

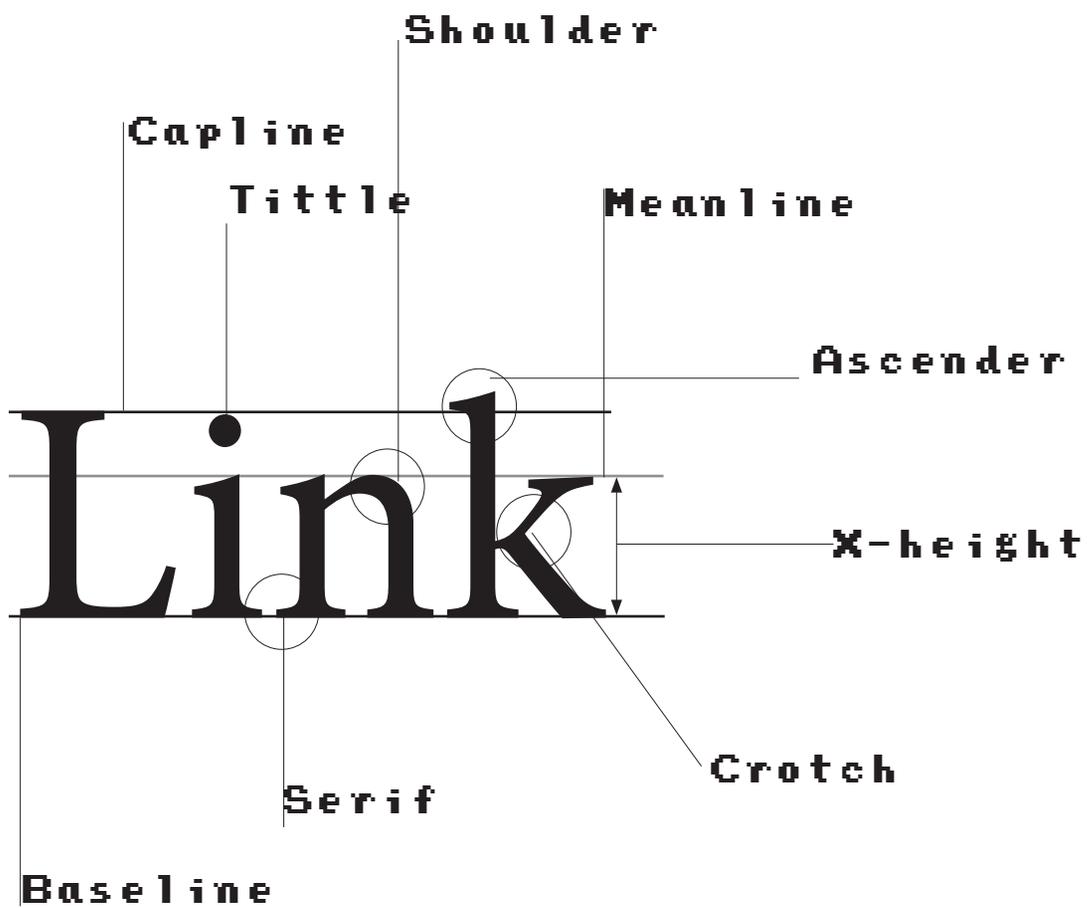


THE LEGEND OF

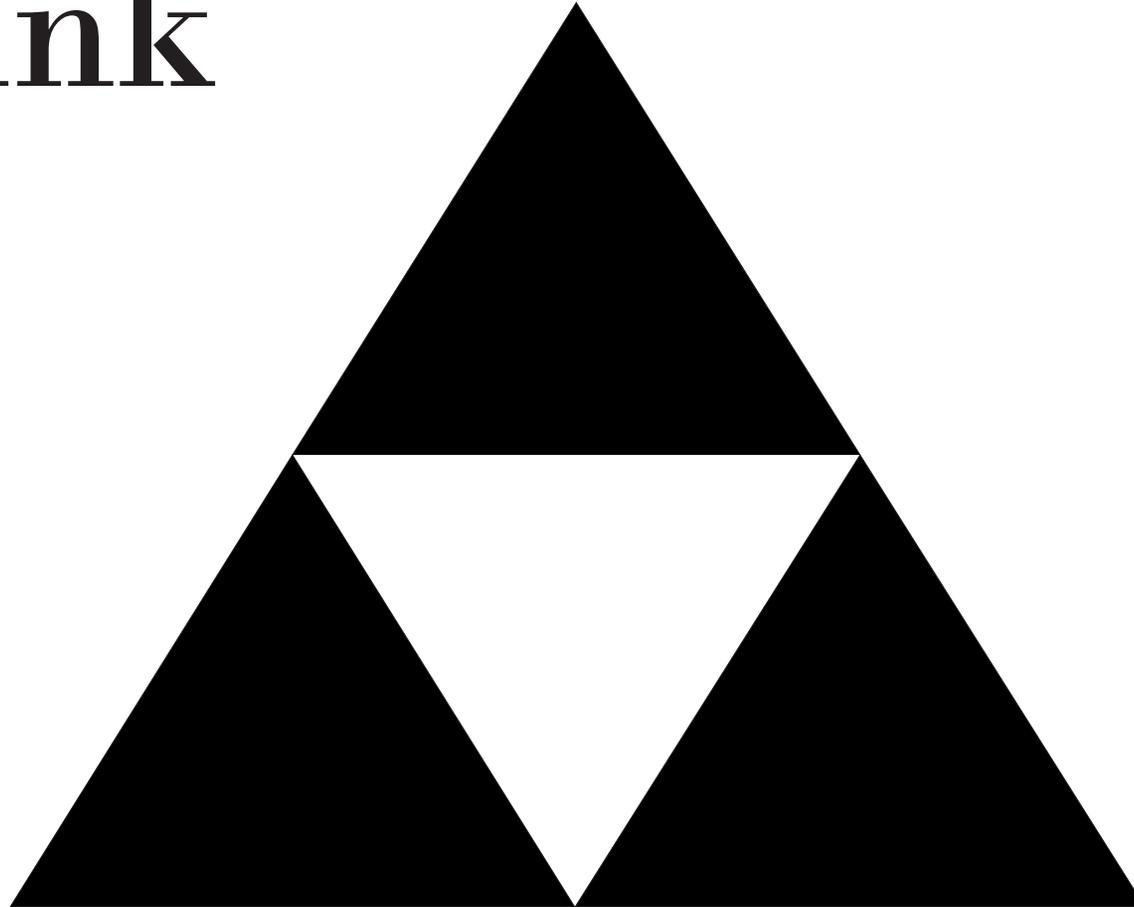
INK

A TYPE BOOK TO THE PAST

By Nelson Guzman
Type & Media Fall 2016



Link



Modern
(1780s)

▲ designed in Italy in 1788 by
Giambattista Bodoni

▲ designed in a time when
