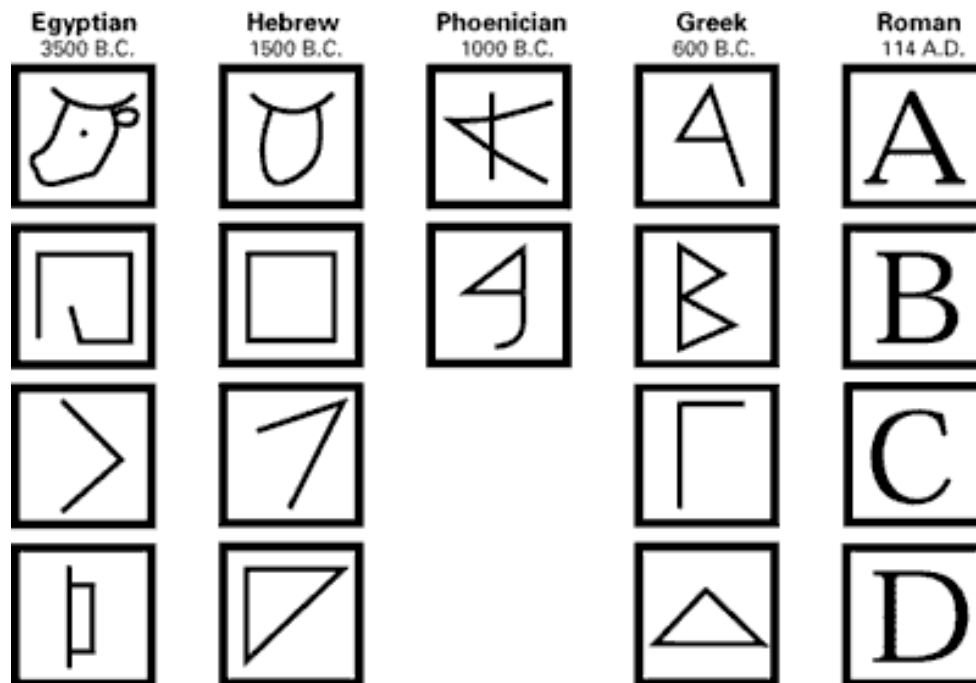## HISTORY OF WRITTEN LANGUAGE

Over the past 5000 years letterforms have changed and evolved, mainly due to the rise and fall of civilizations, and new cultures adding their own distinct imprint on the symbols of language.

Sumerians created the first written language based on abstract signs around 3000 BC. The Phoenicians later created an alphabet that was based on the principle that one sign represents one spoken sound, a form of written language used by most cultures today. In 600 BC the Greeks adopted the Phoenician alphabet, modified the names, and added vowels. By 114 AD The Romans carved an inscription on a Trajan column. The letterforms are considered to be the earliest and finest surviving examples of Roman capitals.

As letterforms moved from stone carving to manuscript painting, they took on much more stylized and elaborate formations. In 800 AD, the letterforms used in the Carolingian manuscript became the models for what are now referred to as lowercase letters. Humanistic formal script, used during the renaissance refined the Carolingian script.

When the moveable type printing press was invented in the mid 15th Century, the world saw a return to the simple, elegant Roman letterforms. Typed font went through five distinct evolutions:

15th -17th Centuries

Classical / Old Style (Garamond)

Early 18th Century

Transitional (Baskerville)

Late 18th Century

Modern (Bodini)

19th Century

Bauhaus / Swiss Modern (Also known as Sans Serif Fonts)

20th Century

Contemporary (recognized by a full range of varying typefaces)


WHAT IS TYPOGRAPHY?

