

Typography

Digital Design Systems

David Sousa-Rodrigues
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A Brief History of Title Design



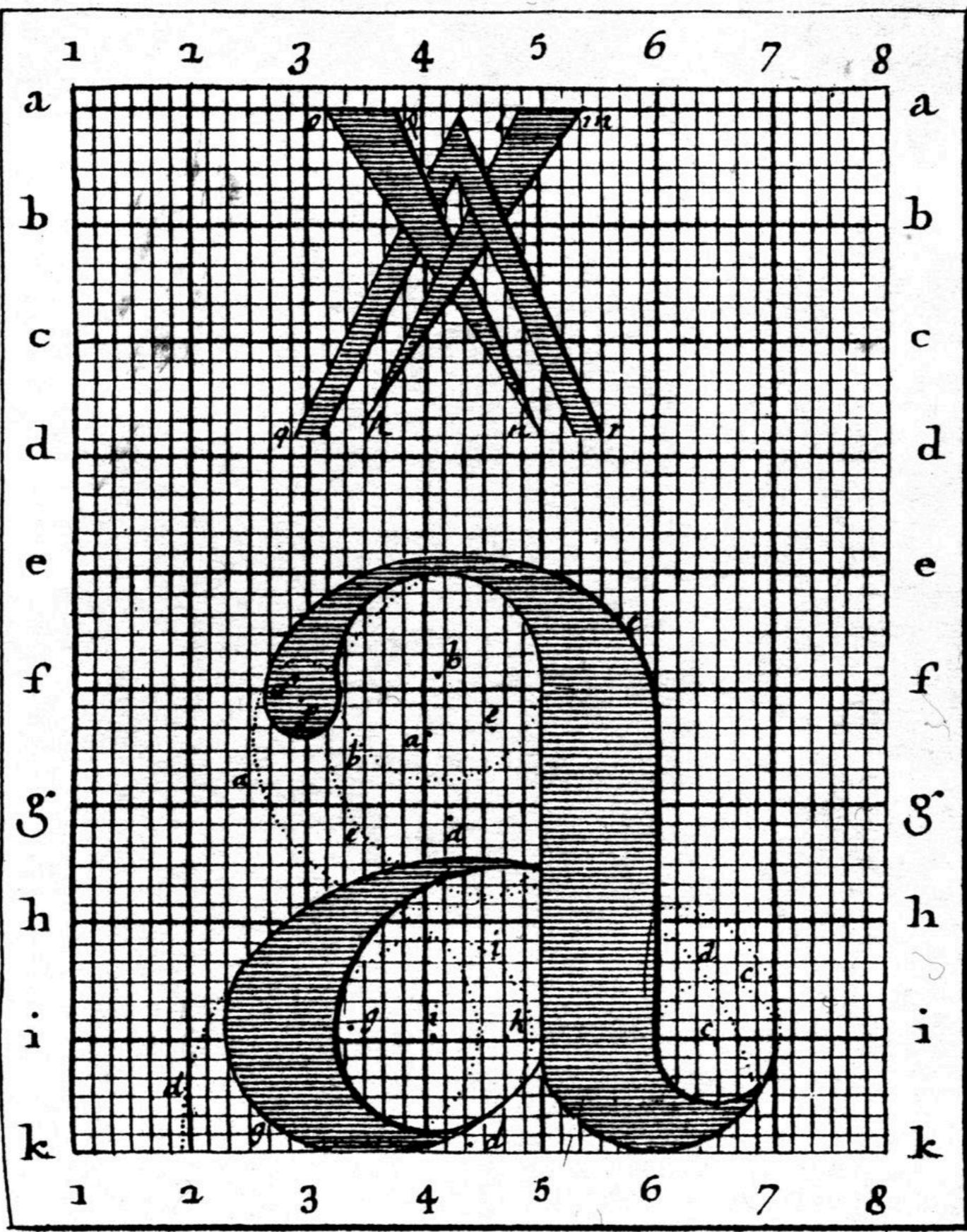
in die ire furoris sui. **Mon** De exalto misit ignem in ossibus meis: et crudivit me. **Ezpad** rete pedibus meis: conuertit me retrosum. Posuit me desolatam: tota die mortore confectam. **Nun** Vigilauit iugum iniquitatum meum in manu eius: conniolute sunt et imposito collo meo. Infirmata est viscera mea: dedit me dominus in manu de qua non potero surgere. **Samech** Absulit omnes magnificos meos dominus de medio meo: vocavit aduersum me regem: ut coreret electos meos. Tocular calcavit dominus virginum filie iuda. **Ain** Idcirco ego plorans et oculus meus deducens aquas: quia longe fatus est a me consolator: conseruans animam meam. Fadi sunt filii mei predicti: quoniam inuoluit inimicos. **He** Ezpad spon manus suas: non est qui consoletur eam. Mandauit dominus aduersum iacob in circuitu eius hostes eius. Fada est iherusalem quasi pollica inimicis inter eas. **Sade** Iustus est dominus: quia os eius ad iracundiam provocauit. Audire obsecro uniuersitatem: et videre dolorum meum. Virgines mee et iuuenies mei abiectur in captiuitatem. **Coph** Vocauit amicos meos: et ipsi deceperunt me. Sacerdotes mei et senes mei in uite consumpti sunt: quia queruerunt eib[us] sibi ut refocillarent animas suas. **Res** Vide domine quoniam tribulor: tribulatio est uenient me. Subuersum est cor meum in inuenientia: quoniam amaritudine plena sum. Foris interficit gladius: et domini mors similis est. **Sen** Audierunt quia ingenuis ego: et non est qui consoletur me. Omnes inimici mei audiuerunt malum meum: letati sunt quoniam tu fecisti. Adduxisti die consolacionis: et feci siles mihi. **Tau** Ingrediatur omne malum eorum coram te: et deuindemia

cos sicut vindemiasisti me: propter omnes iniquitates meas. Multi enim genitimi mei: et cor meum metes. **Aleph** Quomodo obregit caligine furor meus d[omi]n[u]s filia sion. Proiectus de celo in terram inuidam israhel: et non est recordatus stabelli pedum suorum in die furoris sui. **Seth** Precipitauit dominus nec pepercit omnia speciola iacob: destruxit in furore suo munitiones virginis iuda et deiecit in terram: polluit regnum et principes eius. **Gymel** Conseruavit in ira furoris sui omne cornu israhel: auerteret rectosum degetram suam a sancte iumentis: et succendit in iacob quasi igne flammam deuorantem in giro. **Deleth** Tendit arcum suum quasi iumentus: firmavit decretam suam quasi hostis: et occidit omnem quod pulchrum erat uisu. In tabernaculo filie sion effudit quasi igne indignationem suam. **He** factus est dominus velut inimicus precipitauit israhel. Precipitauit omnia mentia eius: dissipauit munitiones eius: et repluit in filia iuda humiliatum et humiliata. **Vau** Et dissipauit quasi oruum tenorium suum: demolitus est tabernaculum suum. Oblivioni tradidit dominus in sion festiuitatem et sabbatum: et in obprobrium et in indignationem furoris sui regem et sacerdotem. **Zay** Repulit dominus altare suum: maledixit sanctificationi sue: tradidit in manus inimici muros sancti eius. Vocauit deuinctus in domo domini: sicut in die sollemni. **Hech** Logitauit dominus dissipare murum filie sion: tetendit funiculum suum et non auerterit manum suam a predicatione. Luxitque ante murale: et nunc pariter dissipatur est. **Tech** Defixus est in terra portae eius: perdidit et contruit uedes eius: regnum eius et principes eius in grauidibus. Non est lex: et prophetae eius non inueniuntur

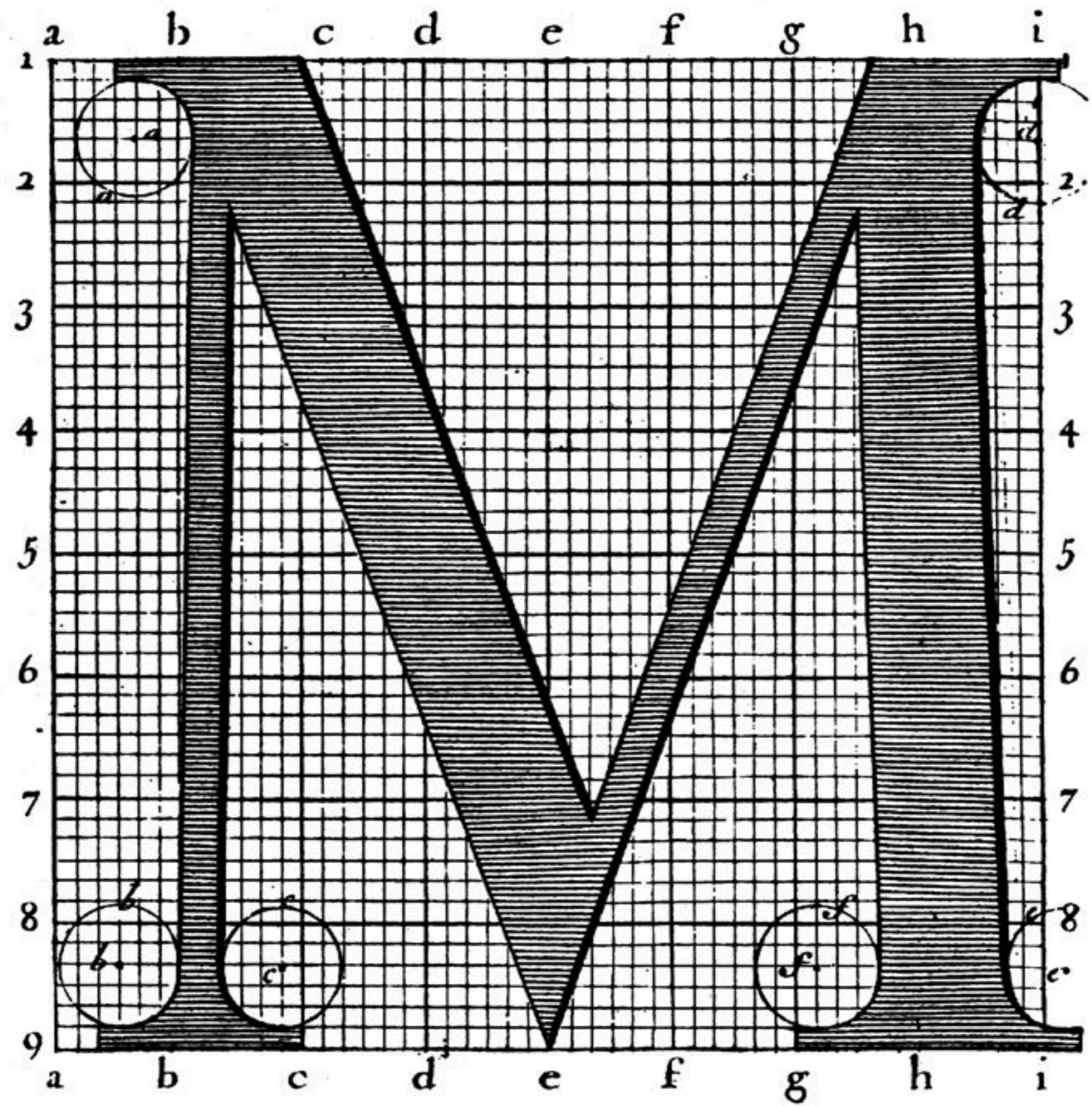
visione a domino. **Ioth** Sedecim in terra: conticuerunt seres filie sion: consperserunt cinque capita sua. Accincti sunt ciliis: abiecti sunt in terra capita sua virgines iherusalem. **Caph** Defecerunt per lacrimis oculi mei: conuurbata sunt viscera mea. Effusum est in terra iecor meum super conditionem filie ipsius mei: cum deficeret parvulus et latens in plateis opidi. **Lamech** Martibus suis dixerunt ubi est tritium et uinum: cum deficerent quasi vulnerati in plateis ciuitatis: cum exalarent aias suas in sinu matru suarum. **Mem** Cum comparabam te uel cui assimilabo te filia iherusalem: Cum requabam te: et consolabor te uirgo filia sion. Magna enim velut mare continet tua. quis medebitur tu? **Nun** Prophete nui videbunt tibi falsa et stulta: nec aperiabit iniquitatem tuam: ut te ad penitentiam provocaret. Videbunt autem tibi assumptiones falsas et ceteras. **Samech** Plauserunt super te manus omnes tristes: untes per viam: sibilauerunt et mouerunt capita sua super filia iherusalem: ecce enim est urbs dicentes profeti de corde: gaudium uiuente erre. **In** Aperuerunt super te os suum omnes inimici tuis: sibilauerunt et struerunt dentibus suis: et dixerunt deuorabit. **Ain** Ita est dies quem expectabamus: inuenimus: uidimus. **He** Seat deus que rogitauit: complevit secundum suum quem precepit a diebus antiquis. Destruxit et non prepcepit: testificauit super te inimicum: et exaltauit cornu hostium tuorum. **Sade** Clamauit cor eorum ad dominum: super muros filie sion. Dederunt quasi torrentem lacrimas per diem et noctem: non des requiem tibi: neque raseat pupilla oculi tui. **Coph** Consurge: lauda in nocte in principio vigiliarum: effunde sicut aqua cor tuum ante conspectum domini.

