

Group 4
The 19th Century
and the Industrial
Revolution

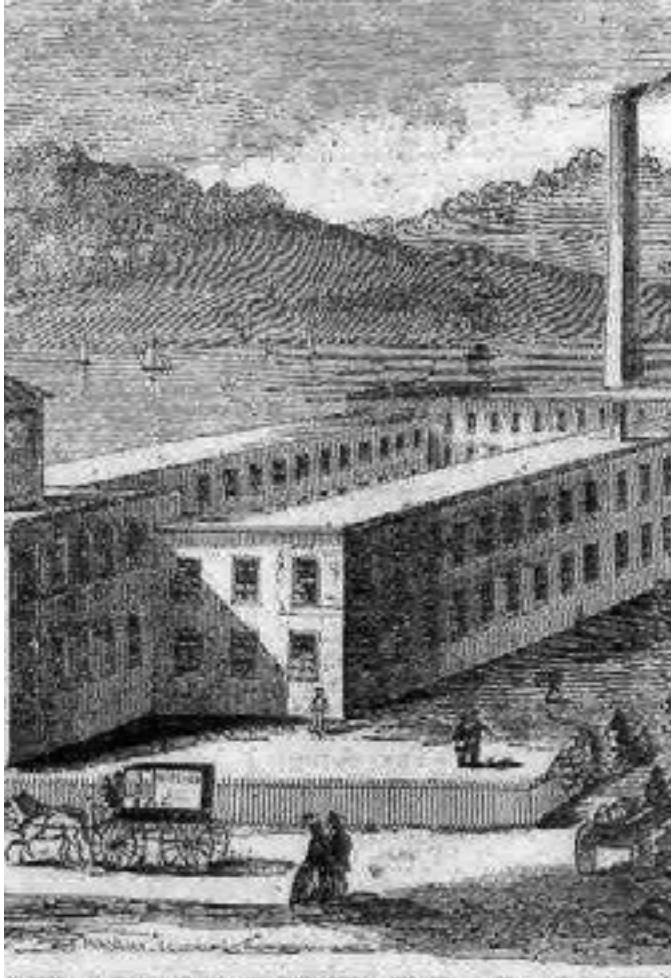
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*The University of
San Francisco*

Typography

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Industrial Revolution



Before the Industrial Revolution farmers would use horse-drawn machines. Then towns near rivers started to use water power for machines. This was the start of the Industrial Revolution.

Now that workers could use machines to get tasks done, things could be massed produced. Companies were able to sell more because more was being produced in the same amount of time as before. This increased the amount of jobs as well.

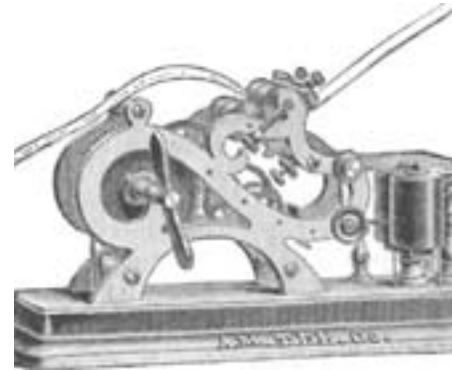
Since more “things” were being produced there was a bigger need for people to need more. Products were easier to buy because there were more of them. If you had more things you weren’t considered low class. In order to own more people needed to make more money. People were making more, working more, and spending more.



Paper Making Factory
Early 1900's

Inventions

19th Century



Battery
Tin Can
First Electric
Light
Stethoscope
Balloon
Typewriter
Matches
Sewing Machine
Morse Code
Stapler
Locomotive
Safety Pin
Dishwasher
Washing Ma-
chine
Dynamite
Elevator
Bicycle
Plastic

