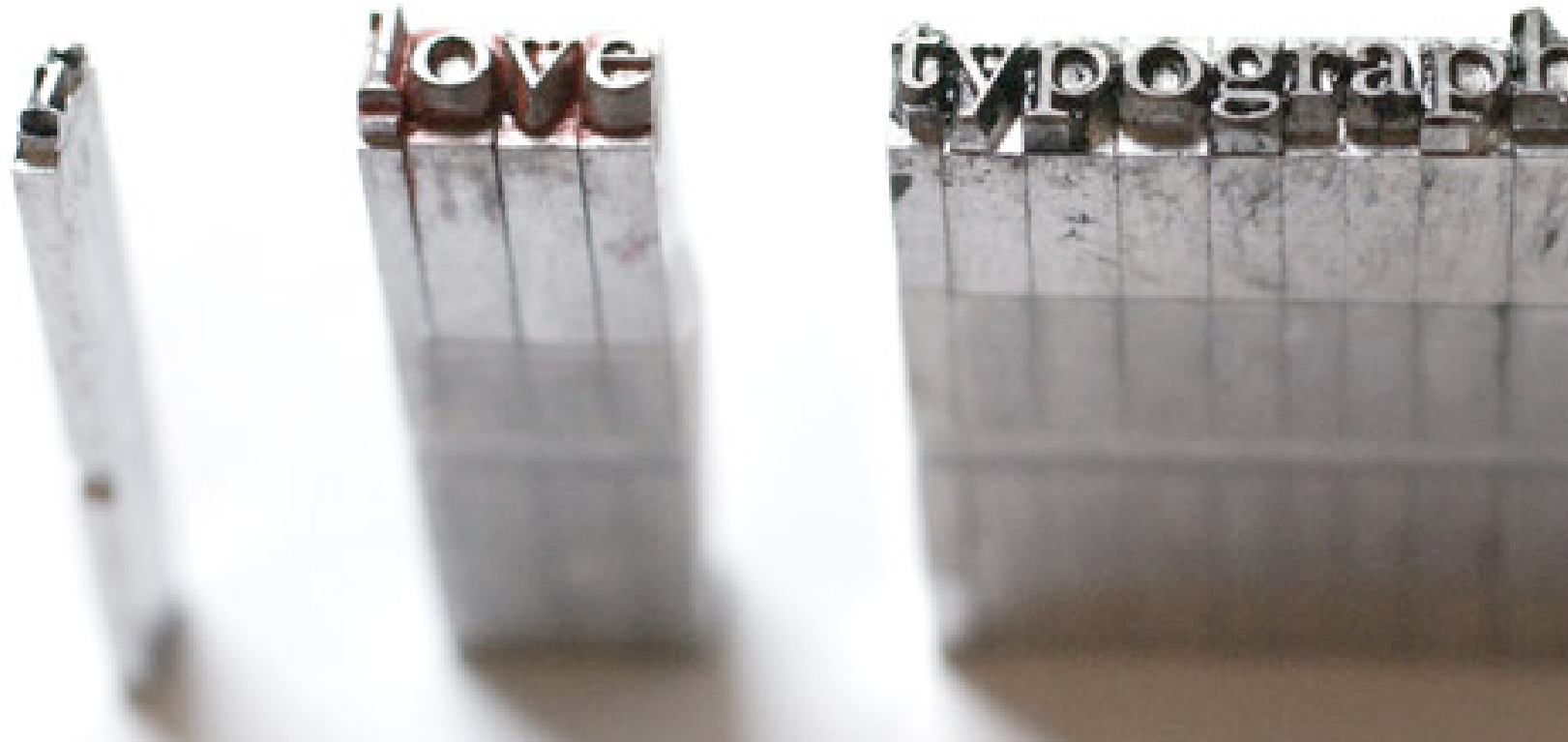
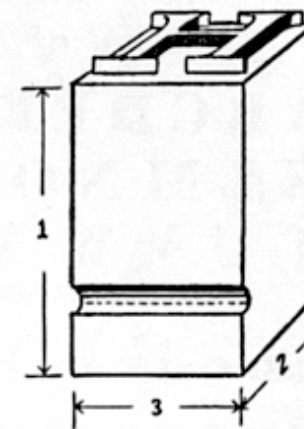
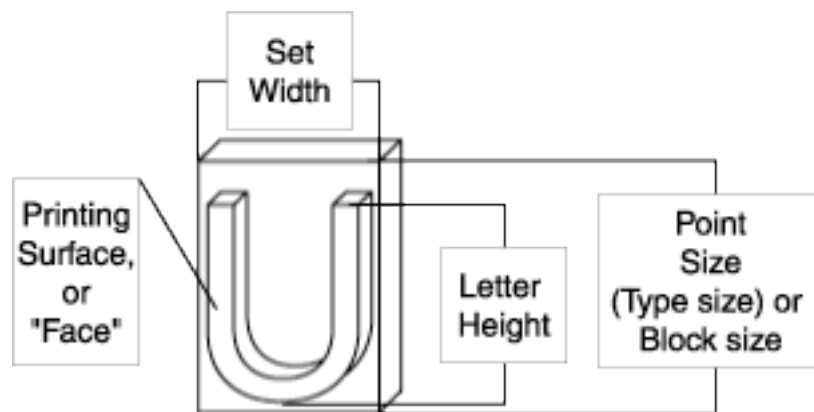


- Introduction to Letterpress Printing



- Why do same point-sized fonts look different?



