

TODAY

*I need to leave at
3:40 today. Sorry!*

1. Review quizzes
2. Look at 27th letter
3. Type classification
4. Classification workshop

TYPES OF TYPE (TYPE CLASSIFICATION)

A

A

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Abcde

Abcde

Abcde

SERIF

- » Humanist
- » Transitional
- » Modern
- » Slab

SANS SERIF

- » Humanist
- » Transitional
- » Geometric

OTHER

- » Blackletter
- » Script
- » Handwriting
- » Monospace
- » Display
- » and more

AaEeO

AaEeO

AaEeO

SABON

Aa

HUMANIST OR OLD STYLE

The roman typefaces of the fifteenth and sixteenth centuries emulated classical calligraphy. Sabon was designed by Jan Tschichold in 1966, based on the sixteenth-century typefaces of Claude Garamond.

BASKERVILLE

Aa

TRANSITIONAL

These typefaces have sharper serifs and a more vertical axis than humanist letters. When the typefaces of John Baskerville were introduced in the mid-eighteenth century, their sharp forms and high contrast were considered shocking.

BODONI

Aa

MODERN

The typefaces designed by Giambattista Bodoni in the late eighteenth and early nineteenth centuries are radically abstract. Note the thin, straight serifs; vertical axis; and sharp contrast from thick to thin strokes.

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 & fœminæ filii.
Patruels matrum fratrum filii.
Cōsobrini ex duabus editi sororibus: de quibus exempla multa sunt in antiquis auctonibus: & maxime in Affranio: & uiris uetutissimis scriptoribus.

Jenson's roman typeface cut in 1470

S P E C I M E N

By JOHN BASKERVILLE of Birmingham.

I Am indebted to you for two Letters dated from Corcyra. You congratulate me in one of them on the Account you have Received, that I still preserve my former Authority in the Commonwealth: and wish me Joy in the other of my late Marriage. With respect to the First, *if to mean well to the Interest of my Country and to approve that meaning to every Friend of its Liberties, may be consider'd as maintaining my Authority; the Account you have heard is certainly true. But if it consists in rendering those Sentiments effectual to the Public Welfare or at least in daring freely to Support and inforce them;*

AaEeO

AaEeO

CLARENDON

Aa

EGYPTIAN OR SLAB SERIF

Numerous bold and decorative typefaces were introduced in the nineteenth century for use in advertising. Egyptian typefaces have heavy, slablike serifs.

FULL MOON.

ST. MICHAEL'S
TEMPERANCE BAND!

Prof. V. Yeager, Leader, will give a

GRAND
MOONLIGHT

EXCURSION

On the Steamer

BELLE!

To Osbrook and Watch Hill,
On Saturday Evening, July 17th,

Leaving Wharf at 7½ o'clock. Returning to Westerly
at 10½ o'clock. Kenneth will be at Osbrook.

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AaEeO

AaEeO

GILL SANS

Aa

HUMANIST SANS SERIF

Sans-serif typefaces became common in the twentieth century. Gill Sans, designed by Eric Gill in 1928, has humanist characteristics. Note the small, tilting counter in the letter a, and the calligraphic variations in line weight.

HELVETICA

Aa

TRANSITIONAL SANS SERIF

Helvetica, designed by Max Miedinger in 1957, is one of the world's most widely used typefaces. Its uniform, upright character makes it similar to transitional serif letters. These fonts are also referred to as "anonymous sans serif."

FUTURA

Aa

GEOMETRIC SANS SERIF

Some sans-serif types are built around geometric forms. In Futura, designed by Paul Renner in 1927, the Os are perfect circles, and the peaks of the A and M are sharp triangles.

Google

Google



**The Quick Brown
Fox Jumps Over
The Lazy Dog.**

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abcdefghijklmnopqrstuvwxyz0123456789 [] () { } / \ < > ?





Washtenaw
Community
College

Washt

NOW

Classification workshop

HOMEWORK

1. Refine 27th letter to turn in
2. Journal entry, Type as Image