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)

AAA

## Abcde

Socie

Abcde

### **SERIF**

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

### SANS SERIF

- » Humanist
- » Transitional
- » Gemotric

### **OTHER**

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

# AaEe() AaHe() AaH.e()

## 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.

## 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 mideighteenth century, their sharp forms and high contrast were considered shocking.

# 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 foror: atquidem fratris uxor. Leuir dicitur frater manti: quasi leuus uir. Fratriz appellantur quasi fratrum inter se uxores. Amitini fratrum & matris & fœminæ filii. Patrueles matrum fratrum filii. Cosobrini ex duabus editi sororibus: de quibus exempla mul ta funt in antiquis auctoribus: & maxime in Affranio: & ui ris uetutiffimis scriptonbus.

Jenson's roman typeface cut in 1470

### SPECIMEN

By 70 HN BASKERVILLE of Birmingham.

riage. With respect to the First, freely to Support and inforce them;

T-Am indebted to you for two if to mean well to the Interest of my Letters dated from Corcyra. Country and to approve that meaning You congratulate me in one of to every Friend of its Liberties, may be them on the Account you have consider'd as maintaining my Authori-Received, that I still preserve ty; the Account you have heard is cermy former Authority in the tainly true. But if it confifts in render-Commonwealth: and wish me ing those Sentiments effectual to the Joy in the other of my late Mar- Public Welfare or at least in daring

# AaEeO

## Aa.E.e.O

# Aarendon

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.

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 74 o'clock. Returning 46 Westerly at 104 o'clock. Kenneth will be at Osbrook.

# AaEeO AaEeO Aa EeO

GILL SANS

## Aa

# Aa

# AC

### 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, lilting counter in the letter a, and the calligraphic variations in line weight.

### 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."

### 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

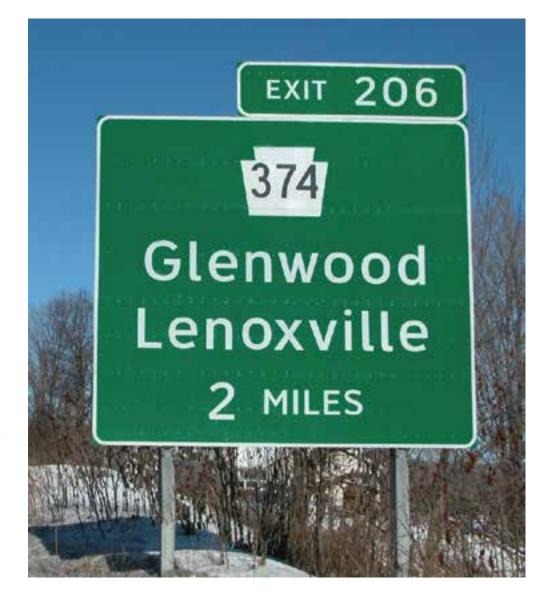
Google

# 

Gap

# The Quick Brown Fox Jumps Over The Lazy Dog.

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





# Washt

## 

Classification workshop

## HOME WORK

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