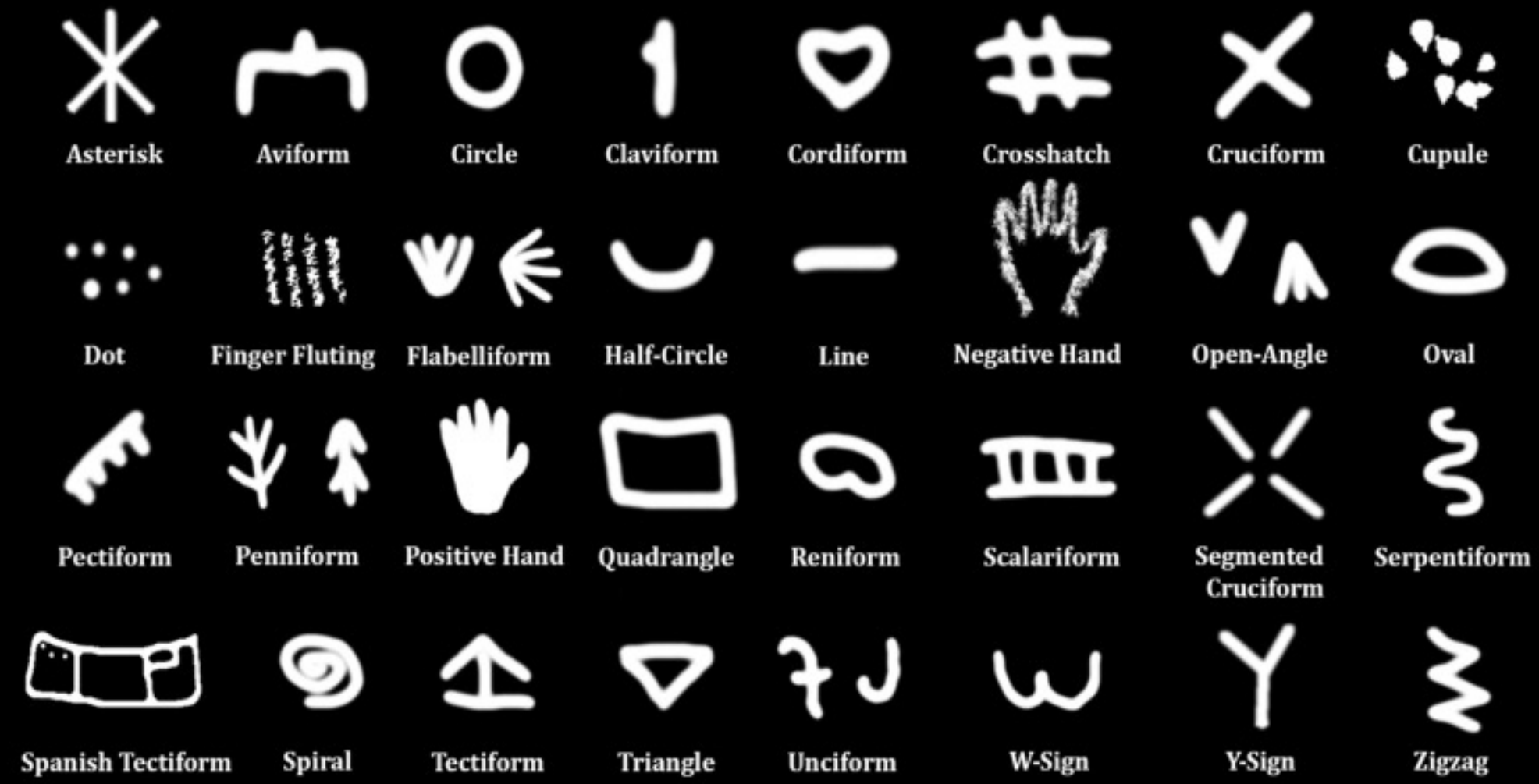


EMERGENCE OF FIRST WRITING SYSTEMS

GENESIS OF LATIN ALPHABET

EVOLUTION OF ROMAN LETTERFORMS

The Geometric Signs of Ice Age Europe





Through the middle ages, what informed the visual expression of the Latin alphabet was the experience of those creating visual communication—which at this time was written by hand—and the tools and techniques with which these calligraphic works was produced.

HUMAN EXPERIENCE

+

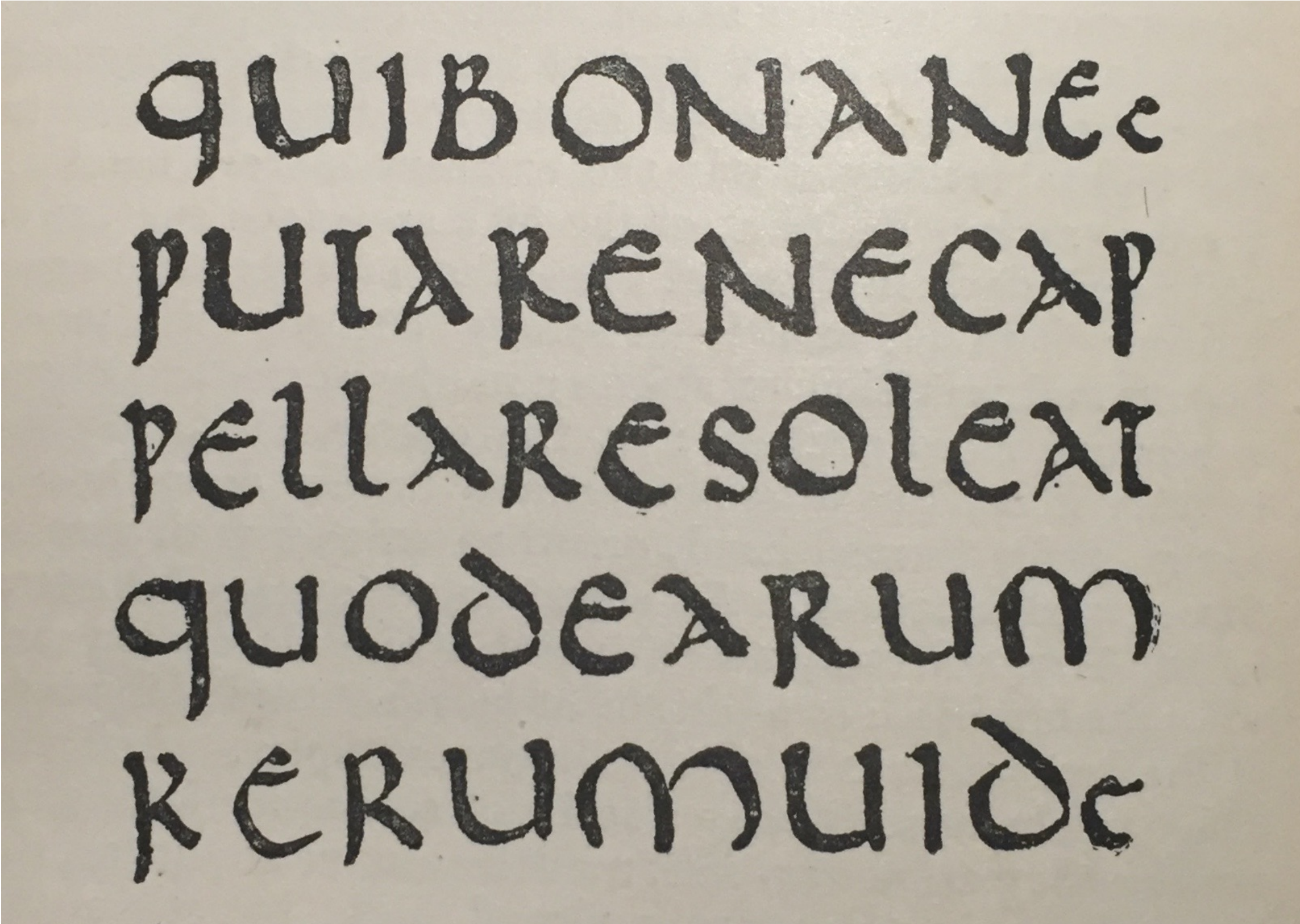
TECHNOLOGY

FORM

FOLLOWS

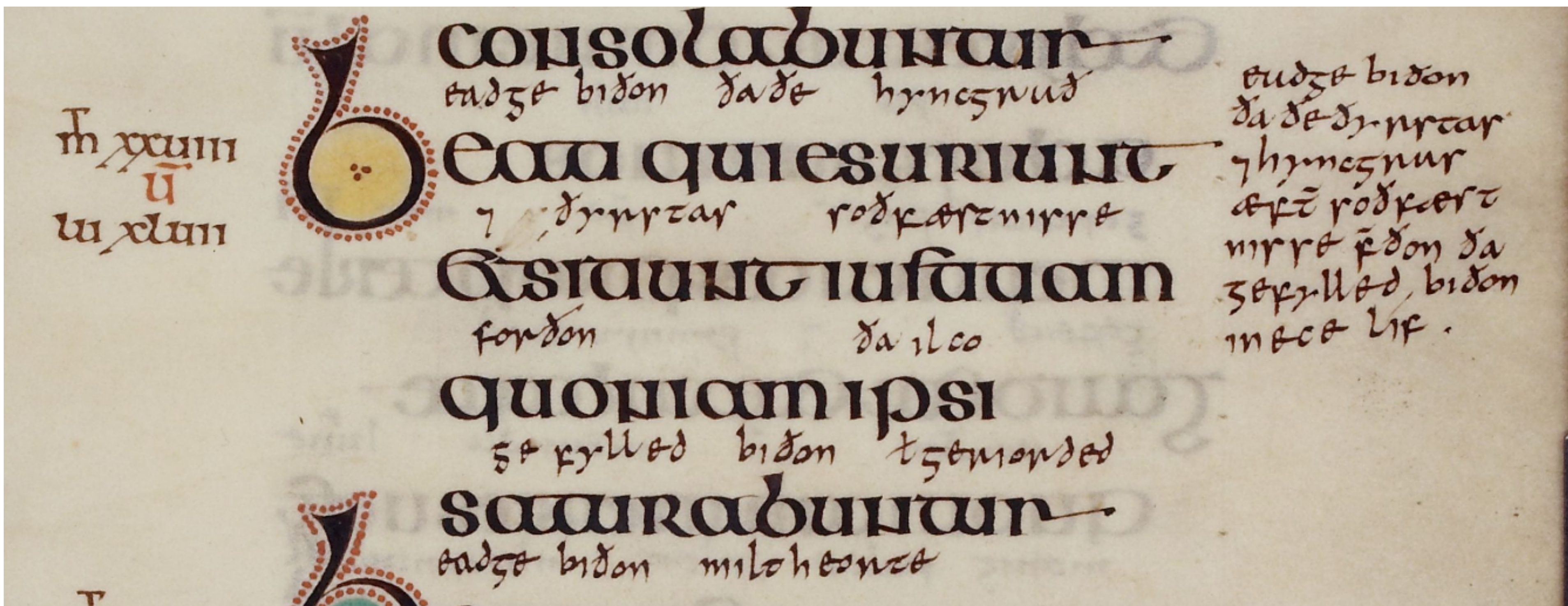
FUNCTION

UNCIALS



QUIBONANEC
PUTARENECAP
PELLARESOLEAT
QUODEARUM
KERUMUIDE

HALF UNCIALS



TEXTURA

uia et cetera it p noia lun
glor a uigila anis et sup oēs
qui ad bella pderet: qdragi
taginq milia sexcent quinqu
ginta. De filiis uida p genea
rones et familias ac domos
cognationū suar p nomia
singulor a uicesimo ano et

Within the act of creating visual communication, there is an opportunity to invoke ideals of beauty, spiritual beliefs, progress, and humanity.

SENATVS·POPVLVSQVE·ROMANVS
IMP·CAESARI·DIVI·NERVAE·F·NERVAE
TRAIANO·AVG·GERM·DACICO·PONTIF
MAXIMO·TRIB·POT·XVII·IMP·VICOS·VIP·P
ADDECLARANDVM·QVANTAE·ALTITVDINIS
MONSET·LOCVS·TAN·IBVS·SITE·GESTVS

abcdefghijklmnopqrstuvwxyz
1234567890

EXTRACTA

EX LIBRO ^VQI

Dicitur uasilographus idest imperialis
scriptura quæ herichea sibrilla babilo
nica ad graecorum petitionem pria
mi regis tempore addidit. Quem de
caldeo sermone Dōa pater peritissi
mus in graecum transtulit. Tandem
de aerario Hemanuelis imperatoris
eductum Eugenius regis sicilliae
admiratus de graeco transtulit in
latinum. ~

First printing press
1450, Mainz Germany



Italian Renaissance

1330—1600

evolution of the four
main categories of type

humanist → old-style →

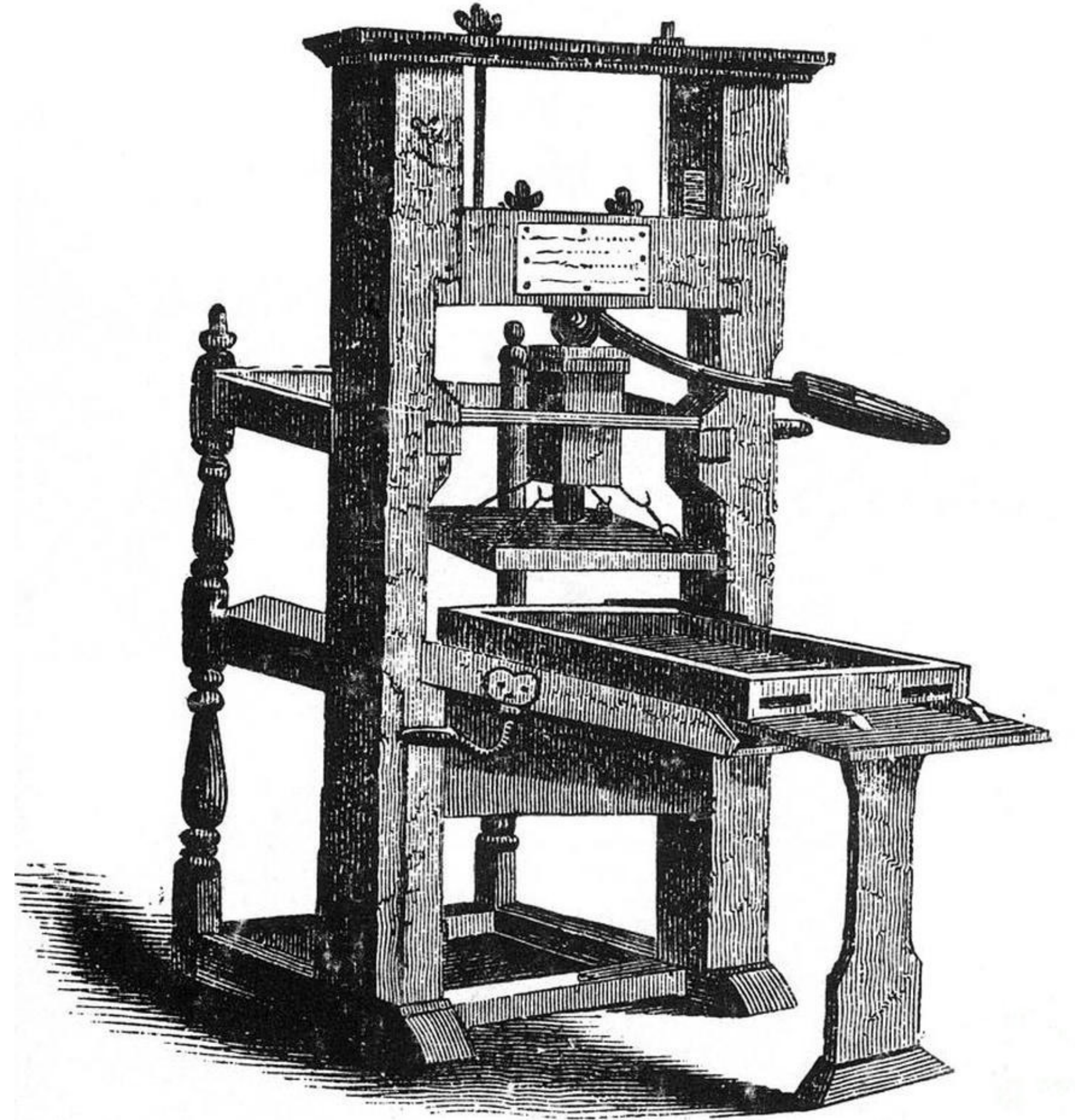
transitional → modern

birth of display type

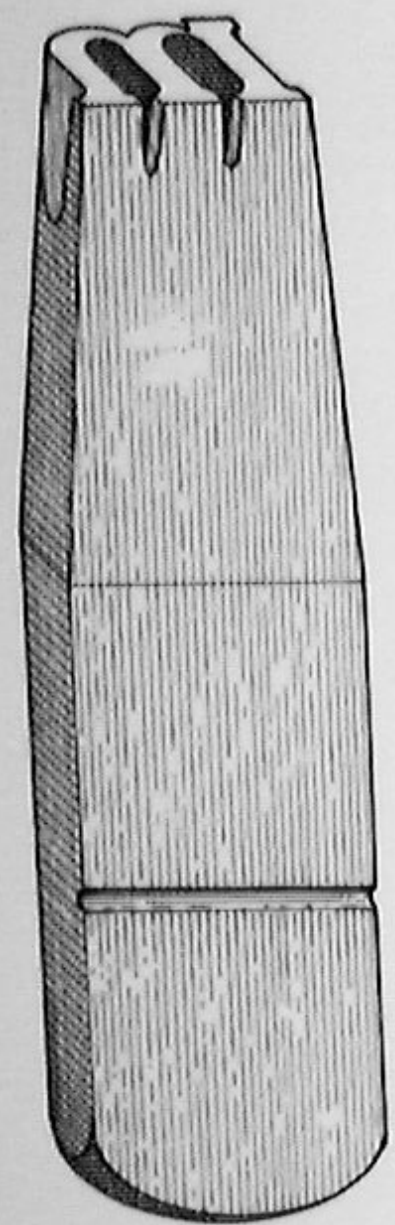
**Printing is the first
example of mechanized
handwork.**

- unified languages, standardized alphabets**
- catalyzed the spread and evolution of science**
- dramatically increased literacy**
- led to political and religious reformation**
- increased rational thinking**
- led to exposure to other cultures and ways of thinking**

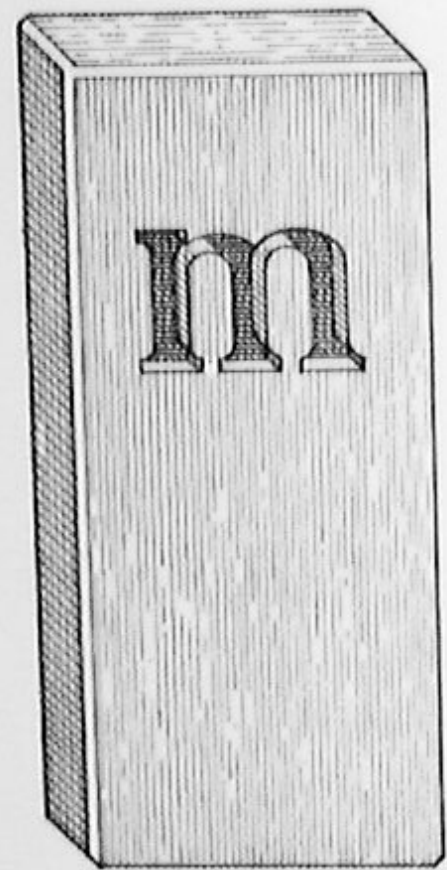
**Within 50 years of the first
printed book, the craft of printing
was being practiced in 140
locations throughout Europe.**



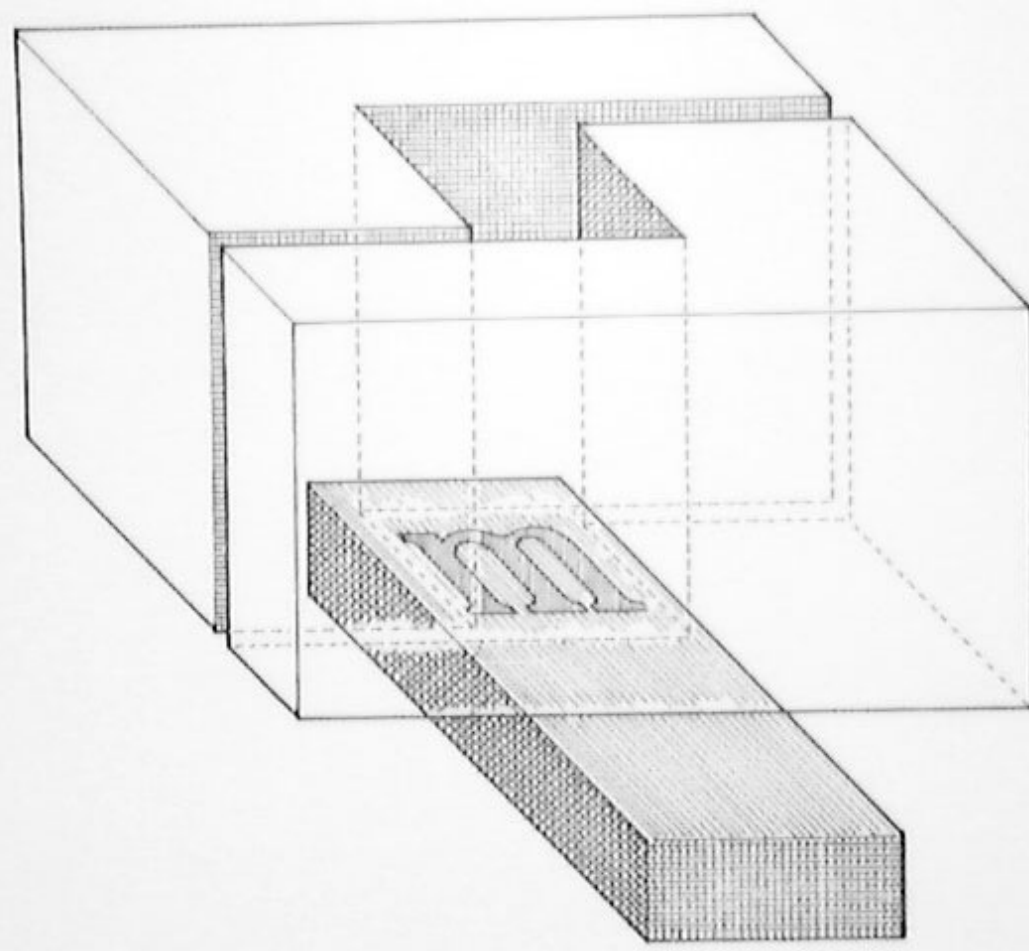
punches



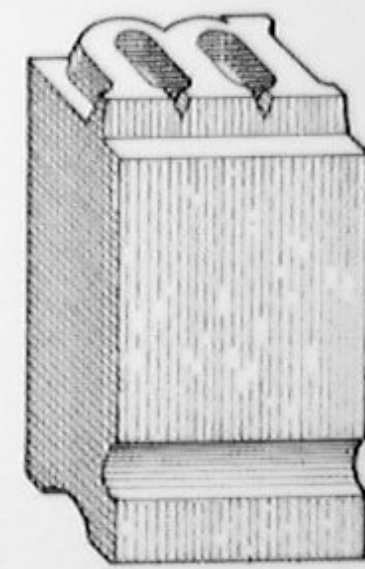
PUNCH



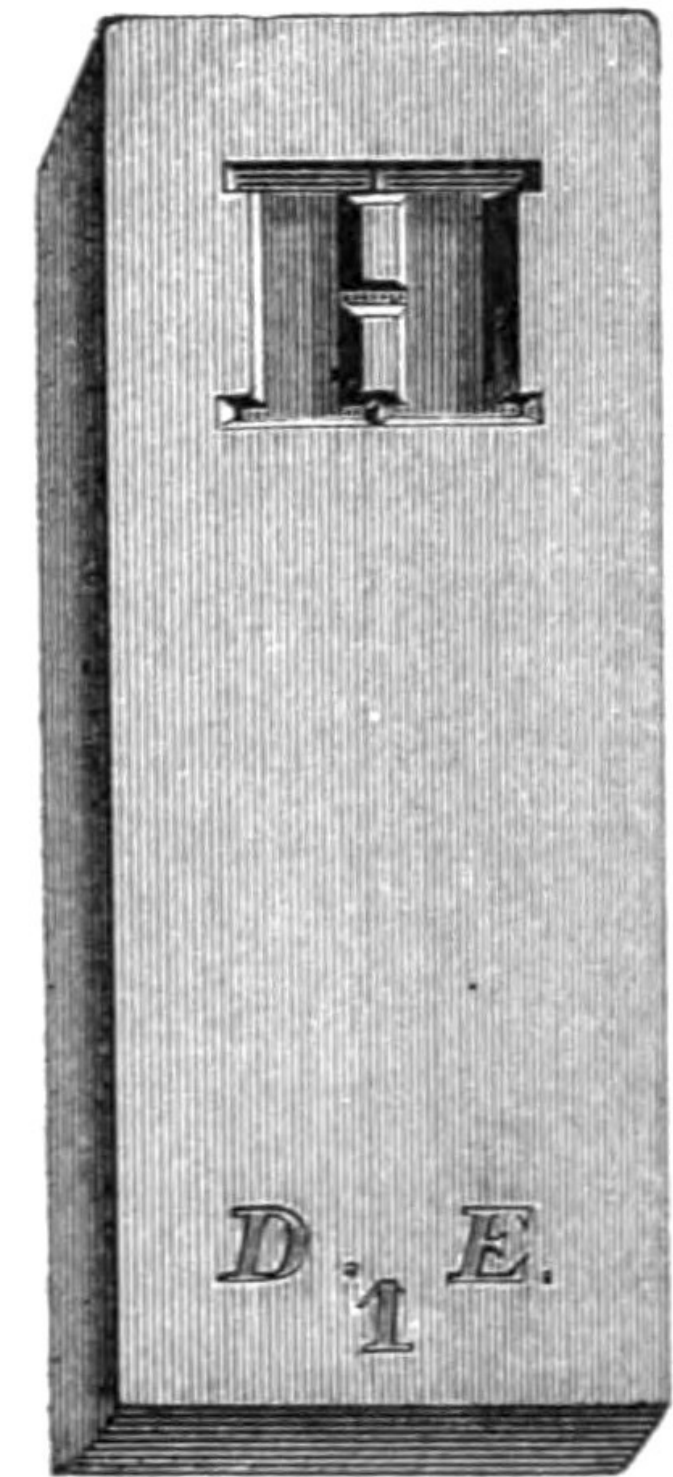
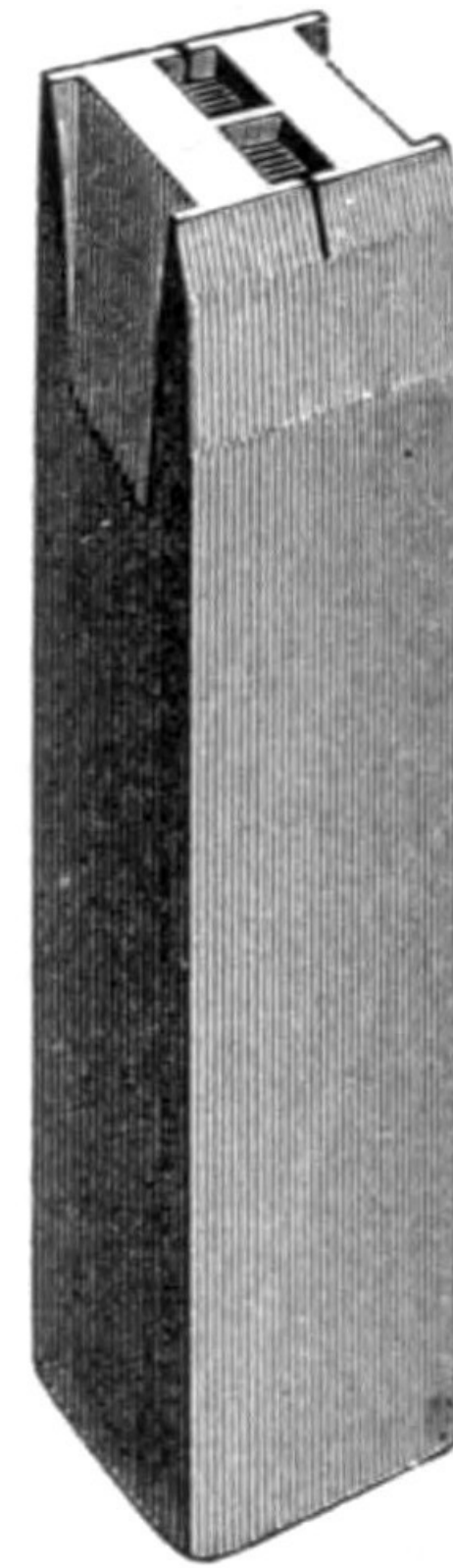
MATRIX