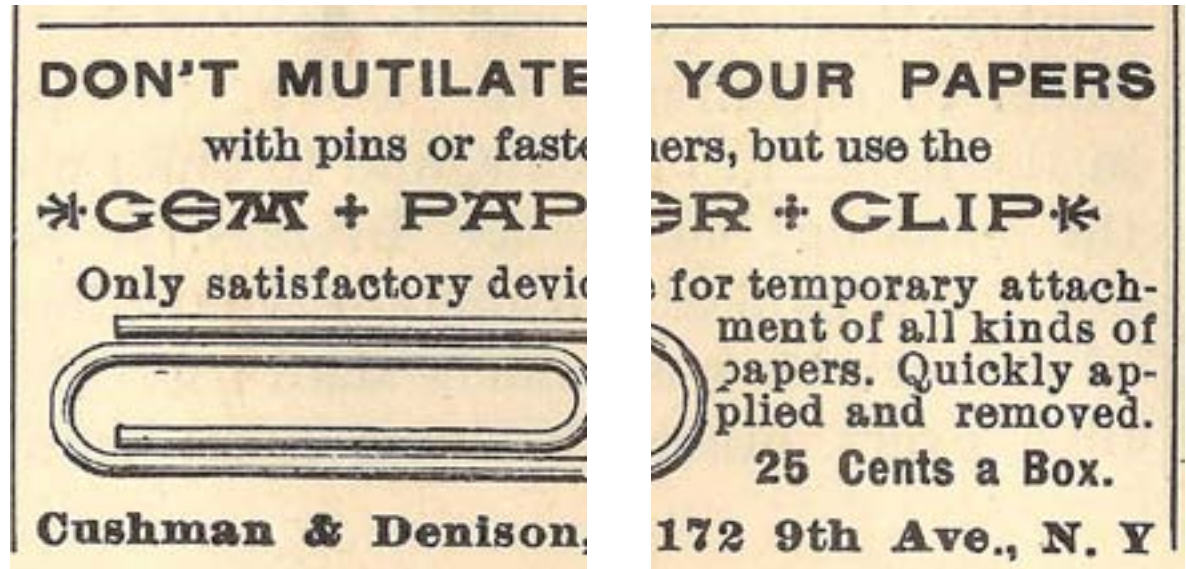
Architecture



Within a century, America had changed into a cities of steel. Buildings were getting taller and transportation was getting easier throughout all of America. There was a faster pace to life.



Age of Advertising



America 1836

Companies needed to start advertising in order to sell more. This was the first time that the idea of advertising became an option for people and or companies to use. Advertising became an occupation, where you could make a living in creating ads for people to look at. Employees learned how to sell brands to people and in order to sell to people you need to know what attracts them. This influenced typography birthed the idea of how fonts “look” on a page to others looking at it and how it makes them feel. To this day typography plays a huge role in advertisements.

Advertisement of Business Card
America, 1800's

PATRICK & BROWN COMPANY
PAINTERS · DECORATORS
PAPER HANGERS



406 DELMAIRE STREET · JACKSON · MICHIGAN

Slab Serif

The Birth of Slab Serif

Also known as Egyptian, Square Serif,
Mechanical Or Mécanes

Born in Britian

Advertising was rising in popularity, and needed a
Type Face that shouted “LOOK AT ME”

common Icon is “I Heart NY”



FAT FACES

Fundamentally Didones that have thicker strokes, more weight, and slightly triangulated

Break Offs of Slab Serrifs

The main uses were for advertising and display purposes

Example of Fat Face is Poster Bodoni

Poster Bodoni

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
— ; , ! .

Fat Face Roman
by Robert Thorne

THEY ARE COMING

THEY!

Who are **THEY!** What do **THEY** do!

READ, and you will **KNOW!**

DR. FARLIN

TELLS YOU AT A GLANCE every Ache, Pain or Discomfort that afflicts you. He also tells you how to **CURE YOURSELF**. He also tells you how to prevent diseases to which you are liable. He also tells you all about your *Mental and Physical Powers*—which are **STRONG** and which are **WEAK**; how to restrain the Strong and how to strengthen the Weak.

He Lectures to Ladies and Gentlemen
EVERY EVENING AT 8 O'CLOCK.

UPON THE

Laws of Life and Health

According to the Sciences of **PHYSIOLOGY** and **PATHOLOGY** in conjunction with his Native Traditions and Other Extensive Observations and Experiments.

He is with a Corps of Medical and Surgical Experts from Europe, India and AMERICA, under the auspices of the

TRI-CONTINENTAL SYNDICATE

OF PHYSICIANS & SURGEONS,

Including the Coldest and Foremost.

DR. ALONSON GALLOWAY,

Who after an extended European tour has decided to make the Flower City his permanent residence; also the World Renowned

DR. S. C. CRITTENDEN,

Long visiting Physician to the New York Infirmary and Charity Hospital. Late President of the National Medical Society, Washington, D. C. Discoverer of Kidney Stones and many other Valuable Remedies that have made his name famous throughout the entire medical world.

THEY are no Miasmata, Alkaloids, or Strontians that poison the system and produce a secondary disease worse than the one; but THEY are simple Vegetable Remedies, prepared from Nature's Laboratory, that save Nature's Vital Forces in every case.

THEY do positively Cure all forms of Chronic Diseases of the Blood, Nerves, Eyes, Ears, Throat, Lungs, Stomach, Liver, Kidneys, Bladder, Bladder and Sexual Organs. Including Headache, Neuritis, Rheumatism, Indigestion, Constipation, Piles, Epilepsy, Convulsions, Strabismus and Louping.

Come and see them make the LAME WALK, the BLIND SEE, and the DEAF HEAR.

FREE!!

DR. FARLIN has for five years, after a general practice of fifteen years, made a specialty of **FEMALE DISEASES**, including Leucorrhoea, Protrusion Uteri, Fibroid, Vaginitis, etc. He treats without local excruciations, and in 14 guaranteed cases where it is sometimes necessary, uses no caustic medication, and places in your hands the means of curing yourself.

A POSITIVE CURE FOR SPASMODIC ASTHMA, BRONCHITIS AND HAY FEVER, OR SUMMER CATARRH.