DIMENSIONS
OF TYPE

1—Height to paper
2—Body size
3—Set size

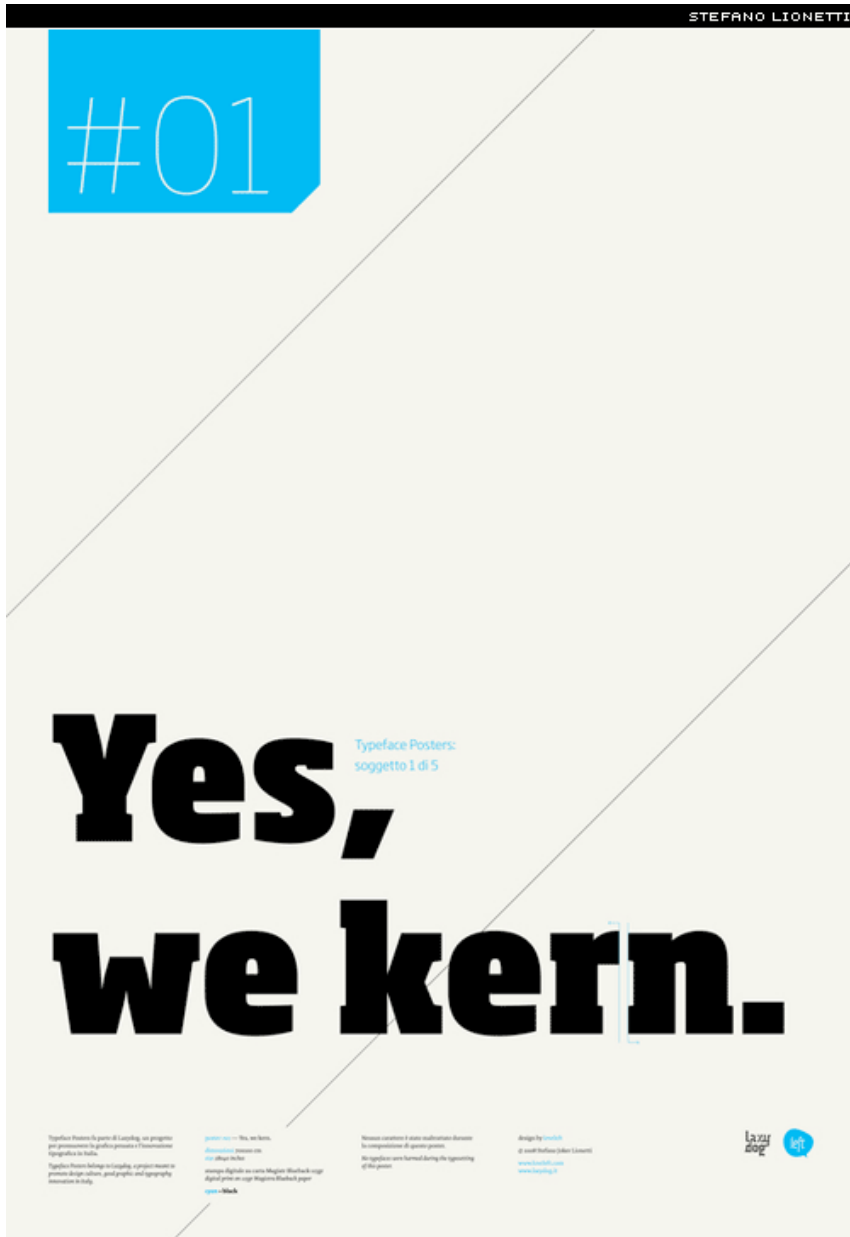
Fig. 17

x-height x-height

Arial, 51 point

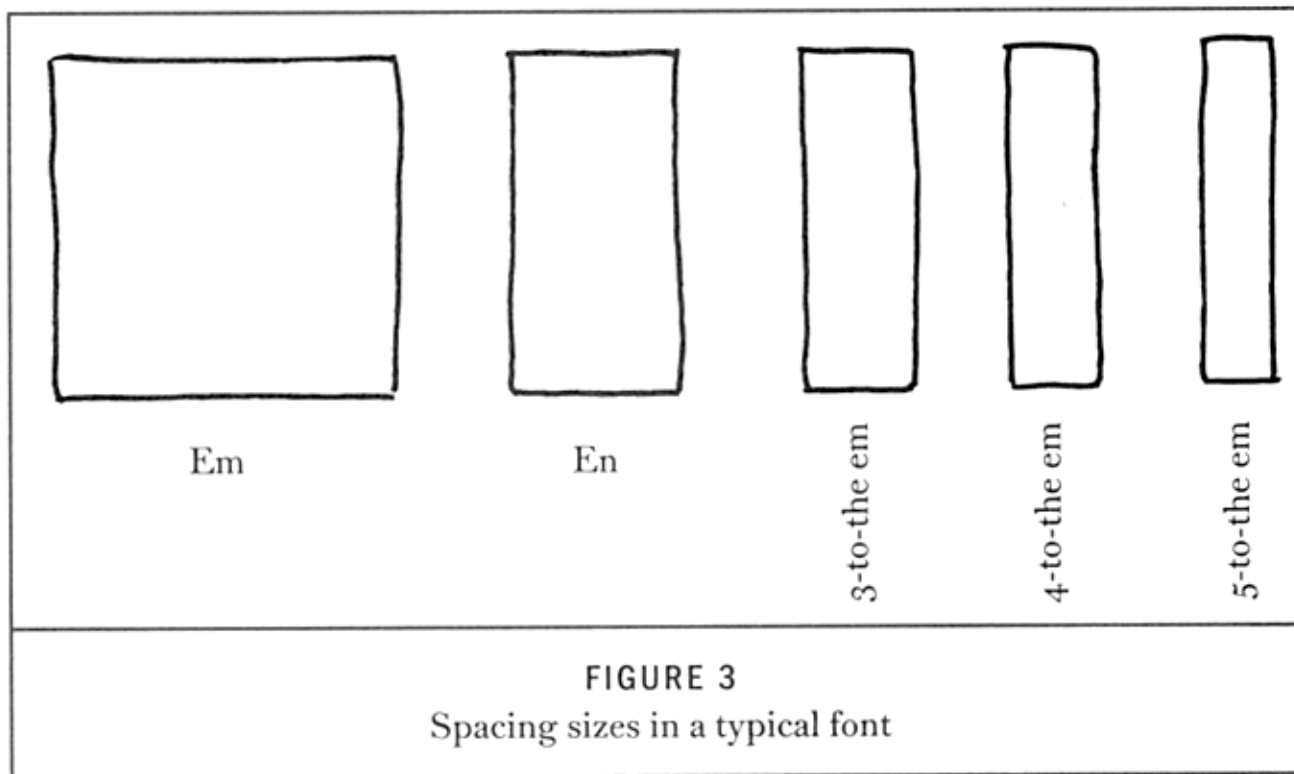
Times New Roman, 51 point

- Some common letterpress terms. . .