Ite ad eum manus tuas: per anima parvulorum tuorum: qui fame percutebunt in capite omnium complicitorum. **Res** Vide domine et considera: quem vindemias ista. Ego ne comedet mulieres fructum suum: parvulos ad mensuram palme? Si occiditur in sauduario domini: sacerdos et propheta. **Sen** Iactetur in terra foris puer et senex: virgines mee et iuuenies mei occiderunt in gladio intercessisti die furoris tui: prouulisti: nec misericordus es. **Tau** Vocasti quasi die solemnum qui terret me de circumiectu: et non fuist in die furoris domini qui effugeret et reliqueretur. Quos eduxisti et emissti: inimici mei consumpsit eos. **Aleph** Ego vir uideris paupercare meam: in uirga indignationis eius. **Aleph** Me minauit et adduxit in tenebris: et non in luce. **Aleph** Tantum in me uictus: et conuertit manu suam tota die. **Hech** Uetus tam fecit pelle meam et carnem meam: continxit ossa mea. **Hech** Edificauit in giro meo: et arcedidit me selle et labore. **Hech** In tenebris collocauit me: quasi mortuos sempiuit. **Gymel** Circuiedificauit aduersum me ut non egrediar: aggredauit compadem meum. **Grma** Sed et clamauero: et tu rogareris: egreditur oratione mea. **Gymel** Caudis vias meas lapidibus quadratis: semitas meas subuertit. **Deleth** Ursus insidiatus factus est michi: leo et abscondito. **Deleth** Seminas meas subuertit: conuertit me: posuit me desolatam. **Deleth** Tendit arcum suum: et posuit me quasi signum ad sagittam. **He** Misit in circumibus meis filias pharetrę sue. **He** Sudauit in decauere sime in decauere omni profecto meo: canitatem eorum tota die. **He** Repleuit me amaritudinibus: inebriauit me absinthio. **Vau** Et frigescit ad numerum deuices

Detail from plate xxvi (actual size)



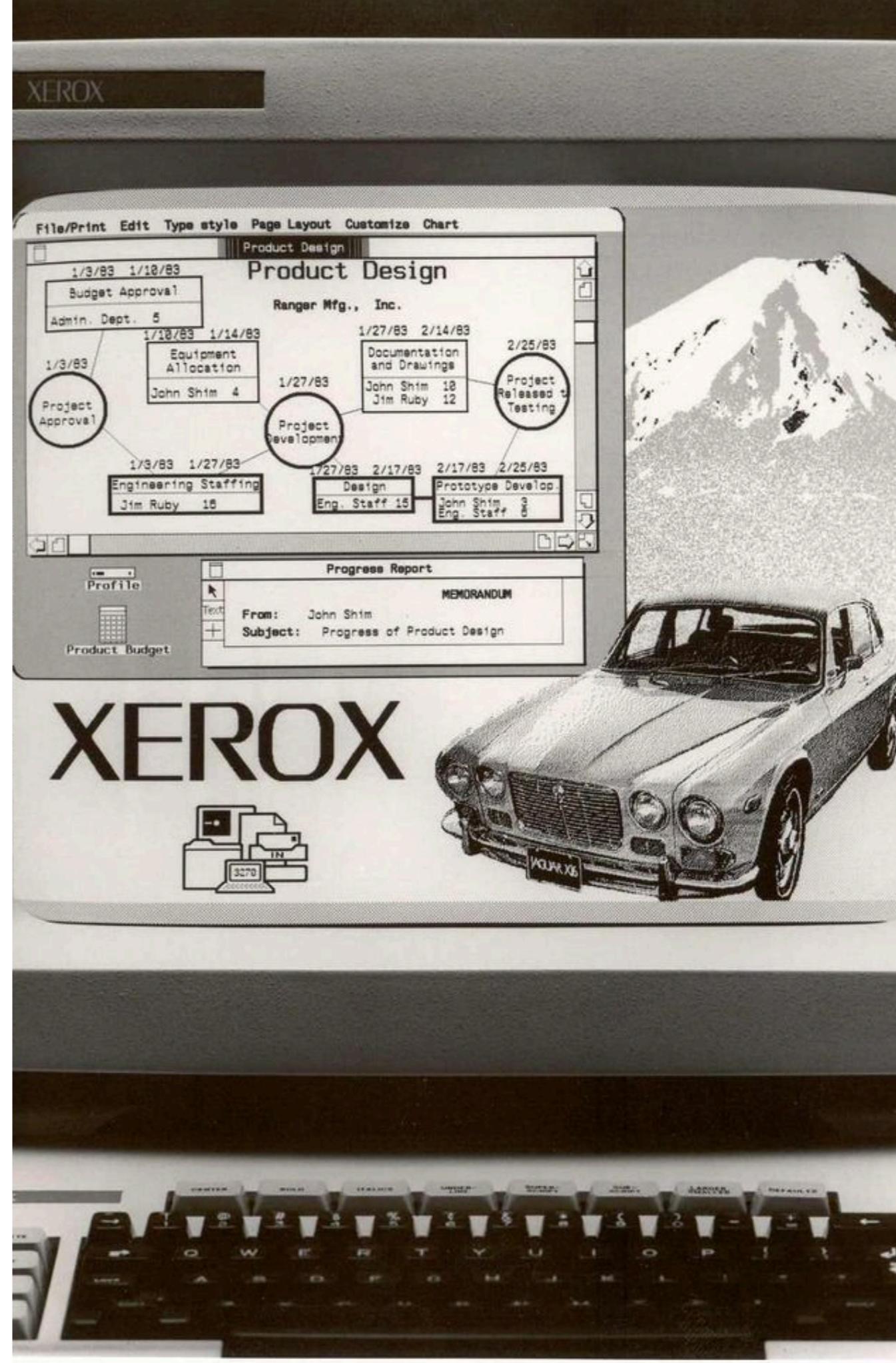
De Rochefort Sculp.

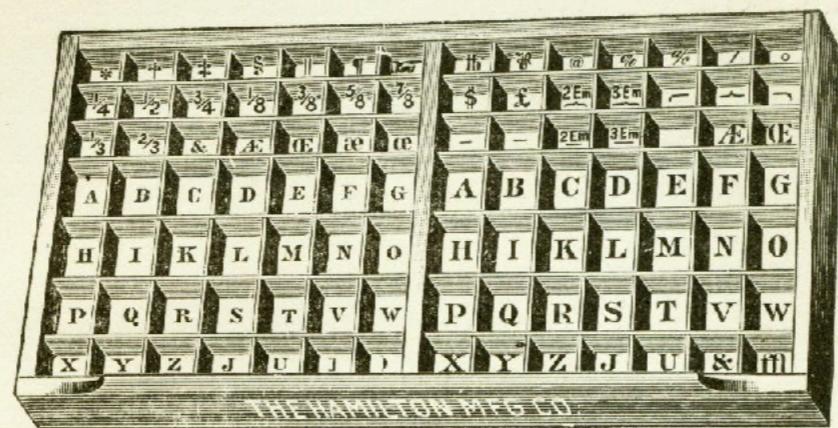




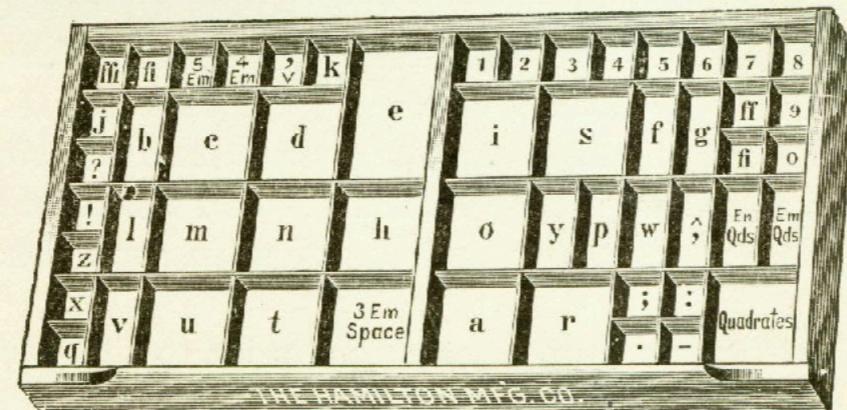
The linotype machine

The Computer

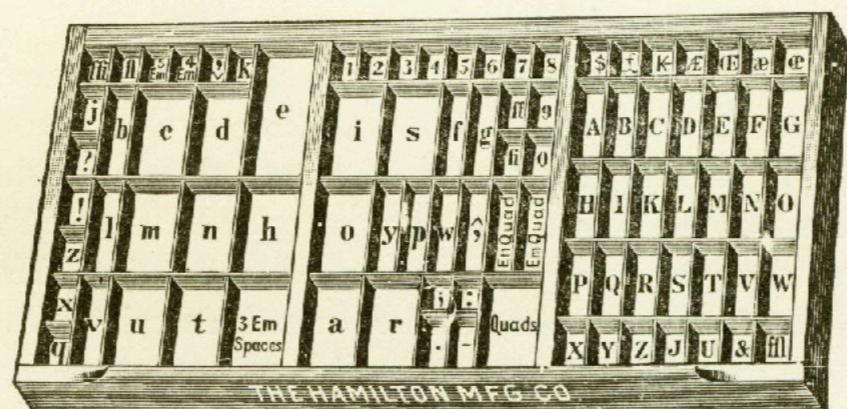




Upper Case.