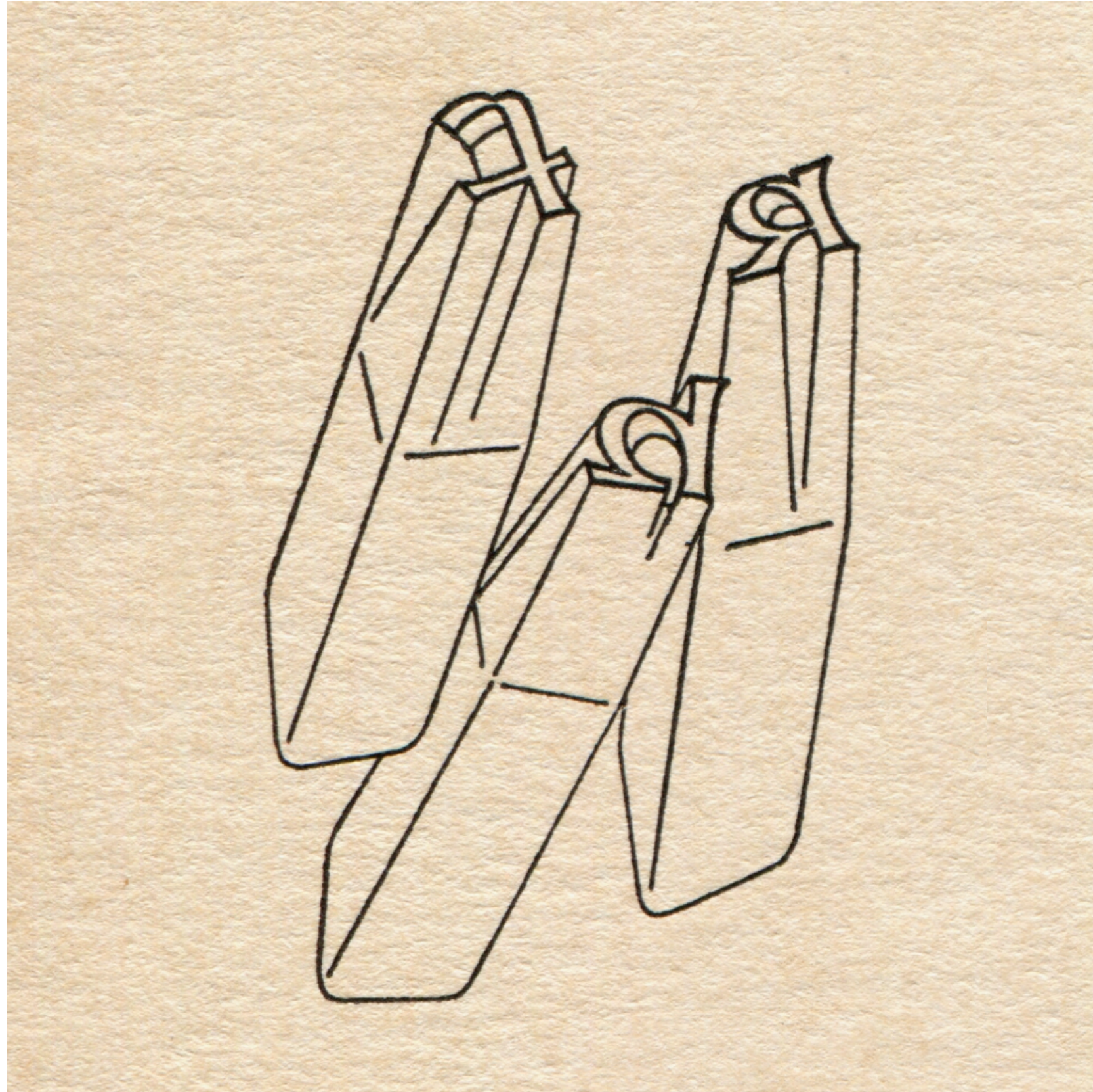
MOULD



TYPE

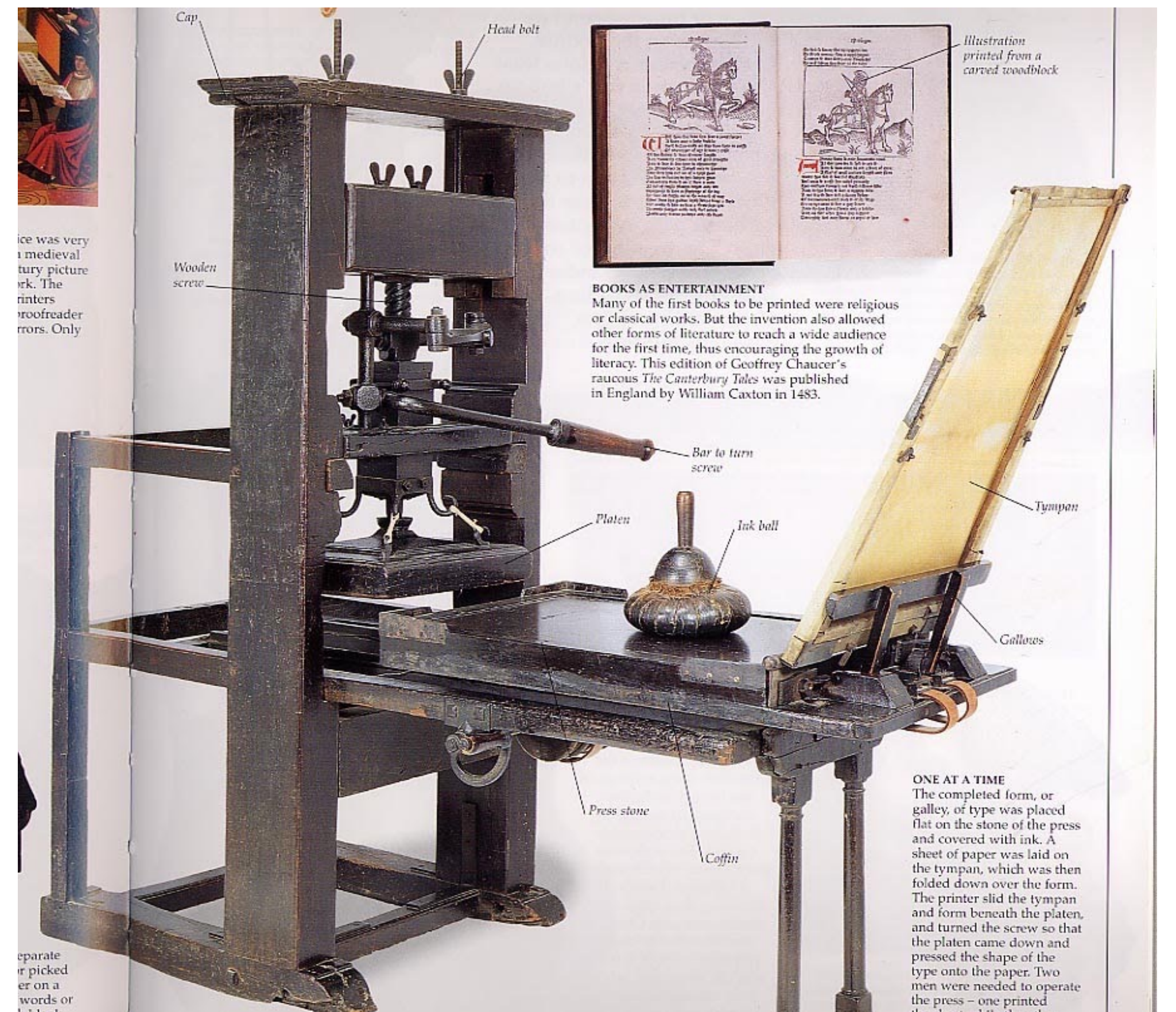


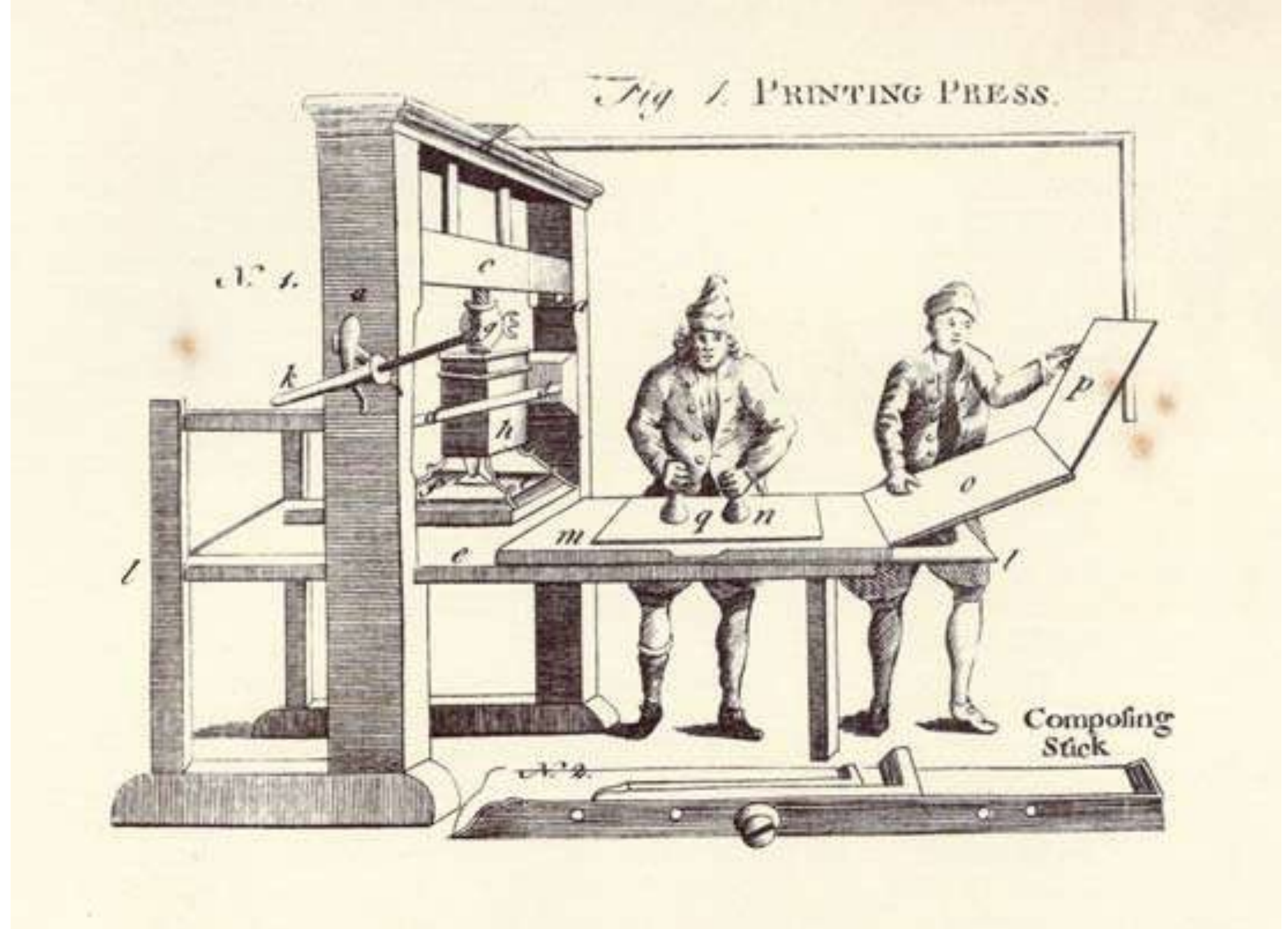
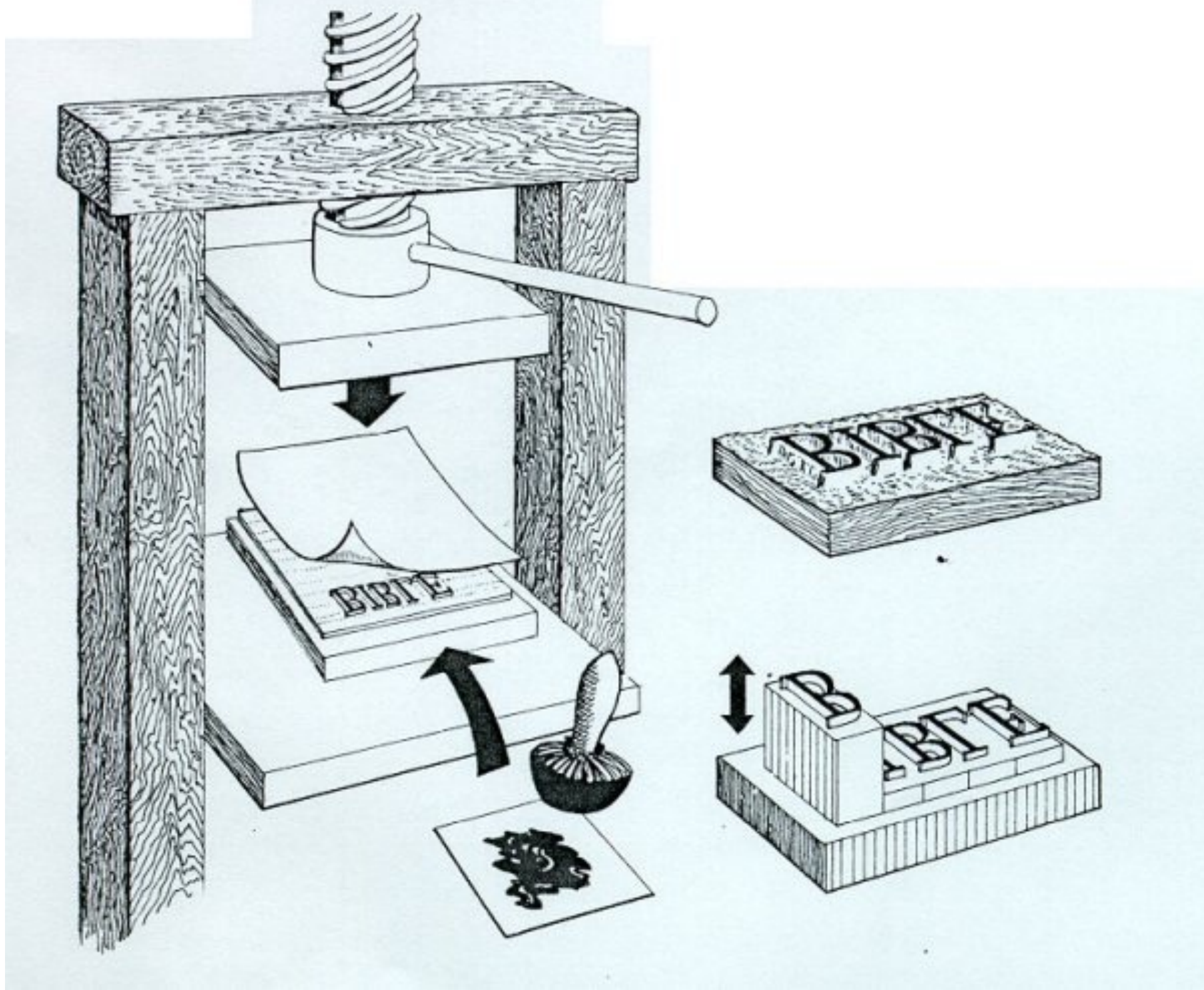
punches



bed of type







Audi fili mi disciplinā pr̄is tui et ne
dimittas legem m̄ris tue: ut addatur
gracia capiti tuo: ⁊ torques collo tuo.
¶ Fili mi si te laudauerint p̄ccōres: ne ac-
quiescas eis. Si dixerūt veni nobiscū.
insidiemur sāguini. abscondam⁹ tēdi-
culas d̄tra insonitem frustra. Deglutia-
mus eū sicut infernus viventē ⁊ inte-
grum. quasi descendentē in lacū: omnē
p̄ciolā substantiā reperiem⁹. implebim⁹
domus n̄ras spolijs. sortem mitte no-
biscum. marsupium sit unum omnium
n̄rū: fili mi ne ambules cū eis. Pro-
hibe pedem tuū a semitis eorū. Pedes

Audi fili mi disciplinā pr̄is tui et ne
dimittas legem m̄ris tue: ut addatur
gracia capiti tuo: ⁊ torques collo tuo.
¶ Fili mi si te laudauerint p̄ccōres: ne ac-
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hibe pedem tuū a semitis eorū. Pedes

**Konrad Sweynheim &
Arnold Pannartz**



EXTRACTA

EX LIBRO ^VQI

Dicitur uasilographus idest imperialis
scriptura quæ herithea sibrilla babilo
nica ad graecorum petitionem pria
mi regis tempore aedidit. Quem de
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mus in graecum transtulit. Tandem
de aerario Hemanuelis imperatoris
eductum Eugenius regis scylliae
admiratus de graeco transtulit in
latinum : ~

T. LIVII. PATAVINI. HISTORICI. AB. VR. BE. GONDITA. LIBER.

PRIMVS. INCIPIT.



ACTVRVS. NE. SIM. OPEREPRETIV. SIAPRIMORDIO. VRbi
res populi. r. perscripserim. nec satis scio. nec si sciam dicere ausi.
quippe qui ueterem tam uulgatam esse rem uideam. dum noui
semper scriptores aut in rebus certius aliquid allatuos se. aut
scribendi arte rudem uetustatem supatuos credunt. Ut cunq;
erit uiuabit tamen rez gestaz memorie principis terraz popu
li pro uirili parte me ipsum consuluisse. & si intanta scriptoz
turba mea fama in obscuro sit nobilitate ac magnitudine eoz
qui nomini officient meo consoler. Res est preterea & imensi
opus ut que supra septingentesimū ānum repetatur. & que ab exiguis profecta ini

1465

Diximus iā in supio-
rib⁹ libris ad hūanū
genus nō solū naturę
similitudinē sociandū:
uerum etiā quadam
cognatiois necessitu-
dinē in unitatem concordem pacis uinclo
colligandum: ex hoīe uno deum uoluisse
hoīes instituere: neq; hoc genus fuisse in
singulis gbusq; moriturū: nisi duo primi

1468

Hec ubi quinq; sue cōpleuit secula uite:
Illicis in ramis: tremuleq; cacumine palme:
Vnguibus ac puro nidū sibi construit ore.
Quo simul ac castias: et nardi leuis aristas:
Quassaq; cū fulua substrauit cynamā mirra
Se super imponit: finitq; in odoribus eum.
Inde ferunt totidē: que uiuere debeat annos
Corpore de primo uolucrum phenice renasci.

Dantes.

POssi per li gram saui se confessa:
Chella phenice muore: e poi renasce
Che al anq; centeno ano se apressa.
Herbe: ne biado in sua uita non pasce.
Masol de incenso: lacrime: et amomo:
E nardo: e mirra: sun le ultime phasce.



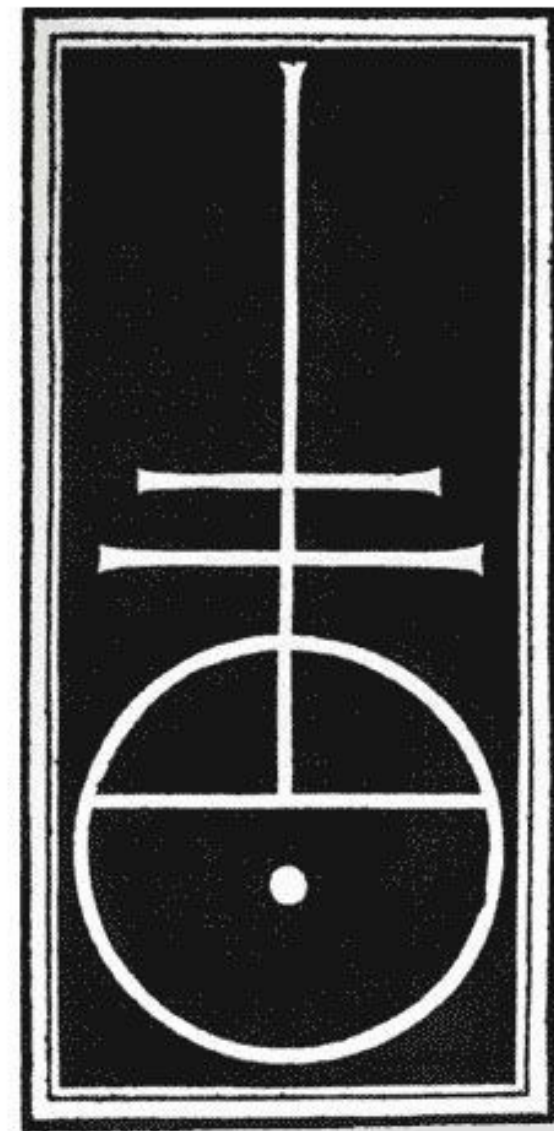
Venice is positioned on the Adriatic Sea making it a center of trade and commerce, by the 1300's Venice was the most prosperous city in all of Italy. Along with Florence, it was a prominent location in which the Italian Renaissance first developed and was the center of Renaissance book and type design during the 15th and 16th centuries.

Nicolas Jenson

Venice, 1470



Nicolas Jenson 1420-1480



Jenson's typographer's mark

Quidā eius libros nō ipsius esse sed Dionysii & Zophiri colophoniorū tradunt: qui iocādi causa cōscribentes ei ut disponere idoneo dederunt. Fuerunt autē Menippi sex. Prius qui de lydis scripsit: Xanthūq; breuiauit. Secūdus hic ipse. Tertius stratonicus sophista. Quartus sculptor. Quintus & sextus pictores: utrosq; memorat apollodorus. Cynici autem uolumina tredecī sunt. Neniæ: testamenta: epistolæ cōpositæ ex deorum p̄sona ad physicos & mathematicos grāmaticosq; & epicuri foetus: & eas quæ ab ipsis religiose coluntur imagines: & alia.

ω ΤΗΘ ΟΔΟΥ
Cū in uīculis
in exodio u
e possem: & c

OTONIS VIRI ILLVSTRIS VITA EX PLVTARCHO GRAECO
IN LATINVM PER FRANCISCVM PHILELPHVM VERSA.

T IVNIOR IMPERATOR OTO CVM PRI-
mum illuxisset: procedens in Capitoliū sacrificium fe-
cit:& agit ad se iussum Marium Cælsū hilari uultu ex-
cepit: estq; perhumane allocutus :atq; uirum hortatus
est:ut causæ obliuisci mallet : q̃ recordari dimissionis.
Cui cum Cælsus neq; ingenerose neq; stulte respondi-
set:sed dixisset ingenii sui atq; morum a crimine fidem
dari:excidisse enim memoria q; firmum se Galbæ præ-
titerit:cui nullam deberet gratiam: utrunq; præsentis
admirati sūt:laudauitq; exercitus.In senatu uero popu-
lariter Oto multa humaneq; locutus:quod ipse tēpus cōsul futurus erat.Huius par-
tem tribuit Virginio Ruffo & iis quos Nero Galbaue declarasset:cōsulatus omnibus
obseruauit.At illos qui ætate aut gloria anteirent:sacerdotiis insigniuit . Viris autem

Primo procœmium. Secūdo quēadmod
tradēda sint. Tertio utrum utilius don
diātur. Quarto qua ratione in paruis in
& quæ tradēda sint. Quīto de grāmati
grāmatici. Septimo an oratori futuro
artium sciētia. Octauo de musicæ. Nono de geom
ma pronunciationis & gestus institutione. Vndeci
tempore doceri prima ætas possit.

Tempus Fugit

When you're having fun!

Deipnophobia

26 Synthesizers

relevant to proprioception

Rodomontade is my favorite. Means boastful.

**Adobe Jensen,
Robert Slimbach,
released in 1996**

Category 1

HUMANIST

first appeared during the 1460's and 1470's

visual expression mimicked calligraphic letterforms of the humanist script

small x-height

angled calligraphic stroke including sloped crossbar on lowercase "e"

low contrast between thick and thin strokes

Humanist Type-Face
Adobe Jensen

Wide Set

Short x-height

Poor Contrast

Oblique steeply sloped heavy serif

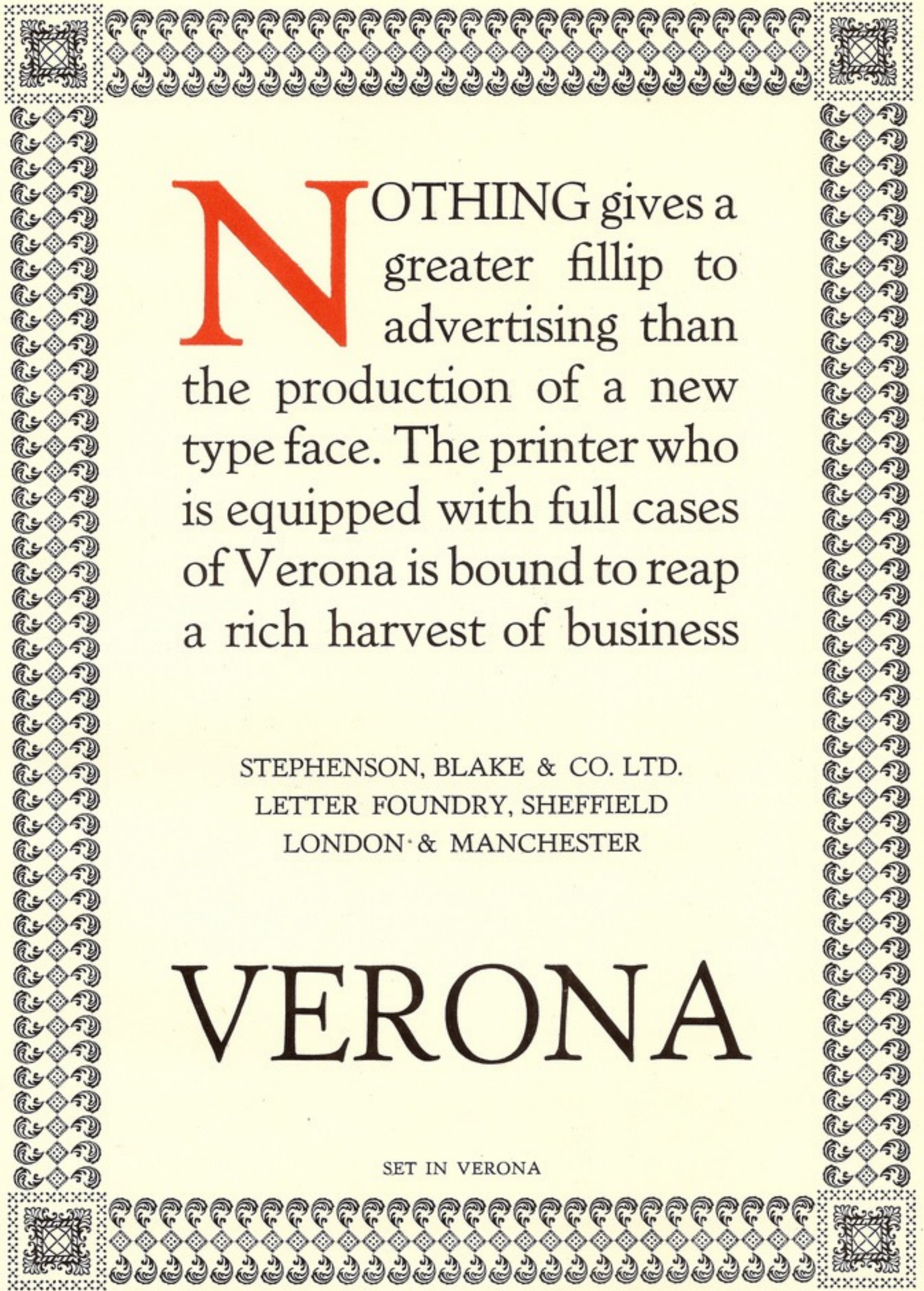
Long Descender

Oblique Stress

The diagram illustrates the design features of the Adobe Jensen typeface. Red lines and brackets connect specific text elements to descriptive labels. A bracket above 'Humanist Type-Face' is linked to 'Wide Set'. A bracket to the right of 'Type-Face' is linked to 'Short x-height'. A bracket under the first 'A' in 'Adobe' is linked to 'Poor Contrast'. A bracket under the 'b' in 'Adobe' is linked to 'Oblique steeply sloped heavy serif'. A bracket under the 'J' in 'Jensen' is linked to 'Long Descender'. A bracket under the 'n' in 'Jensen' is linked to 'Oblique Stress'.

Stempel

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÊËabcde fghijklmn
opqrstuvwxyzaåéêëø
&1234567890(\$£.,!?)



NOTHING gives a
greater fillip to
advertising than
the production of a new
type face. The printer who
is equipped with full cases
of Verona is bound to reap
a rich harvest of business

STEPHENSON, BLAKE & CO. LTD.
LETTER FOUNDRY, SHEFFIELD
LONDON & MANCHESTER

VERONA

SET IN VERONA

Centaur, Bruce Rogers, 1929

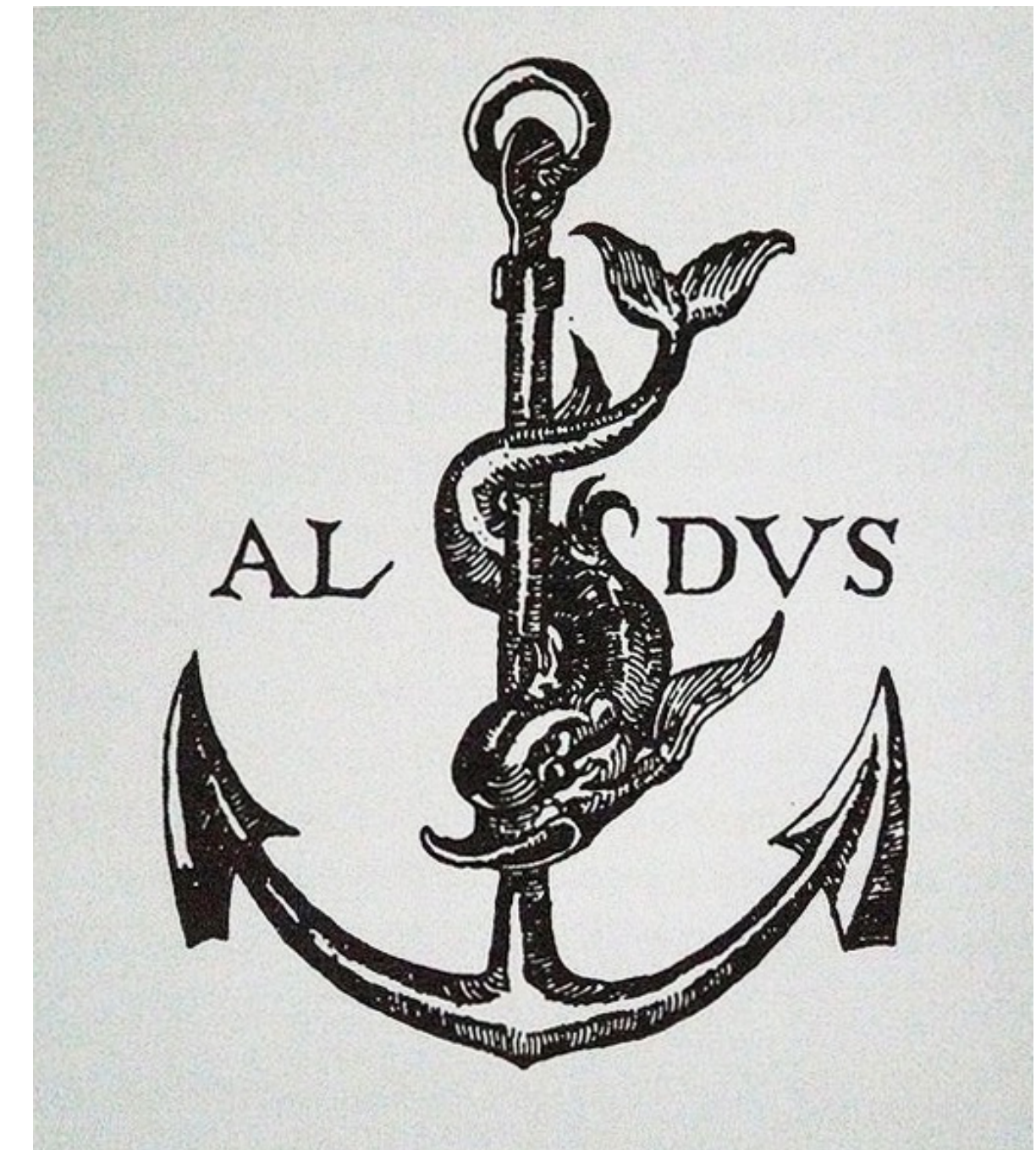
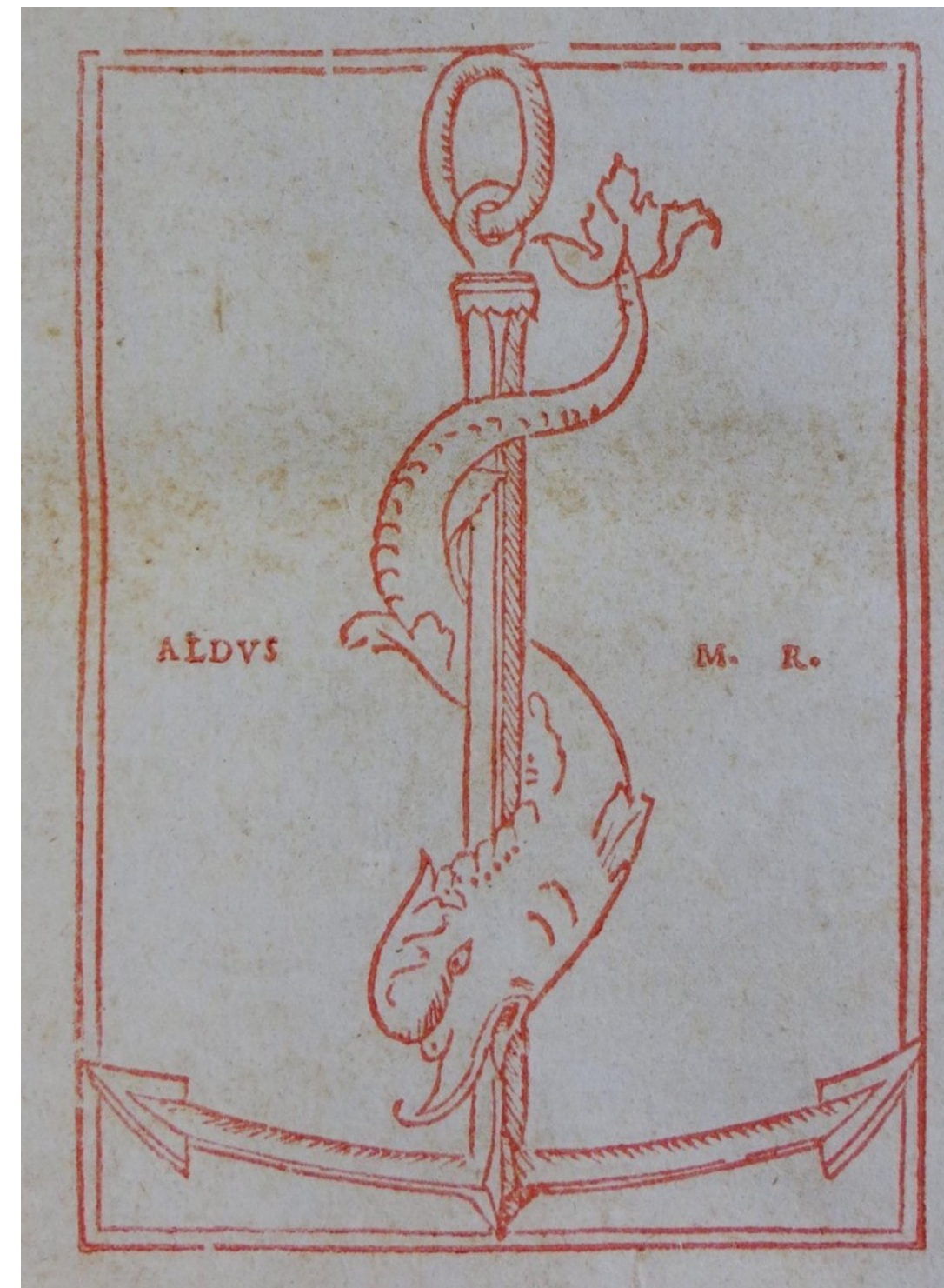
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZÀÁÂÉabcdefghijkl
mnopqrstuvwxyzàá&
1234567890(\$£.,!?)