- Kerning

- Some common letterpress terms...

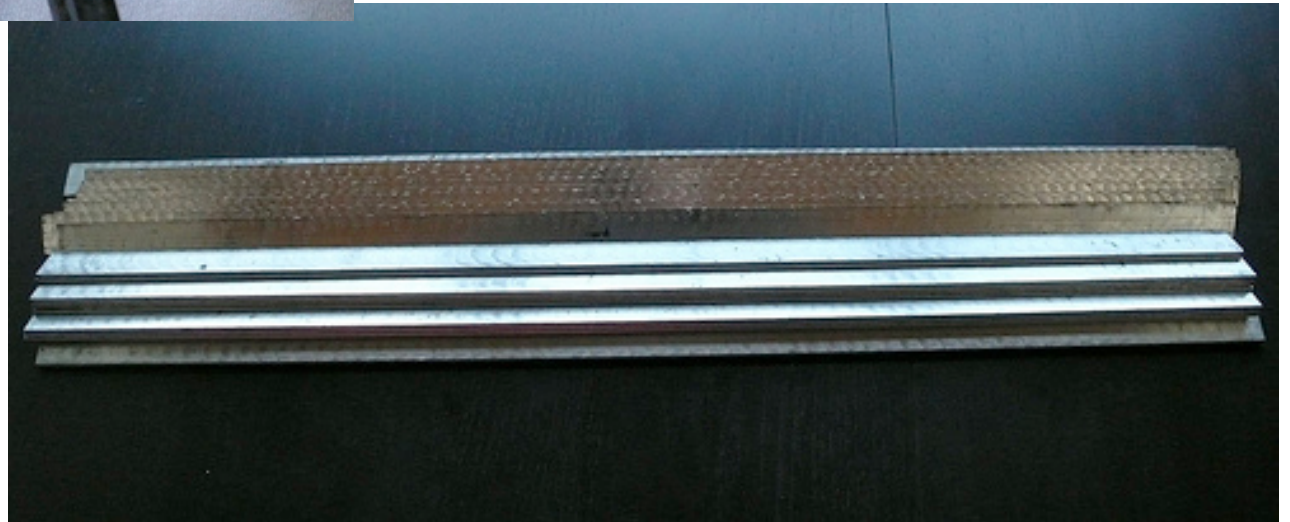


- Spacing

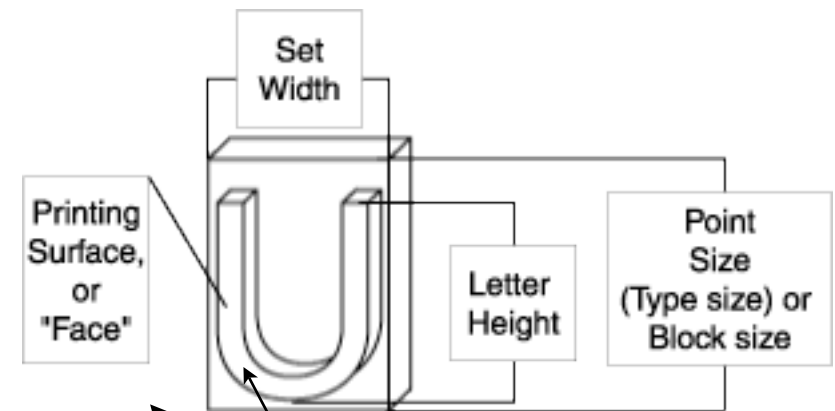
- Some common letterpress terms. . .



- Leading



- Some common letterpress terms...



- Case and type face

- Some common letterpress terms. . .



- Upper & Lower Case

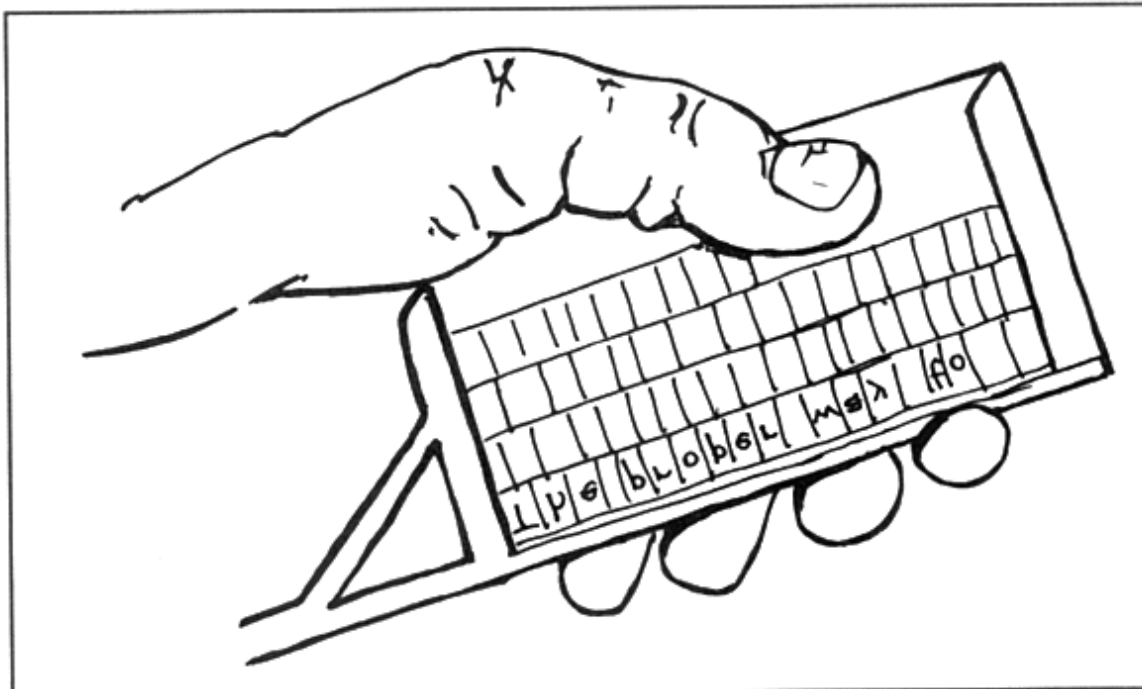
- Some common letterpress terms. . .