Lower Case.
A PAIR OF CASES.



California Job Case.

FIG. 2.—Showing Lay of Cases.

A few important typefaces

Bodoni
(1925)

Gill Sans
(1926)

Futura
(1936)

Helvetica
(1957)

Avenir
(1988)

Garamond
(1989)

Georgia
(1993)

Gotham
(2000)

Akkurat
(2004)



Typography

Attributes

[textAlign\(\)](#)

[textLeading\(\)](#)

[textSize\(\)](#)

[textStyle\(\)](#)

[textWidth\(\)](#)

[textAscent\(\)](#)

[textDescent\(\)](#)

Loading &

Displaying

[loadFont\(\)](#)

[text\(\)](#)

[textFont\(\)](#)

Font

[p5.Font](#)

Attributes

`textAlign()`

- Sets the alignment of the text in a box
(LEFT, CENTER, RIGHT) (TOP, BOTTOM,
CENTER, BASELINE)

`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`

Attributes

`textAlign()`

`textLeading()`

`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`

- Sets the spacing, in pixels, between lines of text.

Attributes

`textAlign()`

`textLeading()`

`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`

- Sets or gets the current font size used in all text commands following this.

Attributes

`textAlign()`

`textLeading()`

`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`

Sistemas de Design Digital

Sistemas de Design Digital

Sistemas de Design Digital

- Sets NORMAL, BOL or ITALIC for system fonts

Attributes

`textAlign()`

`textLeading()`

`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`

Sistemas de Design Digital

- Calculates the width of any character of text string. Useful to know when trying to fit text to a space on screen.

Attributes

`textAlign()`

`textLeading()`

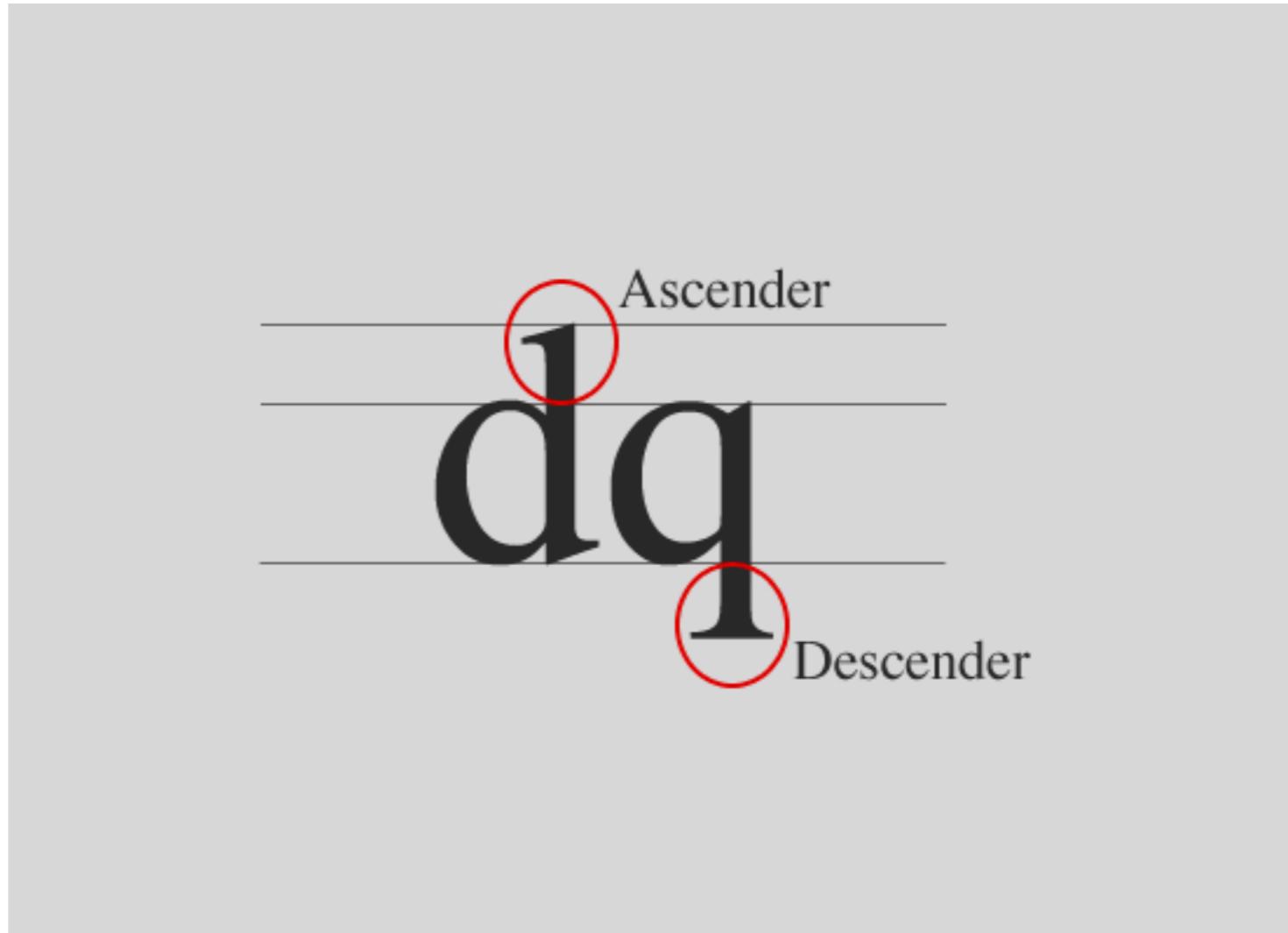
`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`



- Calculates the Ascent of current font at its current size.

Attributes

`textAlign()`

`textLeading()`

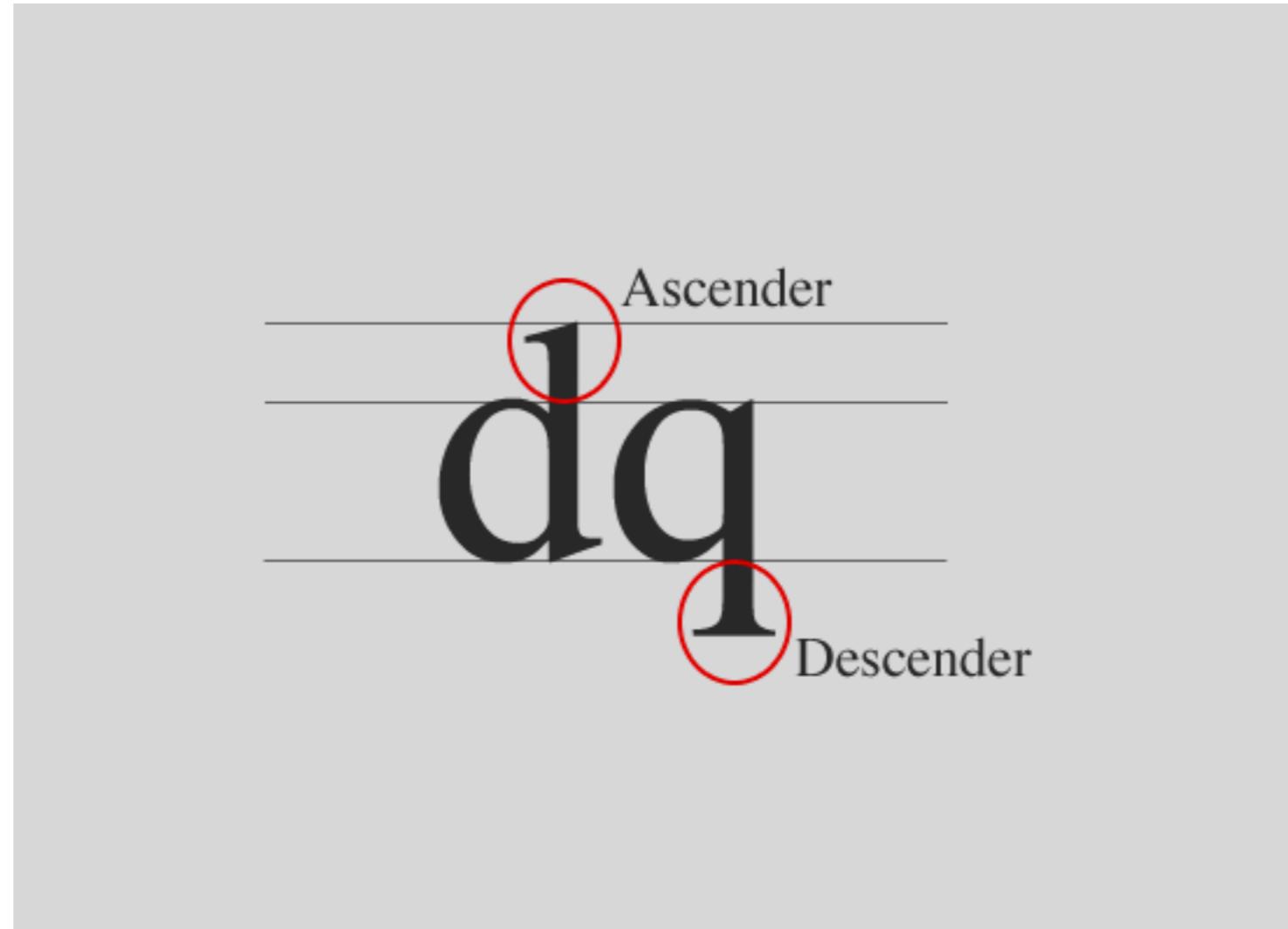
`textSize()`

`textStyle()`

`textWidth()`

`textAscent()`

`textDescent()`



- Calculates the Descent of current font at its current size.