Typography is the art and technique of arranging type within a graphic design. This can be done by manipulating any or all of three key fundamentals; typeface, size, and placement

TYPEFACE

Serif (Minion Pro)
- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)

Monospaced (Courier)

❖❉■❅❂❀▼ (ITC Zapf Dingbats)
(Dingbat)

A typeface is a set of letters (sometimes referred to as a font) designed with stylistic unity. Each typeface can be recognized by their unique set of glyphs. (the pieces or anatomy of the characters)

On the left are samples of the different categories of typefaces. Serifs are called such because of this distinctive characteristic, called a serif.
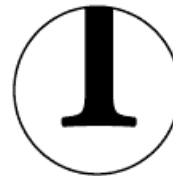
Sans Serif basically means 'no serif' and thus the typeface often ends abruptly

TYPEFACE TERMINOLOGY
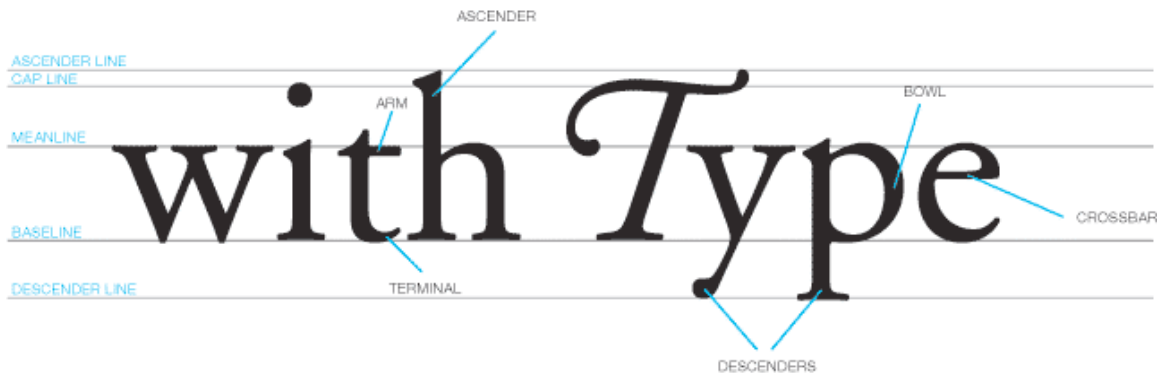
Baseline: the imaginary line upon which all type rests

Cap line: the imaginary line at the height of the capital letter. The ascenders of some lowercase letters rise a little bit above the cap line (like above).

Ascender: the part of the letter form of the lower case which rises above the x-height as in 'b', 'd', 'f', 'h', 'k' or 'l'

Descender: the part of the letter 'g', 'j', 'p', 'q' and 'y' that extends below the baseline

Type Size: refers to the overall depth of the typeface and is measured from the top of the highest character to the foot of the lowest.

X Height: the main part of a lower case letter which is equal to the height of the lowercase 'x'

Serif: a short stroke that projects from the ends of the character. The serifs help to keep letters a certain distance apart and differentiate individual letters.

Stroke or stem: vertical or oblique part of a letter. It can be more or less thick or thin.

Counter: An enclosed or partially enclosed portion of a type character such as 'p', 'q' or 'b'
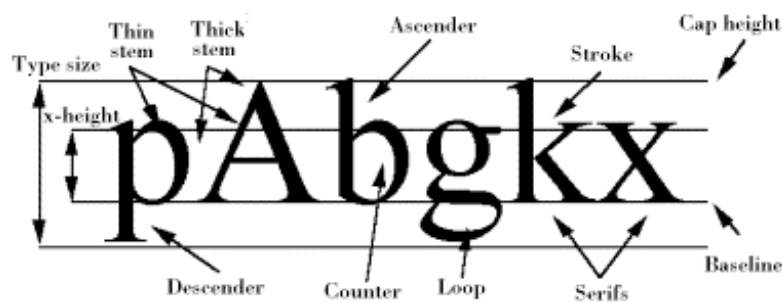
Different Typefaces can represent different emotions or ideas depending on their visual representation:

BOLD ITALIC CHARACTERS IMPLY ACTION, SPEED AND STRENGTH

Thin upright characters convey elegance and stability

Script characters are full of passion and charisma

Jagged Letters are more Aggressive and Tense

SIZE AND PLACEMENT

Depending on its size and placement in a graphic layout, the letters can gather more meaning than their typeface will allow.