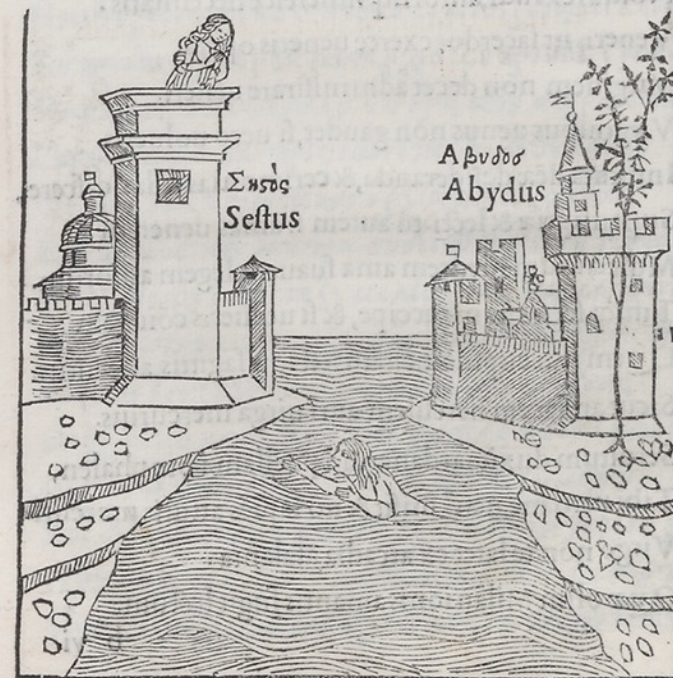
Aldus Minutius
Venice, 1494

Aldine Press

Francesco Griffo

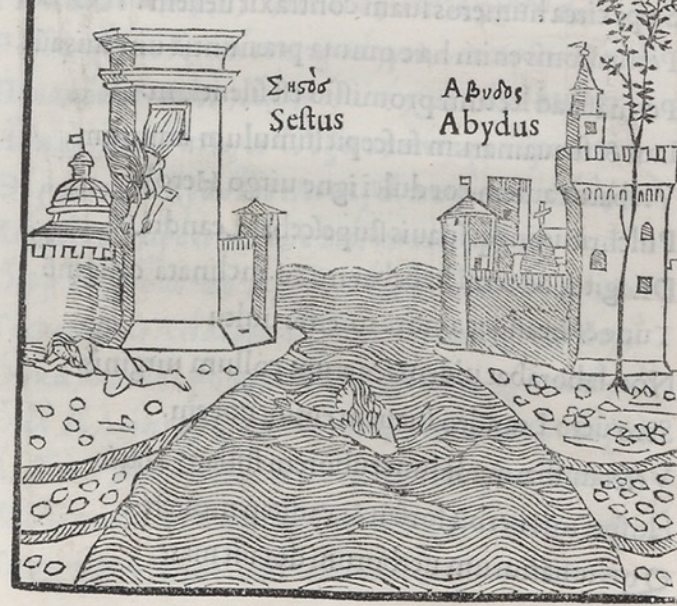


Αντιπατρι.
 Οὗτος ὁ λείανδρος διὰ πολλοὺς οὐκ ὁπότερου.
 Ποσειδῶν, ὁ μὲν μόνον τῷ Φιλίππῳ βαρύνει.
 Ταύτην τὰ παλαιὰ παλαιὰ γὰρ πύργον
 Λείανδρος πρὸς τὴν ὁδὸν πύργον λυγρὸν.
 Κοινὸς δὲ μορφοτέρους ὁ δὲ ἔχει τὰ φῶς, εἰς τὴν καὶ νῦν
 Κένω τῶν φανερῶν μεμφομένους αὐτῶν.



Antipatri.
 Hic est Leandri tranatus. hoc est ponti
 Fretum non soli amanti graue.
 Hæc Herus antiquæ domicilia. hæc turre
 Reliquia. proditrix hic pendeat lucerna.
 Comuneq; ambos hoc habet sepulchrum, nunc quoq;
 De illo inuido conquerentes uento.

Clamabat tumidis audax Leander iundis,
 Parcite dū propo. mergite dū redeo.



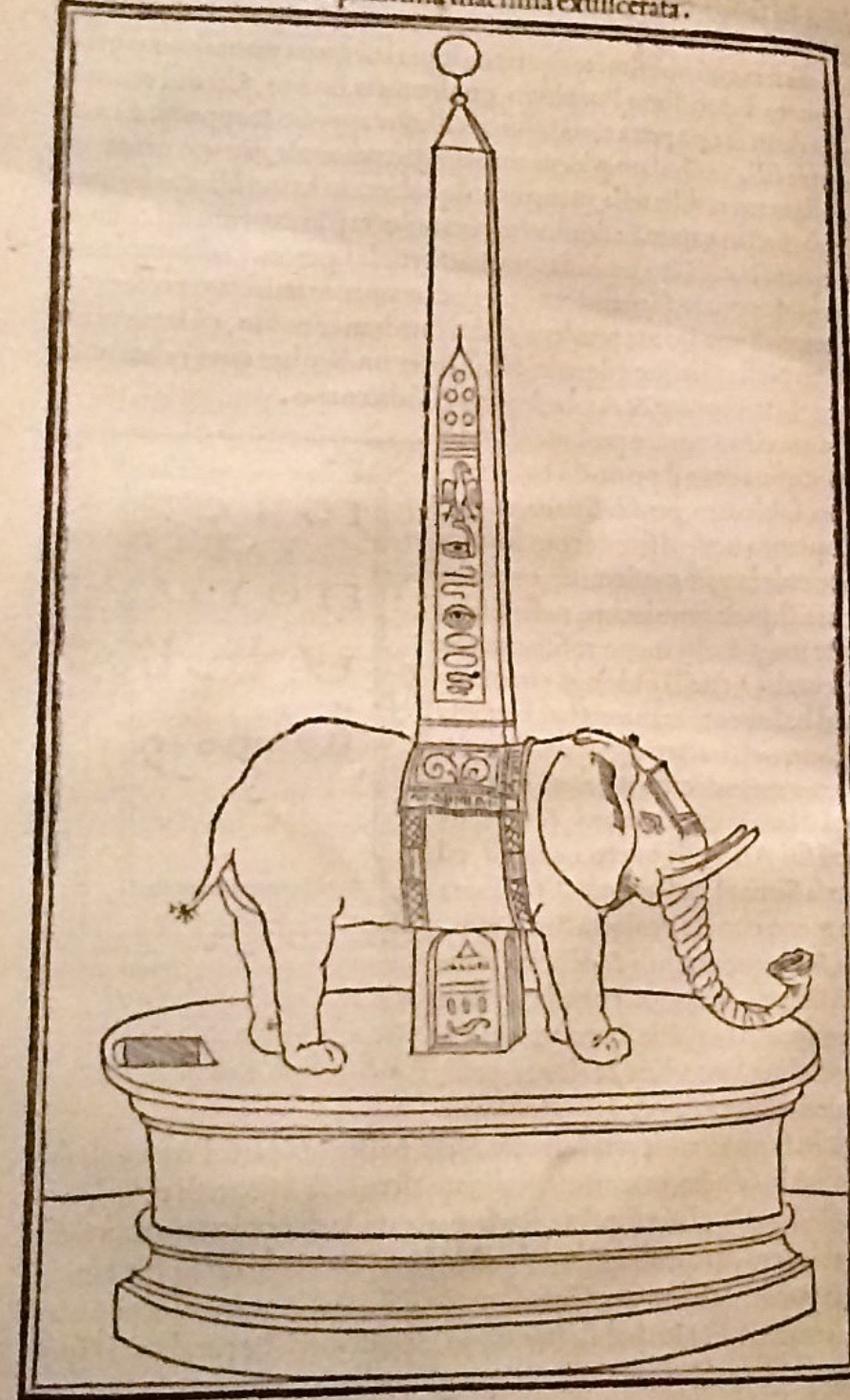
VSCITI FORA DILLA NAVICVLA ALLINCONTRO
 INFINITE NYMPHE VENERON CVM TROPHAEISV
 PERBAMENTE INDVTE. POLIPHILONARRA, ET IL
 MYSTERIOSOMODO, CHE GLI DIVINI GESTAMINI
 A CVPIDINE ELLE OFFERIRONO, ET CVM QVALE
 HONORARIO PROCESSO, POSTOSE A SEDERE SO
 PRA IL TRIVMPHALE VEHICVLO. ET POLIA ET POLI
 PHILOAMBOLIGATI DI IETO SEQVENTI, CVMMA
 XIMO TRIVMPHO ALLA PORTA DIL MI
 RABILE AMPHITHEATRO PER VE
 NERON. ILQVALE, ET FORA,
 ET INTRO PLENAMEN
 TE ELLO IL DISCRI
 VE.

VAVEMENTE CVM MITE AVRASPI
 rante rephiro uibrate molliscamente le decore & au
 ree pinnule dal diuino puella, & cum il suo tranquillo
 spirito uehente al restuo littore peruenuti molre & infi
 nite semidee dorophore, & infigne nymphe, cum per
 spicua pulchritudine, exeunti nui dalla fatale naucu
 la. Dirincontro sèlamente, al diuino, & caligero poero, cū aggregario agni
 ne, cū magno apparato di ornamenti, & di pompe, & sumptuosi uestime
 ti, cum diuo fallo & culto, piu che regio, cum exquisitissimo exornato p
 cipue & solemnemete uenerante, di tenera, & fiorentissima astatula q
 incundissime pyriche, cum uirgini alle tabuli, & cocteli, & illustri aspe
 cti humilmente, & cum decentissimo famulatio obsequio se tute se di poti
 ce offeriscono. Et ante tute le thereutice pallophore, pyrgophore, & le anti
 ludie iubilate pcedeano, cum trophari di militare decoramenti in busta
 di oro facilitate dispositi, cum la thoraca dal furiale Pyroente, cum laltre
 armature deuicte, & cum larco transuertiamente pendice retinē
 te la thoraca, & cū la spiculata pharetra & focore alle extremi
 tate di larco inuisculate, & sotto la thoraca explicato lo
 rete, cum una subiecta facie di puerulo alata, &
 gemia, & uno pomio suffixo alla facia nel
 la husta per modio traiedite, & nel
 la summitate la stellata galea.



Cerula era ancora un'altra duno tropharo. Di una galea, cum uno capo
 bubulo, & di sotto una toraca antiquaria, cum dui scuti per singulo exio
 brachiale commodati, Tra gliquali due fasciole una per lato perpendeuo
 penfite tenente la cleonea pelle, cum la umbilicata & glandulamente to
 rosa claua.

deua ad intrare nella Elephantina machina exuiscerata.



Per laq̃le cosa di curiosa aueritate grãdemẽte i citato, itrogreffo mōtpi
Ouecauo tutto & uacuo il maximo & prodigioso monstro, & cauernato
il trouai. Excepto, che il medesimo sodo era relicto ancora itestino, q̃le ex
timo itaua subiecto. Et hauea tanta ituone, & uerso il capo, & uerso la par
te postrema, quanto che l' homo naturale facea transito. Et quiui nel con
uexo del dorso suspensa, cū laquei erei ardea una lampada iextinguibile.
cum illuminatione cōcesso alla propria petra, cū una p̃fecta imagine ui
rile & nuda, quãto il naturale cōmune, in coronata, dil Saxo, nigerrima.
Cum gli denti, ochi, & ungue di lucente argento in tecti. Sopra stante al
sepulchrale coperto in arcuato, & disquammea operatura in uestito, & di
altri exquisiti linamenti. Monstraua cum uno inaurato sceptro di ramo
extenso il braccio, la parte anteriore. Et nella sinistra tenua uno carinato
seuro, exacta la forma da l'osso capitale equino, in scripto di tri idiomi, cū
picole notule. Hebræo, Attico, & Latino, ditale sentetia.

אם לא כי הכהן כסתה את בקר
אזי היות עידם חפץ והסגה היתר



ΓΥΜΝΟΣ ΗΝ, ΕΙ ΜΗ ΑΝ ΘΗΡΗ
ΟΝ ΕΜΕΚΑΛΥΨΕΝ. ΖΗΤΕΙ ΕΥ
ΡΗΣΗ ΔΕ ΕΛΕΟΝ ΜΕ.

NVDVS ESSEM, BESTIANIME
TEXISSET, QVAERE, ET INVE
NIES. MESINITO.

Per laquale inusitata cosa istetti non mediocrementē stupido cum al
quanto horrore. Dique nō troppo differendo conuerso ad lo ritorno, ui
di il simigliante ardere & lucere un'altra lucerna, come dinanti e dicto. Et
facendo transito sopra lo hiato dil salire, iui uerso il capo dill'animale. Et in
q̃sto lato ancora una medesima factura di ueterrima sepultura trouai. Et la

POLIPHILLO QVIVI NARRA, CHE GLI PAR VE AN-
COR A DI DORMIRE, ET ALTRONDE IN SOMNO
RITROVARSE IN VNA CONVALLE, LAQVALE NEL
FINEER A SER AT ADE VNA MIR ABILE CLAVS VR A
CVM VNA PORTENTOSA PYRAMIDE, DE ADMI-
RATIONE DIGNA, ET VNO EXCEL SO OBELISCO DE
SOPRA. LAQVALE CVM DILIGENTIA ET PIACERE
SVBTILMENTE LA CONSIDER OE.

IA SPAVENTEVOLE SILVA, ET CONSTI-
pato Nemore euaso, & gli primi altri lochi per el dolce
somno che se hauea per le fesse & prosternate mebre dif-
fuso relict i, me ritrouai di nouo in uno piu delectabile
sito assai piu che el præcedente. Elquale non era de mon-
ti horridi, & crepidinose rupe intorniato, ne falcato di
strumosi iugi. Ma compositamente de grate montagniole di non tro-
po altecia. Siluose di giouani quercioli, di roburi, fraxini & Carpi-
ni, & di frondosi Esculi, & Illice, & di teneri Coryli, & di Alni, & di Ti-
lie, & di Opio, & de infructuosi Oleastri, disposti secondo laspecto de
gli arboriferi Colli. Et giu al piano erano grate siluule di altri siluatici

SEQUENTIS 524
ano monte cū sacrificaretur,
uis cruor manauit. Per Cas-
sicijs, direptionibus sociorū,
i prodigi loco fuisse, quod. p-
dissensioes collega magistratū
est mortuus. Constat nemi-
collega abstulerat, annū ui-
m hi, Lucius Iunius Brutus
io. Tib. Gracchus. M. octa-
uius. P. Marullo. Tullius.
m aduersus Caesarem, ex
castris Cassii ex amē apū
iussu, interclusus, interius
liarū alitum, quibus stra-
ingens uis, exercitū aduo-
oria cultu cū ferretur, fer-
lictor pueris fascibus lau-
is in prælium egredienti-
erit, et a militibus cōfos-
terierunt.

o, Caio Syllano Coss.

i nulla Liuiæ uxoris Cæ-
terra intremuit. Fax coe-
no ad septentrionem extē
de fecit. Turris hortorū

Paulo Fabio, Quinto Elio Coss.

N Germania, i castris Drusi ex amē apū
i tabernaculo Hostilij Rutilij præfecti ca-
storū confedit, ita ut funem prætenden-
tem, præfixamq; tentorio lanceam am-
plecteretur, Multitudo Roma-
norum per insidias,
subiecta est.

VENETIIS IN AEDIB. ALDI,
ET ANDREAE ASVLANI
SOCERI MENSE IUNIO.
M. D. XVIIII.

*** ** a b c d e f g h i k l
m n o p q r s t u x y z aa bb cc dd ee
ff gg hh ii kk. Omnes quaterniones præter
*** duernionem.

PETRI BEMBI DE AETNA AD
ANGELVM CHABRIELEM
LIBER.

Factum a nobis pueris est, et quidem sedulo Angele; quod meminisse te certo scio; ut fructus studiorum nostrorum, quos ferebat illa aetas non tam maturos, quam uberes, semper tibi aliquos promeremus: nam siue dolebas aliquid, siue gaudebas; quae duo sunt tenerorum animorum maxime propriae affectiones; continuo habebas aliquid a me, quod legeres, uel gratulationis, uel consolationis; imbecillum tu quidem illud, et tenue; sicuti nascentia omnia et incipientia: sed tamen quod es

ABCDEFGFG

abcdefghijklm

BEMBO

60

HIJKLMNOP

nopqrstuvwxyz

RSTUVYZ

1234567890

Bembo Bold: 8, 9, 10, 11, 12, 14, 16, 18, 22, 30, 36, 48

ABCDEFGHIJKLMNOPQ

RSTUVWXY & Z

abcdefghijklmnopqrstuvwxyz

30

1234567890

Monotype Bembo, 1929



first italic type, 1501

P abula parua legens, nidisq; loquacibus esca,
E t nunc porticibus uacuis, nunc humida circum
S tagna sonat, similis medios Iuturna per hostes
F ertur equis, rapidoq; uolans obit omnia curru.
I amq; hic germanum, iamq; hic ostendit ouantem
N ec conferre manum patitur, uolat auia longe.

Category 2

OLD-STYLE

first appeared during the late 1400's

more refined and less based on exact reproduction of hand lettered type

stress of letterforms are less angled and more perpendicular

wedge shaped serifs

more contrast between thick and thin strokes

crossbar of "e" perfectly straight

Sabon

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z À

Å Ê Ì Ñ Ò abcdefghijklm

n o p q r s t u v w x y z à å é î ñ ø

& 1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

Plantin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ZÀÅÉÎÕabcdefghijkl
mnopqrstuvwxyzàåéî
&1234567890(\$£.,!?)

Plantin Typeface

Goshawk

SEYMOUR ZOOEY FRANNY

SALINGER

my hard nose, glass jaw, and soft heart

1847 1965 & 2003

Type Quiz Mocks Faux Oblique

Garamond

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z À Å

a b c d e f g h i j k l m n o p q r s t u v

w x y z à å é ê ñ ø ü & 1 2 3 4 5 6 7

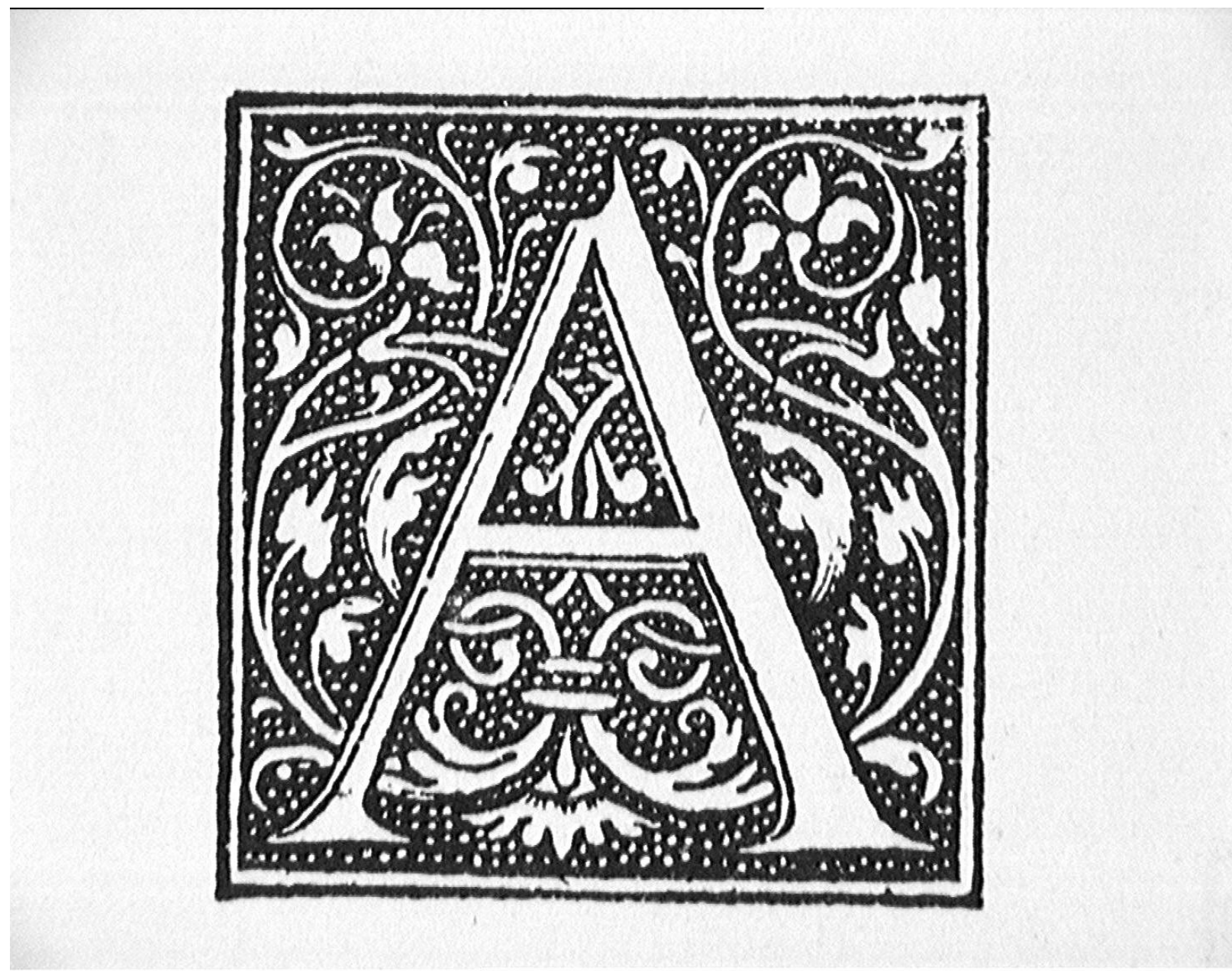
8 9 0 i 2 3 4 5 6 7 8 9 o (\$ £ € . , ! ?)

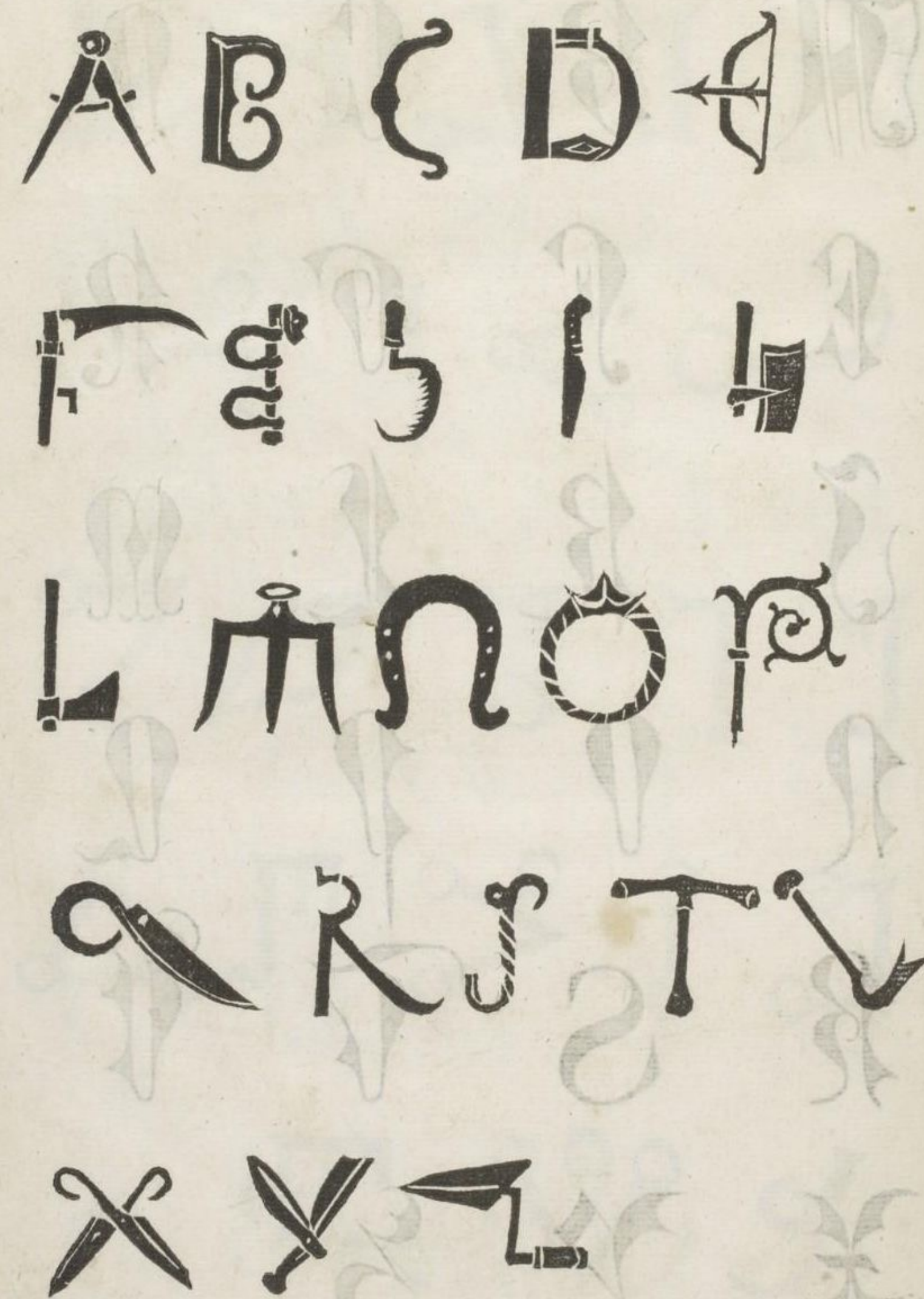
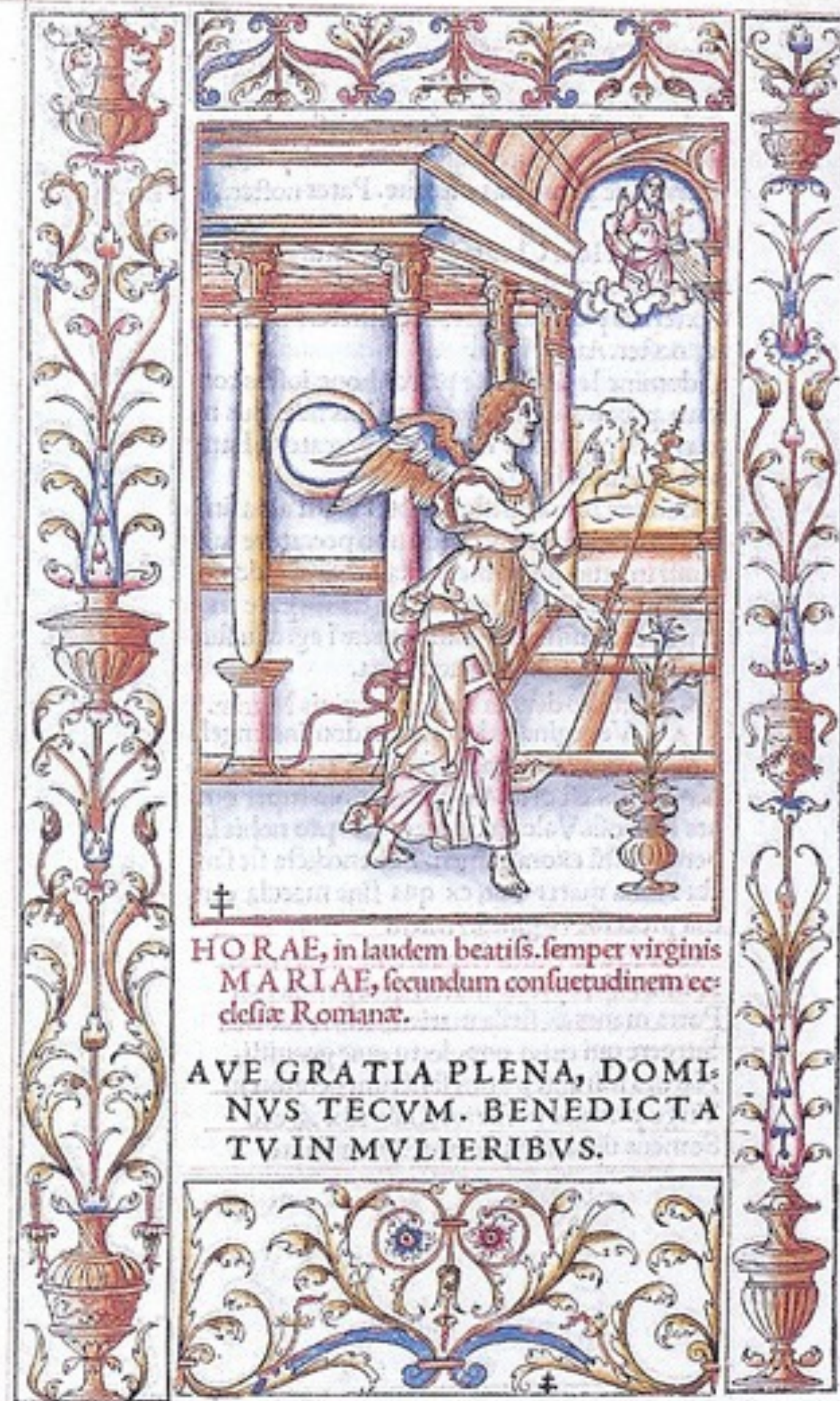
French Renaissance