p5.Font

Methods

`textBounds()`

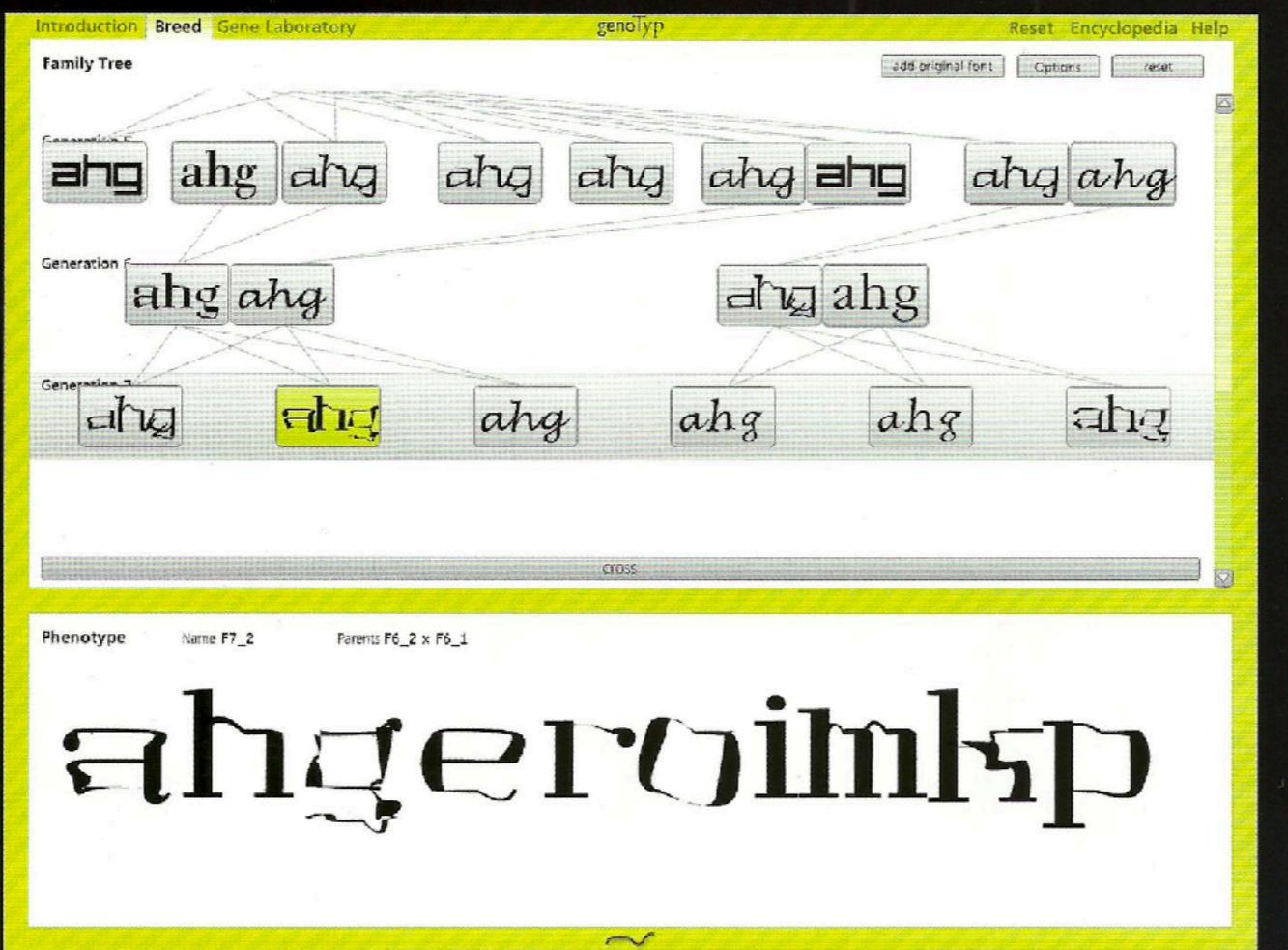
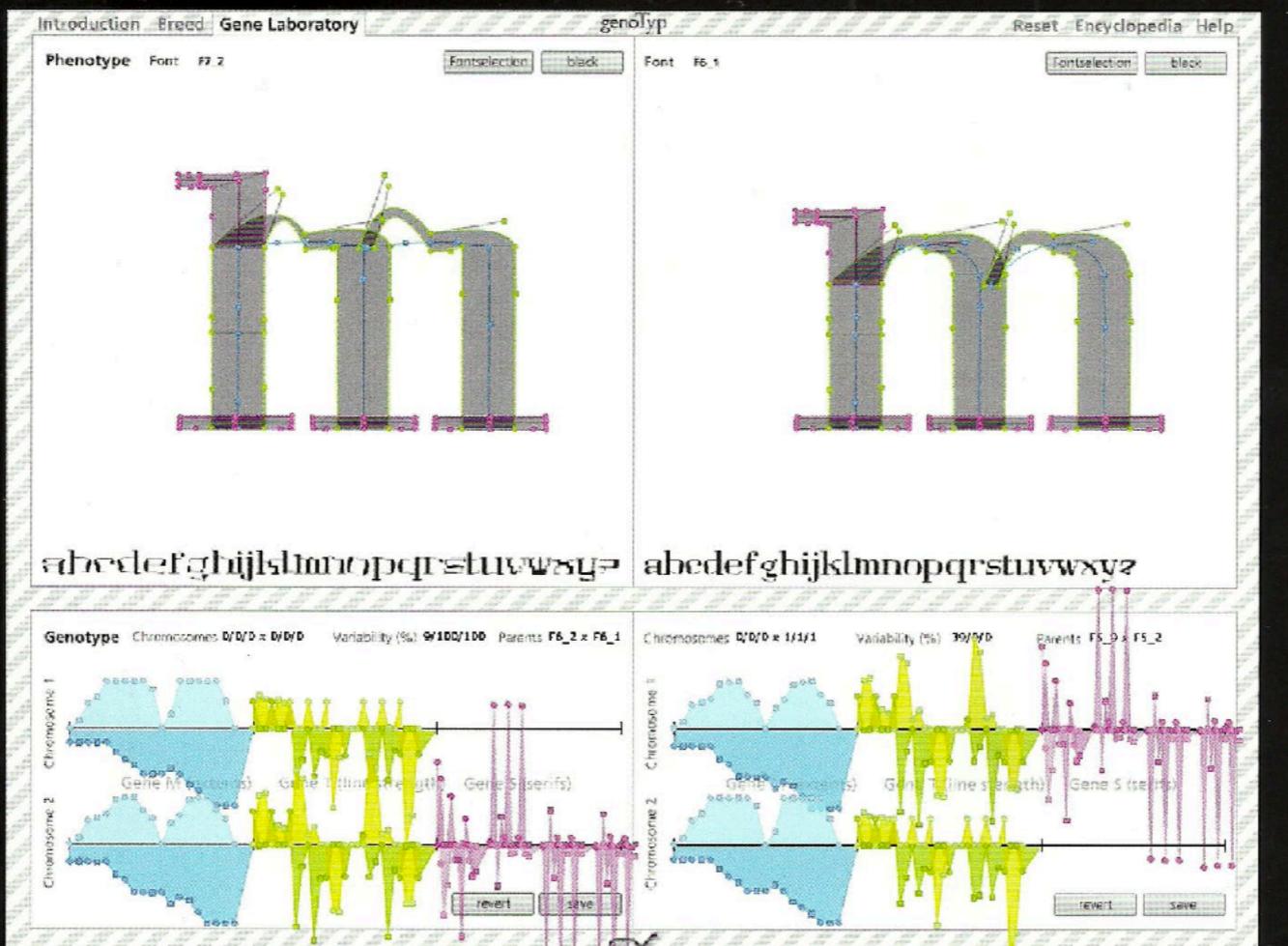
Returns a tight bounding box for the given text string using this font (currently only supports single lines)

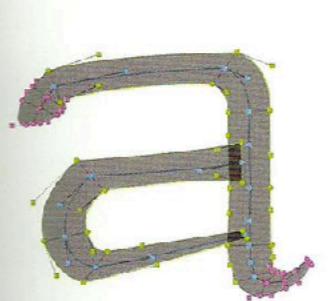
`textToPoints()`

Computes an array of points following the path for specified text

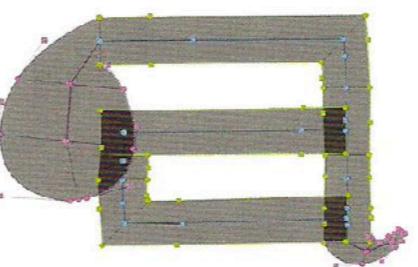


Examples

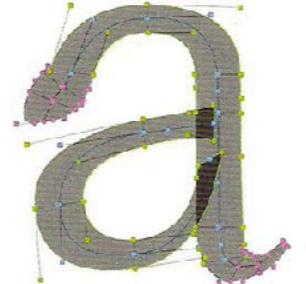




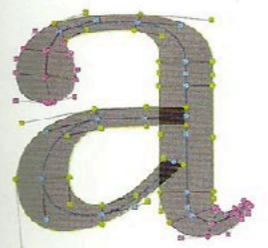
a



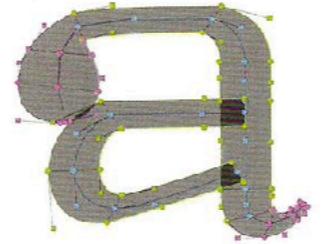
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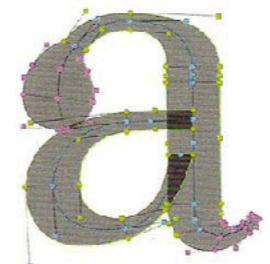
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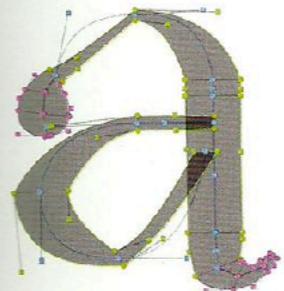
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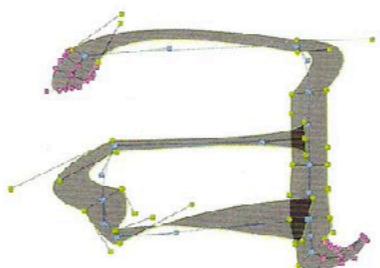
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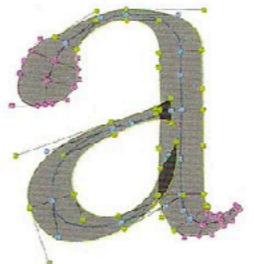
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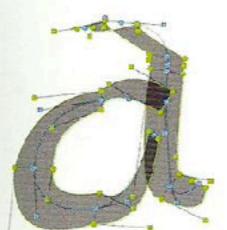
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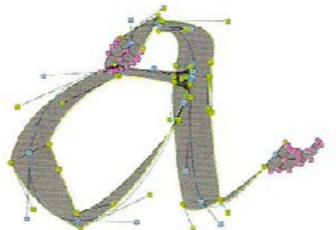
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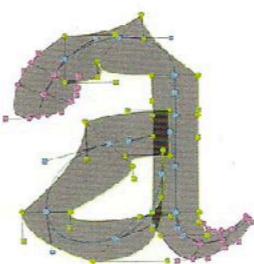
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OMMARA OMMAKA
WYPOGA WYPOGKA