Free Lecture

Every Night at 8 O'clock.



Robert Thorne also known as William Thorne grew up in London, England.

Known for inventing the first Fat Face.

This was heavily used in the first advertisement posters. They were BIG BOLD messages that craved for people's attention.

Robert Thorne

Condensed & Extra Condensed

Condensed & Extra condensed styled fonts were made to look thinner by longating them from the center and lowering the tracking.

By using this style on fonts, they were able to fit more words on a page than they could before. The most popular place that you will see Condensed and Extra Condensed being used the most is in Newspapers. They would write articles and fit a series of news events on a couple sheets of paper.

People wanted to know what was going on in the world and around them, but there needed to be a way where it could be small enough so everyone could get a copy. Condensed and Extra Condensed stylizing allowed Newspaper companies to fit all their news into a compact roll to deliver to each resident. Newspaper companies saved money as well by using less materials



Characters in Complete Font

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
 a b c d e f g h i j k l m n
 o p q r r s t u v w x y z
 ff ff ff ff ff . , - ' : ; ! ?

FEWER MODELS
 Upholstery Softer

ENERGETIC PLANS
 Serious development
 undertaking finished

LEADING GYMNASIUM
 Many contestants report
 intense activity at camps

NOTEWORTHY DECISION
 Important questions settled
 during informal conference
 between opposing societies

INDORPHED MANUFACTURER
 Keeping inventors warehouse of
 standardized materials as required
 by most fire insurance underwriters

HOWERS CRANES IN MIDDLE
 Excavator cranes are used to install
 with existing beams of fully reinforced
 concrete beams after unloading of
 joints in concrete and steelwork

Red Eagle

Night Hawk

FOREBODING
 Hemispherical

DISCOMPOSURE
 Brief Exploration

PERFECT SPECIMEN
 Kinder Characteristic

Captains

Galvanized
 Fix Magnets

DENTED PILE
 Stinging Reply

HOTEL OPENING
 Approved Buyers

Art Nouveau

History

From the French Term “means new art”

Mainly manifested in Visual Arts, Design, and Architecture in the late 19th Century and into the early 20th century

