



Type & Media



Typography & the History of Letterform



What is **typography**?

Typography is the artistic arrangement of text. It is a creative art form that makes the written word beautiful and appealing to the reader. It makes text readable and legible. It's how we see words. Typography has to be important to every good graphic designer. You can't have good design without good typography or use of type.



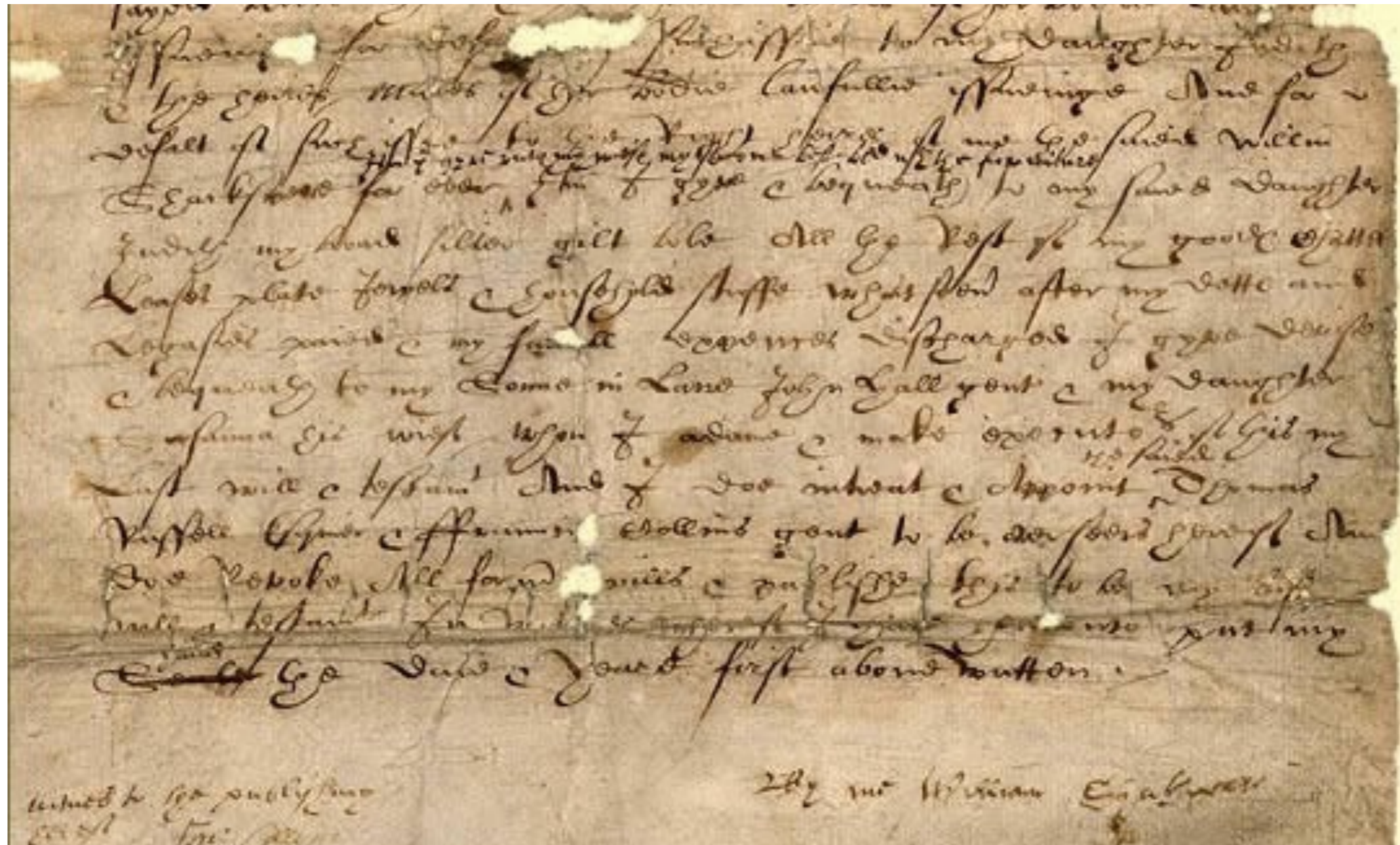
Typography involves:

- selecting typefaces or fonts
- point sizes
- letter-spacing (tracking)
- kerning
- linespace (leading)
- type alignment



Epigraphy

The study of letterforms carved in stone or other permanent material.