Nils Holland Cunz

Si Si

generat
Typogra

Ingo Reinheimer

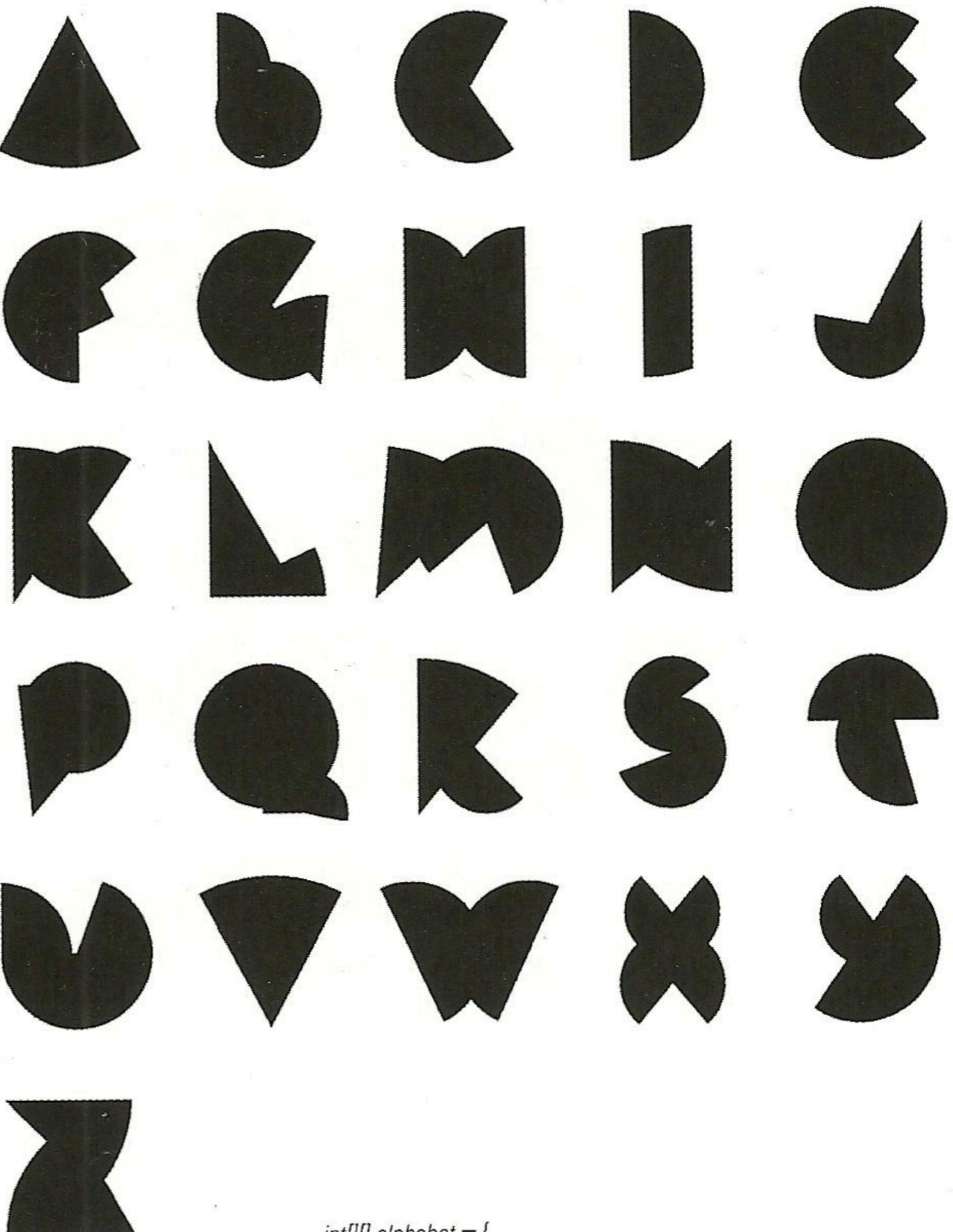
EDDIE EDDE
THERESA

SPIDERMAN
THE BEATLES

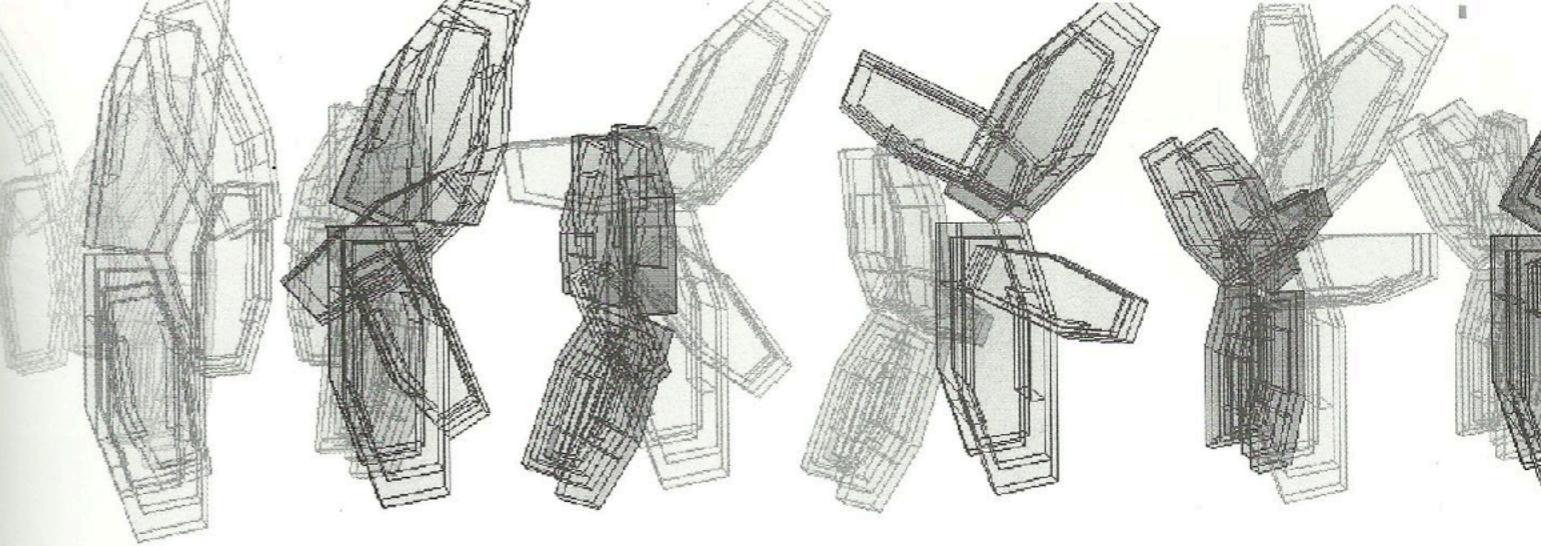
EDDIE EDDE
THERESA

GENERATIVE
TYPEGRAPHIC

Christoph Kohler



Peter Cho. Each letter is generated with only 2 arcs, and the entire typeface is derived from twenty-six groups of only ten numbers. The project is from 1997.