The same font in three different placements and sizes can create three different responses:

IMPORTANT

lonely

F
  a
    l
     l
      i
       n
        g
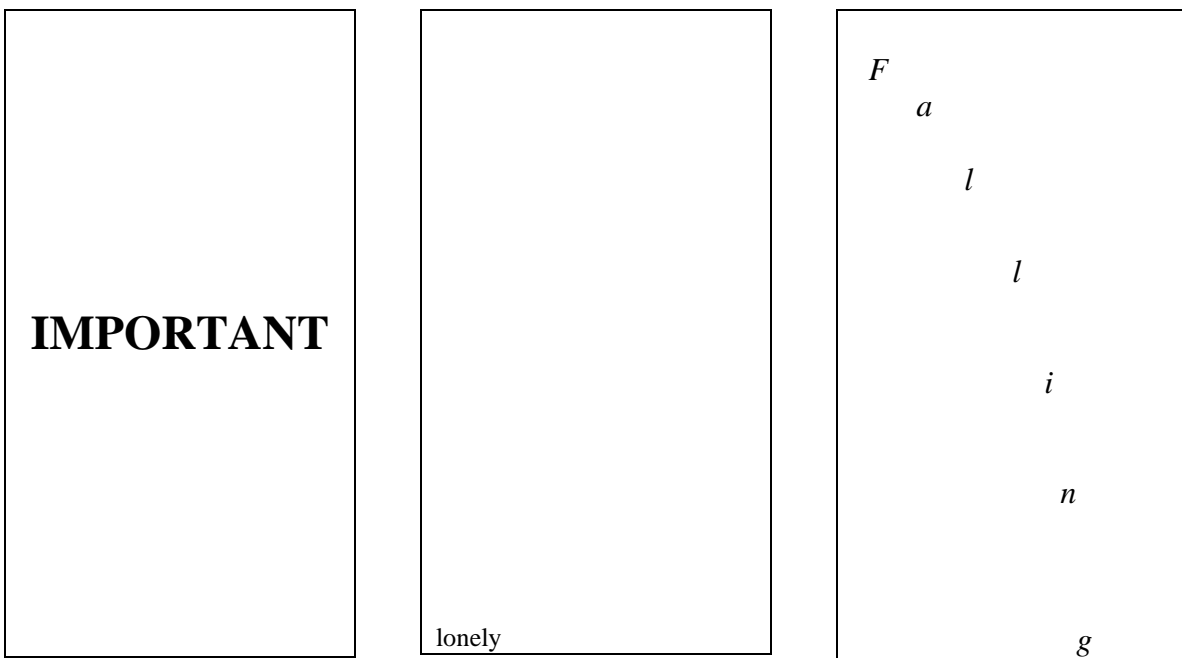
YOUR ASSIGNMENT

Using the knowledge and understanding you now have of typography, your job is to create three frames on an 8½ by 11 inch layout for three of the following words.
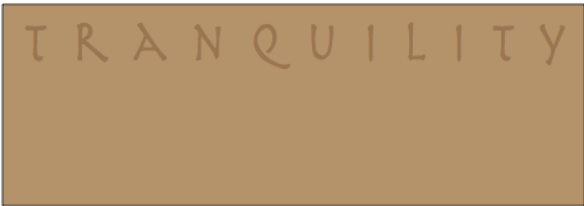
In each frame you should type the word. The typeface (font), size and placement you use should reflect the word's meaning. Below each frame list the typeface you used.

Once you have created the layouts write a short artist's statement for each describing the choices you made. Be sure to use the terms we just covered as well as descriptive words like jagged edges, or curly loops. Each artist's statement should include four or five detailed sentences.

WORD LIST

Afraid
Agitated
Bored
Depressed
Disgusting
Epic
Fabulous
Fast
Hazardous
Loving
Shy
Sophisticated
Tasty
Technical

TYPOGRAPHY LAYOUTS
YOUR NAME
BLOCK

TRANQUILITY

TYPEFACE: HERCULANIUM

CELEBRITY

TYPEFACE: JAZZ LET

REBELLIOUS

TYPEFACE: SHORTCUT