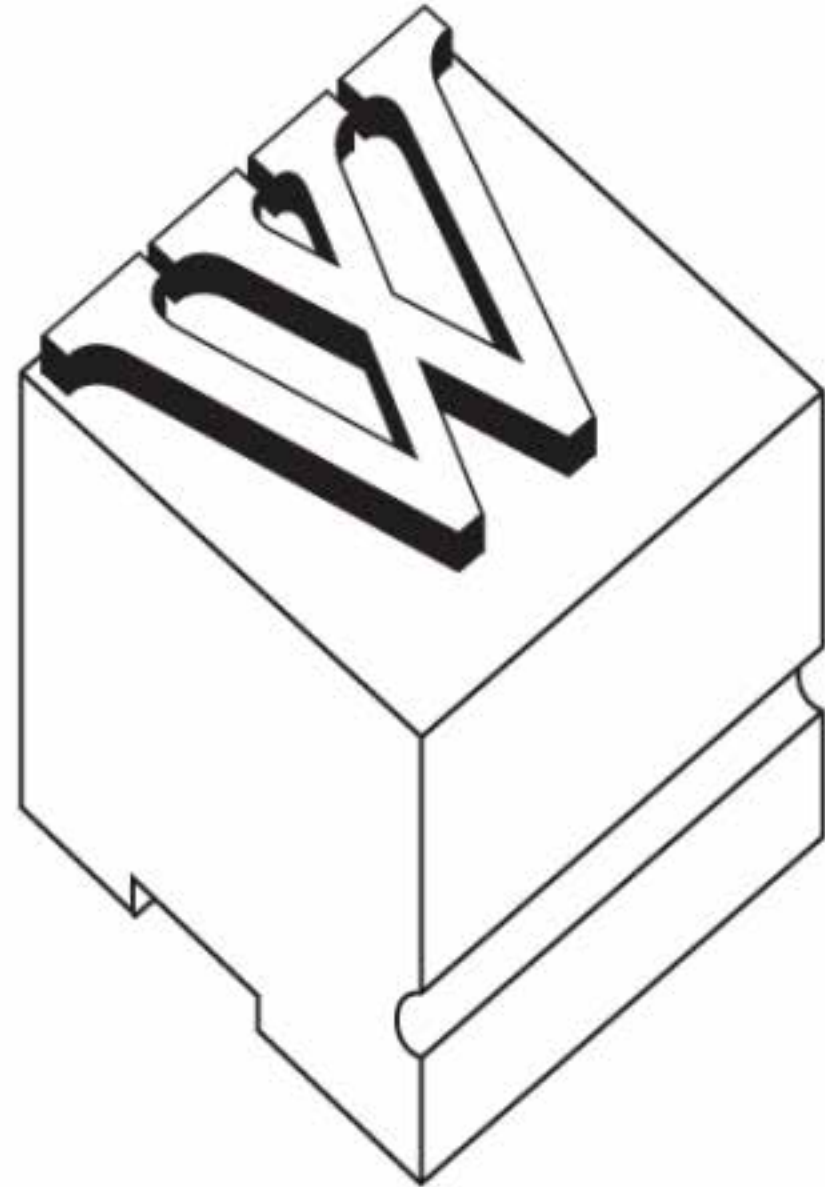
Blackletter

Blackletter

Blackletter

# **LETTERPRESS**

**(early type)**





Upper Case.

Lower Case.  
A PAIR OF CASES.

California Job Case.

FIG. 2.—Showing Lay of Cases.









VIDEO  
How to use a composing stick





Glos appellatur mariti soror: atq; idem fratris uxor.  
Leuir dicitur frater mariti: quasi leuus uir.  
Fratræ appellantur quasi fratrum inter se uxores.  
Amitini fratrum & matris & foeminæ filii.  
Patruelles matrum fratrum filii.  
Cōsobrini ex duabus editi sororibus: de quibus exempla multa sunt in antiquis auctoribus: & maxime in Affranio: & uiris uetutissimis scriptoribus.

Jenson's roman typeface cut in 1470

Nicolas Jenson created letters that combined gothic calligraphic traditions with the new Italian taste for humanist handwriting.



*I admit I have had a little work done.*

Robert Slimbach styled *Adobe* Jenson  
after Nicolas Jenson's roman types  
*and the italics of Ludovico degli Arrighi,*  
created in fifteenth-century Italy.

*I don't look a day over five hundred, do I?*

Jenson as a digital font.

*I admit I have had a little work done.*

Robert Slimbach styled <sup>Adobe</sup>Jenson  
after Nicolas Jenson's roman types  
*and the italics of Ludovico degli Arrighi,*  
created in fifteenth-century Italy.

*I don't look a day over five hundred, do I?*

**Glos appellatur mariti soror: atq; idem fratris uxor.  
Leuir dicitur frater mariti: quasi leuus uir.  
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Amitini fratrum & matris & foeminæ filii.  
Patruels matrum fratrum 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

Robert  
Slimbach's  
digital revival  
of Jenson  
above Jenson's  
original (and  
letterpressed)  
design.

AaEeO

AaEeO

AaEeO

lazy d

The quick brown fox ran over  
the lazy dog 2 or 3 times.

ITC Garamond, 1976

---

lazy d

The quick BROWN fox ran over the  
*lazy* dog 2 or 3 (2 or 3) times.

Adobe Garamond, 1986

---

lazy d

The quick BROWN fox ran over the  
*lazy* dog 2 or 3 (2 or 3) times.

Garamond Premier Regular, 2005

Different interpretation's of Claude Garamond's design



# **HOMEWORK**

1. 27th letter
2. Re-read, read, understand  
Chapter 1 of the book