- “I’m all out of sorts”

- Two ways to design for letterpress . . .

- Hand setting type letter by letter, line by line



The composing stick in the hand.

The composing stick should be held this way, with the thumb holding the type against the side for stability. This method, which is awkward for beginners, should be practiced from the first; it will soon become comfortable.



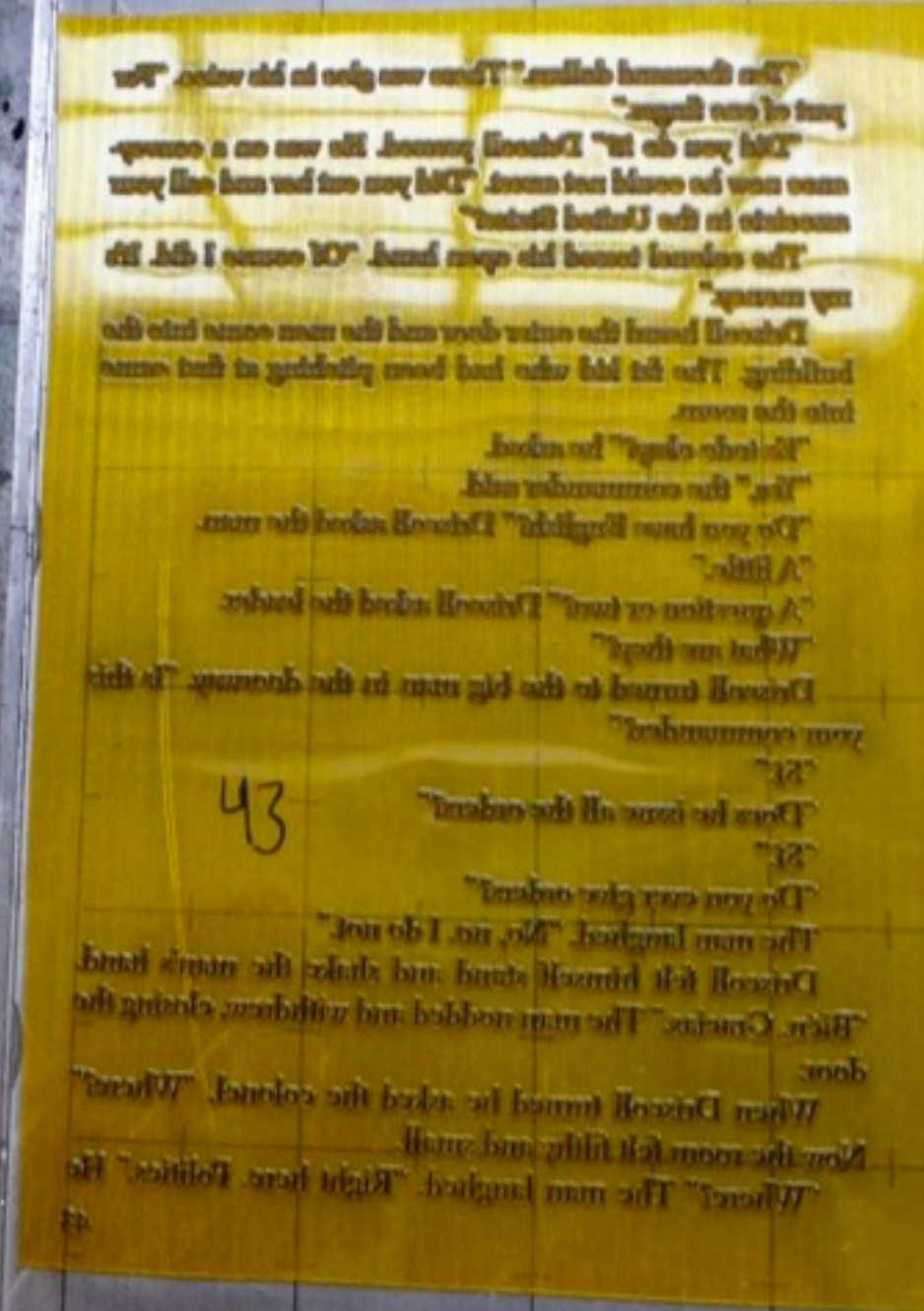
- or . . .



- Using the computer and polymer plates



- What's a polymer plate?



- What type of press will we be using?