printing technology was refined
by leaps and bounds

Bodoni



Transitional
(1690s)

▲ designed in England 1757 by
John Baskerville

▲ Calligraphic influence has all
but disappeared

Baskerville



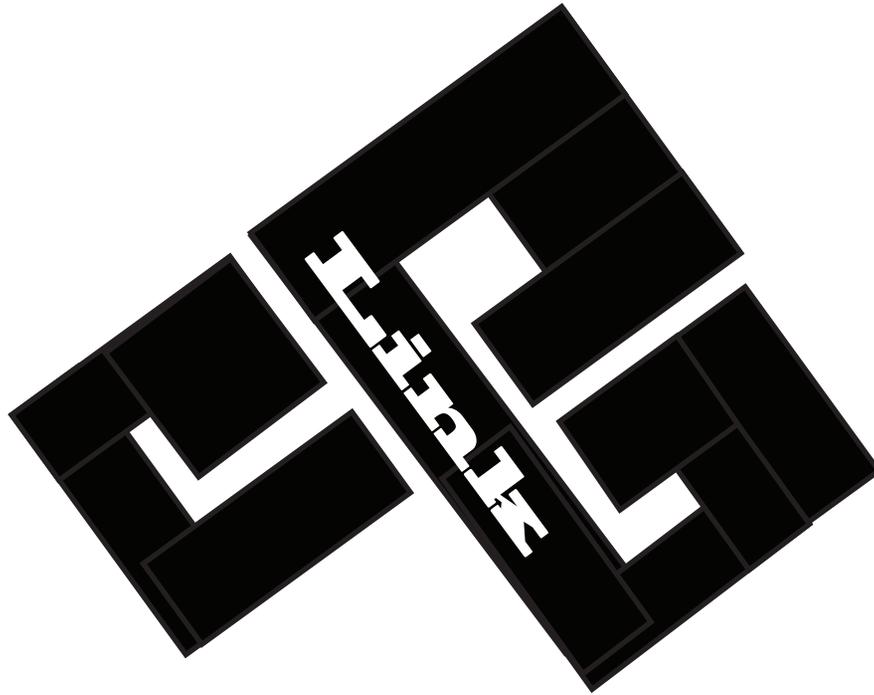
Old Style
(1615)