Paleography

The study of writing in ancient and medieval manuscripts.



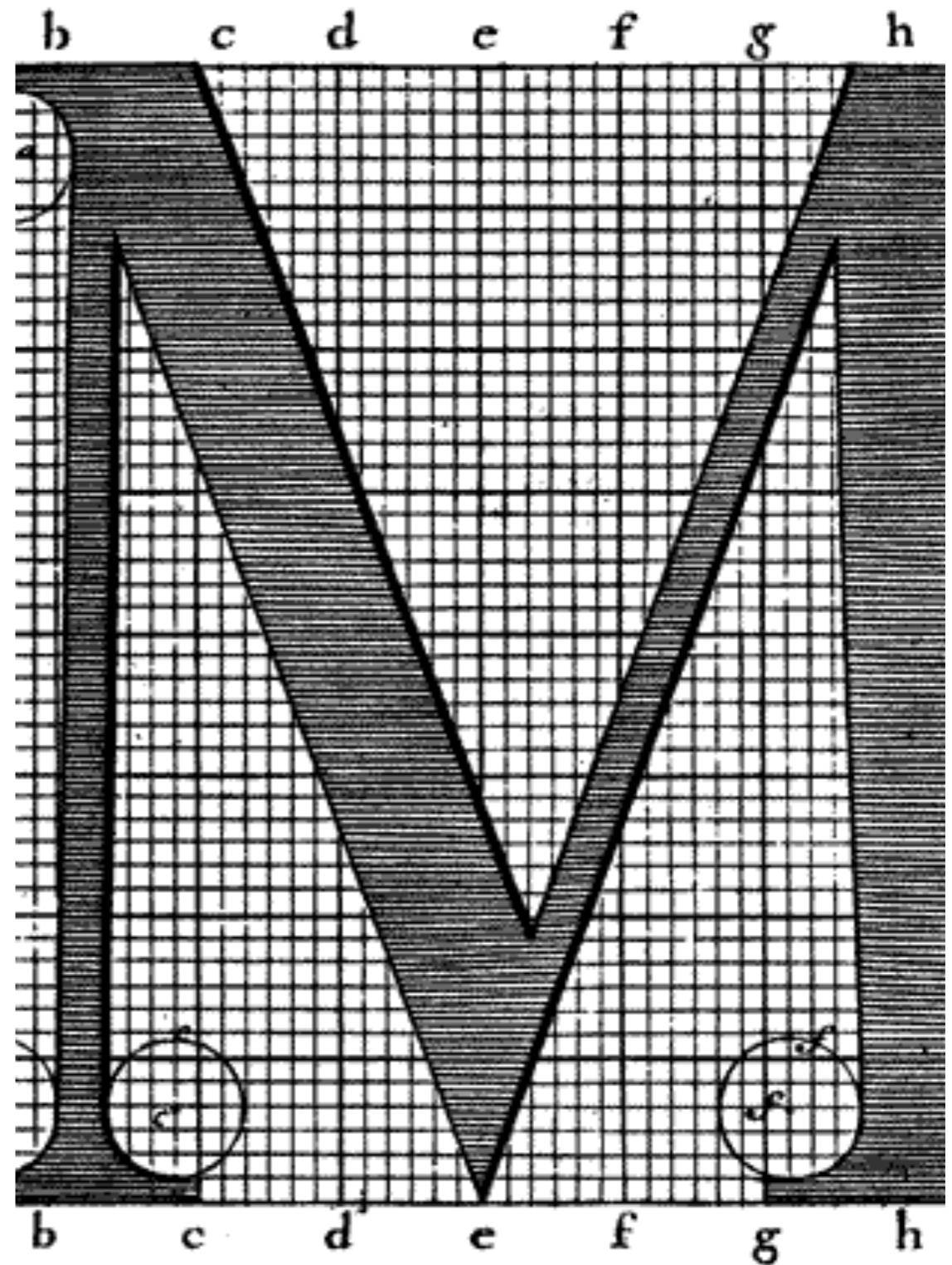
Calligraphy

The art of decorative writing, usually with pen and ink.