This ideology of design spread across Europe quickly

Photo illustrated art magazines were becoming much more normal



Art Nouveau *Characteristics*

Heavily inspired by Asian art

Flat illustrations outlined with line

Idealized the female figure

Much more detail and stylization to hair

Hand-Drawn typography was a strong indicator

Organic floral abstractions



Art Nouveau Now

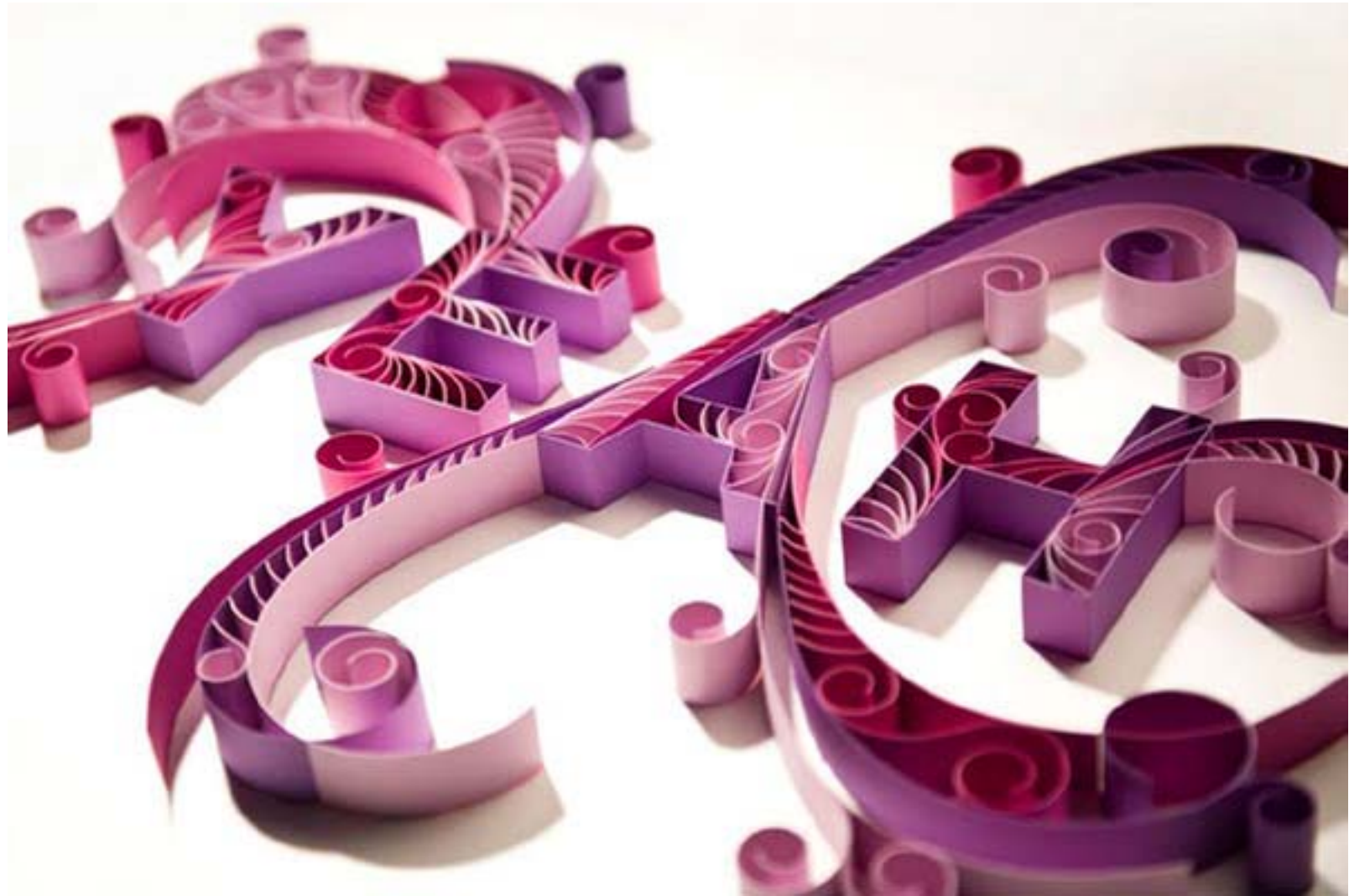


Ornamental Type

Type Faces used for decorative purposes

Can incorporate pictures of objects, animals, etc, but they make up letters. An example is an alphabet made out of shells

They normally have specific characteristics as well so they could evoke ideas of the wild west, Christmas, Halloween, pirates, etc.