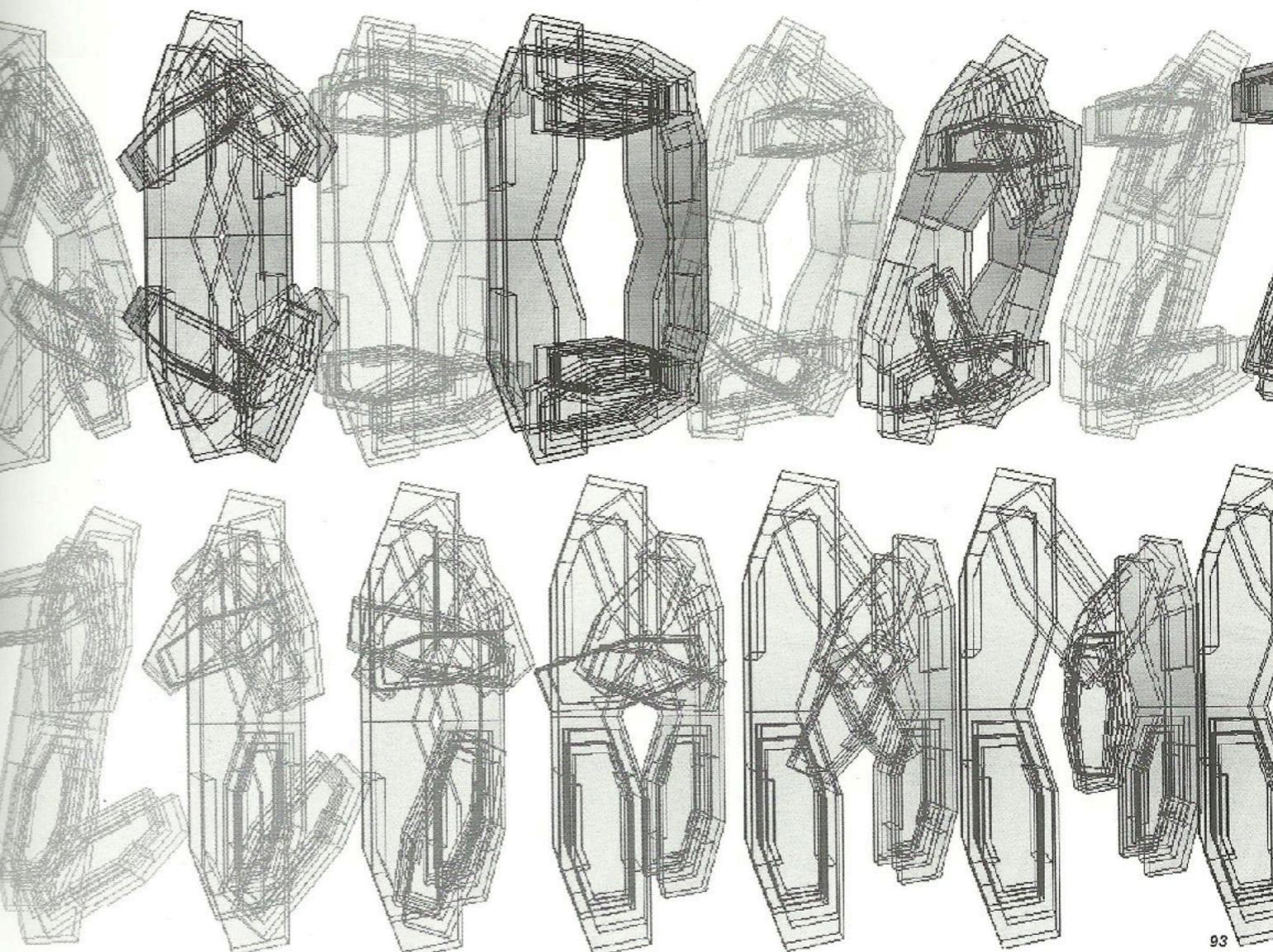


ROBOTIC ARM AS TYPEFACE

Nikita Pashenkov, 2001

Pashenkov turned a brief obsession with industrial manufacturing robots into a slow-moving ballet of rigid jointed forms that posed as letters of the alphabet. This "alphabot" does not have an actual function, nor does it

express an emotion. By silently morphing into any character of the alphabet on demand, the alphabot quietly represents the true workhorse of communication—typography.



**Aesthetics and Computation Group
at MIT. “Robotic Arm as Typeface”**



THE CLASSROOM

The Classroom is a monthly lecture series organised by Lectoraat Kunst en Publieke Ruimte with speakers proposed by the 13 departments of the Rietveld Academy

Information/reservation
estherdeen@rietveldacademie.nl

Speaker:
Jean Marc Bustamante

Proposed by
The Photography Department

Location:
Bert Rietveld Academy

Date & Time:



© 1998 Esther deen

THE CLASSROOM

The Classroom is a monthly lecture series organised by Lectoraat Kunst en Publieke Ruimte with speakers proposed by the 13 departments of the Rietveld Academy.

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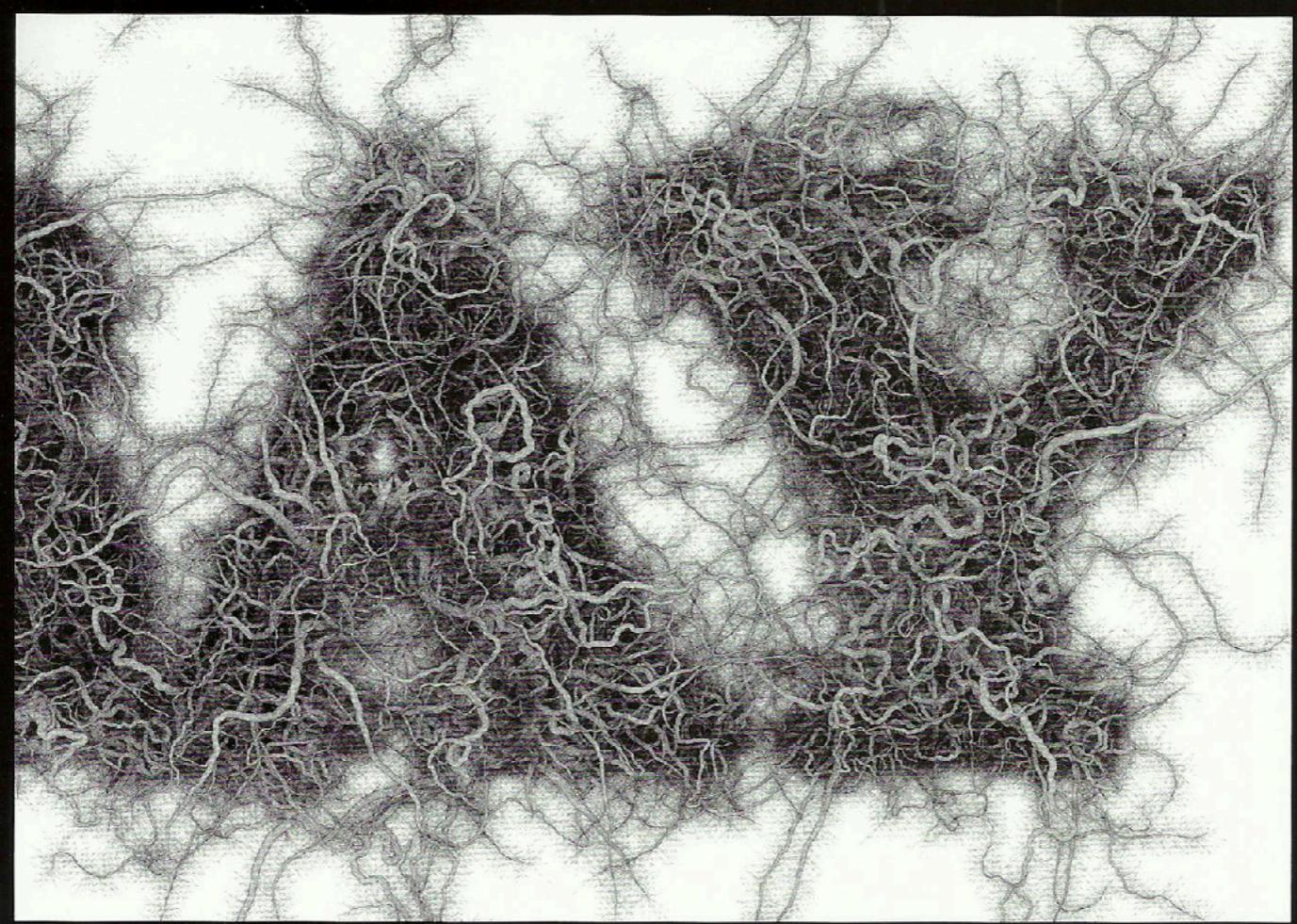
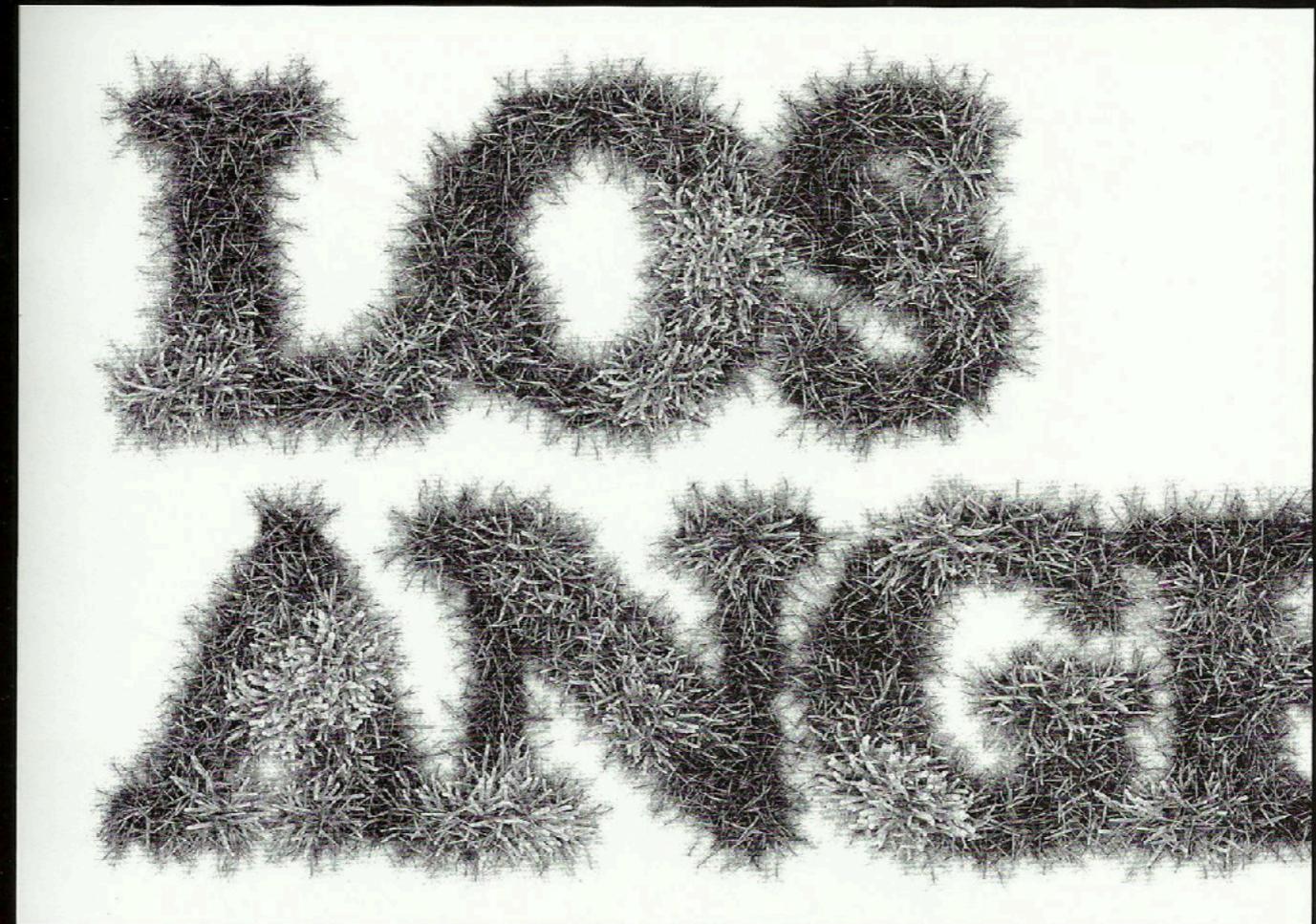
Speakers:
Jan van Toorn &
Camil van Winkel