History of Letterform

(a letter's shape)





Pictographs

These early symbols of writing were simple drawings of objects.





Ideographs

Symbols were combined to express ideas. This created a big problem because the 1000s of symbols that needed to be memorized in order to communicate.





The Alphabet

A series of culturally agreed upon marks/symbols that represent sounds. The word “alphabet” is a combination of the first two letters of the Greek alphabet (alpha and beta). In the English language there are 26 letters/symbols, each representing a different sound.



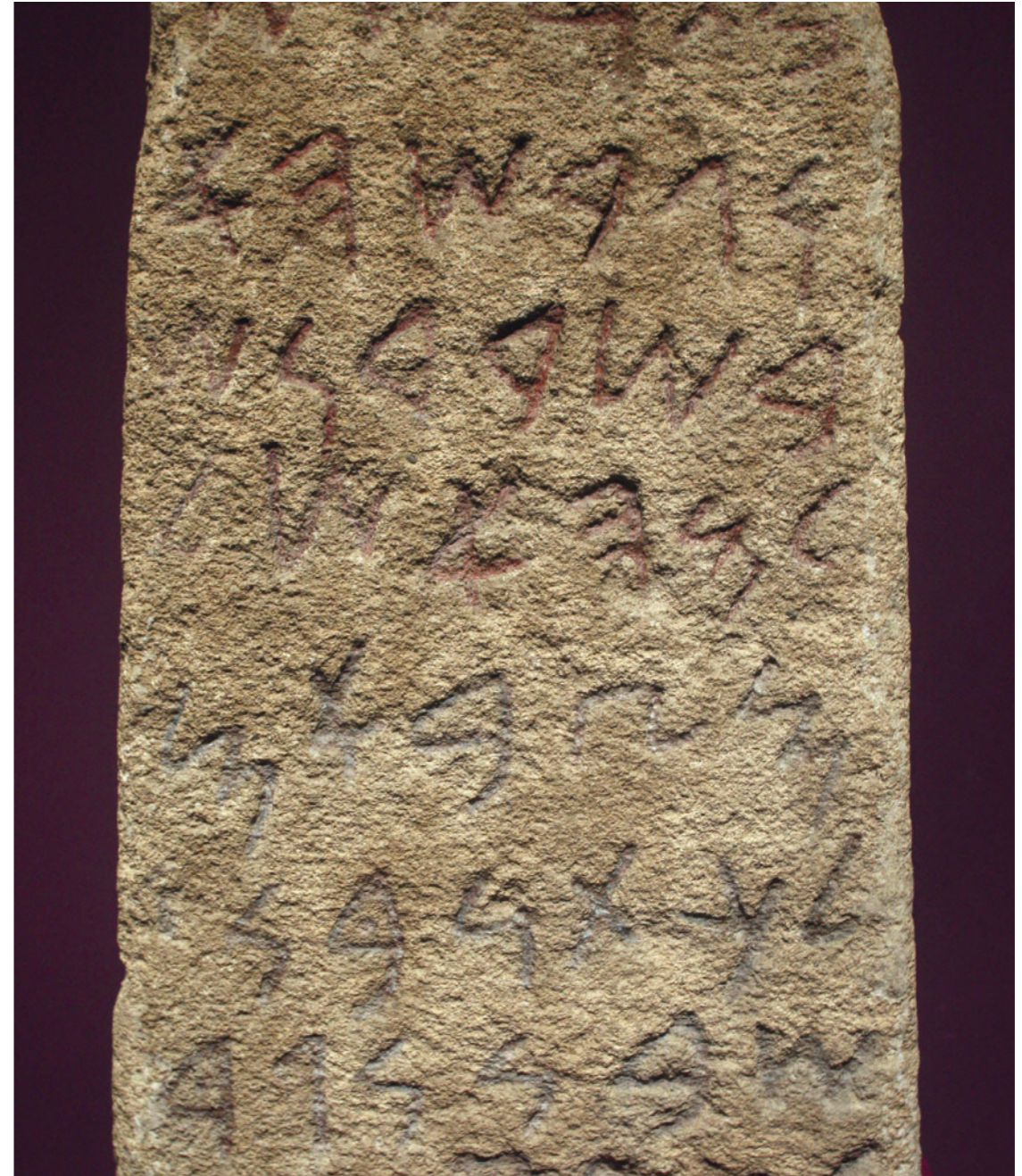
Phoenician Alphabet

- Time period: around 1500 B.C.E.
- They were able to capture language with 20 marks.
- There were no vowels
- The Phoenicians read from right to left





- Early writings were scratched into wet clay with a sharp stick or carved into stone with a chisel. Because of the writing tools, there were only uppercase letters for about 2000 years.
- The Phoenician Alphabet evolved through the Greek and then the Roman culture.





The Greek Alphabet

- Time period: around 800 B.C.E.
- adopted from the Phoenician alphabet
- Vowels were added and the orientation of the reading was reversed, left to right.