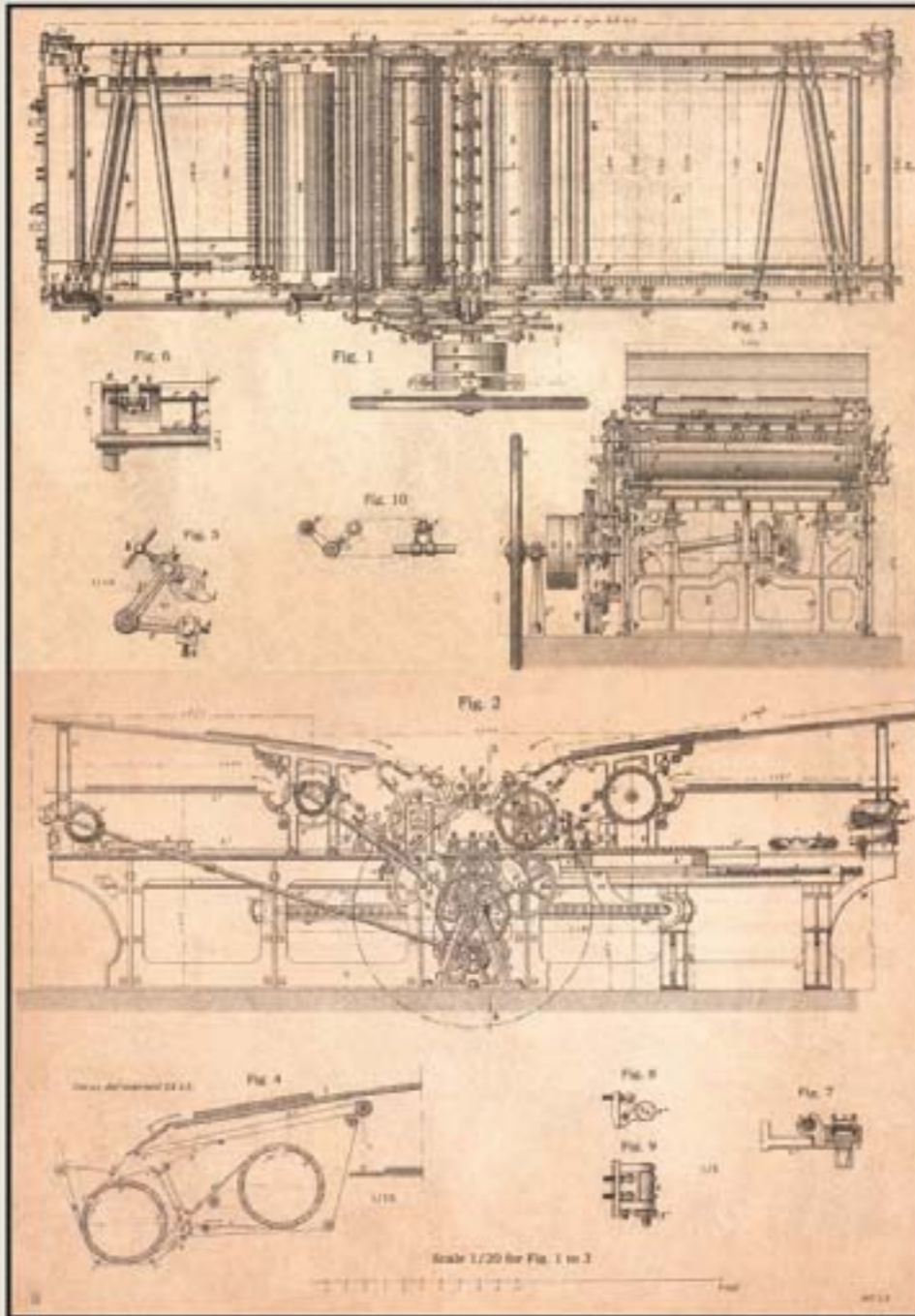
Printing Plate



Different types of printing had been around for years however in the 1800's is when they were able to perfect (for that time period) what we now know as the printing press.

In 1826 Joseph-Niecephore Niepce produced the first photographic printing plate. He covered a zinc plate with light-sensitive bitumen. He then exposed through a copper engraving that was translucent from oil. He then washed the unexposed parts and was left with an etched engraving.

Engraving of Cardinal d'Amboise
Print by Niecephore Niepce 1826



Printing Typographic Press. Europe 1880.

Mechanic typographic printing press of two reaction cylinders of Voirin to print newspaper at 3,000 copies/hr rate. Total light 4.54 mt.

Chromolithography

Chromolithography was method for making multi-color prints.

It originally stemmed from the process of lithography.

During the 19th century it become the most popular and common practice to for colored printing.

It was a chemical process in which an image is applied to a stone or zinc with a grease based crayon. After the image is then drawn onto the stone. Following this the image is “gummed” with solution and a weak nitric acid. Finally the image is passed through a printing press with a sheet of paper so that the image may be transferred. This process was much quicker than past practices however each color had to be done with different stones. It was common practice to have 20 - 25 stones per image copied.



COCAINE
TOOTHACHE DROPS
Instantaneous Cure!
PRICE 15 CENTS.
Prepared by the
LLOYD MANUFACTURING CO.
219 HUDSON AVE., ALBANY, N. Y.
For sale by all Druggists.
(Registered March 1885.) See other side.

*Cocaine Tooth Ache Drops Ad
(Chromolithograph)*

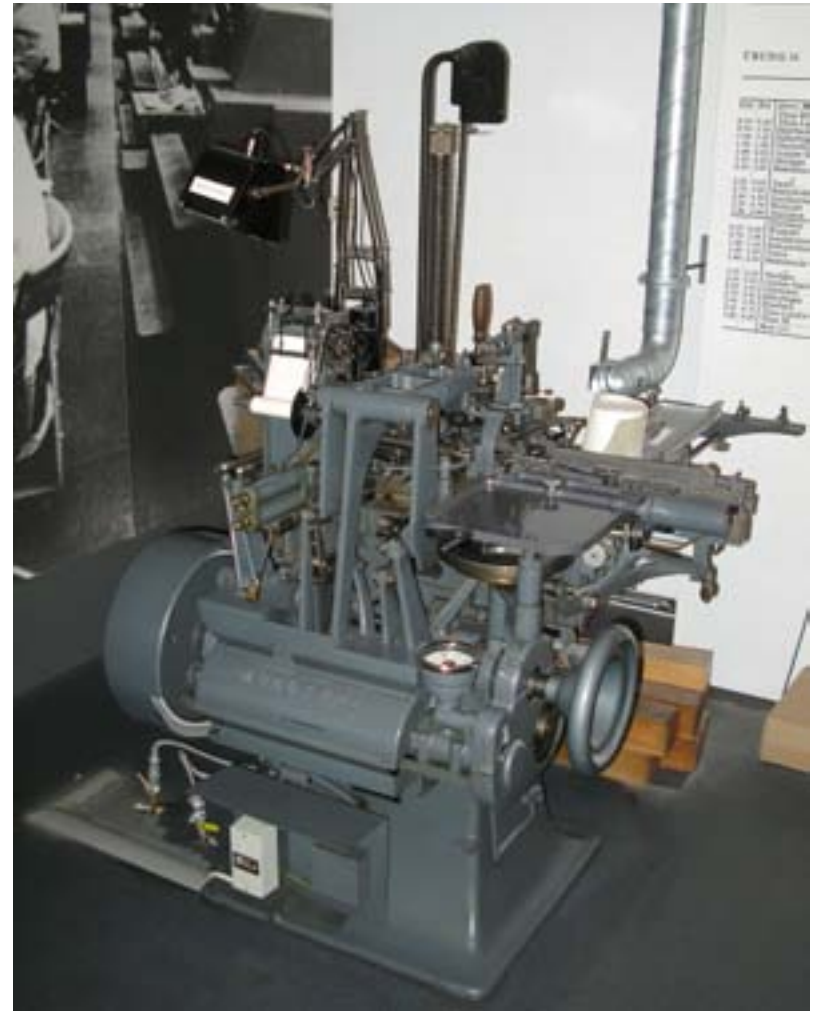
Tolbert Lanston

Was an inventor but had no education as an engineer what so ever

He was the inventor of the monotype

Machine that casts individual pieces of type for a line and justifies each line by a system of counting in units the width of the spaces taken up by the pieces of type.

