

Typography
GRPH 223-01
11:00 – 1:50 p.m.
Tuesday + Thursday
208 Woods Art Building
Department of Art + Art History
University of Nebraska-Lincoln

course web site

http://www.stacyasher.com/GRPH223_Typography_UNL_Spring_2015.html

OPEN

What is typography?

What is graphic design?

What is advertising?

Role of typography in advertising
and graphic design?

Tuesday, 01.13

Review course syllabus + materials

Helvetica, the film

Introduce Exercise 01

Thursday, 01.15

Turn in signed Student Commitment Form

Review assigned readings

Review interactive type setting exercise

Assign Exercise 01 /

Typographic Specimen Archive

Begin collecting and storing in

Google Docs

Assign readings:

Typographic Design: Form and Communication,
5th edition, by Rob Carter, Ben Day, Phillip B.
Meggs, The Evolution of Typography, pages 1–27,
The Anatomy of Typography, pages 29–43

Typography (Graphic Design in Context), by
Denise Gonzales Crisp, William F. Temple
Foreword, Introduction, Chapter 01, Primer,
pages 06–2

The Elements of Typographic Style, by Robert
Bringhurst, Foreword, Historical Synopsis

HEL
VET
ICA

A	B	C
D	E	F
G	H	I
J	K	L
M	N	O
P	Q	R
S	T	U

57 Max Miedinger

Created in 1957 by Max Miedinger under the direction of Edouard Hoffm...
is of Swiss origin. A powerful and significant typeface closely associated with corporate design, its structure was
influenced by Akidenz-Grotesk, a typeface allied with the Industrial Revolution. In turn, Helvetica inspired later typefaces
such as Arial, a type design that shares Helvetica's weights and dimensions.

0 1 2 3 4 5 6 7 8 9 HAAS æ a α
abcdefghijklmnopqrstuvwxyz
V W X Y Z



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lining figures non-lining figures

0 1 2 3 4 5 6 7 8 9
abcde fghijklmno p
ascender eye hook shoulder
spur link loop ear terminal

V W X Y

What is a typeface?

One of the major traps, when talking about type, is mixing up fonts with typefaces or treating them as synonymous. Many a typographic expert has haughtily corrected a beginner for mistakenly using the word font when he or she should have said typeface. To those of us who think about fonts only when choosing one in Microsoft Word, the distinction between the terms can seem confusing, esoteric, and even arcane.

In brief: A font is what you use, a typeface is what you see.

uted
ersonal assist-
re was no need of
enduring features of post-war
existence of a standing Design
ored a 1937 Government Design
Pick, 'Design and the Designer in
ed a testament from Nikolaus Pevsner:
nittee is headed by one man who is a born
on has the ability to convince and carry
nittee, are extremely rare. Frank Pick's was

ent through
ent: note the
e alternative
ver 'W' was to
as again altered
the 1920s.

The 'S' can be seen here as being
especially troublesome and was never
fully resolved in Johnston's time

IJKLMN
VWCG
&YXZJ

$TS = 1$
 $h = \frac{1}{2}n$
(Jan
(14)

{ O, Q, C, G, S, & are a little taller than I and project
slightly above & below top & foot lines.
J projects slightly below foot line
K, top arm K's, W, lower W, fall slightly below top line

NOT waterproof.

12 March
(14) removed
7 out

Edward Johnston, Ditchling, Sussex
16f. Dunkirk. 6.6.1916.

YZ

abcdefghijklmnopno

pqrstuvwxyz

1234567890

& £ , : ; " ' " ? ! _ - * | /

As a rule, typography should perform these services for the reader:

- invite the reader into the text;
- reveal the tenor and meaning of the text;

- clarify the structure and the order of the text;
- link the text with other existing elements;
- induce a state of energetic repose, which is the ideal condition for reading.

Robert Bringhurst, “The Elements of Typographic Style”,

a a a a a a

Galaxie Copernicus
Book

Quaestor
Regular

Ninfa Serif
Regular

Relato
Regular

DTL Dorian
Regular

Scala
Regular

Mokka
Regular

a a a a a a

Calluna
Regular

Brioso Pro
Regular

Parango
Regular

Aghari
Regular

Proforma
Regular

Collis
Roman

Tabac G1
Regular

a a a a a a

Jannon Text
Regular

Aragon
Regular

Ehrhardt
Regular

Atlantica
Regular

Miller Display
Regular

Coranto 2
Regular

Farnham Display
Light

Typography (from the Greek words τύπος *typos* “form” and γράφειν *graphein* “to write”) is the art and technique of arranging type to make written language most appealing to learning and recognition.

The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning[2]).



Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers.[3][4]

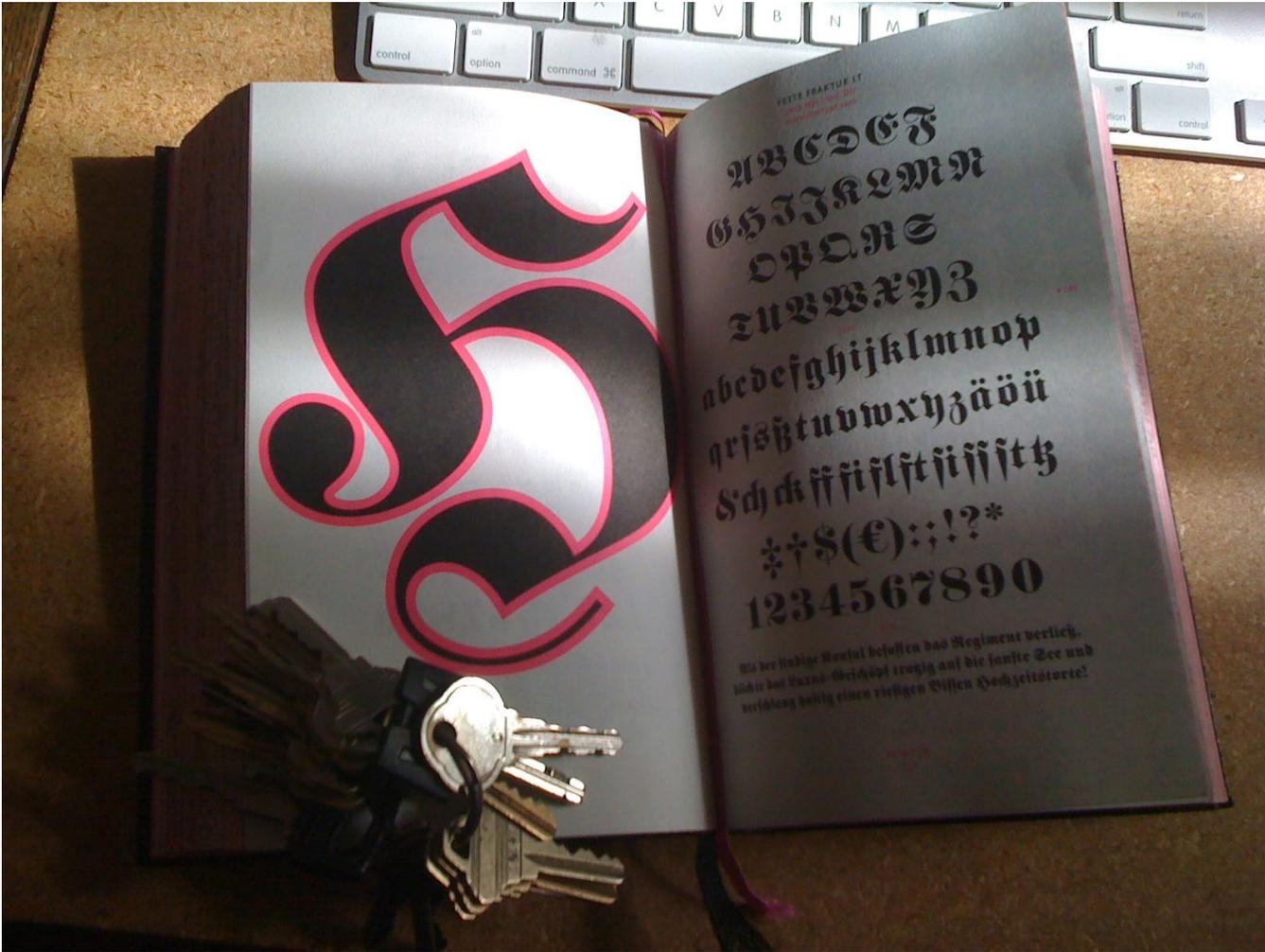
In modern times, typography has been put in film, television and online broadcasts to add emotion to communication.[5]

Why study typography?



S
plures
dans les
Divers. **O**pus
proprium
vultum
omne
sunt



Dramatic difference between
thick and thin strokes

Deutsch

Diagonal, thin serifs
on lower case letters.

Latin script (Fraktur variant)

