TYPOGRAPHY
SUCCESSFUL TYPE?
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**TYPOGRAPHY** /tɪˈpɔːɡrəfi/ n.

1. The art or process of setting and arranging types and printing from them.

2. The style and appearance of printed matter.

*Oxford English Dictionary*
Serif and Sans Serif

- Elzévir
- Didot
- Egyptienne
- Antique
History of Type: 1000 B.C.

Phoenician, Greek and Roman
History of Type: 1000 A.D.

Movable type press China
History of Type: 1000 A.D.

Carolingian miniscule: *Italian* Humanist Hand

Black Letter: *German* Pointed Gothic

Chris Costello
History of Type: 1617

Garamond: French           Old Style

ABC abc
History of Type: 1757

Baskerville: English Transitional

ABC abc
History of Type: 1780

Bodoni: Italian

Modern

ABC abc abc
History of Type: 1894

Century: American Egyptian

ABC abc
History of Type: 1957

Helvetica: Swiss

Contemporary

ABC abc
History of Type

Garamond: French  Old Style  1617
Baskerville: English  Transitional  1757
Bodoni: Italian  Modern  1780
Century: American  Egyptian  1894
Helvetica: Swiss  Contemporary  1957
**Arm** — Short horizontal strokes, as in A, E, F, L, T, or inclined upward as in Y, K.

**Ascender** — The stem of a lowercase letter projecting above the x-height. Ascenders and descenders are sometimes called extenders.

**Descender** — The stem of a lowercase letter projecting below the x-height.
CAP LINE – The imaginary line supporting the top serifs of capitals and lowercase.

BASE LINE – The imaginary line supporting the bottom serifs of capitals and lowercase.

X HEIGHT – The distance between the baseline and the midline of an alphabet, which is normally the approximate height of the unextended lowercase letters and of the torso of b, d, h, k, p, q, y.
Ascender v. Descender
Optical v. Exact middle
Straight v. Curve line
Upper v. Lower counter
Left v. Right contrast
Positive v. Negative form
Design

1890s
Arts & Craft, Art Nouveau
Morris/Harry Kessler/Johnston/Gill

1910s
Modernism, Symbolists, Dada
Loos/Wright/Sullivan

1920s
"De Stijl", Pictorial Modernism, Russian, Dutch
Malevich/Lissitzky/Rodchenko de stijl/Zwart

1930s
Bauhaus, New Typography
Tschichold, Moholy, Bayer, Gropius, Breuer

1940s-60s
International Style, New York School
Mies, Hoffmann, Rand
Swiss Style & New Wave

Armin Hoffman
Josef Müller-Brockman
Wolfgang Weingart
Saul Bass
ICONOGRAPHY /ˌɪkəˈnɔːɡrəfi/ n.

1 concr. A pictorial representation, delineation; a drawing or plan.
2 The description or illustration of any subject by means of drawings or figures; any book or work in which this is done; also, the branch of knowledge which deals with the representation of persons or objects by any application of the arts of design.

Oxford English Dictionary
Identities

Rob Janoff
Raymond Loewy
Milton Glaser
Saul Bass
Paul Rand
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1. Download pdfs at http://courses.ischool.berkeley.edu/i290-20/s07/type
2. Choose 2 or 3 letters (from the same or different fonts)
3. Cut, crop, shift, turn, repeat, or otherwise transform the letterforms to create your new form.

Preserve the integrity of both letters while creating a single unique form.
Don’t do this

Large spaces between your words should allow words to become less important than the rivers of white-space between them. Large spaces between your words should allow words to become less important than the rivers of white-space between them. Large spaces between

Type Faux Pas
“The Elements of Typographic Style” by Robert Bringhurst
“Understanding Comics” by Scott McCloud
“Dos Logos and Los Logos”
“Letters of Credit” by Walter Tracy (Evolution of Roman letter form)
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