1494—early 1600's

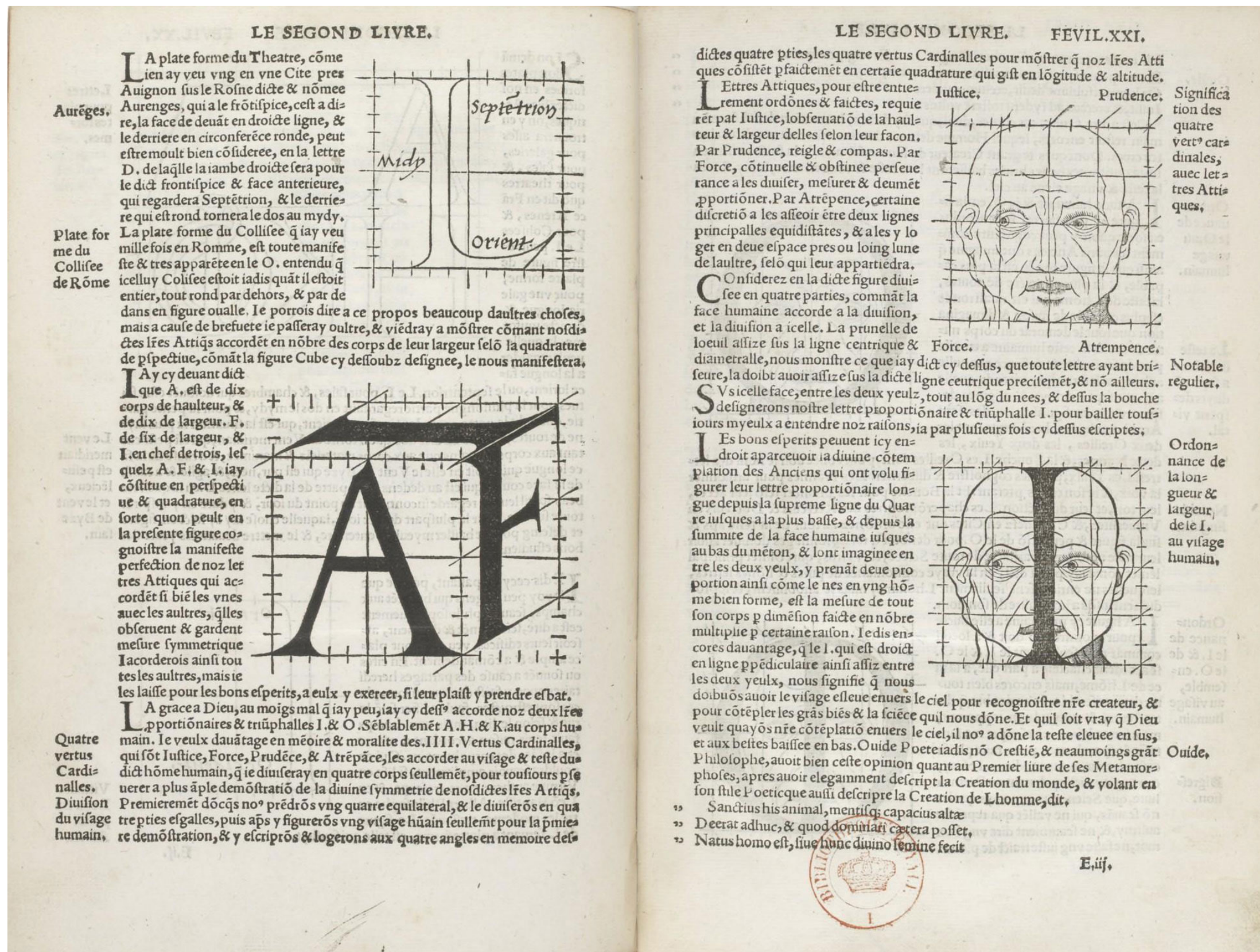
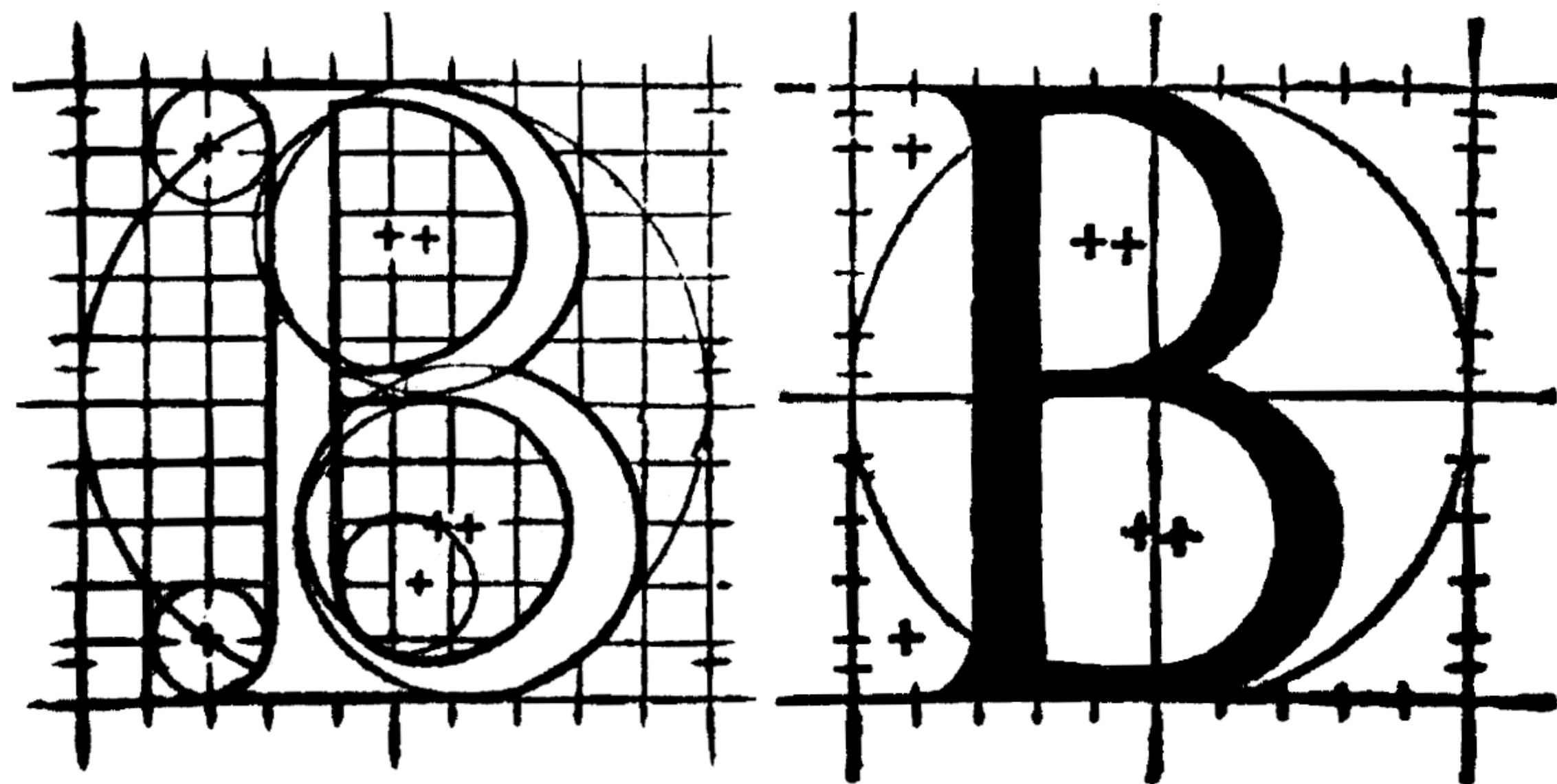
Geoffrey Tory

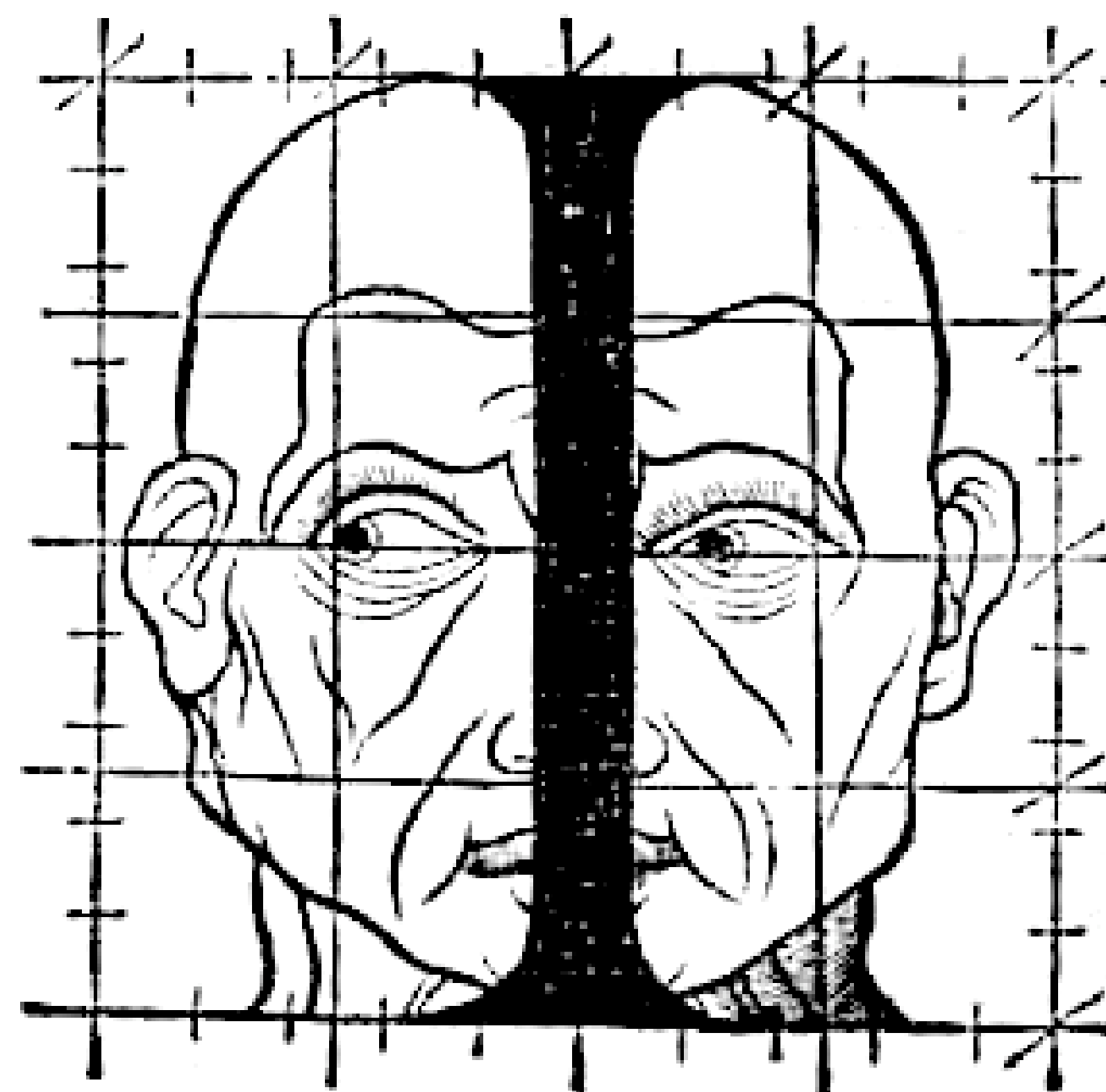
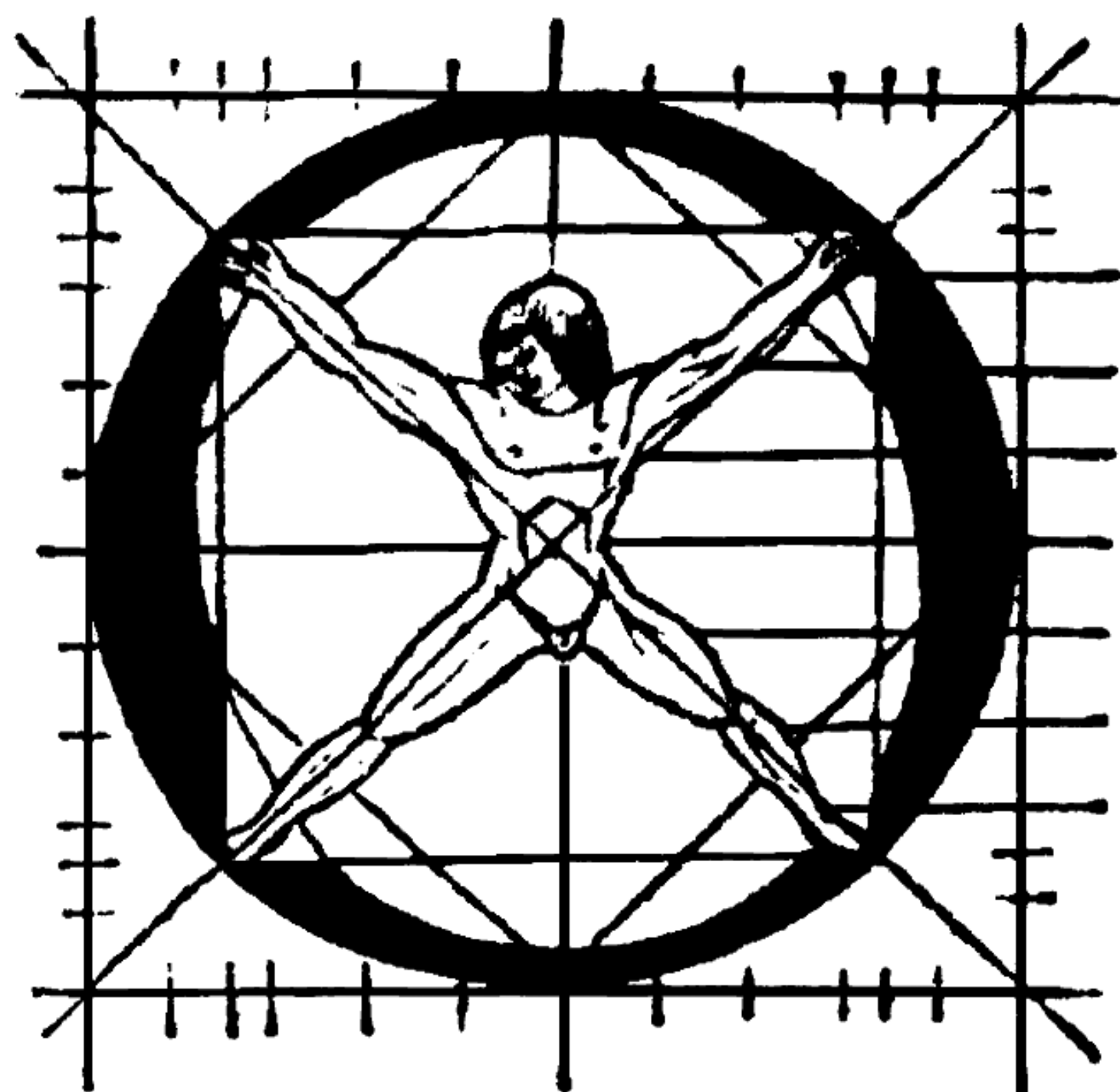
Paris, 1505





Champfleury, 1529








Claude Garamond
Paris, 1540

qui se neglecto,
erat. Qui bene
sibiipfi vilescit,



6.
ANTIQUA, quam vocant Garamond.
Ambrosius ad Simplicianum.
Sapiens non metu frangitur, non potestate mutatur, non extollitur,
non tristibus mergitur.
Si magnanimus fueris, nunquam judicabis tibi contumeliam fieri. I
o dices, non nocuit mihi, sed animum nocendi habuit: & quum illi
estate tua vindictam putabis, non vindicare potuisse. Scito enim magn
estum vidictæ esse genus, ignoscere. Seneca. d. 4. virtutibus.



ET V S T A T E M nobi-
lissimæ Vicecomitum fami-
liæ qui ambitiosius à præalta
Romanorū Cæsarum origi-
ne, Longobardisq; regibus
deducto stemmate, repete-
re contédunt, fabulosis pe-
nè initiis inuoluere viden-
tur. Nos autem recentiora

illustrioraque, vti ab omnibus recepta, sequemur: cō-
tentique erimus insigni memoria Heriprandi & Gal-
uanii nepotis, qui eximia cum laude rei militaris, ci-
uilisque prudentiæ, Mediolani principem locum te-
nuerunt. Incidit Galuanus in id tempus quo Medio-

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z À Å
a b c d e f g h i j k l m n o p q r s t u v
w x y z à å é î ï ø ü & 1 2 3 4 5 6 7
8 9 0 ı 2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)

Robert Granjon

Paris, Lyon, Antwerp, Rome

1555-1590

A B C D E F G H I J K L M N O P Q R S V X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Æ æ as at ct cta eis et € € Ex ff ffi ffl fi fl fr

ij is ll nt æ Qu sb si sl sp st ss ß ft st ta th us

á à â ã ç é ê ë ě ē ħ í î ï ī j ñ ó ò ô õ þ ÷ q ḡ ḥ ḫ š ſ ù ù ù ü ü

1 2 3 4 5 6 7 8 9 0 , . ' ; : ! ? (- * § J J - ♣

A B C D E G H f M N P R T v e m z

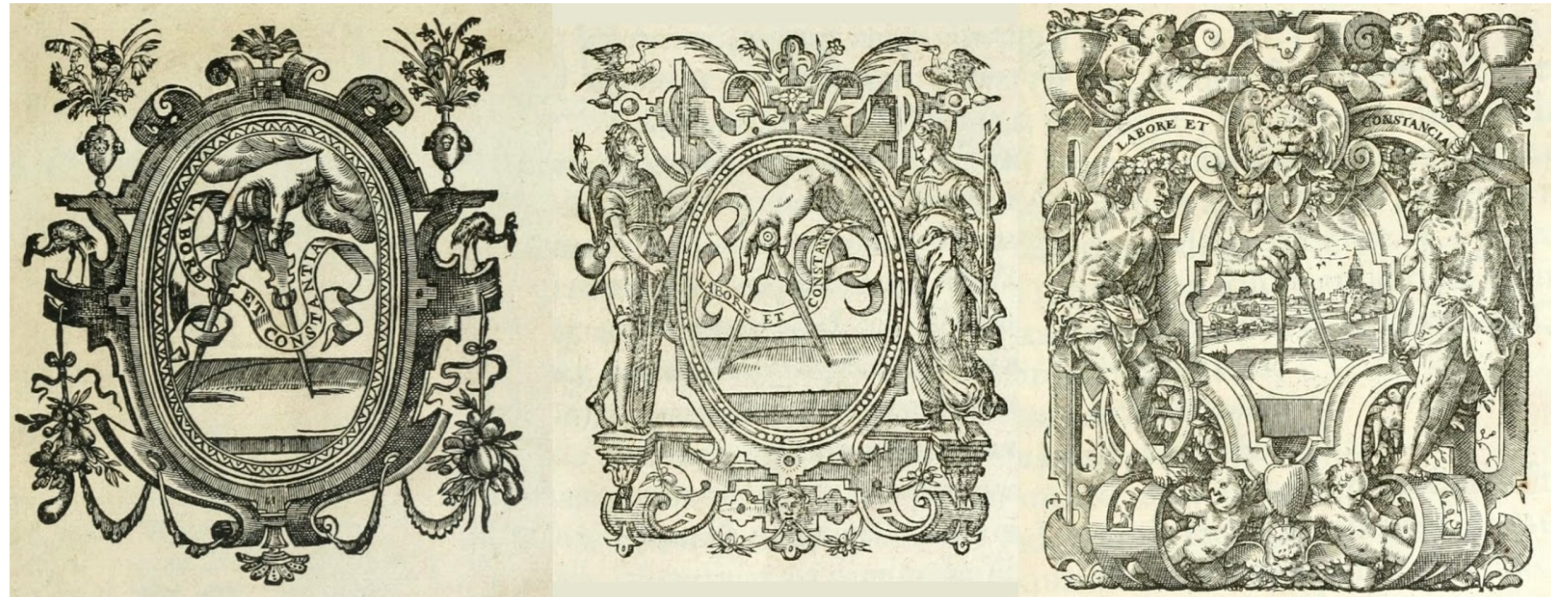
Quo usque tandem abute're, Catili
patientia nostra? Quam diu etiam
furor iste tuus nos eludet? Quem ad
effrenata iactabit audacia? Nihil
nocturnum praesidium Kalati, nihil urbi
nihil timor Vigiliae populi, nihil
bonorum omnium, nihil hic munitus hab
habens senatus locus nihil horum
volusque morum? Harete tua
consilia non sentis, constrictam iam

et ege'is ubi fueris, quos convocaberis,
omnium scientia teneri conjunctionem
quid consules ceperis, quem nostrum
ignorare arbitraris. O tempora
O mores! Senatus intellegit consu
sudet tamen Vivit. Vivit! Immo
Vero etiam fit senatum venit publici
particeps notat et designat oculus ad
cadem unum quemque Videmus si
istius furem actela vitemus. Ad

Civilité, 1557

Christophe Plantin

Antwerp, 1549—1589

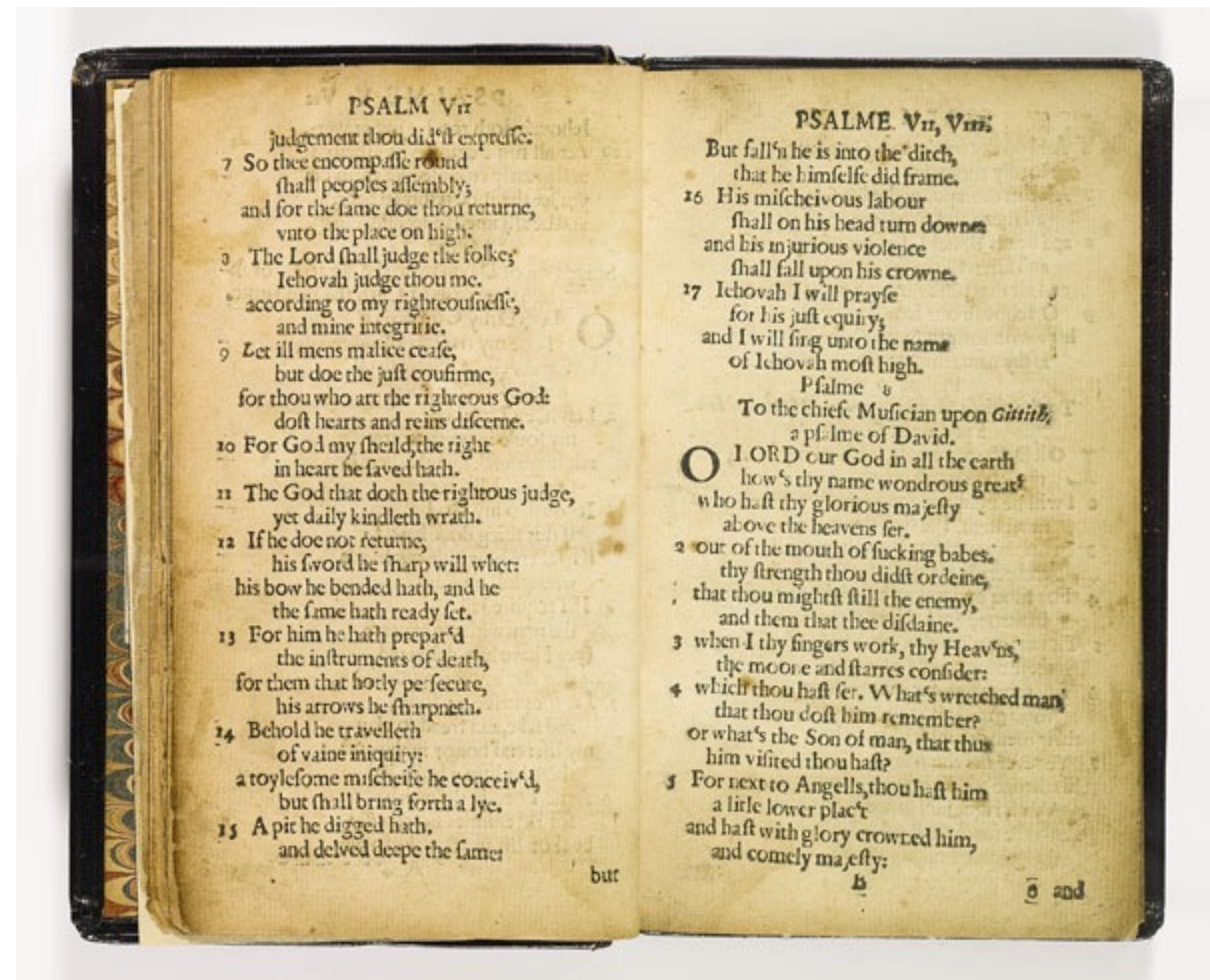
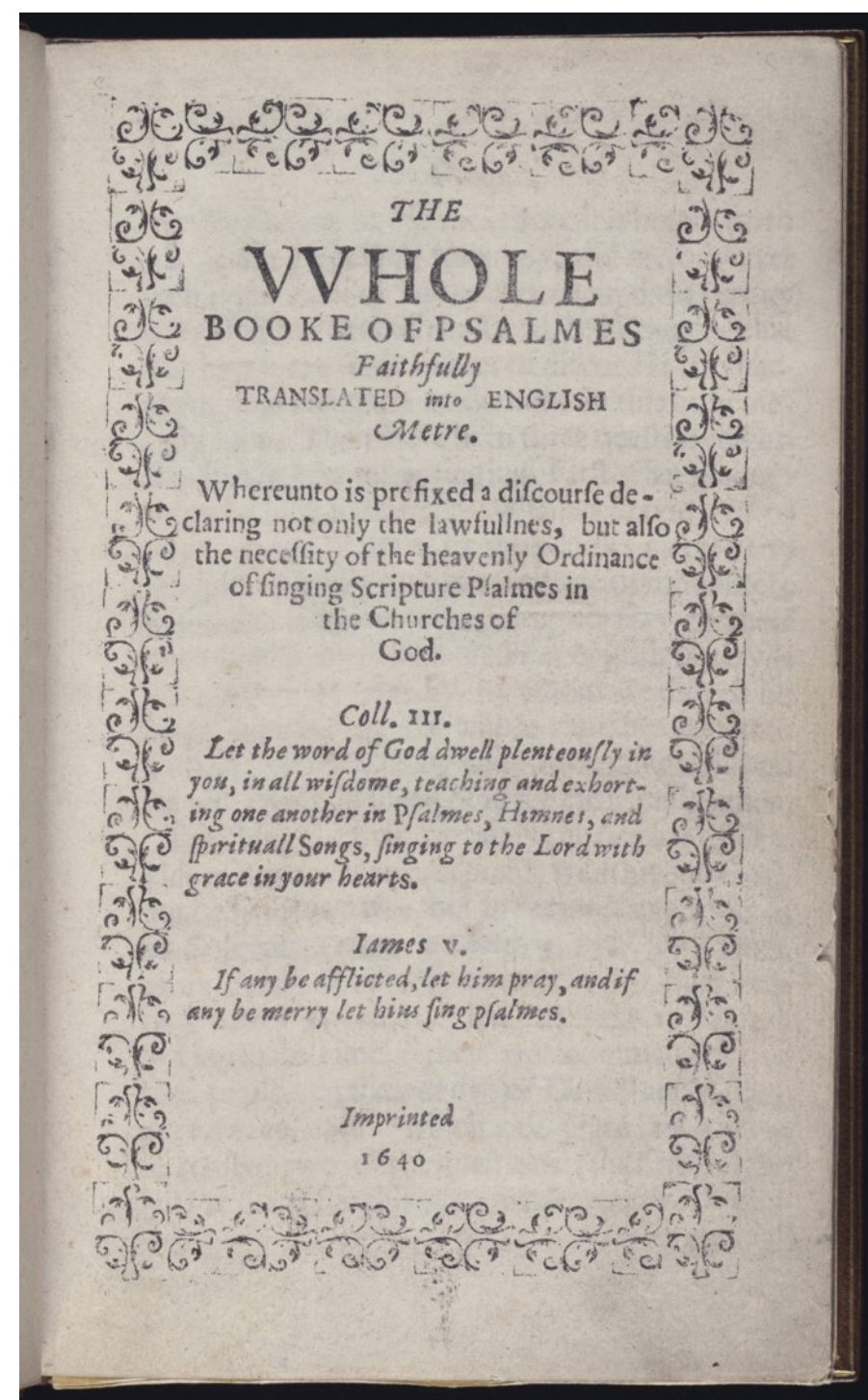


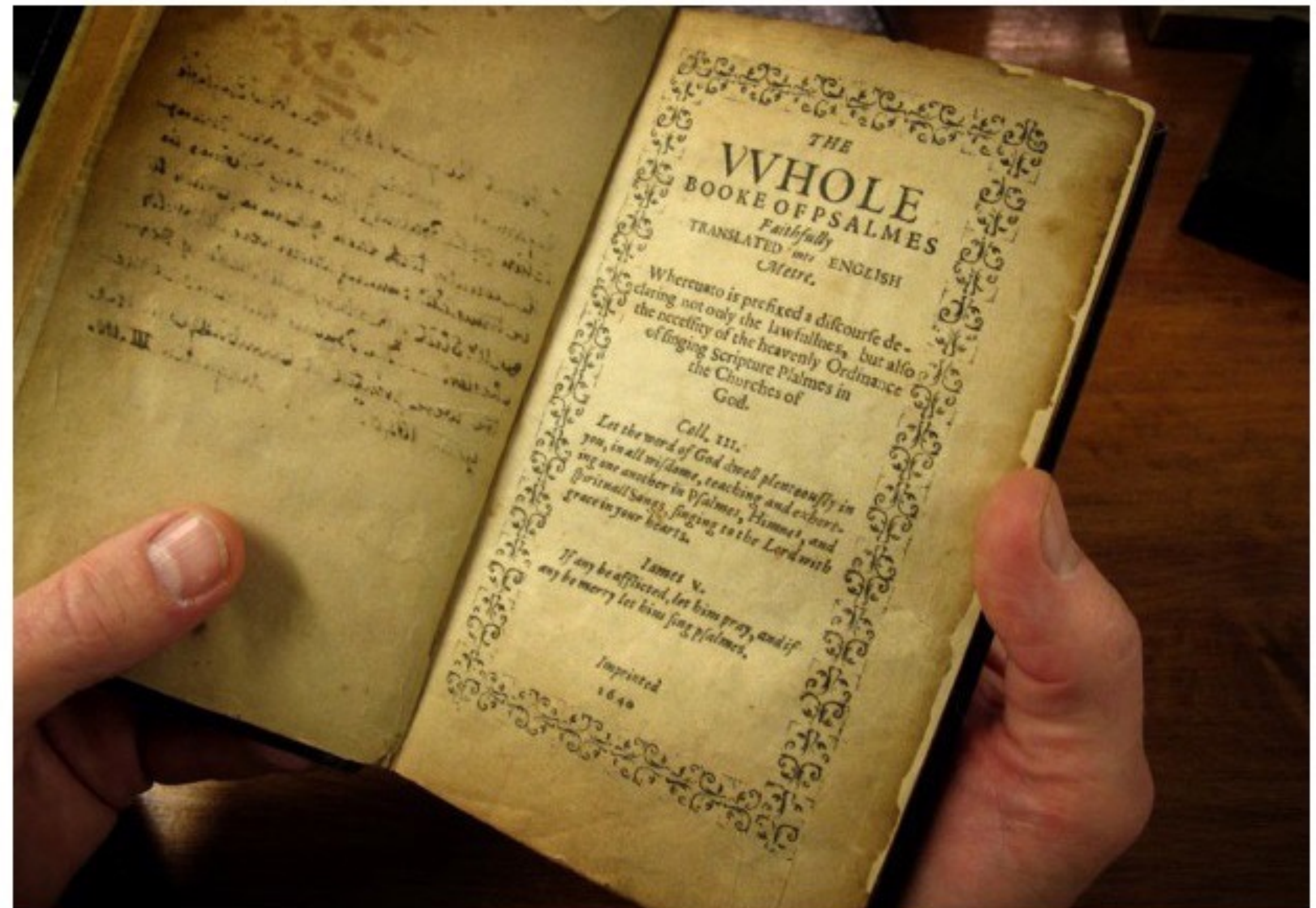


polyglot Bible, 1572

Stephen Daye & Anne Glover

Cambridge MA, 1639







William Caslon
London England, 1720

Adobe Caslon Pro Regular

STUDIO

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

IN CONGRESS, JULY 4, 1776.