Type Alphabet

Languages European languages

Time period 12th century – 1946

Parent systems / Latin script

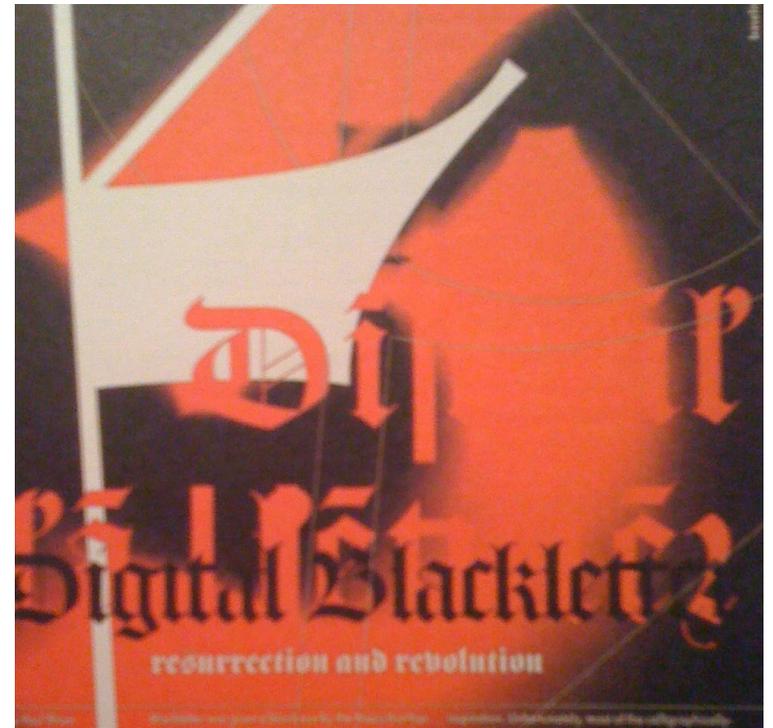
Carolingian minuscule

Latin script (Fraktur variant)

Child systems / Fraktur¹, Kurrentschrift, including Sütterlin / Fraktur and black letter are sometimes used interchangeably.

Blackletter, also known as Gothic script or Gothic minuscule, was a script used throughout Western Europe from approximately 1150 to well into the 17th century. It continued to be used for the German language until the 20th century. Fraktur is a notable script of this type, and sometimes the entire group of faces is known as Fraktur. Blackletter is sometimes called Old English, but it is not to be confused with the Old English language, despite the popular, though mistaken, belief that the language was written with blackletter. The Old English (or Anglo-Saxon) language predates black letter by many centuries, and was itself written in the insular script.

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 Á 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 á &
1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

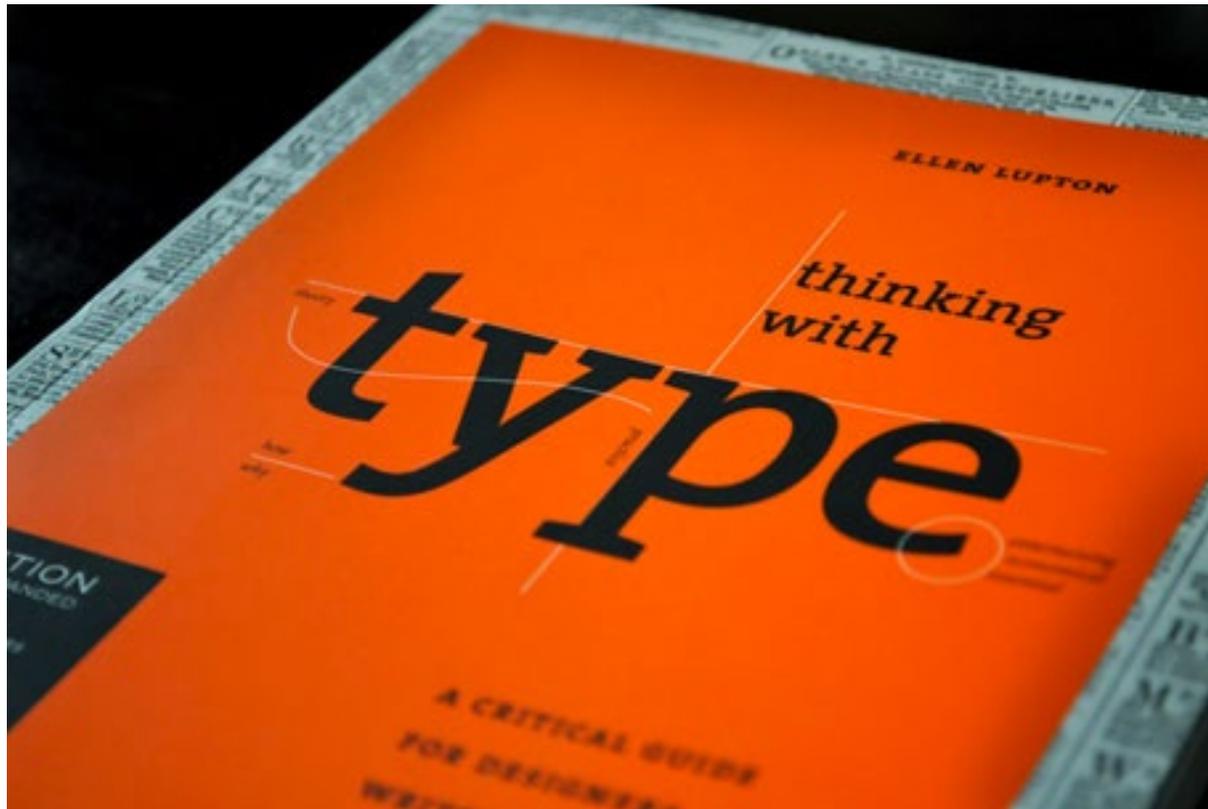


What is graphic design?

What is design?

Course syllabus + structure

<http://www.thinkingwithtype.com/>



Ask Lynda Tutorials



[link to image library of typographic samples](#)



