



typographic design:

FORM AND COMMUNICATION



Saint Barbara.

Polychromed walnut
sculpture, fifteenthcentury German or
French. The Virginia
Museum of Fine Arts.



typographic design:

FORM AND COMMUNICATION

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Ben Day
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Mark Sanders

Cover design: Sandra Maxa and Mark Sanders

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"The whole duty of typography, as with calligraphy, is to communicate to the imagination, without loss by the way, the thought or image intended to be communicated by the Author."

Thomas James Cobden-Sanderson

			1		
	Foreword, Rob Carter Introduction	viii ix	5	Syntax and Communication	85
		121		Typographic syntax	86
1	The Evolution of Typography	1		Typographic space	96
	From the origins of writing to Gutenberg's invention of movable type	2		Visual hierarchy	100
	Typography from Gutenberg to the nineteenth century	7		ABA form	106
	The nineteenth century and the Industrial Revolution	12	6	The Typographic Message	111
	·			A multidimensional language	112
	Typography in the twentieth century	18		Verbal/visual equations	114
	A new century and millennium begin	27		Function and expression	118
2	The Anatomy of Typography	31		•	
	Letterforms analyzed	32	7	The Evolution of Typographic Technology	121
	The typographic font	35		Hand composition	122
	Historical classification of typefaces	38		Machine composition	123
	Typographic measurement	42		Phototypesetting	125
	The type family	45		Digital typesetting	128
				Screen-based typography	131
3	Legibility	49	8	Typography on Screen	133
	Basic principles of legibility	50		Rendering type on screen	134
	Legibility and digital typography	60		Reading on screen	137
	Typographic details	62			
4	The Typographic Grid	65		Selecting typefaces	138
	Background	66		Legibility factors for on-screen typography	141
	Structure and space	67		Web design technology	145
	Proportion	68		Structuring web pages	146
	The square	69		Case studies	148
	Single column grids	71	9	Typography in Time and Motion	155
				Background	156
	Multicolumn grids	74		Using type in time-based media	159
	Modular grids	78		How type changes and moves	163
	Improvisational structures	84		Legibility factors	167
				Expression	169
			1	T	_00

10	Case Studies in Typographic Design	171		
	Integrating type and image in poster design	172		
	The U.S. National Park Service Unigrid system	176		
	Book design: VAS: An Opera in Flatland	179		
	Typographic film titles	183		
	Buenos Aires Underground (Subte)	186		
	Information design: Metropolitan World Atlas	190		
	A typographic program for the 17th Street Farmers' Market	194		
11	Typographic Design Education	197		
	Letter/digit configurations	198		
	Urban letterform studies	198		
	Flowering typography	199	12	Typographic Des
	Inventing sign systems	199		A traditional model
	Comparative relationships: type and image	200		Exploring typograph
	Sequential typographic forms in space	201		Exploring typograph
	Typography and image transformations	201		Ludd: a typographic
	Unity of form and communication	202		Composites
	Syntactic explorations using onomatopoeic terms	203	13	Type Specimens
	Visual structure motion studies	204		Old Style
	Type chronology booklet	205		Garamond
	Typographic hierarchy	206		Additional Old Style
	Calendar deconstruction	207		Sans serif
	Experimental compositions with found typography	208		Franklin Gothic
	Directional poster: from your house to the university	209		Univers
	Visual organization and grid structures	209		Meta
	New York Times grid analysis	210		Futura
	Environmental grids	211		Additional sans seri
	Banknote design	212		Transitional
	Observing systems in our surroundings	213		Baskerville
	Typographic cubes	214		Additional transition
	Blending Latin and non-Latin typographic forms	214		Modern
	Type and image in the third dimension	215		Bauer Bodoni
	Typezine: my favorite typeface	216		Additional Modern
	Typeface design: mind/machine	217		Egyptian
	Experimental typographic system	218		Serifa
	Expressive typography: form amplifies message	219		Additional Egyptian
	Type as metaphor	219		Selected Decorative
	Form and counterform, scale and proportion: "Ne var, ne yok?"	220		Glossary Bibliography Credits

2	Typographic Design Process	221
	A traditional model	222
	Exploring typographic permutations	229
	Exploring typographic transformation	234
	Ludd: a typographic expedition	241
	Composites	249
3	Type Specimens	255
	Old Style	256
	Garamond	258
	Additional Old Style fonts	264
	Sans serif	266
	Franklin Gothic	268
	Univers	274
	Meta	280
	Futura	286
	Additional sans serif fonts	292
	Transitional	294
	Baskerville	296
	Additional transitional fonts	302
	Modern	304
	Bauer Bodoni	306
	Additional Modern fonts	312
	Egyptian	314
	Serifa	316
	Additional Egyptian fonts	322
	Selected Decorative fonts	324
	Glossary	326
	Bibliography Credits	332 334
	Index	338