▲ designed in France in 1615 by
Jean Jannon (Claude Garamond
as given credit originally)

▲ designed in a time when inks
and paper were coarse and type
technology was still rather
rough

Garamondv

Five Families of Type



Slab Serif (Early 1800's)

- ▲ With the industrial Revolution underway, printing was automated so more people were designing type
 - ▲ The Display Font was born: really suited for advertising, which was experiencing its first boom
- Egyptian



San Serif
(Late 19th-20th Century)

▲Univers, Franklin Gothic, Futura,
Frutiger, Helvetica

▲Started out as a display faces
in the early 1800's

Helvetica

W

Calibri
Light

W

Calibri
Regular

W

Calibri
Bold



**Adams
Condensed**



**Adams
Regular**



**Adams
Extended**

Z

Lucida Fax
Regular

Z

Lucida
Fax

Z

Lucida Fax
Italics



**Bauhaus
Regular
No Stress**



**Rockwell
Extra Bold
Vertical
Stress**



**Nayla
Regular
Oblique
Stress**

D

Helvetica
No
Contrast

D

Century
Low
Contrast

D

Glamor
High
Contrast

b

**Rockwell
Unbracketed
Serif**

b

**Baskerville
Bracketed
Serif**

b

**Times New
Roman
Bracketed
Serif**

Flushed Left



The Legend of Hyrule:
Long ago, there existed a kingdom where a golden power lay hidden. It was rich land blessed with green forests, tall mountains, and peace. But one day, a man of great evil found the golden power and took it for himself. With its strength at his command, he spread darkness across the Kingdom. But then, when all hope had died...a young boy clothed in green appeared. Wielding the blade of evil's bane, he sealed the dark one away and gave the land light.

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Centered

Flushed Right



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Helvetica 12/14

Link is the chosen bearer of the Master Sword, a powerful magical sword that is the bane of all evil. As a child, he challenges Ganondorf in order to try to protect Zelda before he inadvertently helps Ganondorf find the Triforce in Ocarina of Time, forcing Link to undo the damage he had caused. Link has several family members, including an uncle in A Link to the Past; an unseen mother in Ocarina of

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Leading
Sans Serif Font

Garamond 12/14

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Leading
Serif Font

Times 12/16 C&LC// No Tracking

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Times 12/16 C&LC// 50 Tracking

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Times 12/16 C&LC// 100 Tracking

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Times 12/16 C&LC// 200 Tracking

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Tracking

Tracking With Caps and Lower Case Letters

Whats happens to type when there is to much space between words and letters?

Times 12/16 C&LC// No Tracking

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Times 12/16 C&LC// -50 Tracking