THE UNANIMOUS
DECLARATION
OF THE
THIRTEEN UNITED STATES OF AMERICA.

WHEN, in the Course of human Events, it becomes necessary for one People to dissolve the Political Bands which have connected them with another, and to assume, among the Powers of the Earth, the separate and equal Station to which the Laws of Nature and of Nature's GOD entitle them, a decent Respect to the Opinions of Mankind requires that they should declare the Causes which impel them to the Separation.

We hold these Truths to be self-evident, that all Men are created equal, that they are endowed, by their Creator, with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness.—That to secure these Rights, Governments are instituted among Men, deriving their just Powers from the Consent of the Governed, that whenever any Form of Government becomes destructive of these Ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its Foundation on such Principles, and organizing its Powers in such Form, as to them shall seem most likely to effect their Safety and Happiness.

Prudence, indeed, will dictate, that Governments long established, should not be changed for light and transient Causes; and accordingly all Experience hath shewn, that Mankind are more disposed to suffer, while Evils are sufferable, than to right themselves by abolishing the Forms to which they are accustomed. But when a long Train of Abuses and Usurpations, pursuing insensibly the same Object, evinces a Design to reduce them under absolute Despotism, it is their Right, it is their Duty, to throw off such Government, and to provide new Guards for their future Security. Such has been the patient Sufferance of these Colonies; and such is now the Necessity which constrains them to alter their former System of Government. The History of the present King of Great-Britain is a History of repeated Injuries and Usurpations, all having in direct Object the Establishment of an absolute Tyranny over these States. To prove this, let Facts be submitted to a candid World.

He has refused his Assent to Laws, the most wholesome and necessary for the public Good.

He has forbidden his Governors to pass Laws of immediate and pressing Importance, unless suspended to their Operation till his Assent should be obtained; and when so suspended, he has utterly neglected to attend to them.

He has refused to pass other Laws for the Accommodation of large Districts of People, unless those People would relinquish the Right of Representation to the Legislature, a Right inestimable to them, and formidable to Tyranny.

He has refused together Legislative Bodies at Places as usual, uncomfortable, and distant from the Depository of their public Records, for the sole Purpose of fatiguing them into Compliance with his Measures.

He has dissolved Representative Houses repeatedly, for opposing with manly Firmness his Invasions on the Rights of the People.

He has refused for a long Time, after such Dissolutions, to cause others to be elected; whereby the Legislative Powers, incapable of Annihilation, have returned to the People at large for their exercise; the State remaining, in the mean Time, exposed to all the Dangers of Invasion from without, and Convulsions within.

He has endeavored to prevent the Population of these States; for that Purpose obstructing the Laws for Naturalization of Foreigners; refusing to pass others to encourage their Migration hither, and raising the Conditions of new Appropriations of Lands.

He has obstructed the Administration of Justice, by refusing his Assent to Laws for establishing Judiciary Powers.

He has made Judges dependent on his Will alone, for the Tenure of their Offices, and the Amount and Payment of their Salaries.

He has erected a multitude of new Offices, and sent hither Swarms of Officers to harass our People, and eat out their Substance.

He has kept among us, in Times of Peace, Standing Armies, without the Consent of our Legislatures.

He has affected to render the Military independent of and superior to the Civil Power.

He has combined with others to subject us to a Jurisdiction foreign to our Constitution,

and unacknowledged by our Laws; giving his Assent to their Acts of pretended Legislation:

For quartering large Bodies of Armed Troops among us:

For compelling them, by a mock Trial, from Parliament for any Murders which they should commit on the Inhabitants of these States:

For cutting off our Trade with all Parts of the World:

For imposing Taxes on us without our Consent:

For depriving us, in many Cases, of the Benefit of Trial by Jury:

For transporting us beyond Seas to be tried for pretended Offences:

For abolishing the free System of English Laws in a neighbouring Province, establishing therein an arbitrary Government, and enlarging its Boundaries, so as to render it at once an Example and fit Instrument for introducing the same absolute Rule into these Colonies:

For taking away our Charters, abolishing our most valuable Laws, and altering fundamentally the Forms of our Governments:

For suspending our own Legislatures, and declaring themselves invested with Power to legislate for us in all Cases whatsoever.

He has abdicated Government here, by declaring us out of his Protection, and waging War against us.

He has plundered our Seas, ravaged our Coasts, burnt our Towns, and destroyed the Lives of our People.

He is, at this Time, transporting large Armies of foreign Mercenaries to complete the Works of Death, Desolation, and Tyranny, already begun with Circumstances of Cruelty and Barbidity, scarcely paralleled in the most barbarous Ages, and totally unworthy the Head of a civilized Nation.

He has constrained our Fellow Citizens, taken Captive on the high Seas, to bear Arms against their Country, to become the Executioners of their Friends and Brethren, or to fall themselves by their Hands.

He has excited domestic Animosity amongst us, and has endeavored to bring on the Inhabitants of our Frontiers, the merciless Indian Savages, whose known Rule of Warfare, is an undistinguished Destruction, of all Ages, Sexes, and Conditions.

In every Stage of these Oppressions we have Petitioned for Redress in the most humble Terms: Our repeated Petitions have been answered only by repeated Injury. A Prince, whose Character is thus marked by every Act which may define a Tyrant, is unfit to be the Ruler of a free People.

Not have we been wanting in Attention to our British Brethren. We have warned them from Time to Time, of Attempts by their Legislature to extend an unwarrantable Jurisdiction over us. We have reminded them of the Circumstances of our Emigration and Settlement here. We have appealed to their native Justice and Magnanimity, and we have conjured them by the Ties of our common Kindred to disavow their Ulterior Motives, which would inevitably interrupt our Connections and Correspondence. They are now deaf to the Voice of Justice and of Confanginity. We must, therefore, acquiesce in the Necessity, which denounces our Separation, and hold them, as we hold the Rest of Mankind, Enemies in War, in Peace Friends.

We, therefore, the Representatives of the UNITED STATES OF AMERICA, in GENERAL CONGRESS assembled, appealing to the Supreme Judge of the World for the Rectitude of our Intentions, do, in the Name, and by Authority of the good People of these Colonies, solemnly Publish and Declare, That these United Colonies are, and of Right ought to be, FREE AND INDEPENDENT STATES; that they are absolved from all Allegiance to the British Crown, and that all political Connection between them and the State of Great-Britain, is, and ought to be, totally dissolved; and that as FREE AND INDEPENDENT STATES, they have full Power to levy War, conclude Peace, contract Alliances, establish Commerce, and to do all other Acts and Things which INDEPENDENT STATES may of Right do. And for the Support of this Declaration, with a firm Reliance on the Protection of DIVINE PROVIDENCE, we mutually pledge to each other our Lives, our Fortunes, and our sacred Honor.

John Hancock.

GEORGIA, { Rufus Gammell, Lyman Hall, Gen. Walton.	VERMONT, { George Wythe, Richard Henry Lee, Thos. Jefferson, Benjamin Harrison, Thos. Nelson, Jr., Francis Lightfoot Lee, Carter Braxton.	DELAWARE, { Caesar Rodney, Gen. Read.	MARYLAND, { Gen. Lee, John Armstrong, Jr., Edmund Randolph.
NORTH CAROLINA, { Wm. Hooper, Hugh Hume, John Penn.	PENNSYLVANIA, { Robt. Morris, Benjamin Rush, Benja. Franklin, John Mifflin, Gen. Chew, Gen. Smith, Gen. Taylor, Charles Carroll, of Car- rollton.	NEW-YORK, { Wm. Floyd, Thos. Livingston, Fran. Lewis, Lewis Morris.	CONNECTICUT, { Roger Sherman, Saml. Huntington, Wm. Williams, Oliver Wolcott.
SOUTH CAROLINA, { Edward Rutledge, Thos. Heyward, junr., Thomas Lynch, junr., Arthur Middleton.	NEW-JERSEY, { Richd. Stockton, Jas. Witherspoon, Fran. Mifflin, John Hart, Abner Clark.	NEW-HAMPSHIRE, { Josiah Bartlett, Wm. Briggs, Matthew Thornton.	

IN CONGRESS, JANUARY 18, 1777.

ORDERED,
THAT an authenticated Copy of the DECLARATION OF INDEPENDENCY, with the Names of the MEMBERS of CONGRESS, subscribing the same, be sent to each of the UNITED STATES, and that they be desired to have the same put on RECORD.

By Order of CONGRESS,

JOHN HANCOCK, President.

Age of Enlightenment

late 1600's—late 1700's,

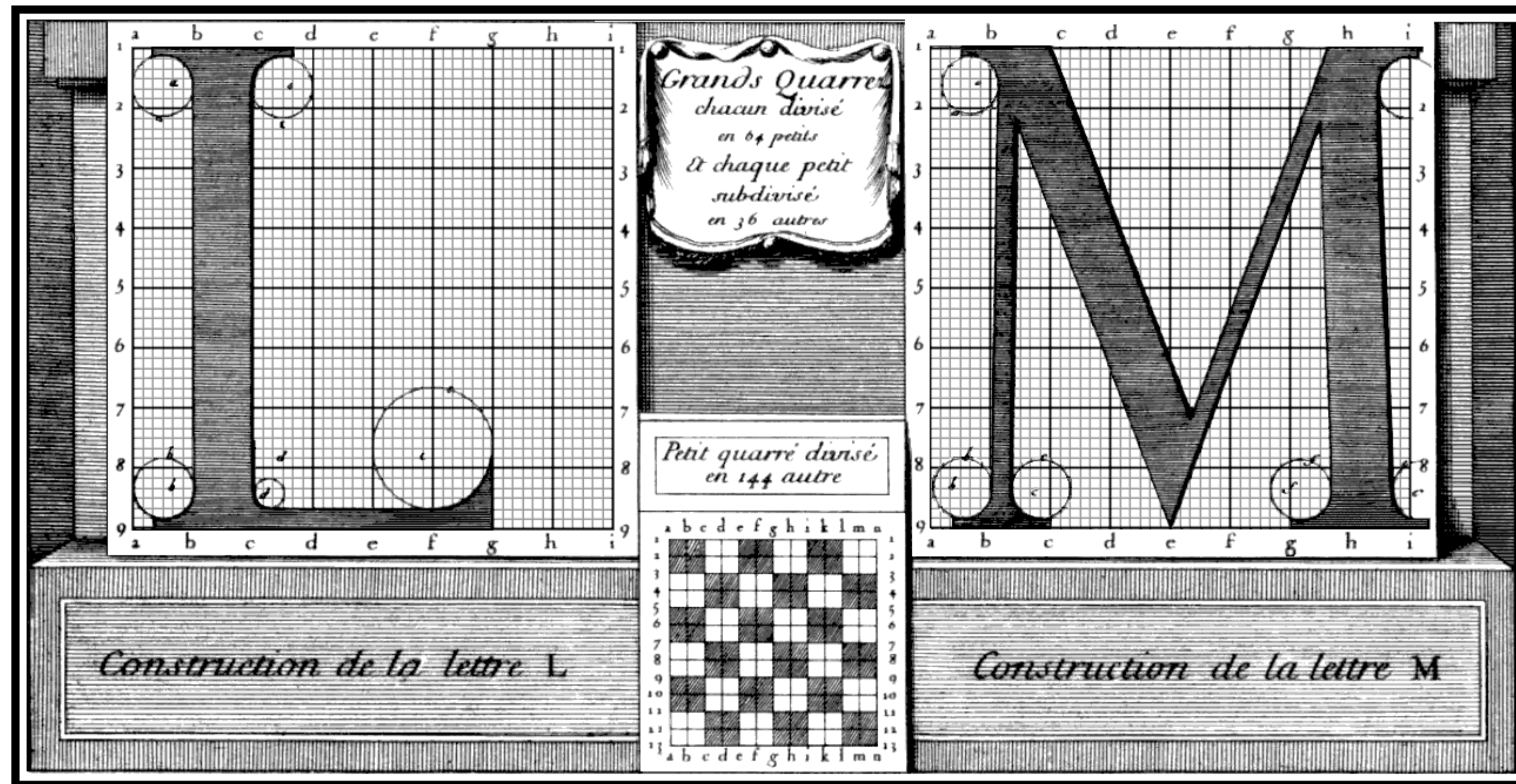
France

**Beginning to break
with the past**

**advances in sciences, literature, philosophy
power of church and ruling monarchies begins to waver
expansion of rational thinking and humanist viewpoints
culminates into the French Revolution of 1789**

In 1692 The French King Louis XIV ordered scholars to develop a new type for the royal printing office in order to restore and elevate the quality of printing. The design of the new typeface was spearheaded by a mathematician named Nicolas Jaugeon and each letter was constructed using a grid of 2,304 squares.

Romain du Roi, 1692-1695



LOWERCASE

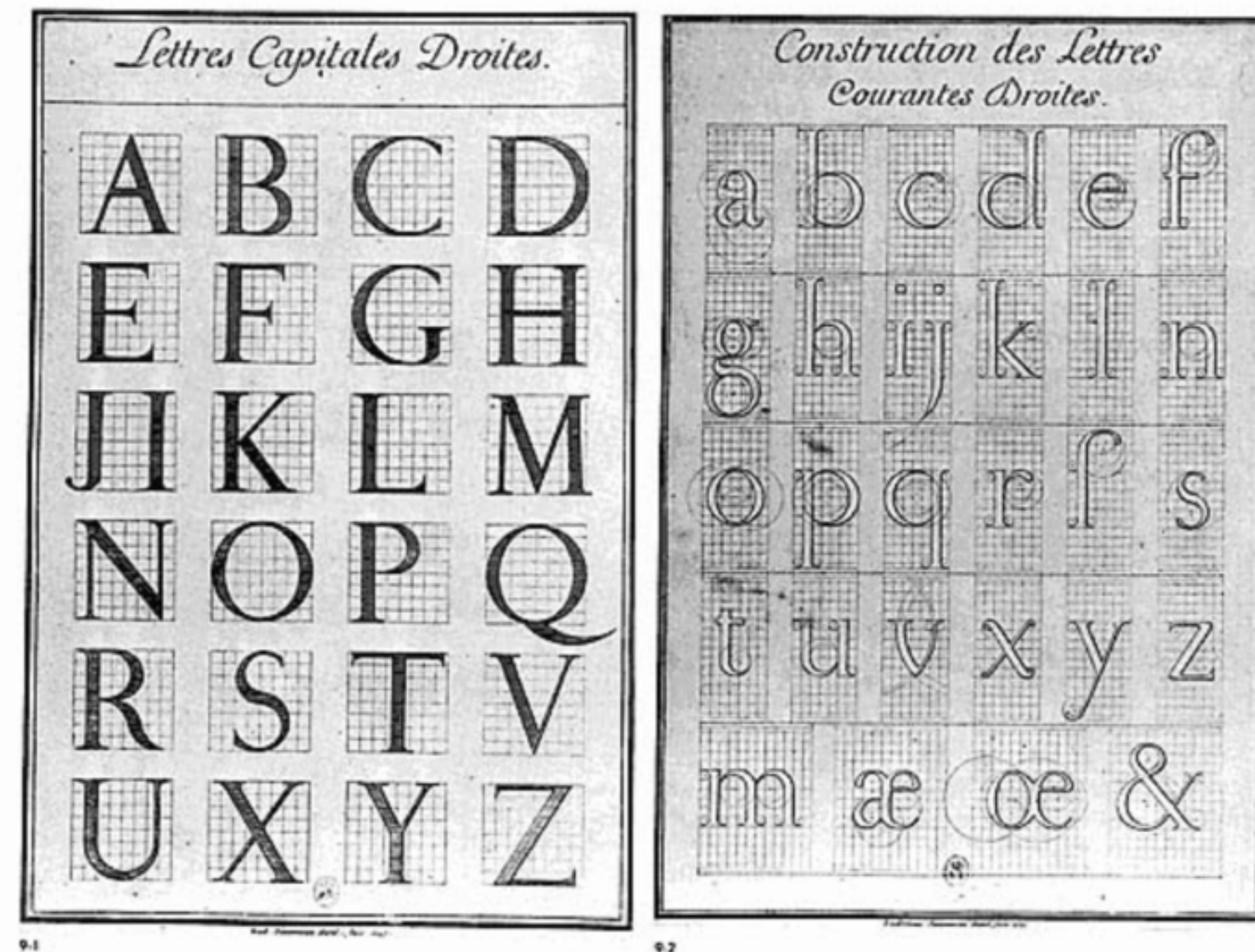
abcdefghijklmnopqrstuvwxyz
æðßøκηœɜıɔəɛɲɸ

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒØŊÐƆƏɛɲɸ

DEFAULT FIGURES

1234567890





Category 3

TRANSITIONAL

first examples Roman du Roi in 1692

complete break with calligraphy

grid and mathematics as the foundation for structure

focus on technical concerns

completely perpendicular structure

horizontally sloped serifs

high contrast, thick and thin strokes

Cheltenham

Tempus Fugit

When you're having fun!

Deipnophobia

26 Synthesizers

relevant to proprioception

Rodomontade is my favorite. Means boastful.

Fournier

LOWERCASE

abcdefghijklmnopqrstuvwxyz
æðßøκηœƷıƵəɜɾɿf

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒØŊÐƵƏɛŊƆ

DEFAULT FIGURES

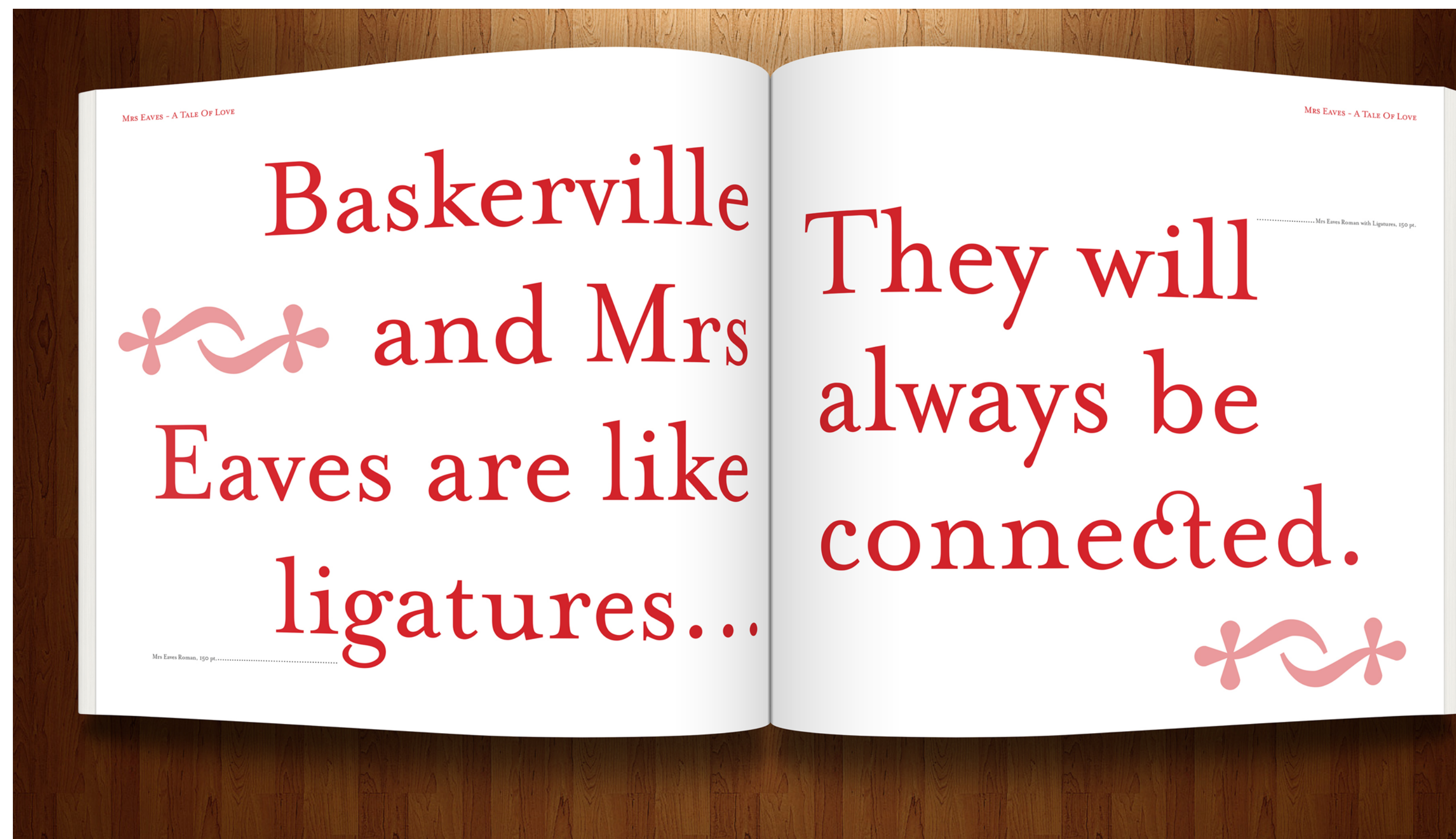
1234567890

Baskerville

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Mrs. Eaves, Zuzana Licko, 1996

abcdefghijklmnopqrstuvwxyz
lmnopqrst
uvwxyz



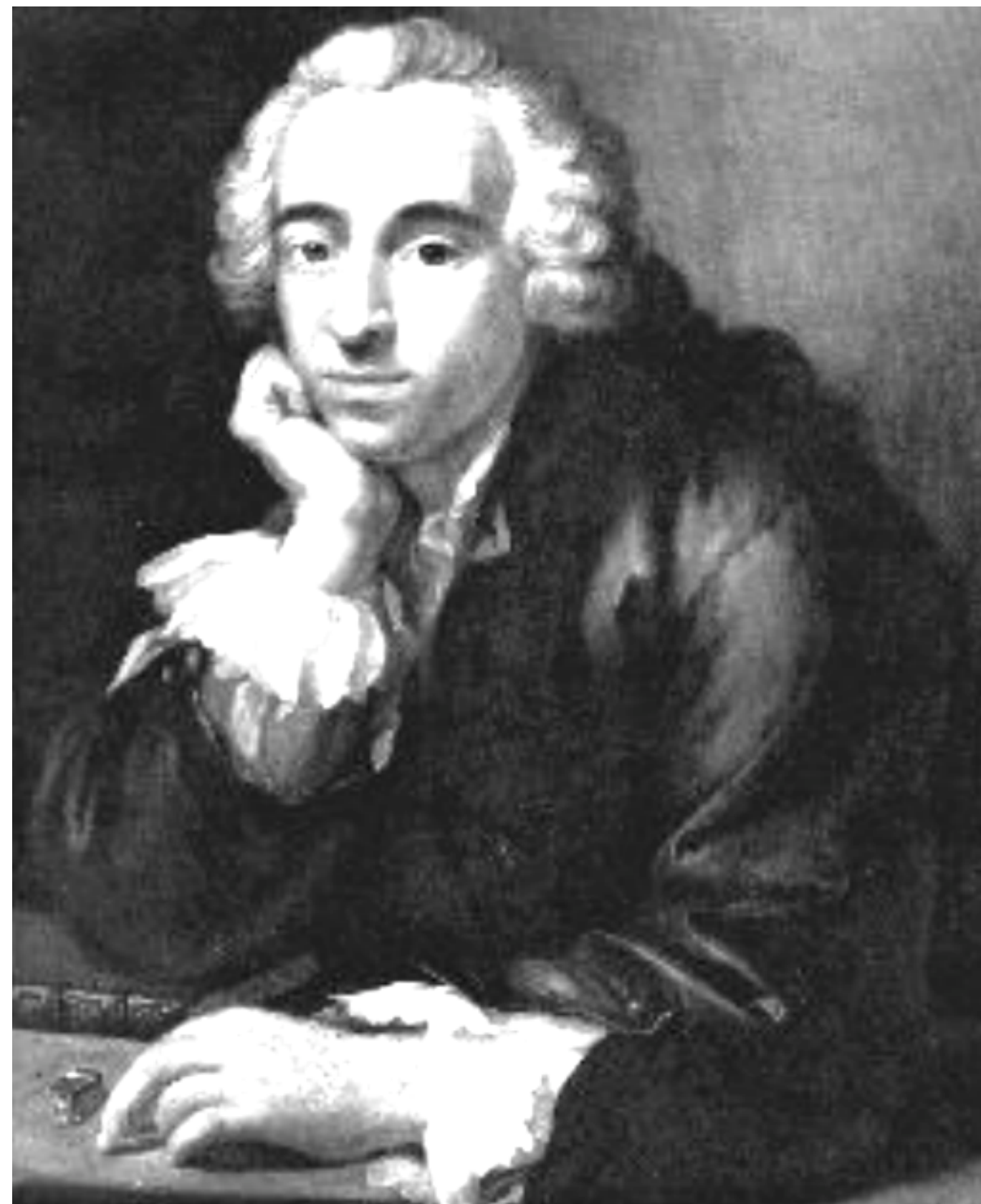
Rococo

France, 1720—1770



Pierre Simon Fournier le Jeune

1736—1768



Narcissus

Narcissus SG Open

abcdefghijklm
nopqrstuvwxyz
yz

Narcissus SG Solid

abcdefghijklm
nopqrstuvwxyz
yz

Fournier

LOWERCASE

abcdefghijklmnopqrstuvwxyz
æðßøκηœƷıƵəɣɲɪɸ

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒØŊÐƵƏɃɲɪ

DEFAULT FIGURES

1234567890

GROS CANON GRAS.

MArc Antoine se rendit recommandable par sa valeur & son habileté dans l'art Militaire: mais s'étant honteusement abandonné aux délices d'une vie molle, il lui en couta l'Empire.

A B C E F G
H I J K L M
N O P Q R S
T U V W X Y
Z Æ OE

MODÈLES
DES CARACTÈRES
DE L'IMPRIMERIE,

ET DES AUTRES CHOSES NÉCESSAIRES AUDIT ART.

NOUVELLEMENT GRAVÉS

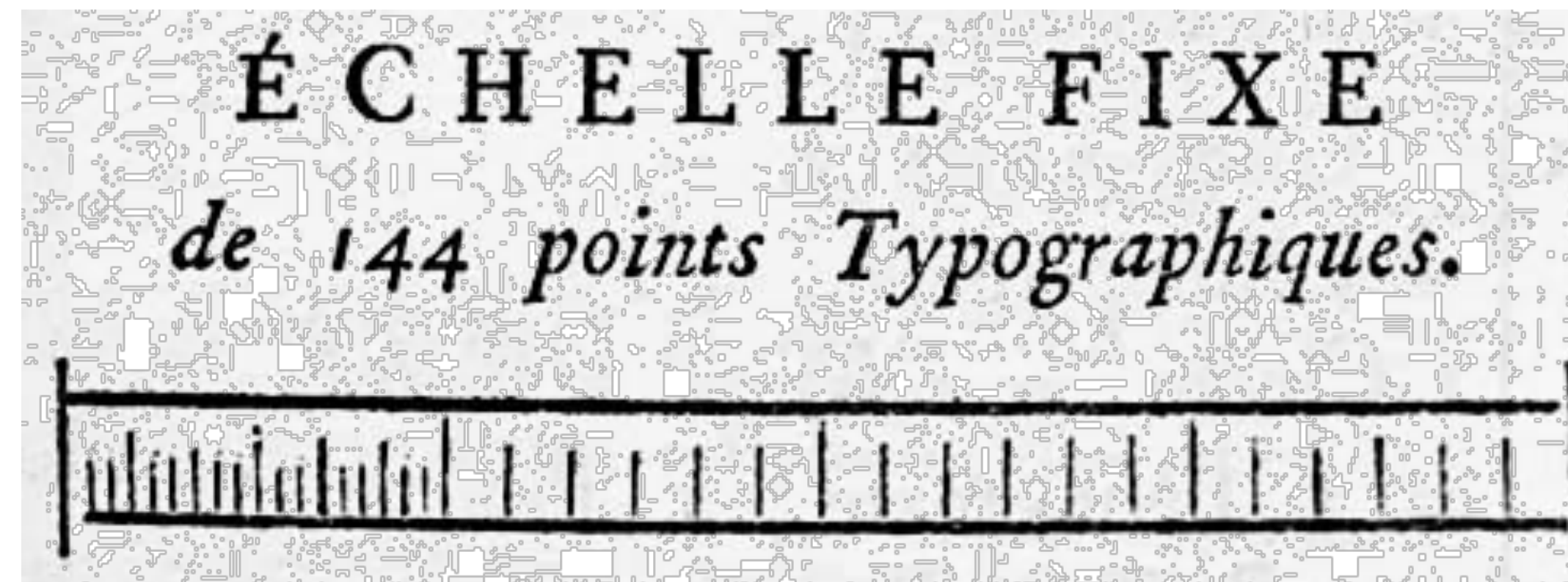
Par SIMON-PIERRE FOURNIER le jeune, Graveur & Fondateur de Caractères.