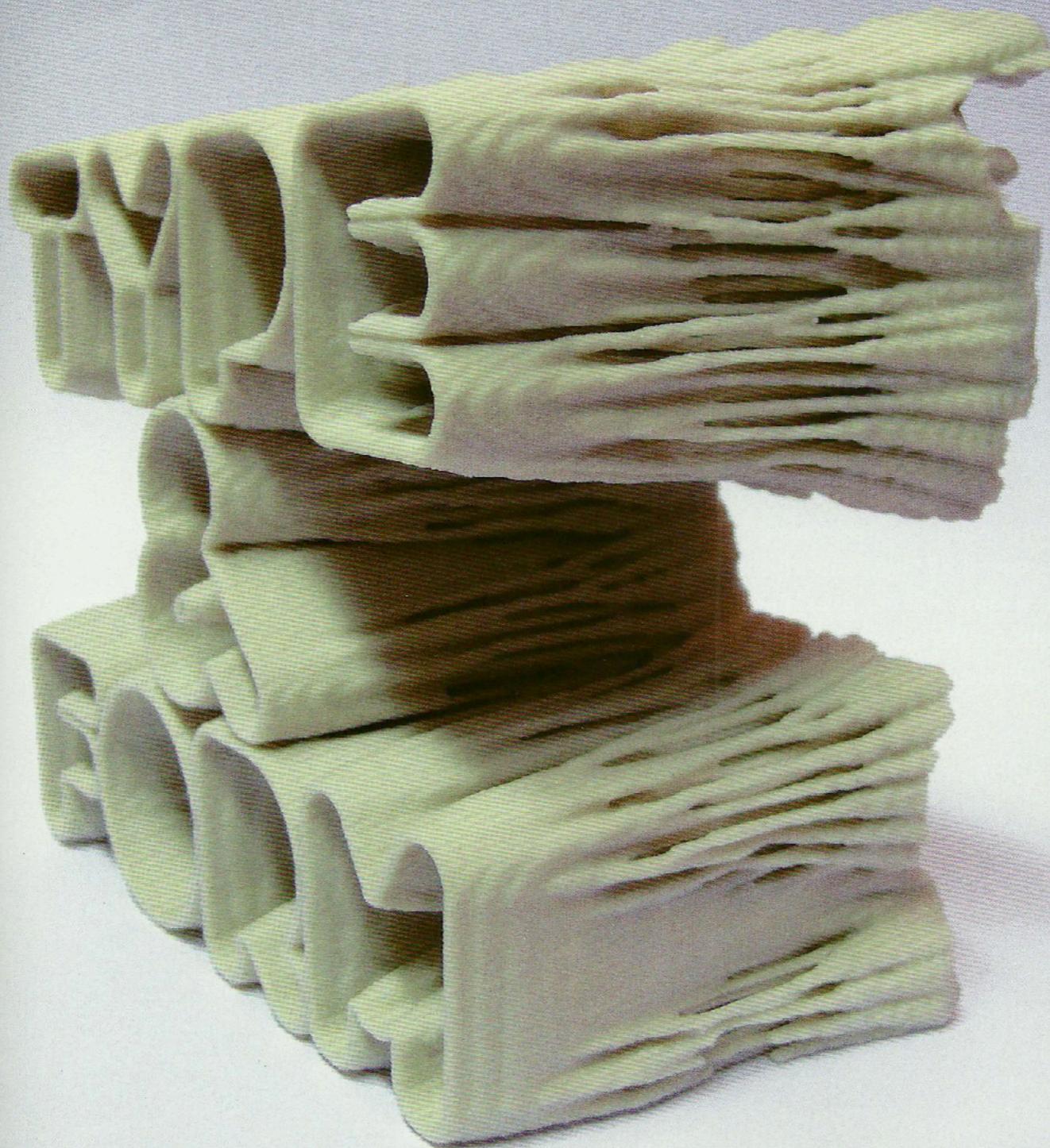
Proposed by:
The Graphic
Design Dept.

Location: Date & Time:

Die Tür für die
mit Membran
Mein Paradies ist die
Hölle auf Erden, nicht
Paradies für Menschen, Pa-
rolen für Moroden Ich bin da
Ozonloch! Atomkraft
wegbeissen lange
welle wegesser!!



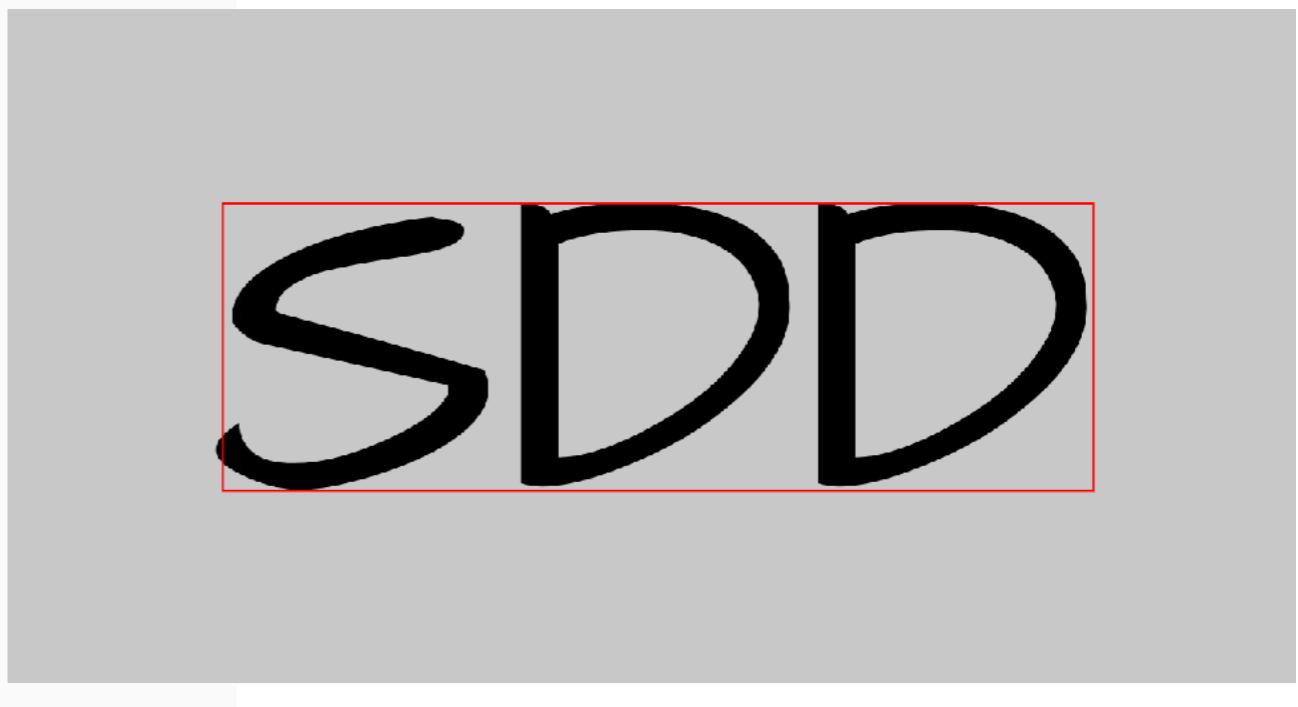




```
var myFont; ->

function preload() {
» myFont = loadFont("ArchitectsDaughter-Regular.ttf");
}->

function setup() {
» createCanvas(innerWidth, innerHeight); ->
» background(200);
» var texto = "SDD"; ->
» translate(width / 2, height / 2); ->
» textAlign(CENTER); ->
» textSize(240); ->
» textFont(myFont);
» let myBox = myFont.textBounds(texto, 0, 0); ->
» text(texto, 0, 0); ->
» noFill(); ->
» stroke("red"); ->
» rect(myBox.x, myBox.y, myBox.w, myBox.h); ->
}->
```



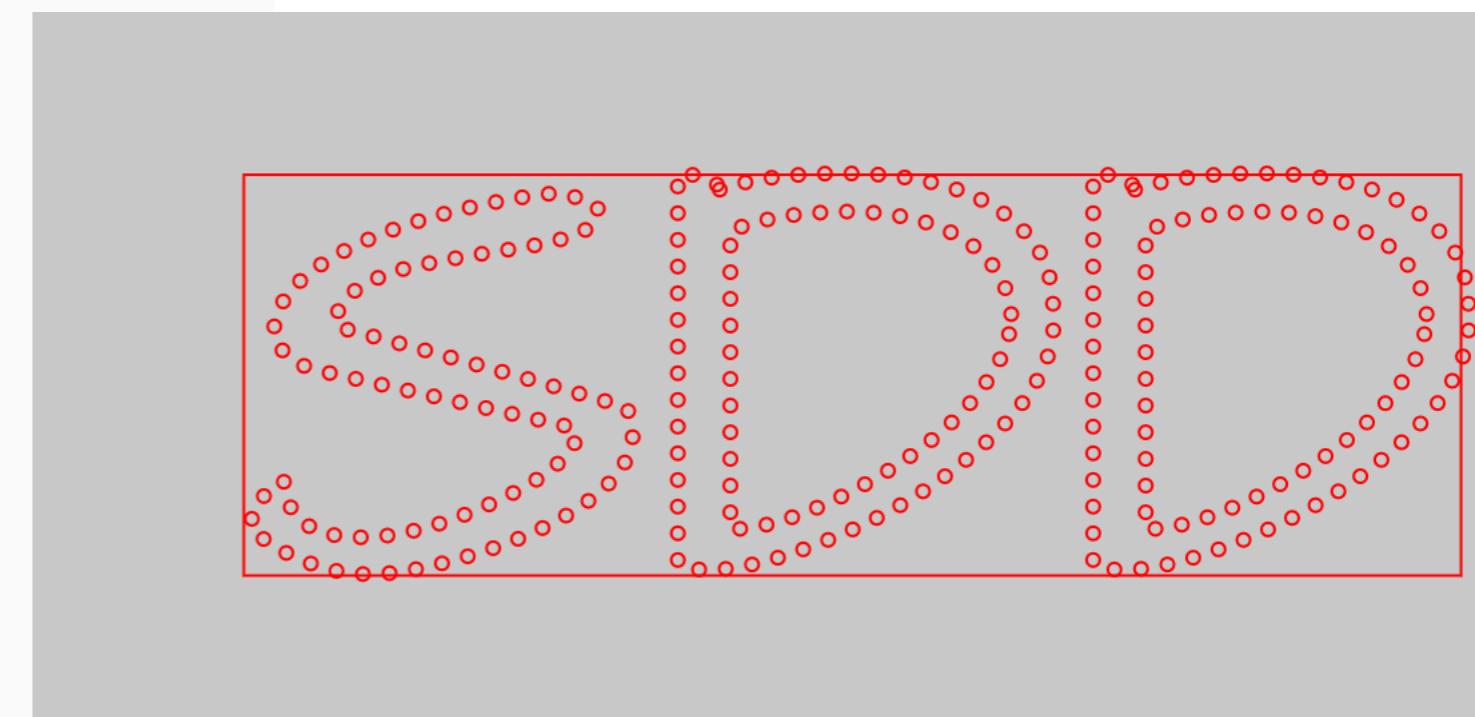
```

function setup() {
  » createCanvas(innerWidth, innerHeight);
  » background(200);
  » var texto = "SDD";
  » translate(width / 2, height / 2);
  » textAlign(CENTER);
  » textSize(240);
  » textFont(myFont);
  » let myBox = myFont.textBounds(texto, 0, 0);
  » // text(texto, 0, 0);
  » noFill();
  » stroke("red");
  » rect(myBox.x, myBox.y, myBox.w, myBox.h);

  ..
  ..let myPoints = myFont.textToPoints(texto,myBox.x,0,240);
  ..// print(myPoints);
  ..
  ..for(let p of myPoints){
    » » ellipse(p.x,p.y, 5);
    ..// drawRandom(p.x, p.y, 5);
  ..}
}

function drawRandom(x,y,level){
  ..stroke(level*50, 50);
  ..ellipse(x, y, 2*level);
  ..if (level==0){
    ..return;
  ..}
  ..for (var i = 0; i < level-1; i++) {
    ..drawRandom(x+random(-10,10), y+random(-10,10), level-1)
  ..}
}