PRINTING PRESSES

Wood hand presses



1400s Johann Gutenberg



1600s The Common Press







Iron hand presses

1819 The Wells



1837 The Stanhope



Iron hand presses

1896 The Washington



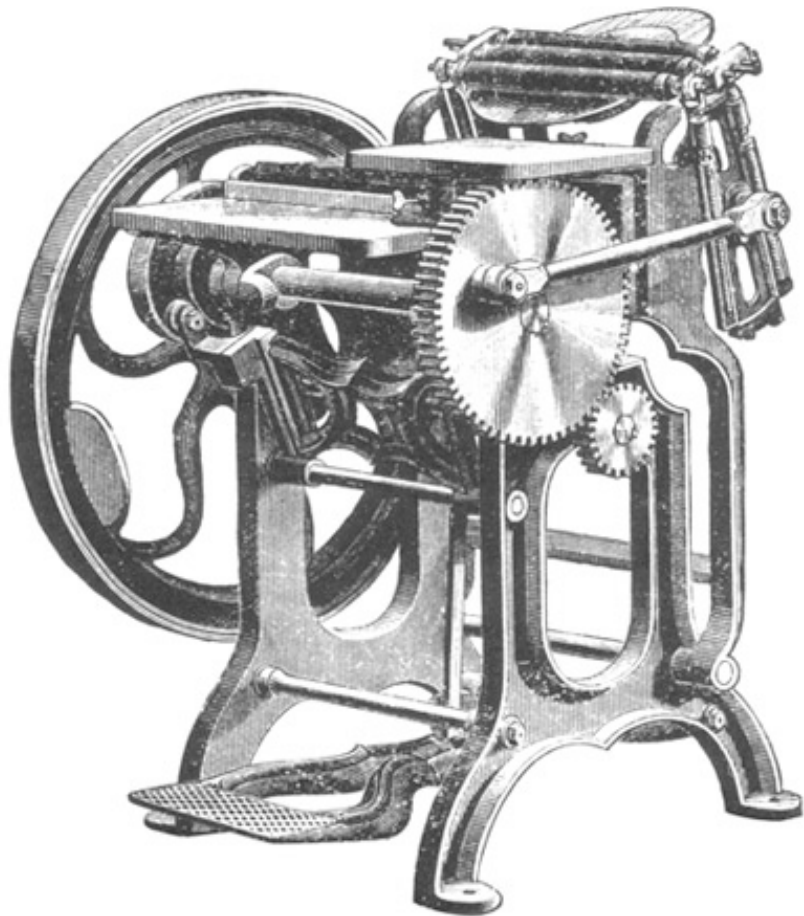
1900 The Wesel



Platen Jobber

1874 Pearl Old Style N.1

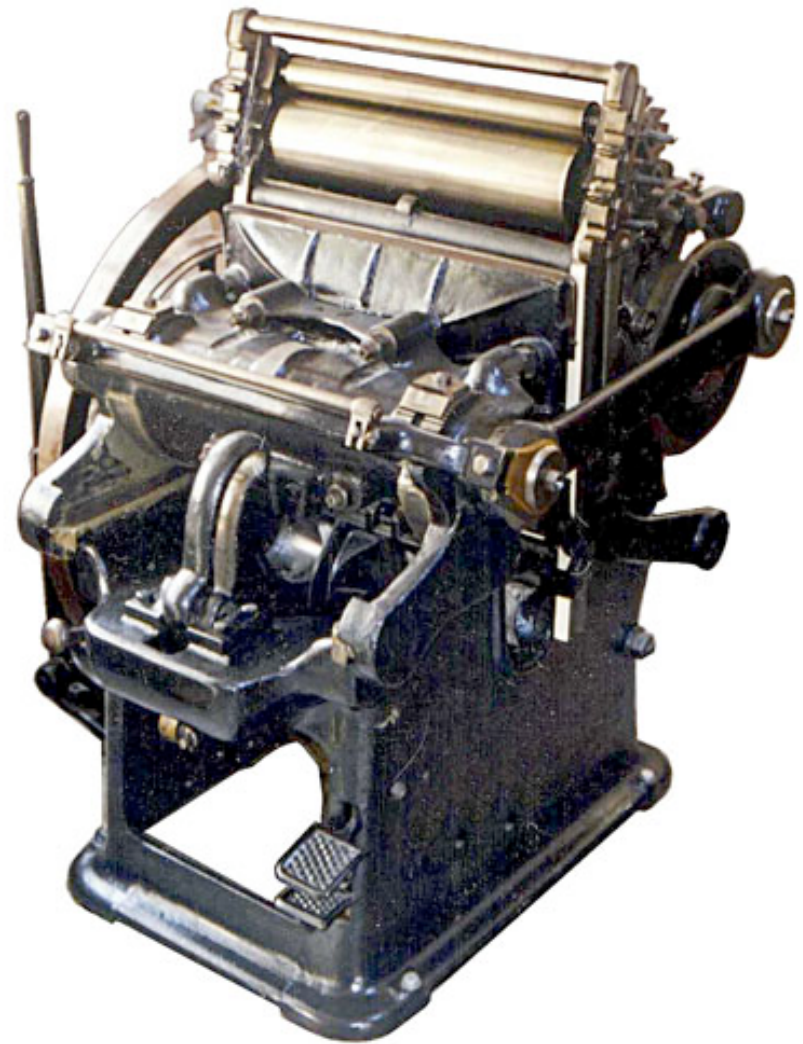
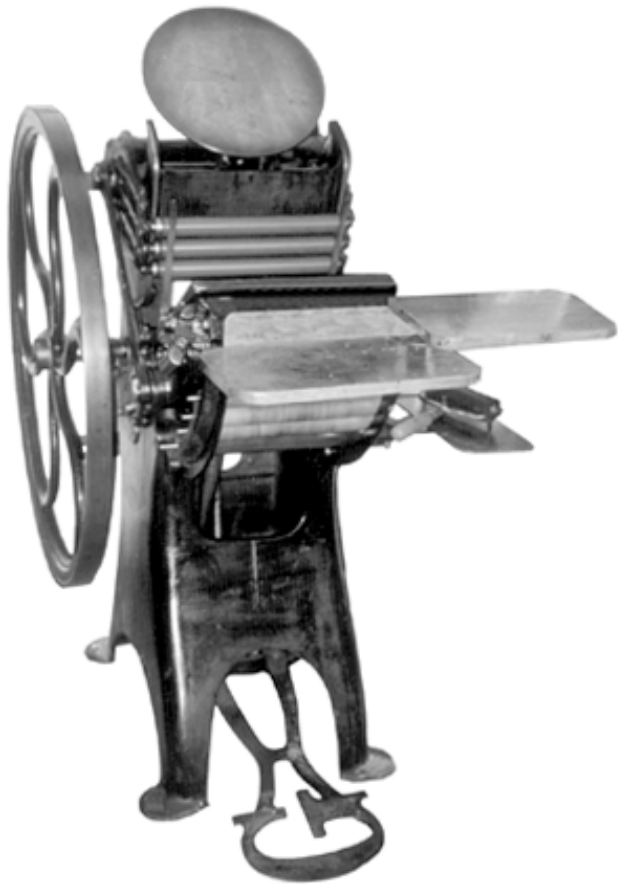
1856 Gordon Franklin Oldstyle