First machine was marketed in 1897



The Monotype Machine

Ottmar Mergenthaler

Inventor of the linotype machine

“Line casting” machine in printing, changed the type game

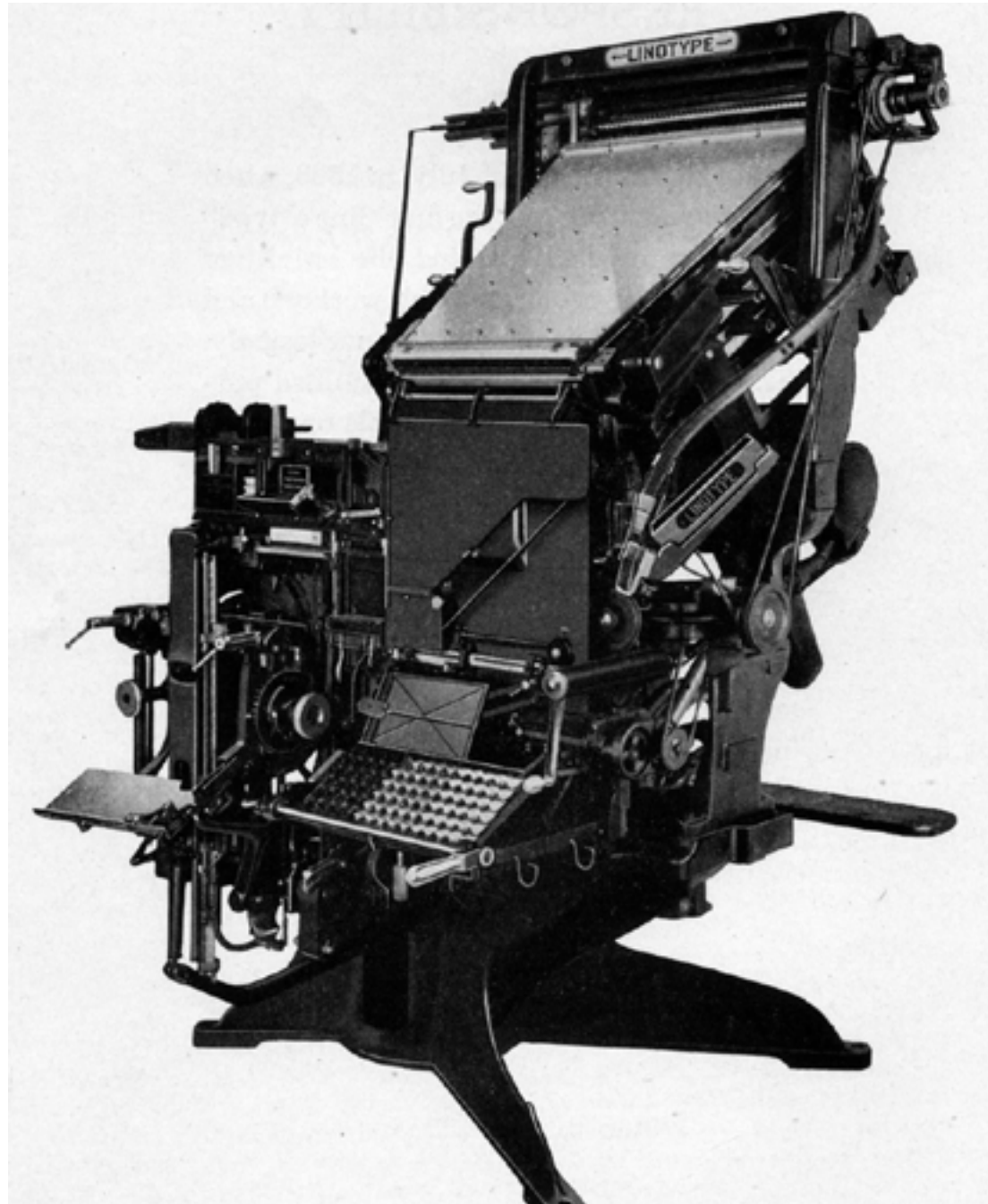
Produced an entire line of metal type at once, that’s why “line-o-type”

Associated with hot metal typesetting

Changed the game for news papers and type printed items

Made it possible for a relatively small number of operators to set type for many pages on a daily basis