A PARIS,

Rue des sept voyes, vis-à-vis le Collège de Reims.

1742





1737

ARTICLE VI.

ALPHABETS

*Des Langues modernes
& anciennes.*

I

Romain.

Aa Bb Ccç Dd Ee
Ff Gg Hh IJij Kk Ll
Mm Nn Oo Pp Qq
Rr Sfs Tt UVuv
Xx Yy Zz Ææ Œœ
Ww & & & É È Ê.



NOUVELLE ^{DE} COLLECTION
LETTRES DE DEUX P.. ROMAINES ET ITALIQUES.
ET DE REGLETS FILETS CROCHETS ET ACCOLLADES. LE TOUT DE FONTE. PAR S.P. FOURNIER.



GROSSES DE FONTE.

ABCDEFGHIKL
MNOPQRSTUV
XYZ Æ Œ W J.

Ces trois sortes de Lettres
seront fondues de façon que
le Corps en sera creux, afin
que l'Ouvrage en soit plus
léger, & l'Acquisition plus
facile.

On fournira des Regles
Simples, Doubles, ou Tri-
ples sur tous les Corps & de
toute longueur, jusqu'à
14. pouces.

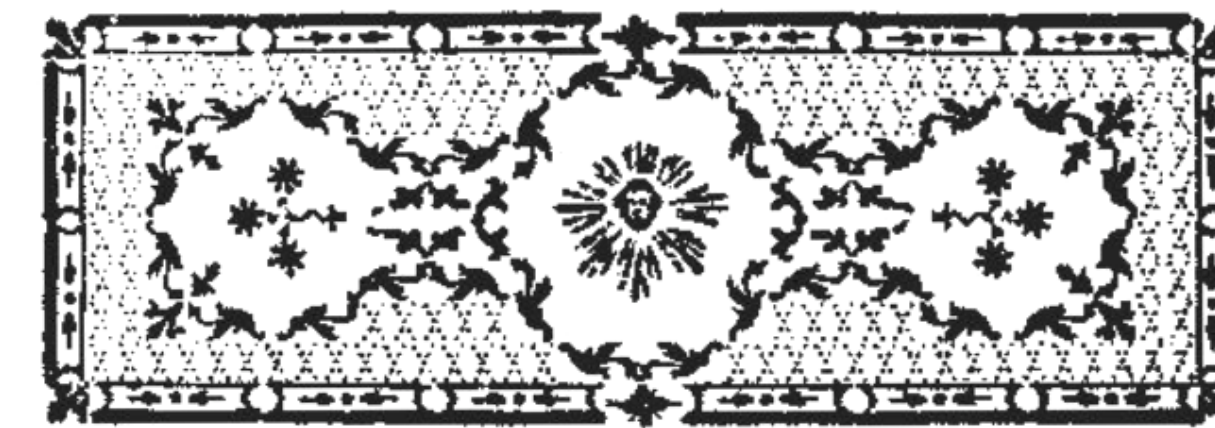
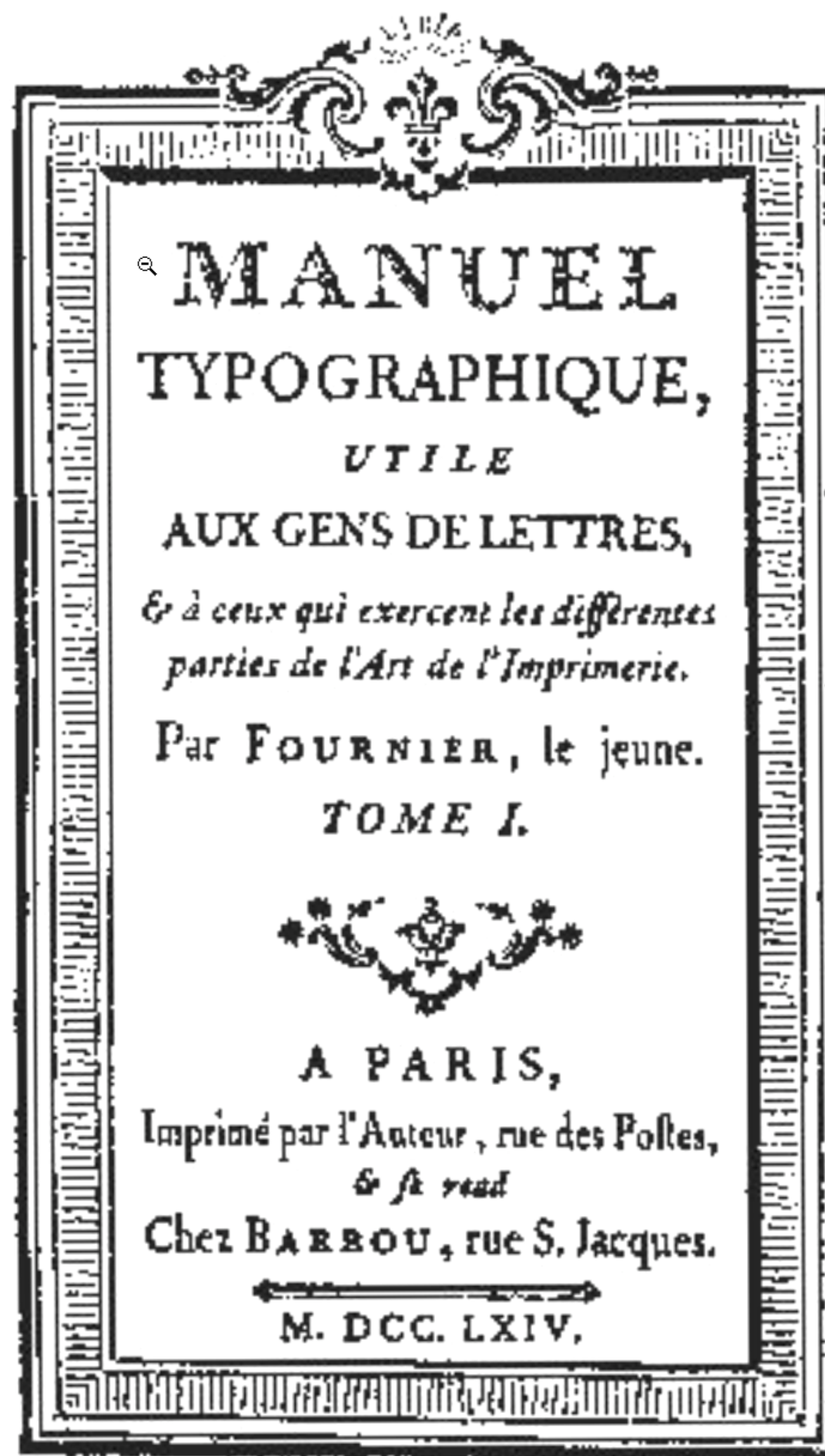
MOIENNES DE FONTE.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ Æ Œ W

LES MÊMES ITALIQUES.

ABCDEFGHIJKLMN
OPQRSTUVWXYZW Æ

1742



MANUEL
TYPOGRAPHIQUE.


PREMIÈRE PARTIE.


LA GRAVURE,
OU TAILLE DES POINÇONS.

Pour être un bon Graveur de Caractères, il faut être Typographe, c'est-à-dire, savoir tous les détails du mécanisme de la Fonderie & de l'Imprimerie, afin d'y assujétir son travail. Maître de l'art, le Graveur doit tout prévoir dans la fonte & dans l'impression. C'est par-là que les Simon de Colines, les Garamond, les

A

French Revolution, 1789



John Baskerville
Birmingham, England, 1751

From a picture after Miller in the National Portrait Gallery, London.

Emery Walker Del. sc.

Baskerville

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

PUBLII VIRGILII

MARONIS

BUCOLICA,

GEORGICA,

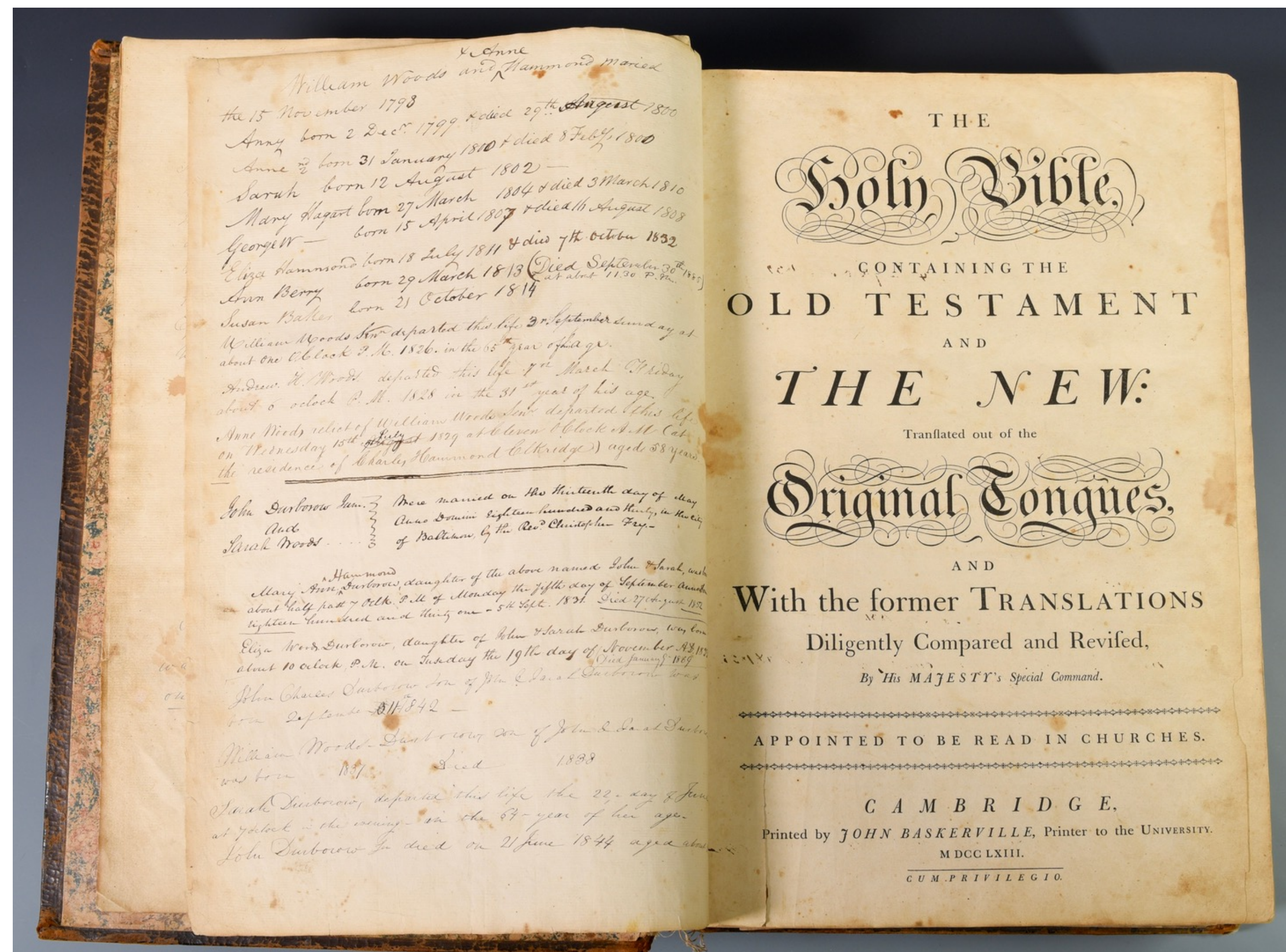
E T

AE NE I S.

BIRMINGHAMIAE:

Typis JOHANNIS BASKERVILLE.

MDCCLVII.



P A R A D I S E
R E G A I N ' D .

A
P O E M ,

I N
F O U R B O O K S .

To which is added

S A M S O N A G O N I S T E S :

A N D

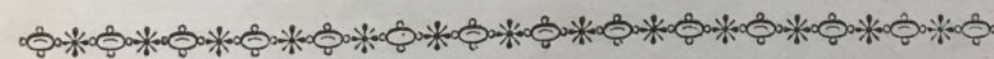
P O E M S u p o n S E V E R A L O C C A S I O N S .

T H E A U T H O R

J O H N M I L T O N .

From the Text of

T H O M A S N E W T O N D . D .



B I R M I N G H A M :

Printed by J O H N B A S K E R V I L L E

For J. and R. T O N S O N in L O N D O N .

M D C C L X .

S P E C I M E N

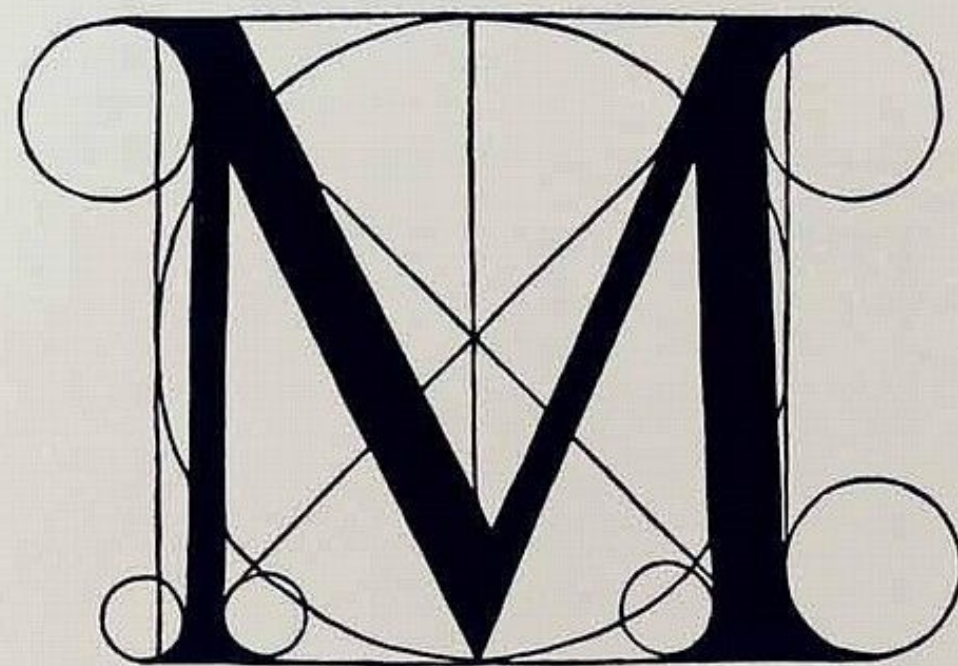
By J O H N B A S K E R V I L L E of Birmingham.

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,

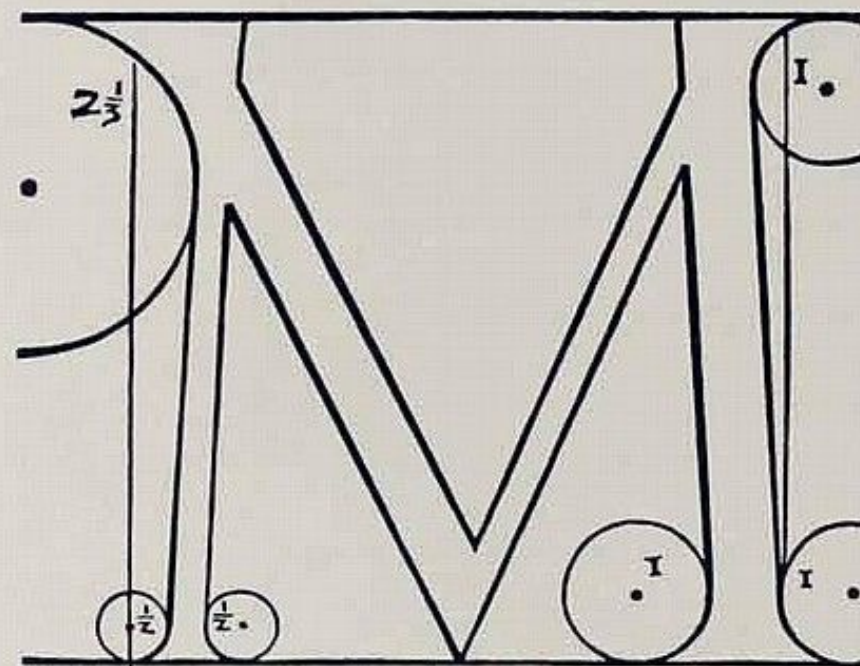
if to mean well to the Interest of my Country and to approve that meaning to every Friend of its Liberties, may be consider'd as maintaining my Authority; the Account you have heard is certainly true. But if it consists in rendering those Sentiments effectual to the Public Welfare or at least in daring freely to Support and inforce them;



Giambattista Bodoni
Parma Italy, 1768—1813



Pacioli



Torniello

ORATIO DOMINICA

ARMENICE.

Հայր մեր որ յերկինս ես. Սուրբ եղեցի անուն
քո. Եկեսցէ արքայութիւն քո. Եղեցին կամք
քո, որպէս յերկինս և յերկրի. Չհաց մեր հա-
նապաղորդ տո՛ւր մեզ այսօր. Եւ թո՛ղ մեզ զպար-
տիս մեր, որպէս և մեք թողու՛մք մերոց պար-
տապանաց. Եւ մի՛ տանիր զմեզ ի փորցութիոն, այլ
փրկեա՛ զմեզ ի չարէ. Ամեն.

Ex editione S. C. de Propaganda Fide.

REALE

Quousque tã-
dem abutere,
Catilina, pati-
entiã nostrã?
quamdiu nos
furore iste tuus

FERRARA

REALE

Quousque tã-
dem abutere,
Catilina, pati-
entiã nostrã?
quamdiu nos
etiam furor i-

FERRARA

MANUALE
TIPOGRAFICO
DEL CAVALIERE
GIAMBATTISTA BODONI

VOLUME PRIMO.

PARMA
PRESSO LA VEDOVA
MDCCCXVIII.

244

MAJUSCOLE

103

ABCD
EFGH
IJKL

MAJUSCOLE

32

ΑΒΓΔ
ΕΖΗΘΙ
ΚΛΜ

MAJUSCOLE

32

ΝΞΟΠ
ΡΣΤΥΦ
ΧΨΩ

ABCDEFGHIJKL
MNOPQRSTUVWXYZ&
abcdefghijklmnopqrst
uvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTU
VWXYZ&I234567890
{[(. , ; : ! ? /)] }

Category 4

MODERN

first examples from Didot and Bodoni

high contrast

unbracketed serifs

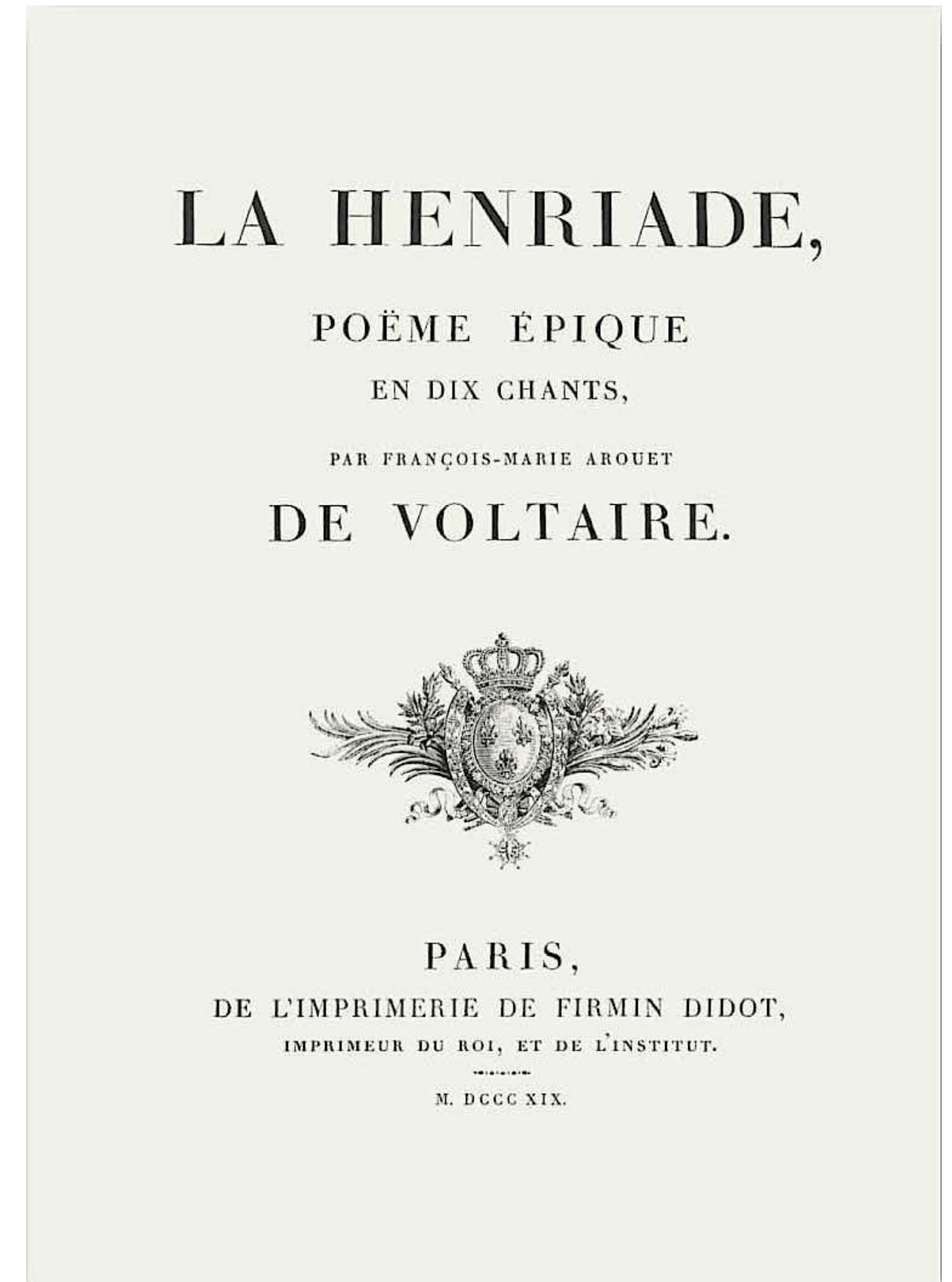
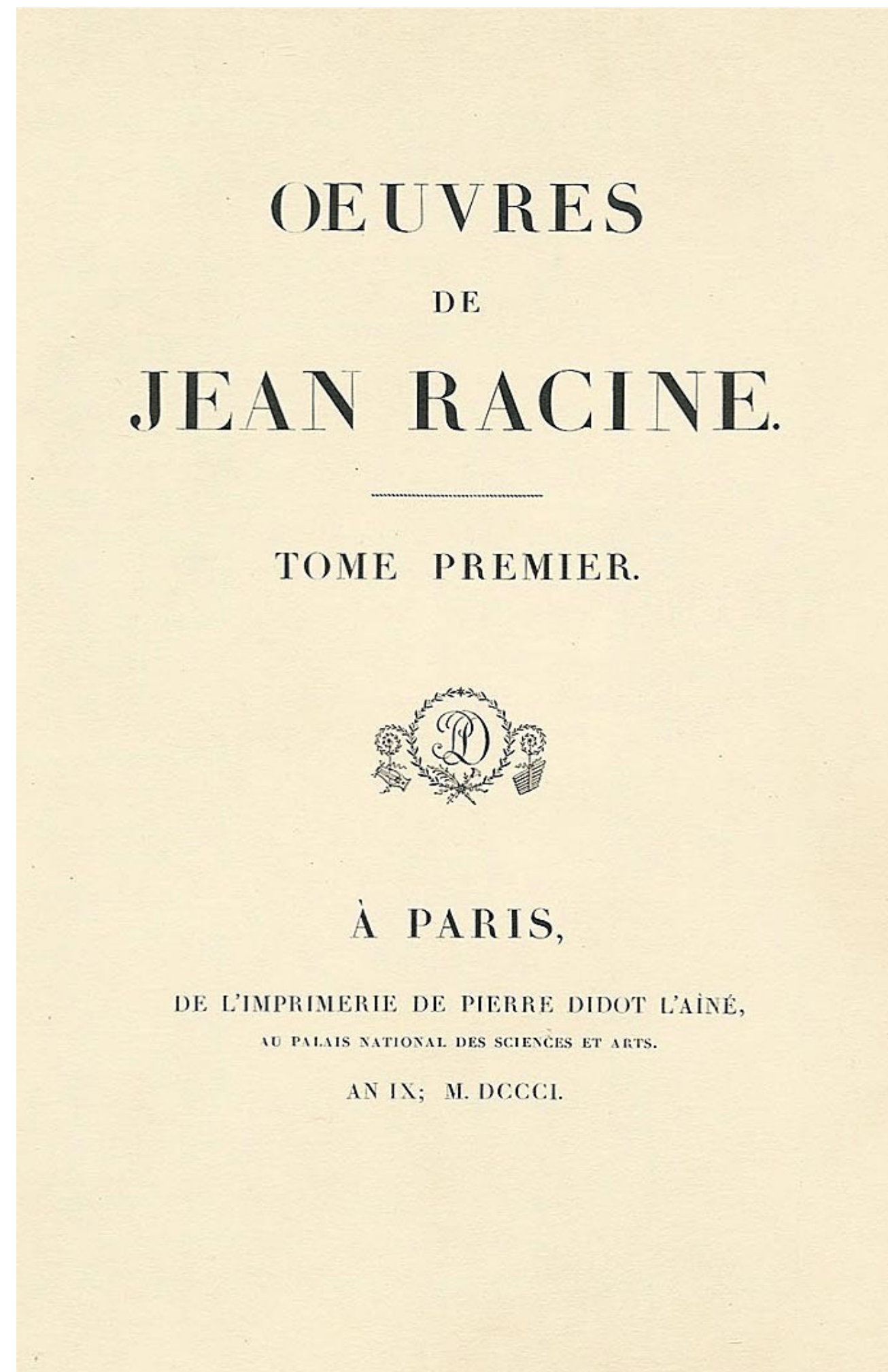
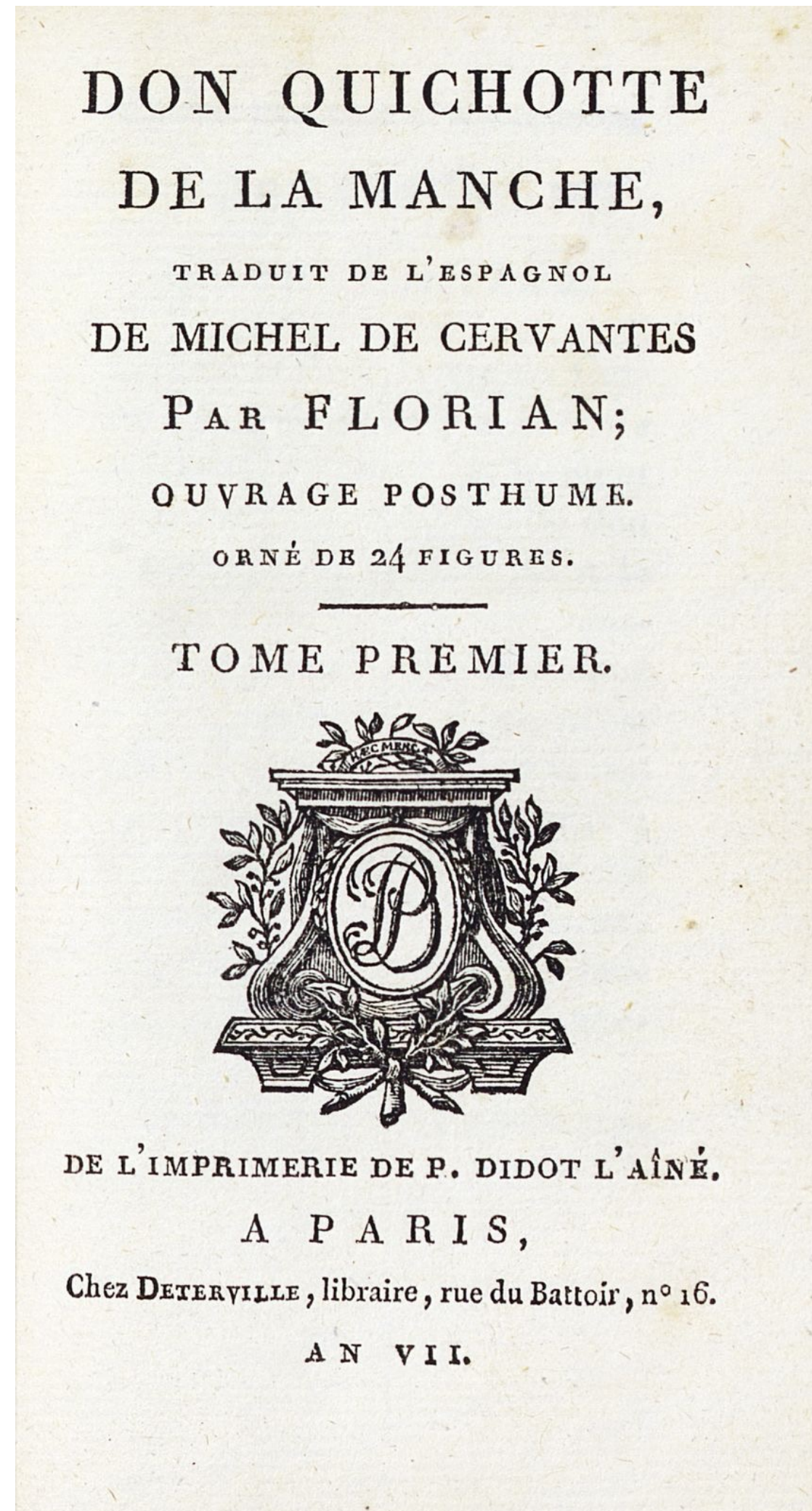
vertical axis

extreme stylization

thin horizontal strokes

The Didots

Paris, 1713—1819





Firmin Didot



Didot typeface

Industrial Revolution

England, 1760—1840

American Revolution

1775—1783

Milestones that lead to the industrial revolution:

- invention of the printing press**
 - the age of enlightenment**
- advances in the production of iron and steel**
 - the invention of the steam engine**

Effects of the industrial revolution:

- cities developed as centers of population, industry, and culture
 - the demand for goods and services greatly increased****
- the practice of advertising emerged and with it the practice of marketing, graphic design, and communication design**

the steam engine

the x-ray

photography

chromolithography

the telegraph

the sewing machine

advances in paper making

advances in textile production

the telephone

the automobile

the airplane

**from humanist
to consumerist**

TRANSITIONS

aristocracy —————→ capitalists

books —————→ marketing and advertising

handwork —————→ mechanized mass production

printing

+

growing interest in information and culture

+

advertising

+

expanding technologies

+

photography and photographic processes

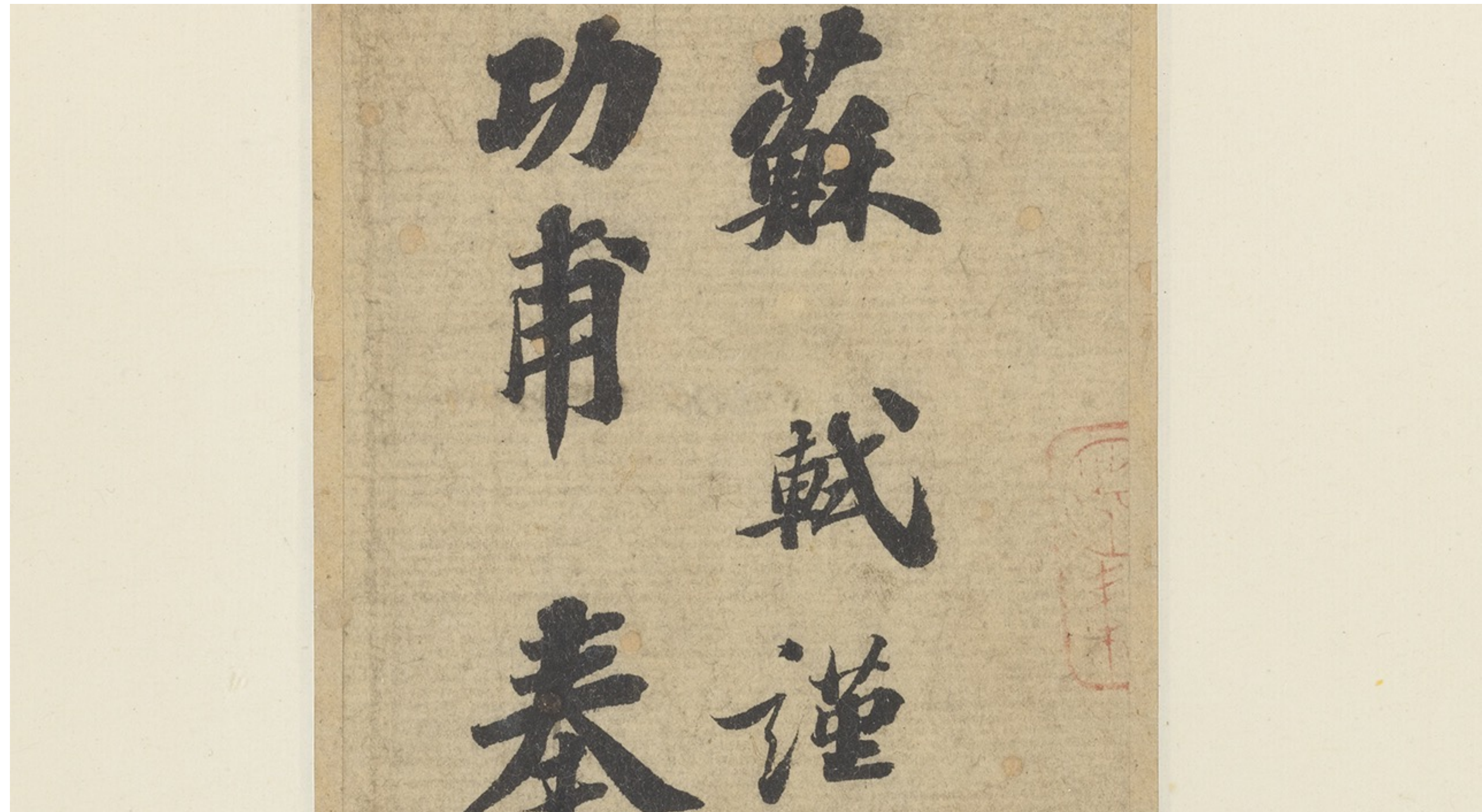
emergence of independent publications



Acta Diurna

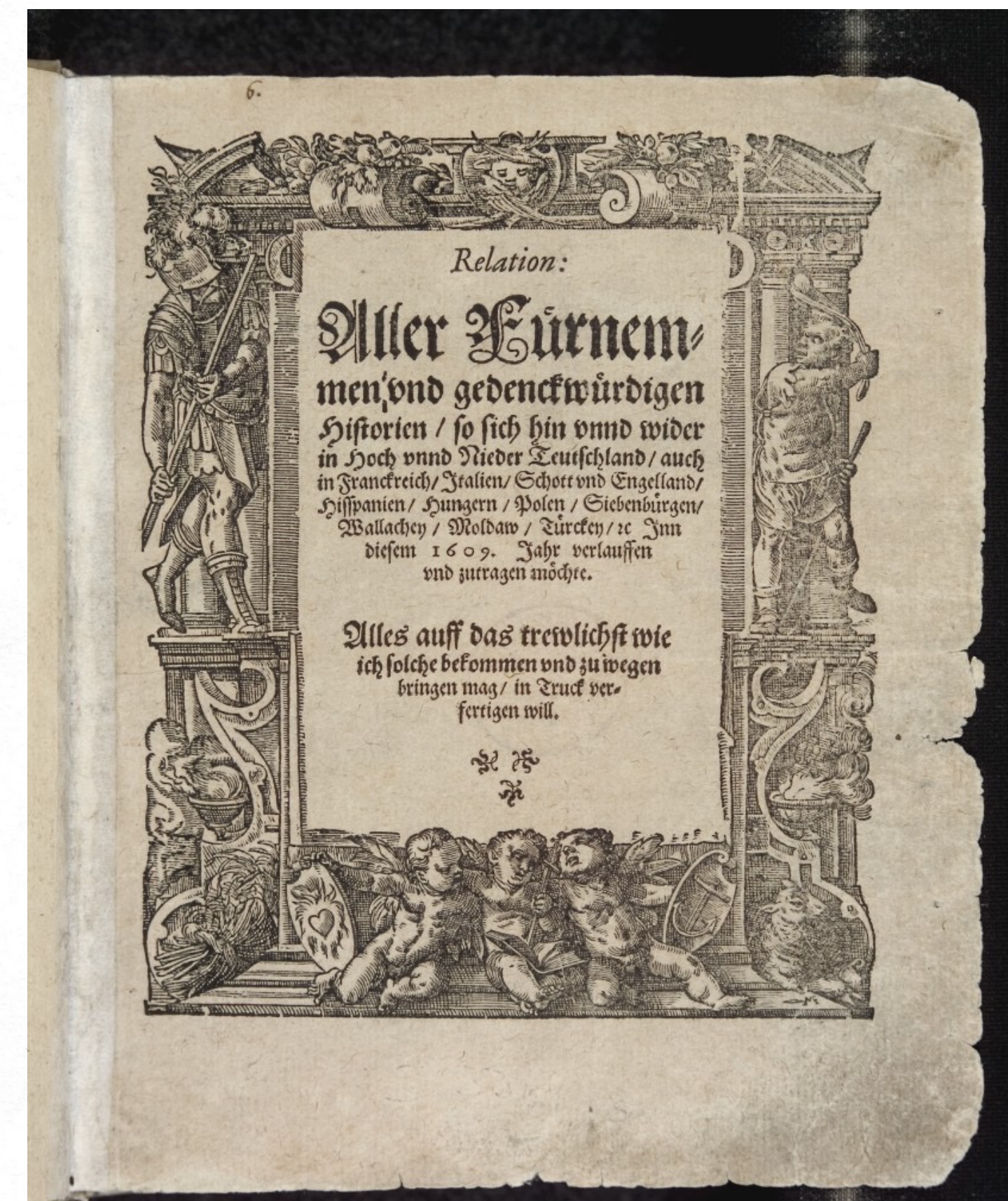
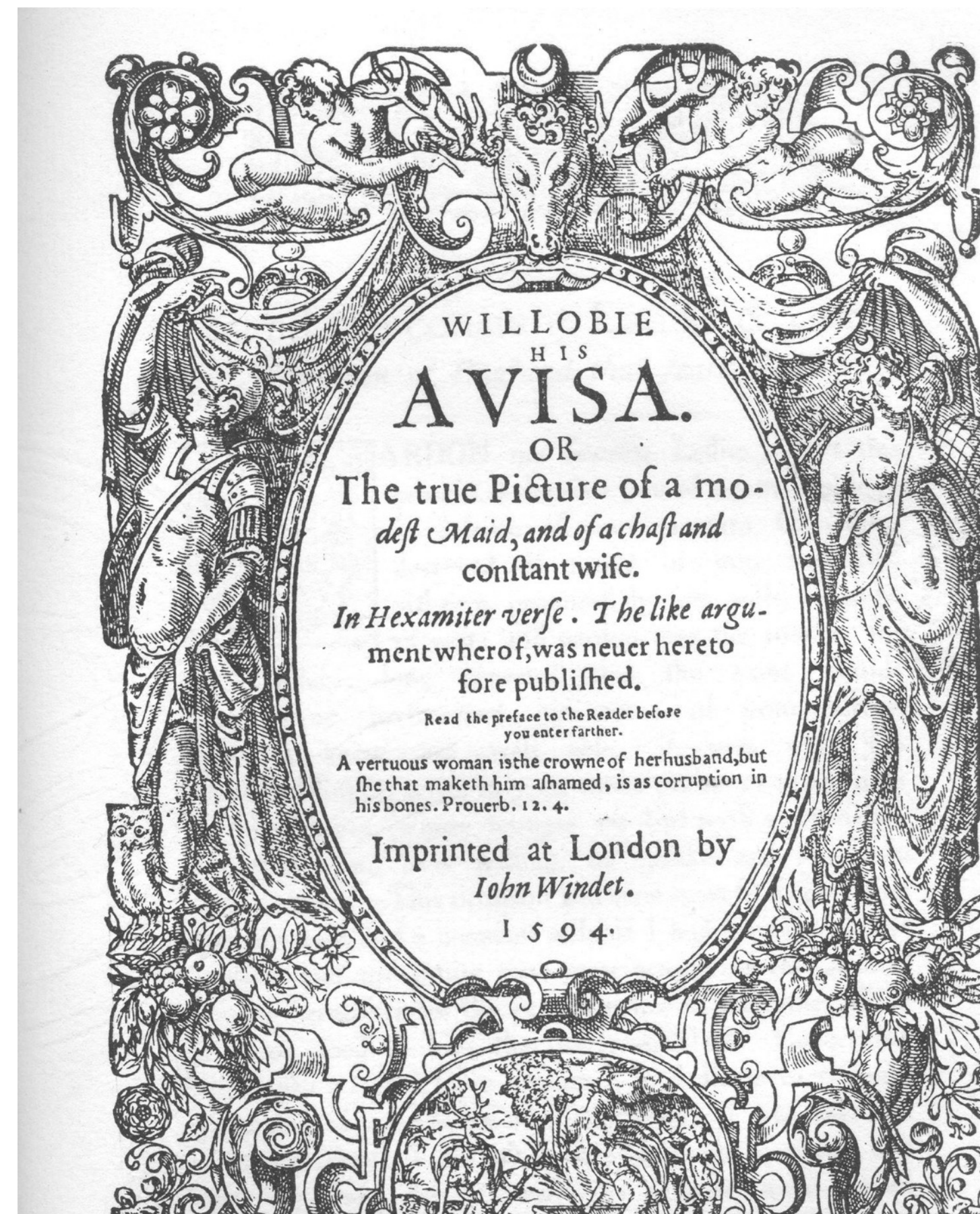
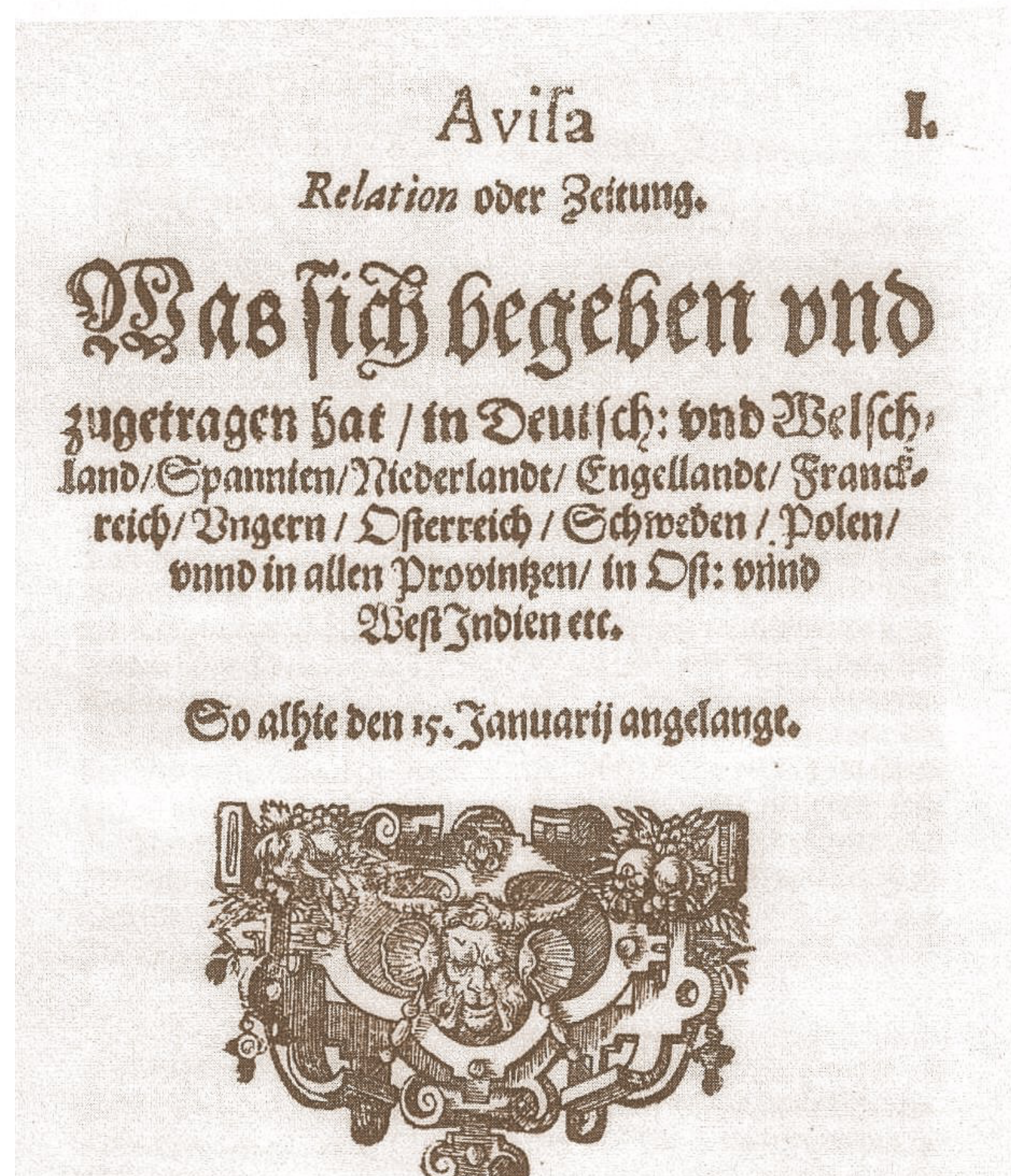
Dibau

2nd—6th centuries, China



Europe

small publications, 600's





G A Z E T A

TRANSILVANIA.

貨物、器具、材料、燃料、

Всего произведений: 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839.

C H A N I A.

Финкация Са Е. В. апостолския Иерусалим
издига пръв признака на християн дин
20. Февр. а. н. на Домия Септиминиана
религиозните дин Трансильвания 10 а н
таа дин диктате граци са държи на христ
молитва

Антиличерите на крајницата на Република
Кеај Антиличерите Антиличерите на крај
дон Карло со Антиличерите. На 19. Октомври. На
пиреажа Антиличерите на крајницата на крај
стихите команди на крај, притоа 1000 на
отвора на 200 на крајницата. Дон Карло со
нона Антиличерите на крајницата на крај
дој. Антиличерите о крајницата на крај. На
пиреажа Антиличерите на крајницата на крај
церила на крајницата, на крајницата на крај
керила, Антиличерите Антиличерите на крај
нај Антиличерите на крајницата на крај
на 1500 крајницата, Антиличерите Антиличерите на крај
нај на крајницата на крајницата на крај на крај.

I.



Post- och Rikets
Tidningar.

Tisdagen den 2 Januarii 1821.

Officiella

Under den 21 sist. Sext. har Kongl. Maj: i Råder låtit utfärda Fullmakt för Kanjunkaren wid LifGardet till Håst C. W. Tullin att vara Fändriek i Arméen.

Under loppet af fästidit år har Kongl. **Brigade-Wettensfaps-Academien** walt och kallat: **Till Arbetande Heders-Ledamöter:**
Academiens arbetande Ledamöter, **General-Majoren, Chefen för 1:a Infanteri-Brigaden, Cabinetts-Kammarherren m. m. Grefwe Gustaf Mörner och Contre-Amiralen och Commendeuren af Kongl. Swards-Orden, G. af Alint.**

Till arbetande Ledamöter:
3 Lactiska Fördelningen:

Majoren wid Kongl. Væsterrödens Re-
gemente, Adjutanten hos H. E. Riks-
hövaren i Norrige och Riddaren af Kongl.
Svärdsorden, C. Fr. Rörig.

§ Sid=Fordelningen:

Sfwersten wid Flottornes GeneralStab
och Middaren af Kongl. Swärds-Orden,
Grefwe Claes Cronstedt; SfwersteLieutan-
ten, Majoren wid Kongl. Sjömätninge-
Sfverken och Middaren af Kongl. Swärds-

Tidningar.

Hjelm; Capitenen wid Flottornes Generals
Stab, J. N. Ankarwård; Capitenen wid
Kongl. Armeens Flottas Göteborgs Escader
och Riddaren af Kongl. SwårdsOrden, J.
G. von Sydow, samt Lieutenanten wid Stock-
holms Escader Robert Beckborg.

Af Kongl. Morska Arméen:
Till Heders-Besamter:

General-Lieutenanterne Lowzow, Ahrenfeldt og Sejersted; General-Majorerne Nilsson, Schilling, Stabell, d'Alibert, Bang, Meijer og Meislander; Contre-Amiralen Sabricius, Departements-Cheferne for Sjø- og Landtidsvarets Årender, Stats-Råderne Mortzfeldt og Fasting samt General-Auditeuren Bergh.

Till Arbetande Ledamöter:

Militär = Föredraganden hos S. Maj: Konungen, Öfversten m. m. Birch, Chefserne för Sjö- och Landt-Cadett-Corpsörne och General-Krigs-Commisariatet, General-Chirurgen jemte de wid ofswannående Cadett-Corpsör anställda Lärare i Krigs-Wetenskapen och Krigs-Lagfarenheten samt Krigsrådet m. m. Sagerup.

Till Utlandst Ledamot:

Lieutenanten wid Königl. Bayerische Infanterie

first newspaper, published by Benjamin Harris
Publick Occurrences Both Forreign and
Domestick, Boston 1690



Two *English Captives* escaped from the hands of the *Indians* and *French* at *Piscadamoquady*, came into *Portsmouth* on the sixteenth Instant & say, That when Capt *Mason* was at *Port Real*, he cut the faces, and ript the bellies of two *Indians*, and threw a third Over board in the sight of the *French*, who informing the other *Indians* of it, they have in revenge barbarously Butcher'd forty *Captives* of ours that were in their hands.

TYPE AS IMAGE

P. VIRGILII MARONIS
BUCOLICA

ECLOGA I. cui nomen TITYRUS.

MELIBŒUS, TITYRUS.

TITYRE, tu patulæ recubans sub tegmine fagi
Silvestrem tenui Musam meditaris avena:
Nos patriæ fines, et dulcia linquimus arva;
Nos patriam fugimus: tu, Tityre, lentus in umbra
5 Formosam refonare doces Amaryllida silvas.
T. O Melibœe, Deus nobis hæc otia fecit:
Namque erit ille mihi semper Deus: illius aram
Sæpe tener nostris ab ovilibus imbuet agnus.
Ille meas errare boves, ut cernis, et ipsum
10 Ludere, quæ vellem, calamo permisit agresti.
M. Non equidem invideo; miror magis: undique totis
Usque adeo turbatur agris. en ipse capellas
Protenus æger ago: hanc etiam vix, Tityre, duco:
Hic inter densas corylos modo namque gemellos,
15 Spem gregis, ah! filice in nuda connixa reliquit.
Sæpe malum hoc nobis, si mens non læva fuisset,
De cœlo tactas memini prædicere quercus:
Sæpe sinistra cava prædixit ab ilice cornix.
Sed tamen, iste Deus qui sit, da, Tityre, nobis.
20 T. Urbem, quam dicunt Romam, Melibœe, putavi
Stultus ego huic nostræ similem, quo sæpe solemus
Pastores ovium teneros depellere fœtus.
Sic canibus catulos similes, sic matribus hædos
A Noram;

AURELII PRUDENTII
CLEMENTIS
CONTRA
SYMMACHI
ORATIONEM.

LIBER PRIOR.

Miratur Poeta depulsa per anteriores Principes erroris caligine, aliquem adhuc esse, qui pristinum religionis statum requirat: quem ut in contemptum adducat, omnem deorum colluviem suis coloribus depingit: fontes errorum aperit: ostenditque inanem esse priscae superstitionis restituendæ spem: cum eo res processisset, ut in ipsa urbe Roma, omnes ferme christianam religionem publice palamque proficerentur.

Credebam vitis aegram gentilibus urbem
Jam satis antiqui pepulisse pericula morbi,
Nec quidquam restare mali, postquam medicina
Principis immodicos sedarat in arce dolores.
Sed, quoniam renovata lues turbare salutem
5 Tentat Romulidum, Patris imploranda medela est,
Ne sinat antiquo Romam squalere veterno,
Neve togas procerum fumoque et sanguine tingui.

V. 4 Principis. Duo ex Prudentii interpretibus Isonius et Weizius hic Constantinum intelligunt, per quem eversa vel saltem sedata fuit idololatria in urbe. Chamillardus, post Giselinum, Theodosium M. designatum putat, ad quem potissimum sublata idololatriæ, ac instauratæ religionis gratiam refert Prudentius. Nec obstat quod de hoc Principe tamquam in vivis agente, loquatur, quum Theodosius jam ab anno 395 decesserit. Non enim, ut præmonuimus, statim ac edita fuit Symmachi Relatio, eam confutare aggressus est Prudentius, sed viginti tantum post annos. Quod ergo antea factum fuerat, suis Poeta temporibus accommodat.

[ix]
THE
PREFACE
TO THE
FIRST EDITION.

TO give an exact and particular account of the nature and manner the action of Poisons, is no easy matter; but to discourse more intelligibly of them than authors have hitherto done, not very difficult. One may without much pains shew their effects to be owing to something more than the bare qualities of heat or cold; and discover the footsteps of mechanism in those surprising phaenomena, which are commonly ascribed to some occult or unknown principle. But to unravel the springs of the several motions, upon which such appearances depend,

FIVE-LINE PICA ITALIAN.

BOAT

Y'S SPECIMENS OF WOOD TYPE.

NO. 1 SPRUCE STREET, NEW YORK.

TUSCAN COND. ORN. NO. ONE.. Twenty-four Lines. 28

ORR

MMM

Egyptian Ornamented

HOMIE

Egyptian Open

LOTTERY

Antique Open

MEDICINE

Egyptian Open

STOCKS

Egyptian White

A PRIZE

Italian

THOROWGOOD ITALIC

12 Point 40 A, 80 a; about 11½ lb.
THE QUICK RED FOX JUMPS
the quick red fox jumps over the

18 Point 20 A, 45 a; about 16½ lb.
THE BROWN FOX!
the quick brown fox

30 Point 10 A, 20 a; about 21 lb.
THE Bold red

36 Point 5 A, 14 a; about 22½ lb.
FOX Leaps

48 Point 5 A, 8 a; about 26 lb.
Past The

60 Point 3 A, 6 a; about 31 lb.
Black!

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Æ
a b c d e f g h i j k l m n o p q r s t u v w
x y z æ œ fi ff fl ffi ffl s
1 2 3 4 5 6 7 8 9 0 £ . , ; ! ? - ' (

THORNE SHADED

24 Point 14 A; about 8½ lb.
THE QUICK FOX

30 Point 10 A; about 9½ lb.
JUMPS OVER

36 Point 7 A; about 10½ lb.
THE OLD!

48 Point 5 A; about 16 lb.
BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
1 2 3 4 5 6 7 8 9 0 £ . , ; ! ? - ' (

TEN-LINE ANTIQUE COMPRESSED, No. 7. *Extra*

PARLIAMENTS

TWELVE-LINE ANTIQUE COMPRESSED, No. 7.

EDINBURGH

FOURTEEN-LINE ANTIQUE COMPRESSED, No. 7.

FREEHOLDS

SIXTEEN-LINE ANTIQUE COMPRESSED, No. 7.

FURNITURE

H. W. CASON AND CO., LONDON.

TWENTY, SIXTEEN, TWELVE, EIGHT AND SIX LINES ITALIAN.

THAMES

STEAM

SAM

HIT

TH

HAMILTON & KATZ, Manufacturers of Holly Wood Type, End-Wood Borders, Rules, Reglets, Etc., Two Rivers, Wis.

No. 23, 4 Line, Class B.

FARM Lands 21

No. 23, 5 Line, Class B.

NEW TYPE

Meanders 32

No. 23, 6 Line, Class B.

Posters 125

No. 23, 8 Line, Class B.

PONKY

No. 23, 10 Line, Class B.

LIGHT

All styles listed in classes made any size desired. Caps, Lower Case and Figures.

Fat Faces

Robert Thorne, 1803



**R. THORNE
Blackburn
Manchester
£2345678**



No. 23, 4 Line, Class B.
FARM Lands 21
No. 23, 5 Line, Class B.
NEW TYPE
Meanders 32
No. 23, 6 Line, Class B.
Posters 125
No. 23, 8 Line, Class B.
PONKY
No. 23, 10 Line, Class B.
LIGHT

All styles listed in classes made any size desired. Caps, Lower Case and Figures.

BUSINESS
PREMISES,
SITUATE IN THE BEST PART OF THE
Corn Market Street, Oxford
To be Sold by Auction
BY MESSRS.
T. MALLAM & SON
On the Premises, on FRIDAY, the 21st of OCTOBER, 1853, at 5 o'Clock
By direction of the Mortgagees in Possession,—ALL THOSE VALUABLE
FREEHOLD BUSINESS PREMISES
For many years occupied by the late Mr. Stevens, Fruiteer, &c., and for the last 10 years the seat of an Hotel by Mr. G. Delabre.

SIXTEEN LINES ANTIQUE.
lorn
A. W. KINSLEY & CO.

MMM
Egyptian Ornamented
HOME
Egyptian Open
LOTTERY
Antique Open
MEDICINE
Egyptian Open
STOCKS
Egyptian White
A PRIZE
Italian

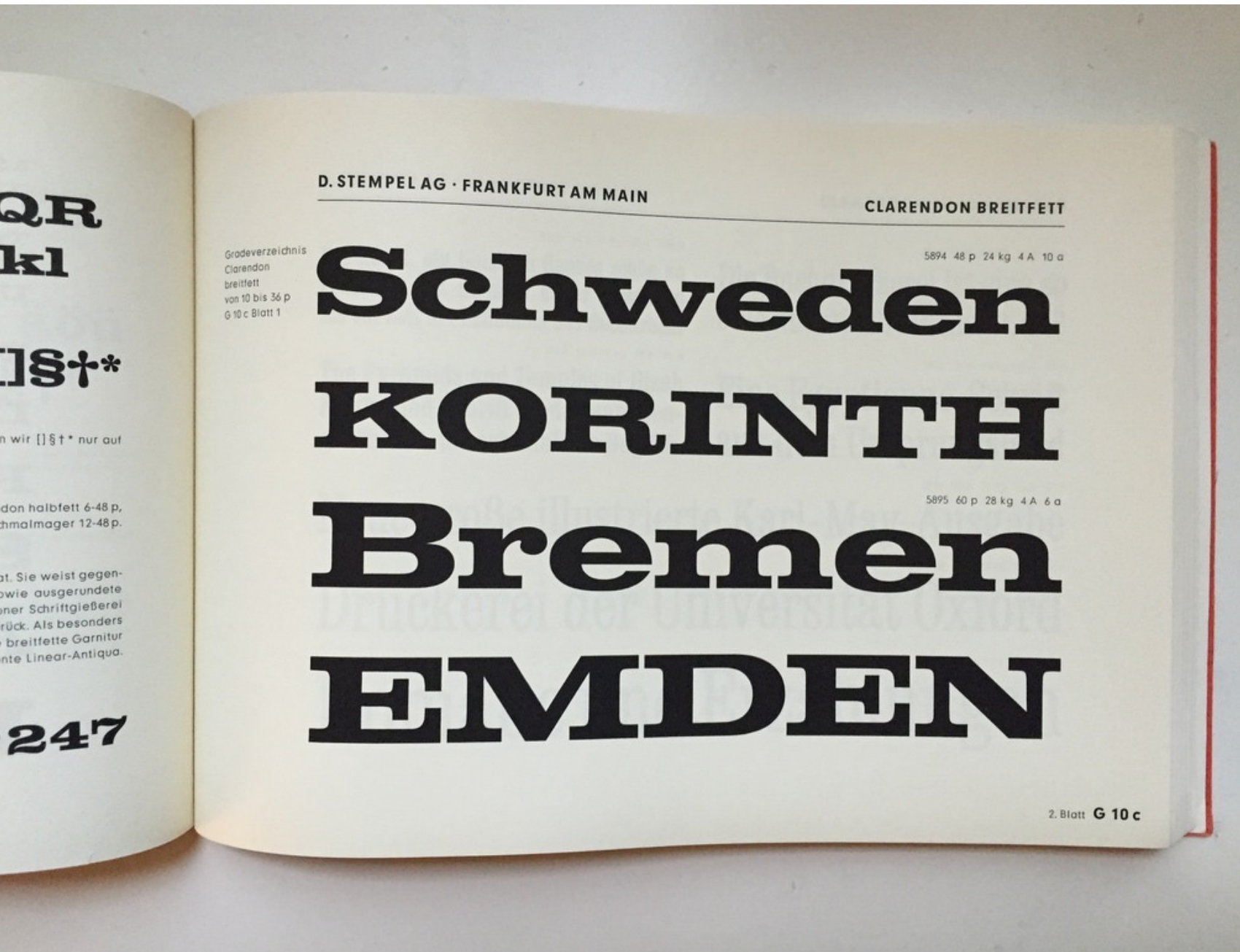
Specimens of Wood Type manufactured by The Hamilton Manufacturing Company.