Platen Jobber

1885 Colts Armory

1880 Golding Jobber N.6



Platen Jobber

1958 Kelsey Star Model G

1891 Chandler & Price Oldstyle



Lever Presses

1880s C&P Pilot Press



1890s Nonpareil N.23



Lever Presses

1893 Excelsior 3X5



1953 Adana Eight-Five

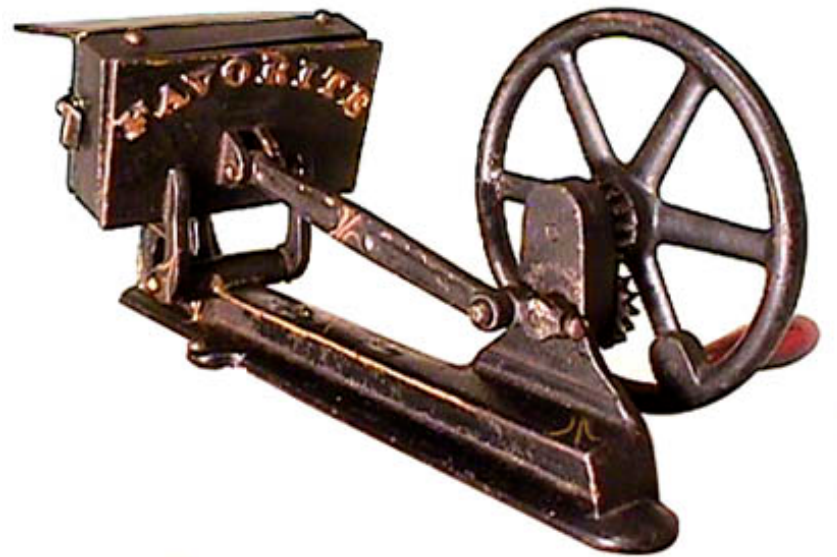


Rail Presses

1880s Daisy Press

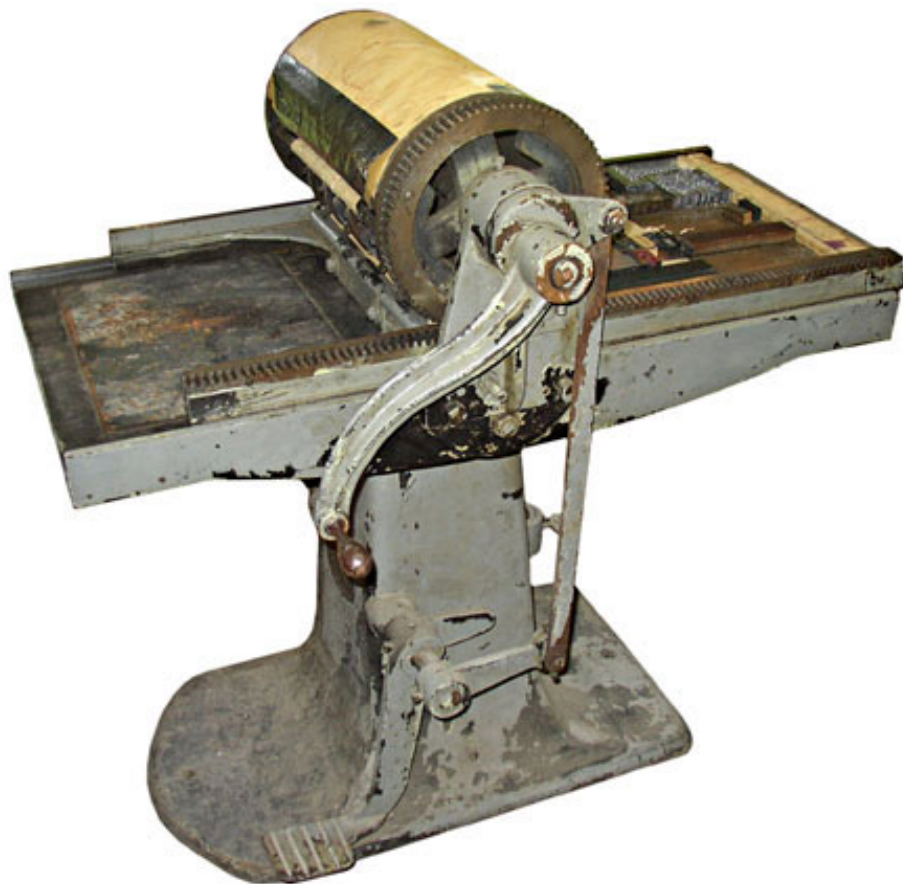


1890s The Favorite Crank



Galley Proof Presses

1910 Potter Proof Press

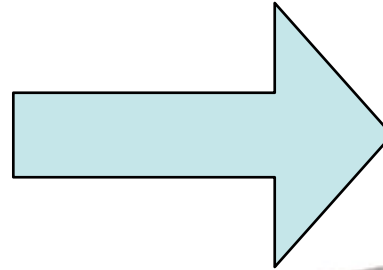


1931 Vandercook 2



Galley Proof Presses

1950s The Nolan Standard

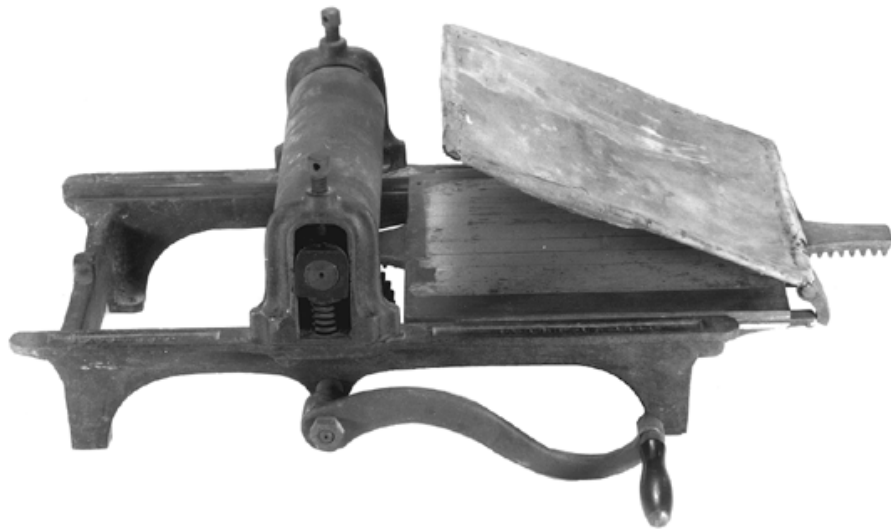