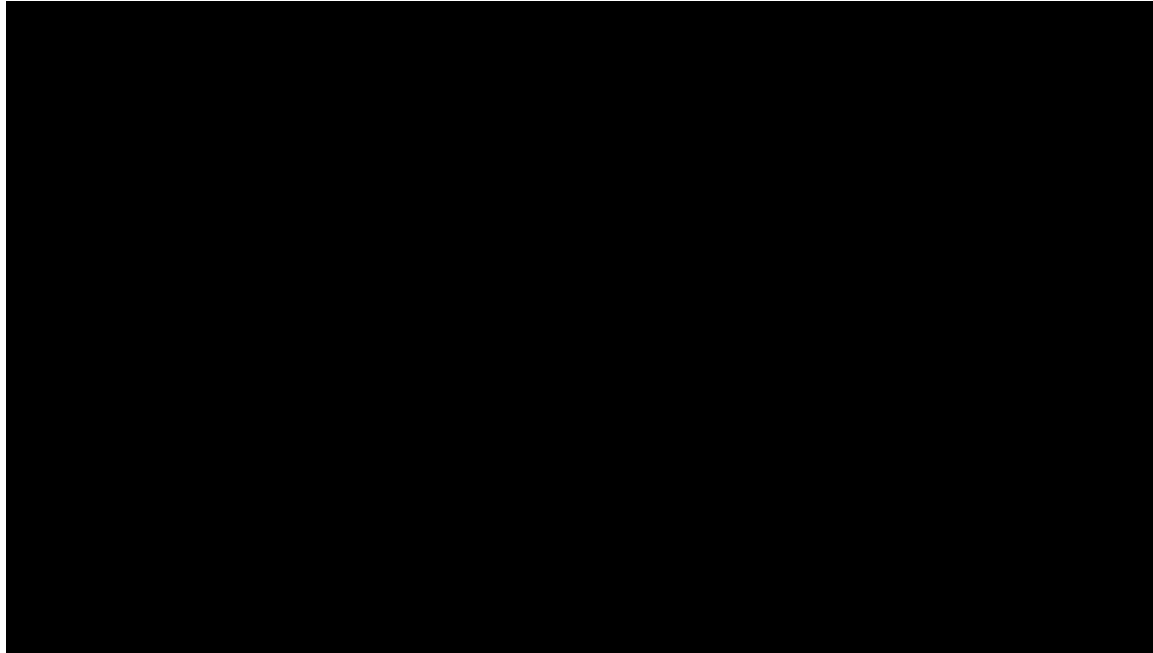
Before the linotype in 1884, most newspapers were no longer than 8 pages



*The Linotype
created by Ottman Mergenthaler*

Linotype

The Movie



*Movie will play automatically if not
Click play button to start*

William Caslon IV

William Caslon IV helped run the family business. The second Caslon Foundry was created in 1792. William Caslon IV took over the Foundry in 1807. In 1816, Caslon attempted to sell a font like the Egyptian Slab serif however he cut the serifs off. No one at the time was interested, but William Caslon IV was the first to invent **Sans Serif Font**.



art

■ helvetica
■ arial

William Morris



William Morris (1834-1896) was an English textile designer, writer, artist, and socialist. He has created his own typefaces, but Morris was more artistic than anything. He formed a partnership with Edward Burne-Jones, an artist and Dante Gabriel Rossetti, a poet and artist, to create the Klemcott Press.

Klemscott Press

Rosetti, Jones, and Morris established the first Klemscott Press in Hammersmith England 1891. Morris believed that the high standards of the past could be repeated in the present. His ideas were inspired from the 15th century and modeled from the Medieval times.

The company's first priority was to have the books seen as a whole. Therefore every piece of detail was paid heavy attention to during production. Everything from paper, to positioning on the page, to spacing, and type. Morris cared about every design. He even hand painted some pages himself.



In a span of 7 years (1898), Klemscott produced 53 books, totaling to about 18,000 copies.

Bruce Rogers

Bruce Rogers was an American typographer who was born on May 1870 and died in May of 1957. He is most known for being a book designer and is regarded as highly influential in the US. Bruce Rogers was originally trained as an artist and one of his first jobs was as an illustrator for the Indianapolis newspaper. In the year of 1859 Bruce Rogers moved out to Boston where he met the Mifflin brothers. Soon after he started work at the Riverside Press and went on to print hundreds of fine books. During his lifetime he created a few type faces which include Montaigne (1901), Centaur (1915) and Riverside Caslon. Some of his most credible printed works include *The Odyssey*, *Pacioli*, *The Boswell papers* and an American Folio Lectern Bible.



ΟΙΔΙΠΟΥΣ ΤΥΡΑΝΝΟΣ

ΠΡΟΛΟΓΟΣ

ΟΙΔΙΠΟΥΣ· Ὡ τίνα, Κάδρο τοῦ πάλαι νῦν τροφί-
του, καὶ ἔραο, τίσθε μοι θοῶξετε
ἕτηρος κλάδοισιν ἔλαστέρμοιοι;
τίσθε δ' ἄρα μὲν θομαρῶν γέρε,
ἀπὸ δὲ παιάνων τε καὶ στενωγῶν
ἀπὸ θεῶν ἢ παρ' ἀγγέλων, τίνα,
ἄλλων ἀκούειν αὐτοῦ, δὲ' ἐβλήθη,
ὅ πᾶσι κλειῖς, Οἰδίπους καλούμενος.