Class N. The Manufacture 74 Class N. CHEAPER GOODS Class N. GREENS Class N. Meadow Larks 65 Class N. MOUNTAIN Class N. POINTER	No. 56—6 Line. 6 Cts. No. 56—8 Line. 8 Cts. No. 56—15 Line. 14 Cts. No. 180—5 Line. 5 Cts. No. 180—8 Line. 8 Cts. No. 180—10 Line. 10 Cts.	6 Cts. 8 Cts. 14 Cts. 5 Cts. 8 Cts. 10 Cts.
Class N. Norwich Manufactured ORDINANCE 13 Class N. RESOLD Class N. Sweetest Of Smiles 6852 Class N. BUDDING NATURE Class N. MANNIFOLD	No. 257—5 Line. 6 Cts. No. 257—8 Line. 8 Cts. No. 257—15 Line. 14 Cts. No. 55—6 Line. 6 Cts. No. 55—8 Line. 8 Cts. No. 55—12 Line. 12 Cts.	6 Cts. 8 Cts. 14 Cts. 6 Cts. 8 Cts. 12 Cts.

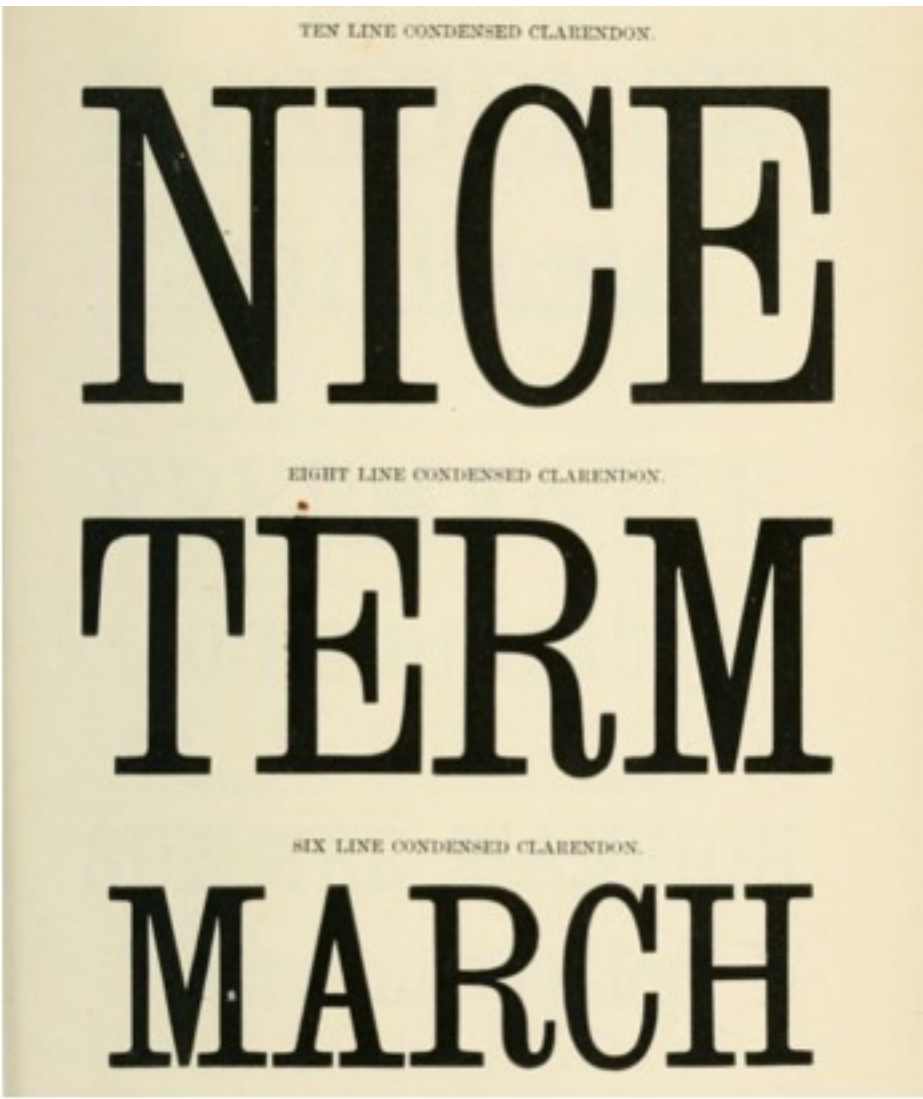
All styles of Type shown in this book made any size desired—caps, lower case and figures. For prices of all sizes see First Page.

30

Slab Serifs
Vincent Figgins 1817



Clarendon metal type

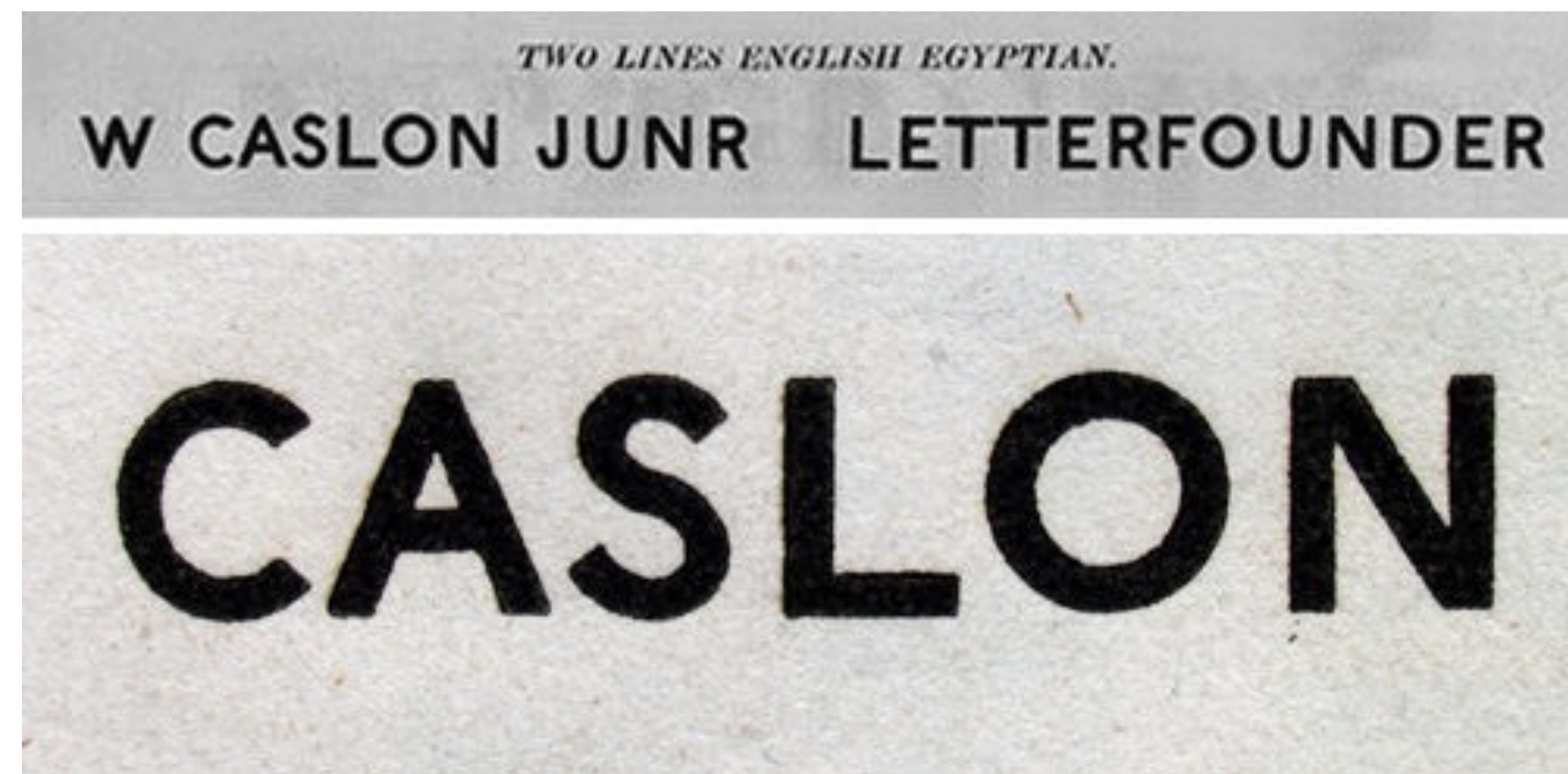


Fann Street's Type Specimen book, 1873

Clarendons

Richard Besly 1845





Grotesques

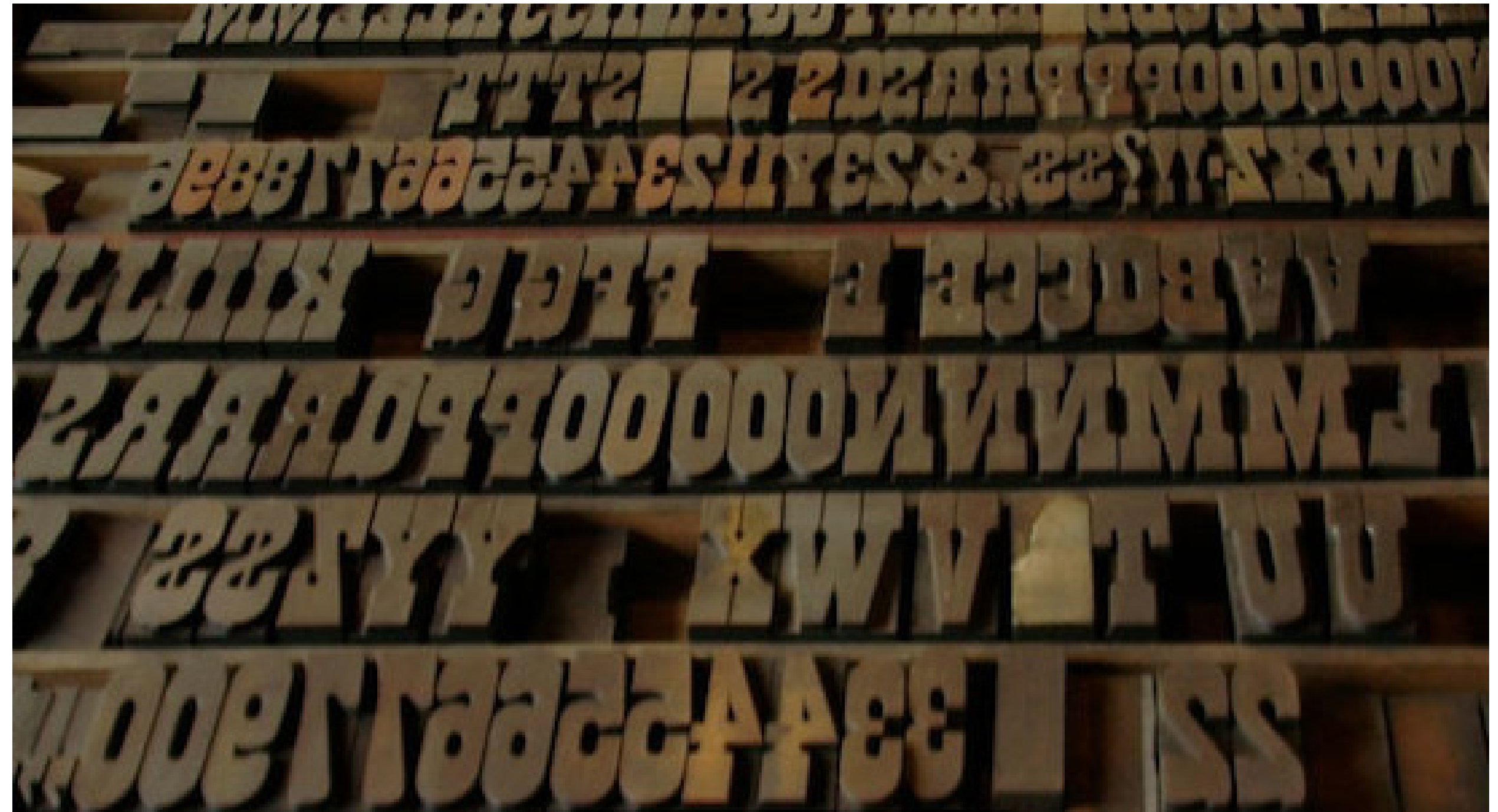
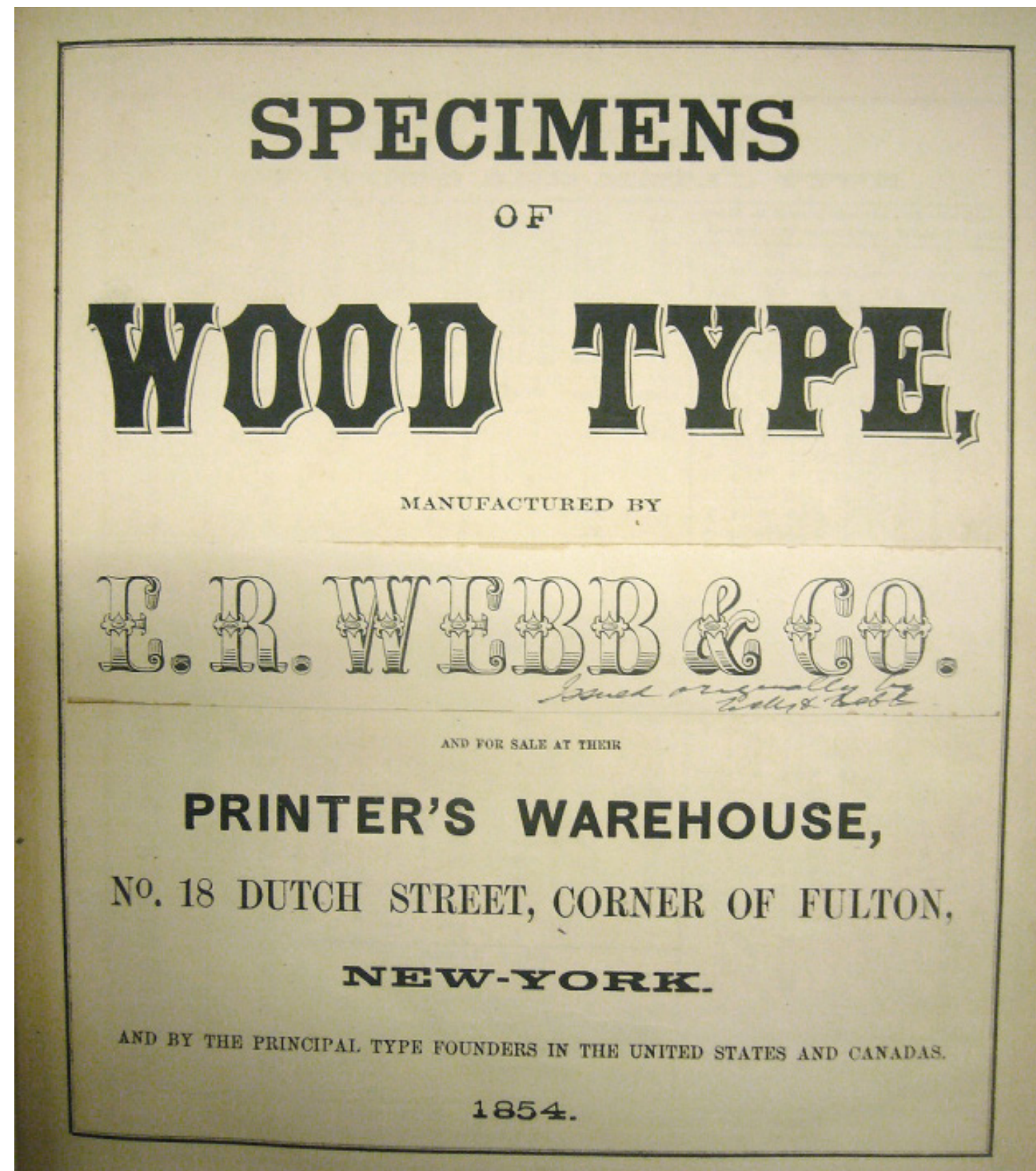
Wiliam Caslon IV, 1816

8 LINE PICA, SANS-SERIF.
MAINE
MAINE
V. FIGGINS.

FOR SALE,
IN THE
HARTLEPOOL DOCKS,
A CARGO OF
ABOUT 28 TONS
OF
FINE NORFOLK
HAY,
PER BRIG "OCEAN,"
CAPTAIN HILL.
For further Particulars, as to Price, Sample, &c.,
apply to
SHERINTON FOSTER,
Ship Broker, Town Wall, Hartlepool.
J. PROCTER, PRINTER, HARTLEPOOL.

Wood Type

Darius Wells, 1827



FULL MOON.

ST. MICHAEL'S
TEMPERANCE BAND!

Prof. V. Yeager, Leader, will give a

GRAND
MOONLIGHT
EXCURSION
BELLE!

On the Steamer

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.

TICKETS, - FORTY CENTS.

G. B. & J. H. Utter, Steam Printers, Westerly, R. I.

NEW
CIRCUS

BOAR LANE, LEEDS.

ANOTHER CHANGE OF PROGRAMME
AND NEW STARS.

MONDAY, MARCH 19th, 1883

And every Night except Good Friday.

MR.
R. FOSSETT

IN AN ENTIRELY NEW ACT ON HORSEBACK, AS THE LIFE GUARDSMAN.
Being a Military Sketch taken from an episode that actually occurred in the late Egyptian Campaign, on the 25th August, at Kassarah, at the charge of the

LIFE GUARDSMEN

Re-Engagement of MONS.
LEVON & CARL

Immense Success of
BIMBO!

Who is received every night with thunders of applause.

Re-Engagement of
MILLIE RIENZIE

The great Globe Runner, Juggler and Ascentionist.

MRS. R. FOSSETT

England's Premier Equestrienne, in a dazzling Act of Horsemanship

FUNNY HARRY

The Drollest of Drolls, in New Scenes.

MILLE BEATRICE

The Juvenile CHILD RIDER, specially Engaged from London, where she has long held sway as the Empress of all Equestriennes.
Her style is graceful, her feats are wonderful, her leaps are the height of daring, and her incomparable achievement of leaping through numerous Balloons is pronounced by all who have seen her to be the Acme of Equestrian Skill.

First Appearance of
W. LYNCH

The Celebrated Equestrian.

FOSSETT'S
GRAND CIRCUS

AND VICTORIA AMPHITHEATRE, BOAR LANE, LEEDS.

NOTICE.—In deference to the wishes of the Patrons to the popular parts of the Circus, the Proprietor has decided (during the remainder of the Season,) to charge the following prices of Admission:— Gallery 3d. Pit 6d. Upper Circle 1s. Dress Circle 2s. Half-price at 8-4½.—Upper Circle 6d.; Dress Circle 1s.

ANOTHER GRAND CHANGE
DOUBLE COMPANY!
NEW ARTISTES! NEW COMPANY!
MONDAY, MAR. 5th

And during the Week, Special Engagement of MONS.

LEVON & CARL

Greatest SOMERSAULT THROWER and most celebrated GYMNAST in the World.

Extraordinary Engagement of the
VAL BECQUE
FAMILY

Four in number, Gymnasts, Clowns, and the renowned BABY BUMBO, the wonder of the world.

First Appearance of
FRANK BARRY

The Wonderful Bareback Rider; pronounced by the press one of the best horsemen of the day.

For this Week only, Grand Trial of Skill by the
CHAMPION VVULTERS

Headed by MONS. LEVON, who will execute a double Somersault from the ground without the aid of the Spring-board.

SCHOOL CHILDREN'S TREAT

Saturday next, at Half-past Two.

Day Performances every Tuesday & Saturday at 2-30 p.m.

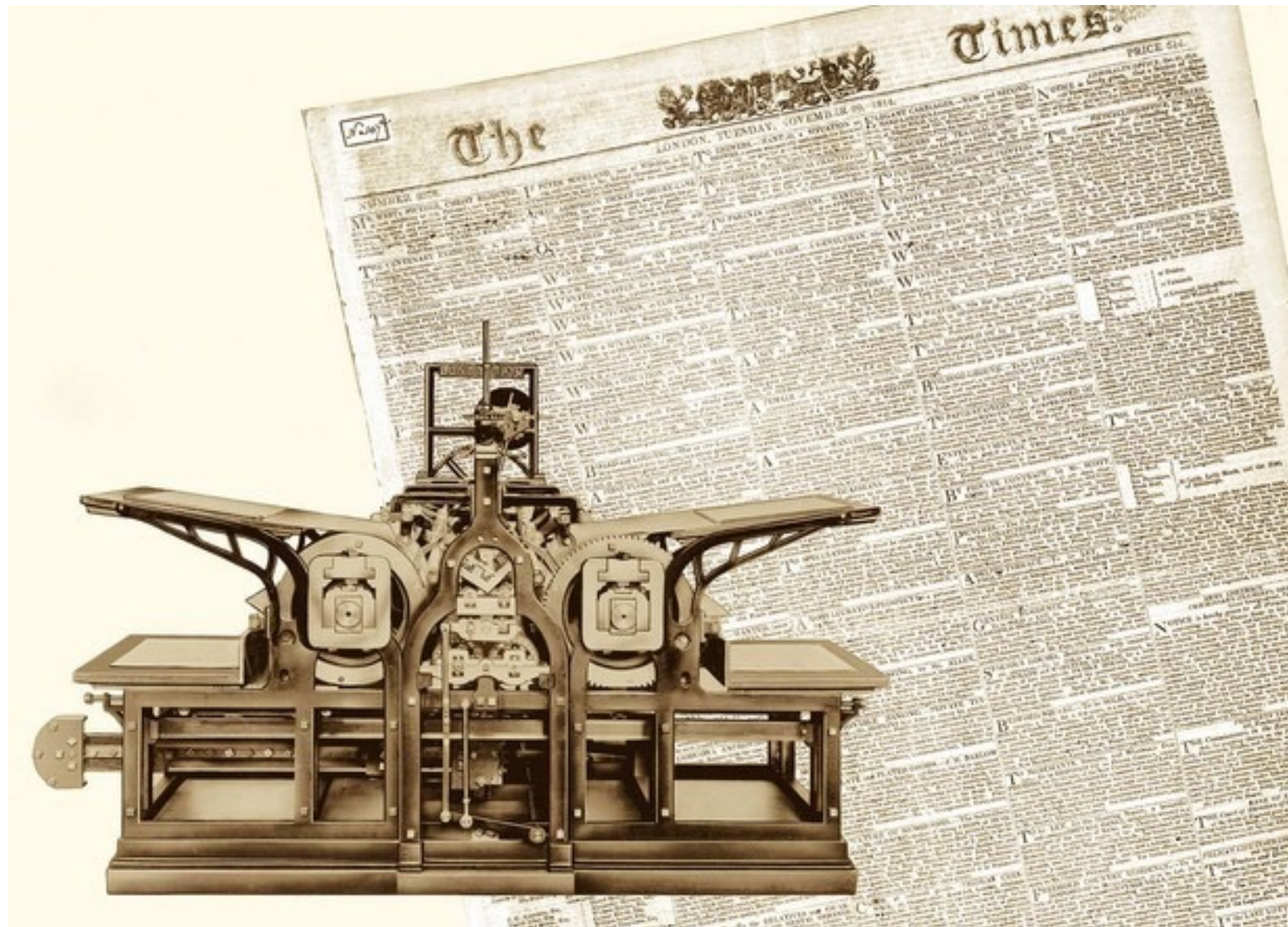
Doors open at Seven, commence at half-past Seven. Day Performances at 2.30.

Prices—Stalls, 2s. Upper Circle, 1s. Pit and Promenade, 6d. Gallery 3d.

BUSINESS MANAGER, MR. WINDSOR. PROPRIETOR, MR. R. FOSSETT.

CLARK, GENERAL PRINTER, BRIGGATE, LEEDS.

up until the 1800's, the presses were not that different from the one Gutenberg first developed. The steam powered press first developed in 1810 and by 1830 it could print 4,000 impressions an hour compared to the 250 impressions printed per hour through a hand press.



**The Times of London,
first steam printed paper, November 29th, 1814**

Ottmar Mergenthaler, Linotype machine, 1836

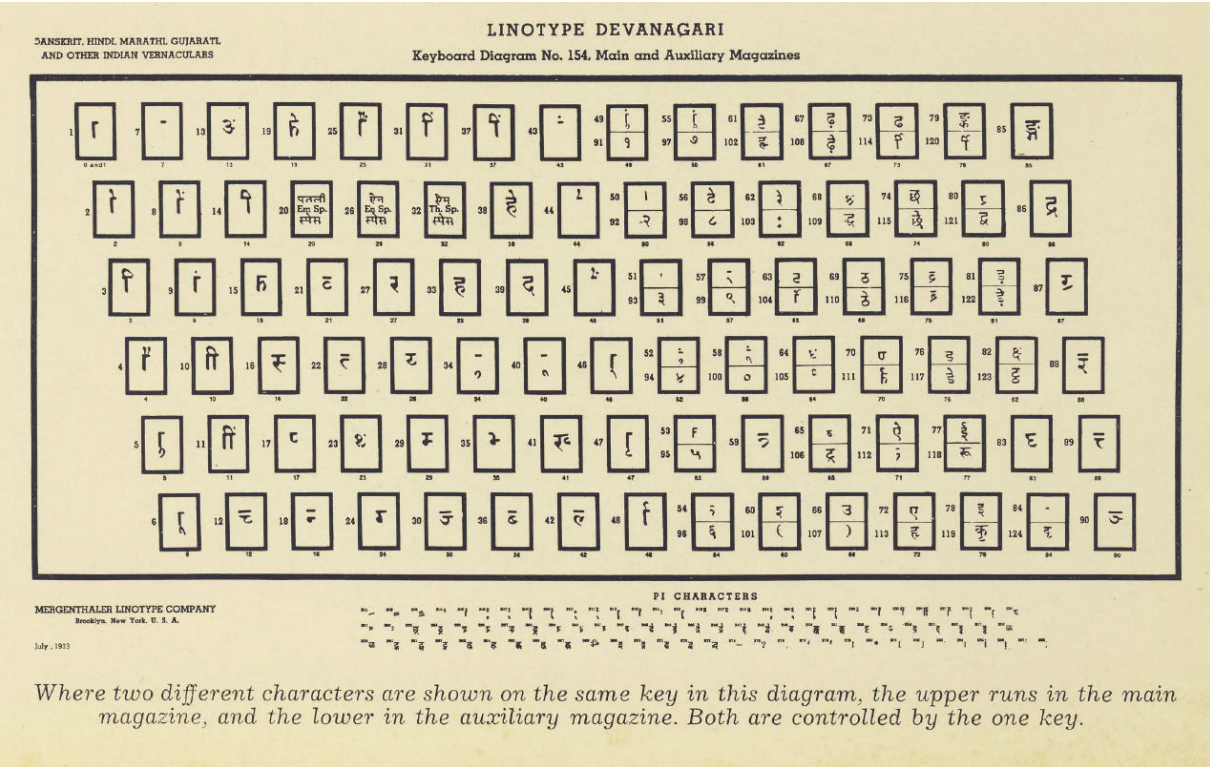
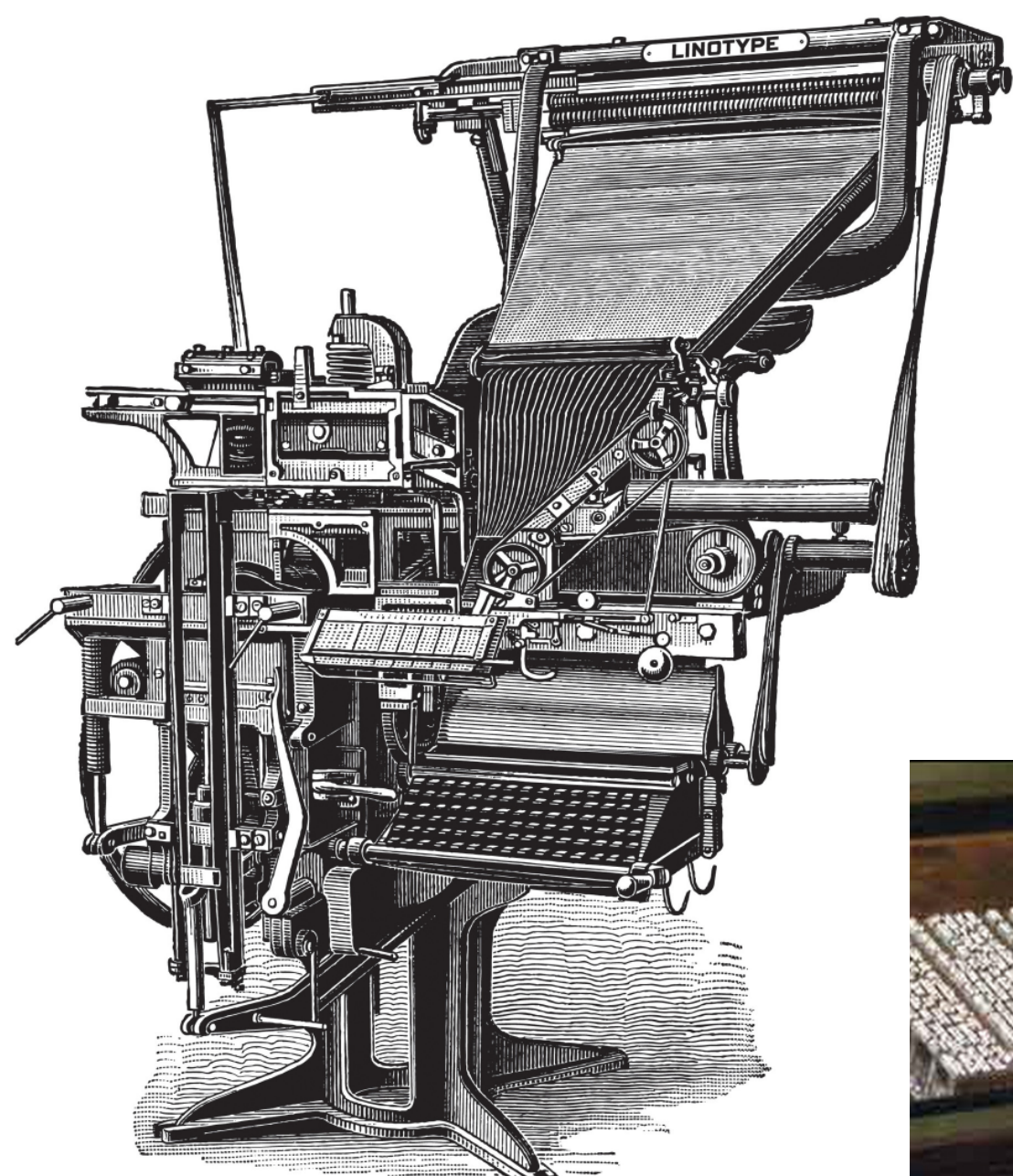


FIG. 11-1. Simplicity of handling has established the Linotype slug as the modern unit of composition.

In 1886, Ottmar Mergenthaler created the linotype machine.

The machine had a typewriter like keyboard of over ninety buttons which activated brass matrixes that were negatives. These components joined together to create lines of type. Once the desired combination was set, hot molten lead was poured into the brass forms to create a line of raised letterforms. This invention made printing cheaper and faster leading to the expanded publication of books, magazines, and newspapers. More people were able to access more printed materials.