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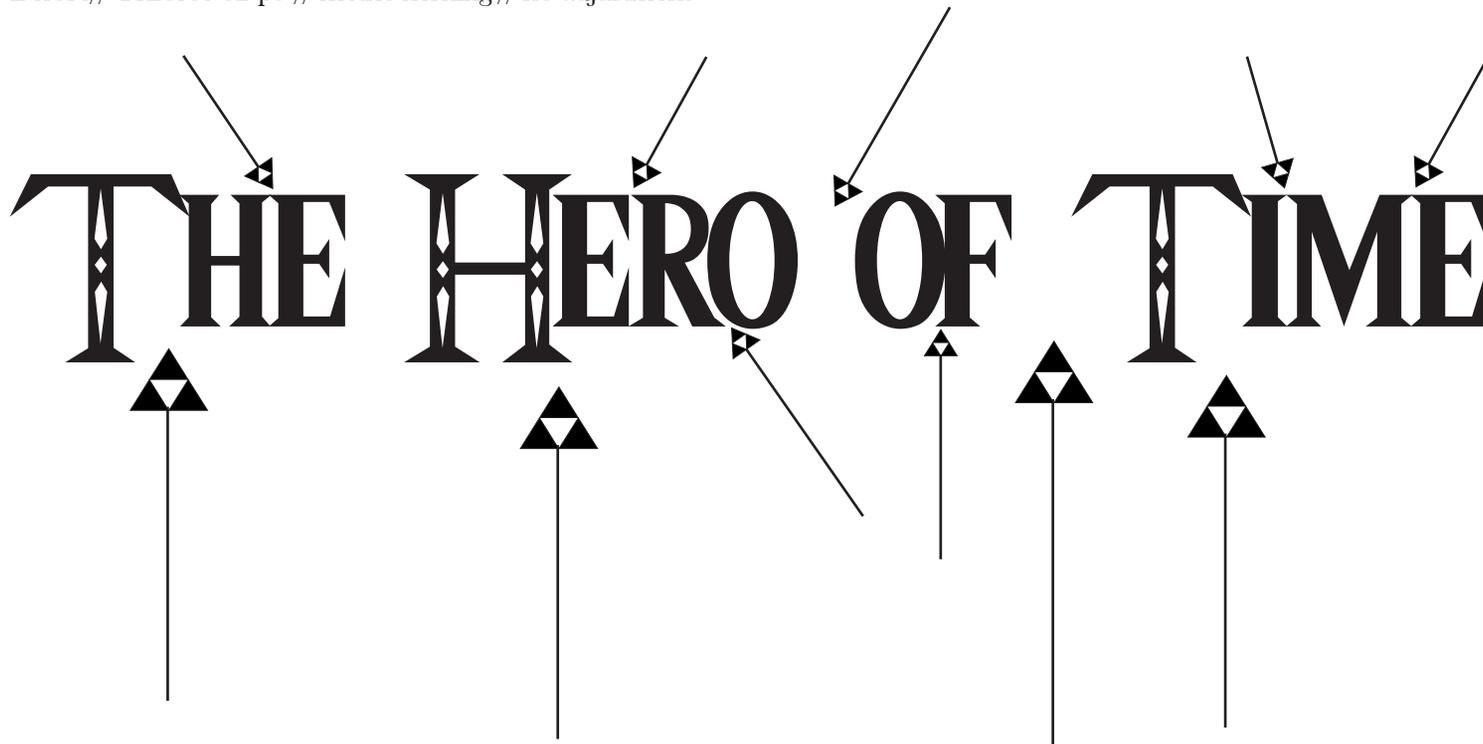
Tracking With Caps and Lower Case Letters

Whats happens to type when there is not enough space between words and letters?