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OEDIPUS THE KING

PROLOGOS

OEDIPUS: My children, latest born to Cadmo old,
Why sit ye here as suppliants, in your hands
Branches of olive filled with wax?
What means this reek of incense everywhere,
And everywhere laments and litanies?
Children, it were not meet that I should learn
From others, and am hither come, myself,
I Oedipus, your world-renowned king.

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Who Was Rob Roy Kelly?

A design teacher and collector of Wood Type

His collection is made up of over 150 faces of various sizes and styles

Wood face print was very popular between 1828 and 1900

These mark the transition to a new printing era!

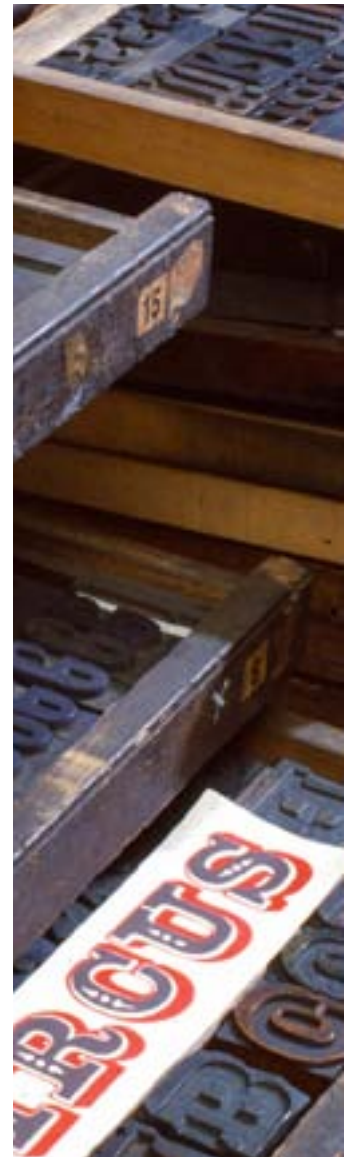
It allowed for quicker printing

There are script, blackletter, antique, Egyptian, old style, fat face, lineal

The collection is at the university of Texas now

Rob Roy Kelly passed away in 2004

R.R. Kelly



Egyptian Antique Wood
Printing Blocks

Manuale Tipografico

The *Manuale Tipografico* defined as Manual of Typography was written by Giambattista Bodoni. This manual was what some people say the most influential thing that Bodoni brought to typography. It was originally published in 1818 after he had passed away.

People knew Bodoni as a perfectionist when it came to type, from maintaining his libraries of type to only printing on the most exquisite and expensive paper. This was shown in the published book.



PARANGONE

Quousque tandem abutère, Cati-
lina, patientiâ nostrâ? quamdiu
etiam furor iste tuus nos eludet?
quem ad finem sese effrenata ja-
ctabit audacia? nihilne te noctur-
num præsidium Palatii, nihil ur-
bis vigiliæ, nihil timor populi, ni-
hil concursus bonorum omnium,
nihil hic munitissimus habendi se-

MARCUS TULL. CICERO
ORATOR ATQUE PHILOSOPHUS.

CHERASCO

The book was two volumes long and presented as an exhibition of his 142 Roman alphabets, script and exotic typefaces, and decorative flowers and ornaments. This was a collection of over 40 years of his life dedicated to his study of typography.

Vincent Figgins

He was British Punchcutter and type founder

Figgins Worked as apprentice to Joseph Jackson from 1782

He set up his own foundry in 1792
There he became credited with creating one of the earliest slab-serif (egyptian) type faces
Released under the name Antique in 1815

His most influential type face was released under the name Monotype Ionic (1821)

Became widely used by newspaper industry
Became model for many twentieth century newspaper typefaces

Frederick Goudy



Born March 8, 1865 in Bloomington, Indiana.

Officially was paid for his first font when he was 30. We now know this font as Camelot and was paid 10 dollars for it.

Founded The Village Press in Parkridge Illinois, 1903.

Invented Kennerly Old Style in 1911. This was the first American font to be sent abroad.

In 1915 he created his most famous typeface Goudy Oldstyle. This font allowed you to put more words on a page because of its shortened descenders.

In 1916 sold 8 fonts to Caslon Family in London.

In 1920 became Art Director for Lanston Monotype for 27 years.

Passed away in 1947, at age 82. In his lifetime he was able to create 116 fonts in his lifetime.



Frederick Goudy
March 8, 1865- May 11, 1947

The Lumier Brothers

The Lumier brothers were Auguste Marie Louis Nicolas and Louis Jean. They are credited with being some of the earliest film makers in history. They held the first public film screening on December 28th 1895. This was a public demonstration of their device they called the Cinématographe. It functioned basically as a camera, projector and printer all in one. The majority of the short films the Lumier brothers put together were of the hustle and bustle of everyday life.



The Cinematographe



The Lumier Brothers

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