1961 Vandercook SP-15



Other Types of Presses

1861 Adams Cottage Press N.4



1873 Kelsey One Dollar

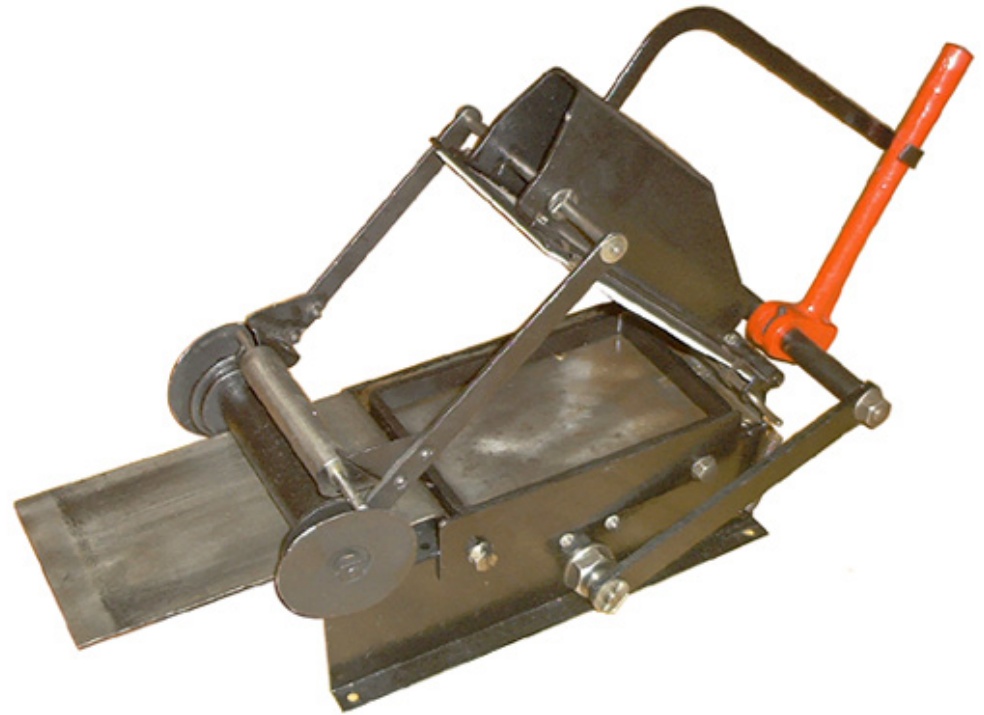


Other Types of Presses

1913 Automatic Card

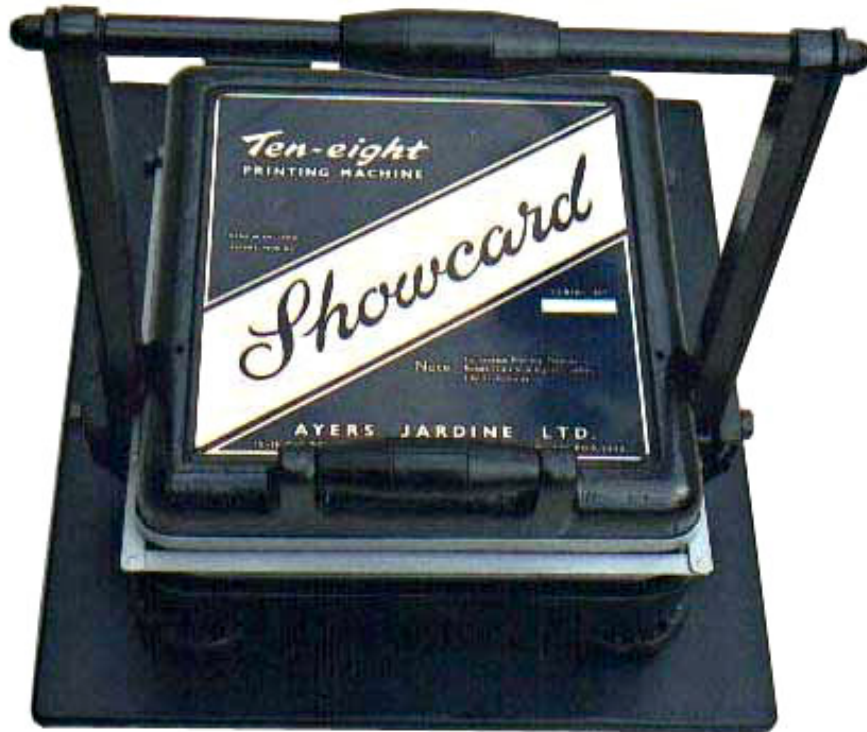


1927 Adans 45_Flatbed Press

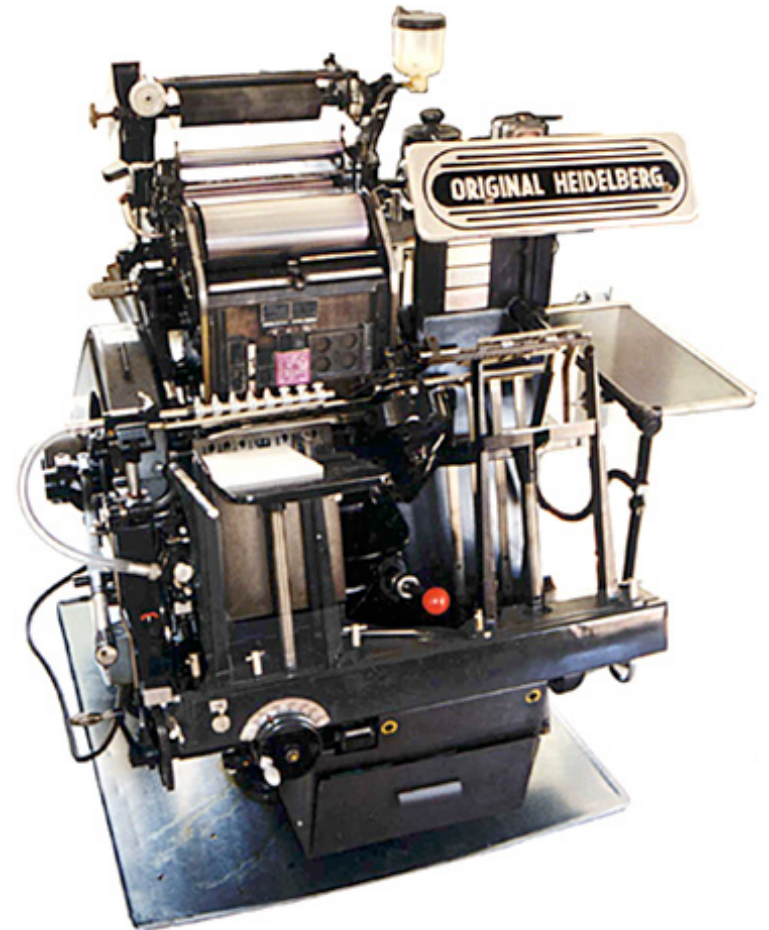


Other Types of Presses

1940s Ayers-Jardine Showcard



*1972 Heidelberg Windmill
Platen Jobber Press



- What is possible on the letterpress?

Letterpress Samples

De Milo Design



Letterpress Samples

De Milo Design



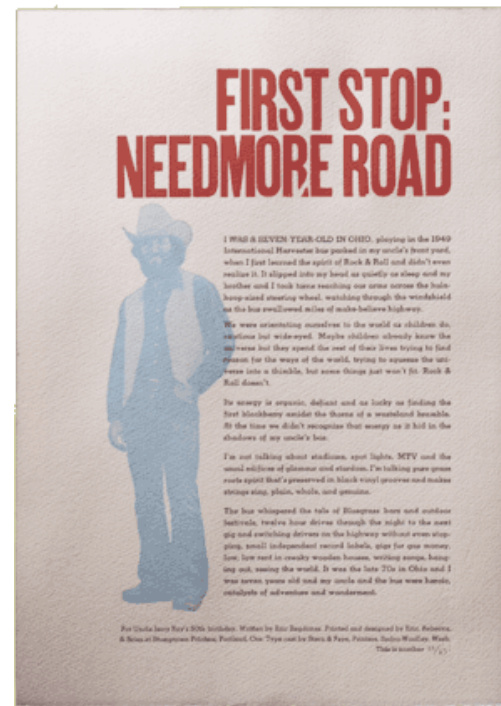