```



```

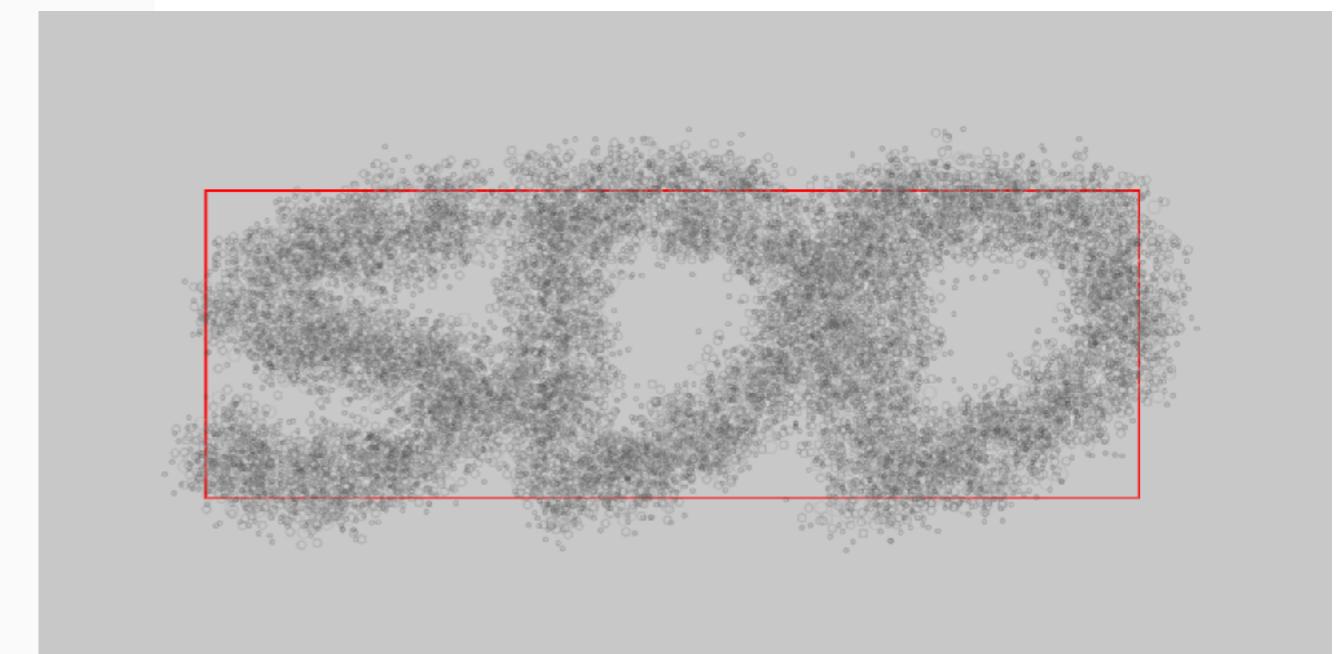
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  » background(200);
  » var texto = "SDD";
  » translate(width / 2, height / 2);
  » textAlign(CENTER);
  » textSize(240);
  » textFont(myFont);
  » let myBox = myFont.textBounds(texto, 0, 0);
  » // text(texto, 0, 0);
  » noFill();
  » stroke("red");
  » rect(myBox.x, myBox.y, myBox.w, myBox.h);

  ..let myPoints = myFont.textToPoints(texto,myBox.x,0,240);
  ..// print(myPoints);

  ..for(let p of myPoints){
    ...drawRandom(p.x, p.y, 5);
  }
}

function drawRandom(x,y,level){
  ..stroke(level*50, 50);
  ..ellipse(x, y, 2*level);
  ..if (level==0){
    ...return;
  }
  ..for (var i = 0; i < level-1; i++) {
    ...drawRandom(x+random(-10,10), y+random(-10,10), level-1)
  }
}

```

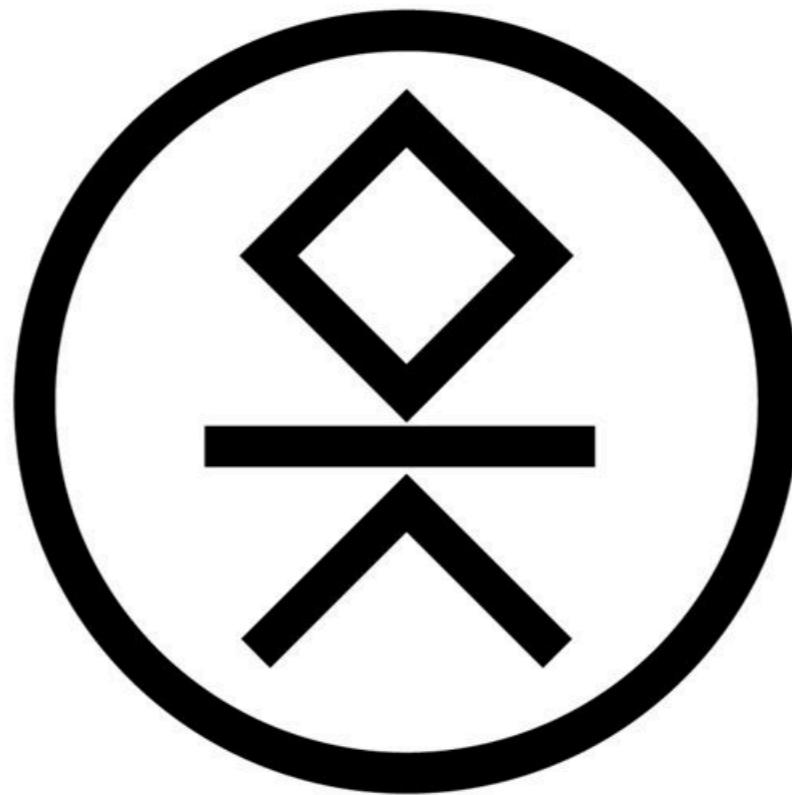


Logos

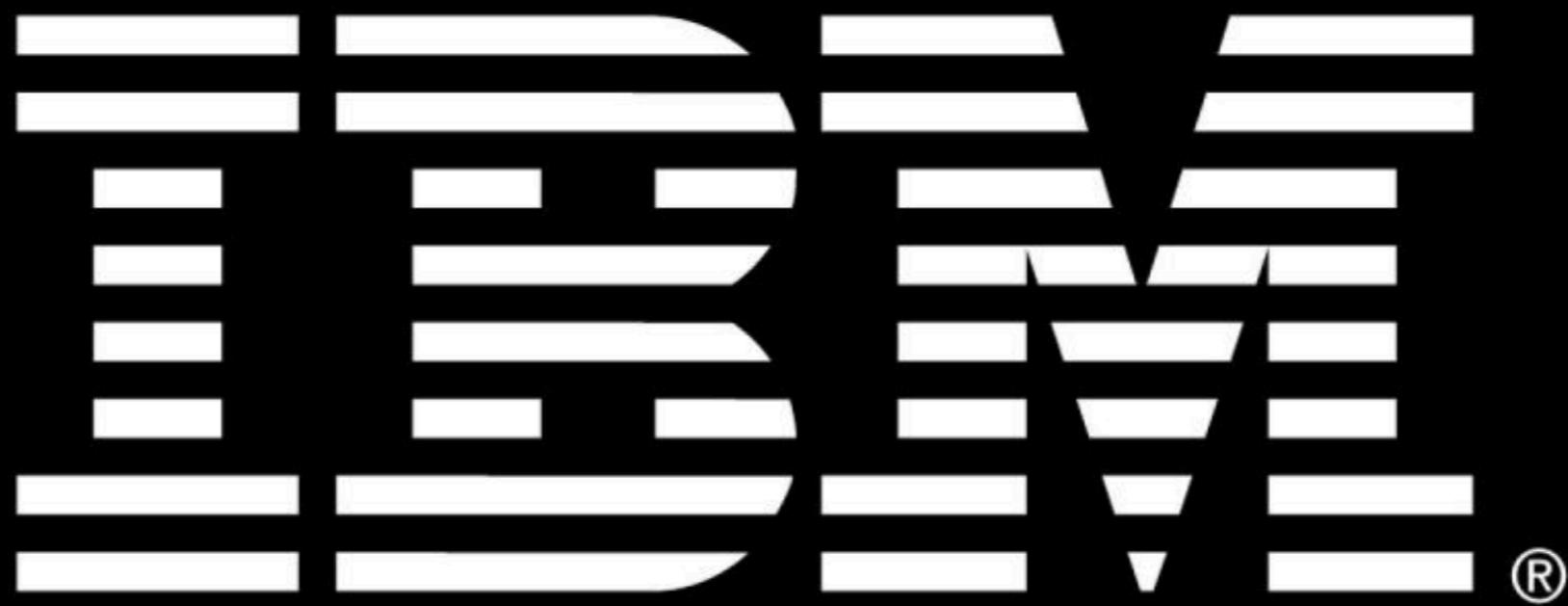
Digital Design Systems

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O K A
S A N



L O O K

Families

A READER'S DIGEST
PUBLICATION



Lava Sans Avec