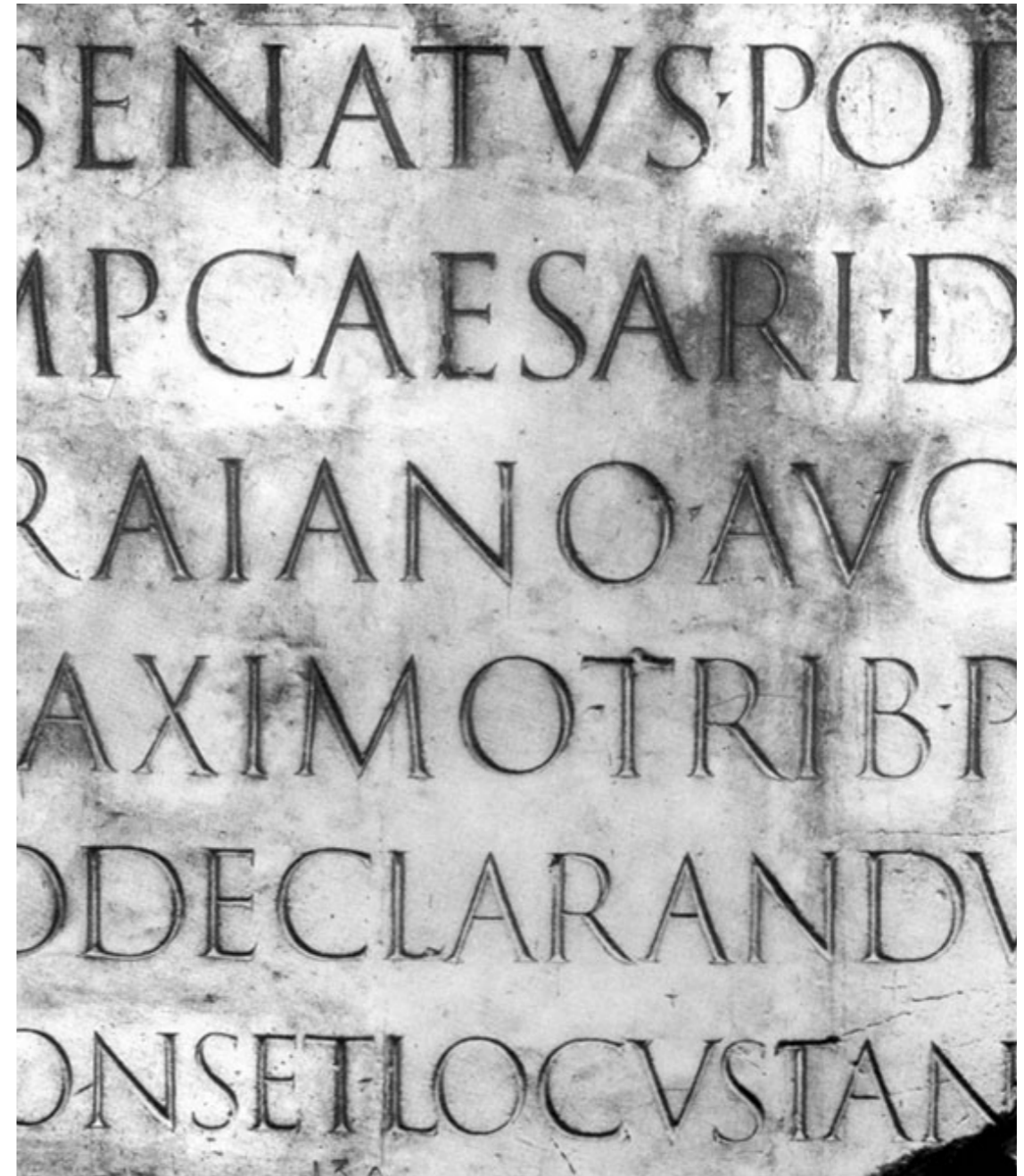
GREEK ALPHABET

| | | | | | |
|---------------------------------------|--|--|--|--|--|
| Αα <small>ALPHA Al-fah</small> | Ββ <small>BETA Bay-tah</small> | Γγ <small>GAMMA Gam-ah</small> | Δδ <small>DELTA Del-tah</small> | Εε <small>EPSILON Ep-si-lon</small> | Ζζ <small>ZETA Zay-tah</small> |
| Ηη <small>ETA Ay-tah</small> | Θθ <small>THETA Thay-tah</small> | Ιι <small>IOTA Eye-o-tah</small> | Κκ <small>KAPPA Cap-ah</small> | Λλ <small>LAMBDA Lamb-da</small> | Μμ <small>MU Mew</small> |
| Νν <small>NU New</small> | Ξξ <small>XI Zeye (if it stands alone) or Zee (if followed by a letter)</small> | Οο <small>OMICRON Om-i-cron</small> | Ππ <small>PI Pie</small> | Ρρ <small>RHO Row</small> | Σσς <small>SIGMA Sig-mah</small> |
| Ττ <small>TAU Taw</small> | Υυ <small>UPSILON Oop-si-lon</small> | Φφ <small>PHI Fee (if stands alone) or Feye (if followed by a letter)</small> | Χχ <small>CHI Keye</small> | Ψψ <small>PSI Sigh</small> | Ωω <small>OMEGA O-may-gah</small> |



The Roman Alphabet

- Time period: around 100 B.C.E
- Adopted from the Greek alphabet.
- Some letters were redesigned
- The F and Q were added
- The names of the letters were simplified —most similar to what we use today.
- Began writings with the reed pen which is held on an angle (which is what created the variation in weight in lowercase letters).
- Written in all capital letters before the introduction of small letters.










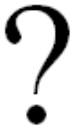







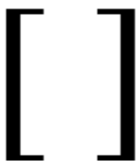


Capital & Small Letters

- Capital letters are formerly known as **majuscule**
- Small letters are formerly known as formally **minuscule**
- Small letters were created, once pens became the common writing tool, as a way of saving on space.



Punctuation

- The early writings of the Greeks and Romans had no punctuation—the words either ran together or were sometimes separated by a dot or dash.
- Punctuation was formalized with the rise of printing in the 14th and 15th centuries.
- The introduction of the standard punctuation system has been attributed to the Venetian printer **Aldus Manutius**.

| | | | | | |
|--|--|--|---|---|--|
|  comma |  semicolon |  colon |  full stop |  exclamation mark |  question mark |
|  apostrophe |  quotes |  double quotes |  hyphen |  dash | |
|  stroke or slash |  parentheses or (round) brackets |  square brackets |  ellipsis |  asterisk | |