Letterpress Samples

Good Egg Press



Letterpress Samples

Firefly Press



Letterpress Samples

Firefly Press



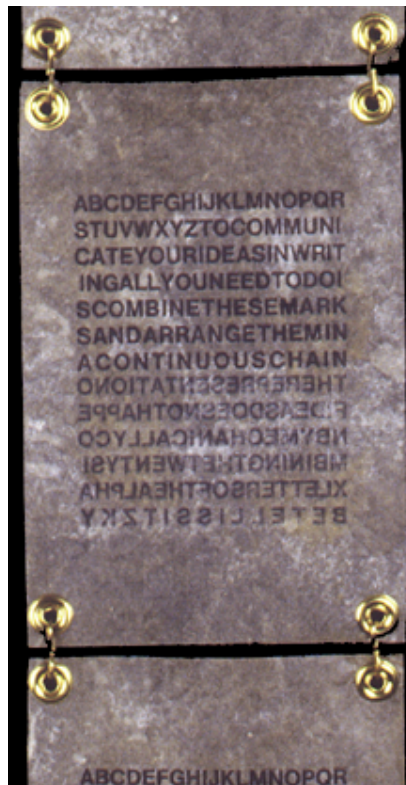
Letterpress Samples

Inge Brugman



Letterpress Samples

Inge Brugman



Letterpress Samples

Chris Stern and Jules Faye



Letterpress Samples

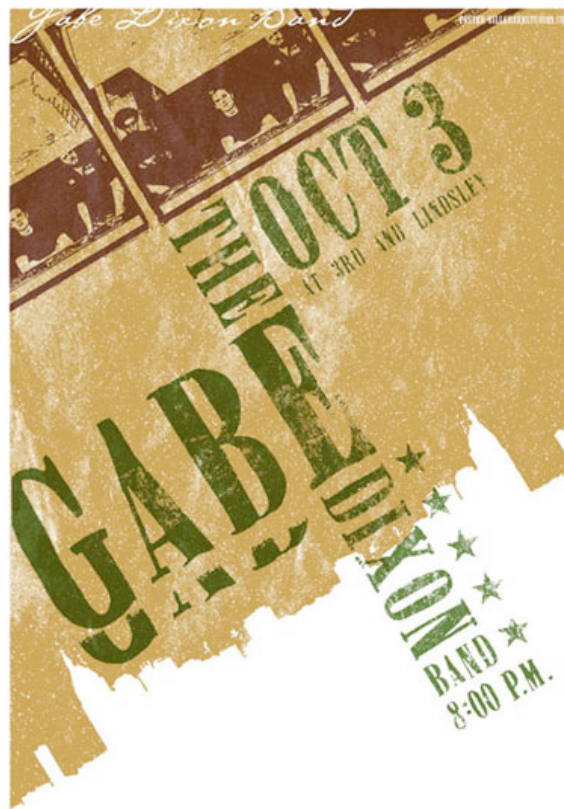
Chris Stern and Jules Faye



Letterpress Samples

Gig Posters

3/2 color posters



LIGHTNING 100S NASHVILLE SUNDAY NIGHT RADIO BROADCAST



Letterpress Samples

Revolution Art and Design

3/2 color posters



- Yeah, that's nice...so what are WE going to do?