Legibility

Kerning

Before// Triforce 82 pt // metric kerning // no adjustment

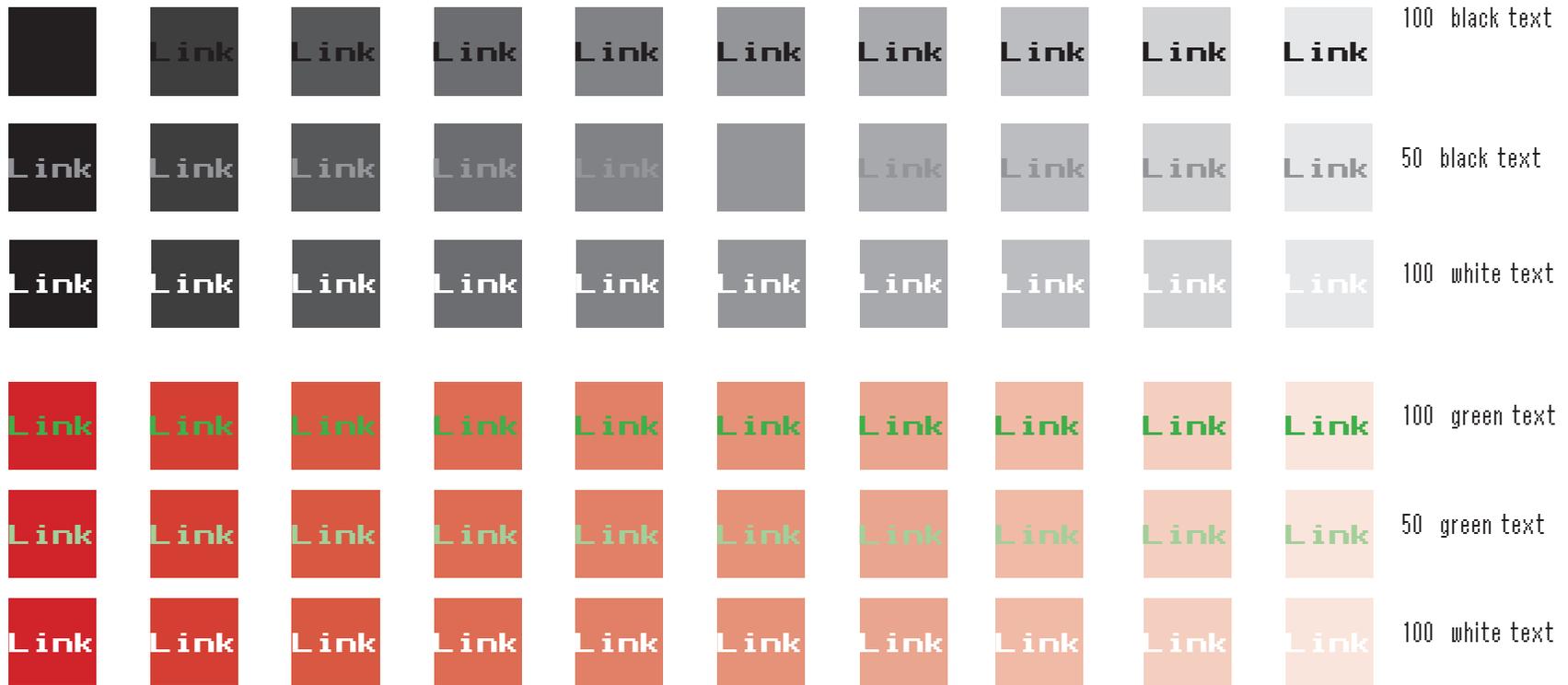


After// Triforce 82 pt // metric kerning // manual adjustment

THE HERO OF TIME

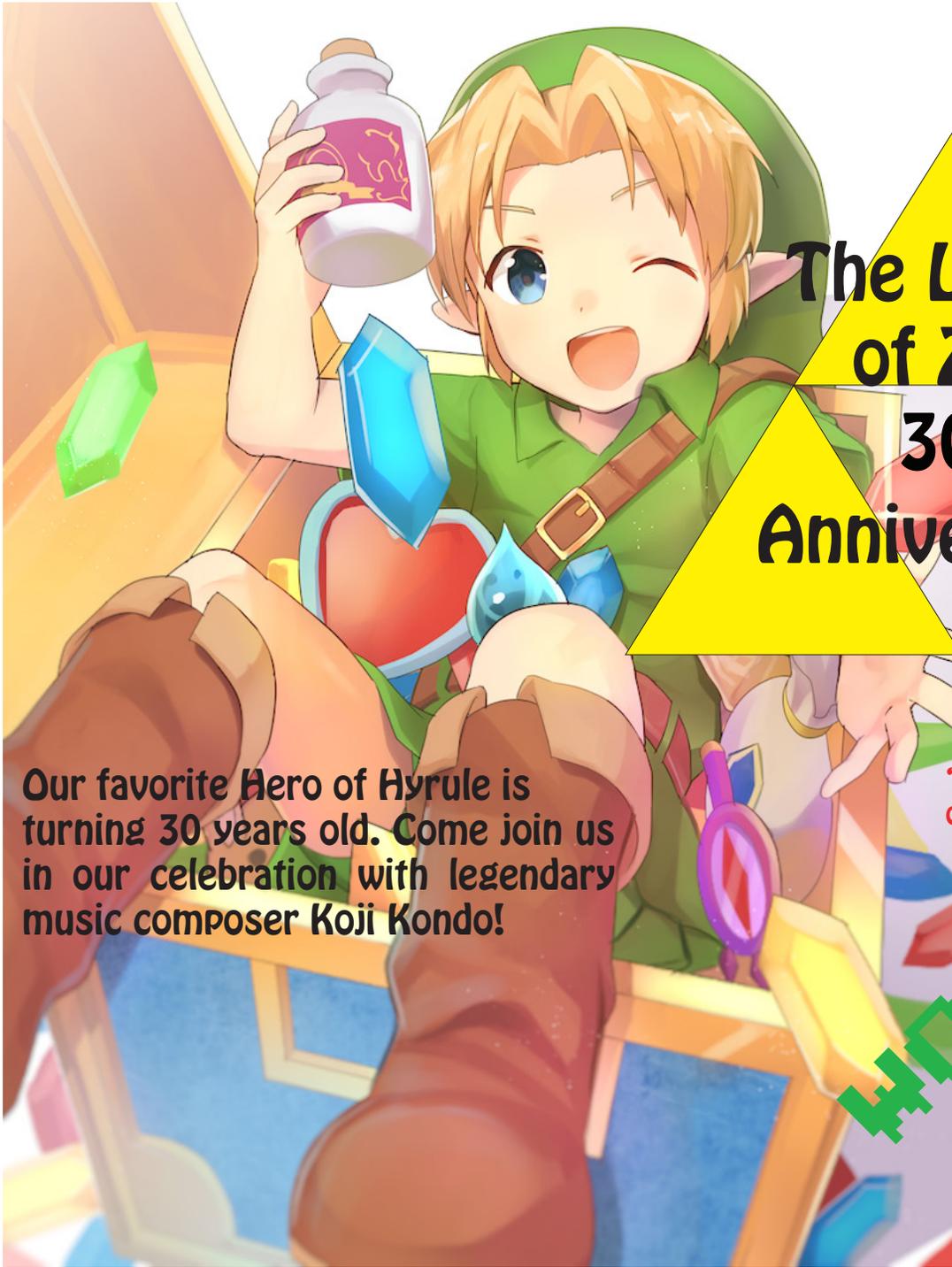


Legibility: Color



Green text
C=75, M=5, Y=100, K=0

Red
C=15, M=100, Y=100
K=0

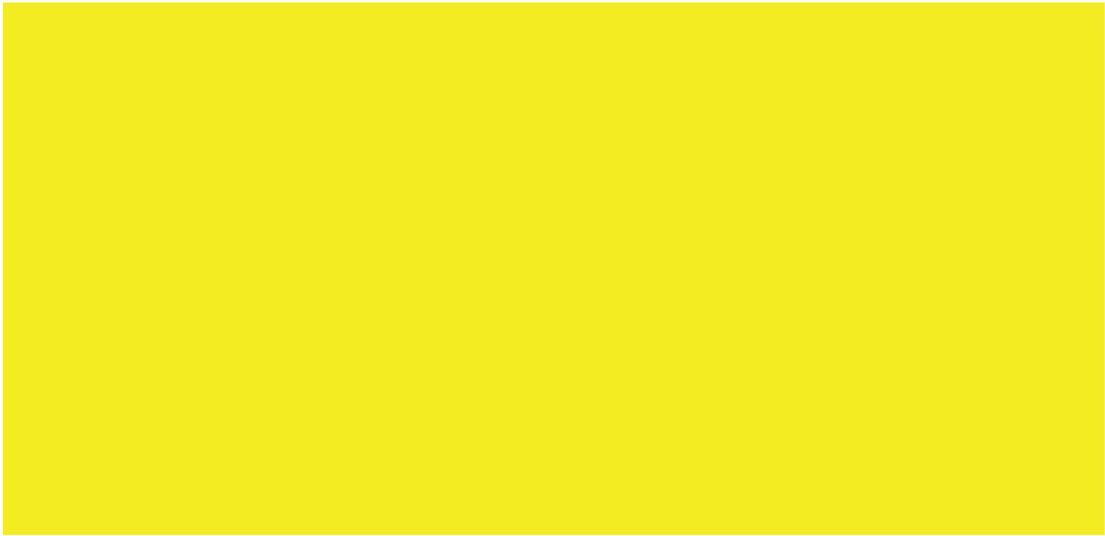


The Legend of Zelda 30th Anniversary!

Our favorite Hero of Hyrule is turning 30 years old. Come join us in our celebration with legendary music composer Koji Kondo!

Kakariko Village
Building Number 4.
Feb. 21st, Sunday at 6:00 P.M.
'No children will be allowed without supervision'

**ADMISSION FEE
IS ONLY
200 RUPEES!!!**



Typographic Grid Layout

Gold = Headline

Green = Picture

Black = Body Copy



The Link in Skyward Sword is the tenth Link appearing in the The Legend of Zelda series, and currently the earliest incarnation of Link chronologically to appear in-game. In Skyward Sword, Link has lived his entire life on the floating island of Skyloft, situated above the clouds. He is childhood friends with Zelda, and they attend the Knight Academy.

Link

Link and the other students prepare for the annual Wing Ceremony, an important part of the initiation of new knights of Skyloft. After the ceremony, Link and Zelda go for a flight together on their Loftwings, when Zelda and her Loftwing are pulled below the clouds during a sudden and unusual storm.

That night, Link is visited by Fi, a being sent by the goddess Hylia in order to help him search for Zelda on the Surface. Fi leads Link to the Goddess Sword, and the following day, he ventures to the Surface. On the Surface, Link meets an old woman in the Sealed Temple at the Sealed Grounds. This woman assures Link that Zelda is safe and has embarked on a quest of her own, and that he needs to continue to track her. While searching for Zelda, Link discovers that Zelda is also being followed by two mysterious people...