During the late 1970s and early 1980s, I was a youthful assistant professor of graphic design and typography at Virginia Commonwealth University. At that time, typography held special significance in the graphic design curriculum, and faculty spent much effort writing content for the typography courses. With perhaps the exception of Emil Ruder's *Manual of Typographical Design*, a masterful book based on Ruder's philosophy and typographic instruction during the 1960s at Basel School of Design, my colleagues Philip Meggs, Ben Day, and I could not find a text that moved typography beyond what was generally considered a technical discipline. Our concern was to teach typography as both a technical and theoretical discipline, one that focused on form (syntax) and communication (semantics). Finally, during a meeting sometime in 1982, we made a decision to write our own typography textbook, based on our collections of notes from our classes.

While the three of us shared a passion for typography and a commitment to typographic education, each of us also brought our own unique vision, which produced a synergistic and dynamic interaction. Researching, articulating, and blending ideas did not come easily. During weekends and long into countless nights, we struggled to invent a vocabulary and approach to typographic education that would move the discipline forward and provide students with a text that not only covered basics but also presented information within a much-needed theoretical and historical framework.

Three years later, the first edition of *Typographic Design: Form* and *Communication* was published. The book, with its gray cover and elemental *TD*, was eventually referred to as the "Carter, Day, Meggs" book, or simply "the gray book." It soon became a classic, one that has inspired, enlightened, and educated thousands of students over thirty years.

I am proud and grateful that my former graduate students Sandra Maxa and Mark Sanders have taken up the mantle of authorship for this, the sixth edition of *Typographic Design: Form and Communication*. As articulate and committed design educators and practitioners, they have preserved the spirit of previous editions while brilliantly introducing vital new content. Readers who thoughtfully enter into this volume will gain the knowledge necessary for an informed and inspired typographic design practice.

Rob Carter

Typography is a constantly evolving discipline, and this book aims to provide a concise yet comprehensive overview of the information, vocabulary, tools, and methods used in effective typographic-design practice. Included in the following chapters are the history and anatomy of typography; principles of visual organization and legibility; a study of the intersection of form, meaning, and media; projects that explore a variety of contexts; and case studies devoted to traditional and nontraditional typographic design processes.

This book's sixth edition reflects a view of typography that transcends specific technologies or media. A knowledge of typographic fundamentals is key to communicating in all environments—static, dynamic, or kinetic—and the first few chapters address the basics of form, syntax, how type communicates, and its potential for expression. Current typographic design practice can be better understood if one understands the evolution of earlier typesetting processes, and Chapter 7 provides that background for new designers, many who will work primarily in digital environments. Chapters specific to on-screen and kinetic typography provide the designer with an expanded awareness of legibility factors and enable compelling new ways to communicate. Case studies in applied problem solving are meant to inspire and show readers how to use their newfound knowledge to communicate visually. Theoretical and structural problem-solving approaches, evolved by design educators, reinforce the underlying concepts in this book. An understanding of typographic classification and subtlety of form is gained from the study of type specimens.

Through the thirteen chapters of this book, the authors share a compilation of information and examples with practitioners and students. It yields both insights and inspiration, bringing order to the complex and diversified subject of typographic design.

Typography is an evolution of the written word, and as such it participates in a history of visual communication extending thousands of years. That evolution is presented here in the form of a timeline that traces a development from hand, to mechanical, to digital practice, in the context of world-historical and art-historical events.

The history treated in the first section of the timeline predates typography. It begins with the invention of writing over five thousand years ago and ends with the invention of movable type in Europe during the middle of the fifteenth century. The second section covers the long era of the handpress and hand-set metal types. This period, from Gutenberg's invention of movable type to the end of the eighteenth century, lasted about 350 years. In the third section, the Industrial Revolution and nineteenth century are revealed as an era of technological innovation and an outpouring of new typographic forms. The fourth section begins with the year 1900 and covers the twentieth century, a time when type was shaped by the aesthetic concerns of modernism, the need for functional communication, technological progress, and the digital revolution in typography. The final section showcases typographic design in the twenty-first century, as it expands to mobile devices and embraces the many possibilities afforded by digital production.

From the origins of writing to **Gutenberg's invention of movable** type: 3150 BCE-1450 CE

1-4



c. 3150 BCE

1-1



1-6



1-5 c. 2100 BCE:

animals.

Cuneiform tablet listing

expenditures of grain and

1-3 c. 2600 BCE: Completion of the pyramids at Giza, Egypt.

1-6 c. 1800–1400 BCE: Stonehenge, a megalithic monument of 30-foot-tall stones set into circular patterns.

1-8

1-1 c. 3150 BCE:

The earliest written documents, impressed clay tablets from Sumer. The impressions represent clay tokens, which were used for record keeping before the invention of writing.

1-2 c. 3000 BCE:

Cuneiform, a very early writing system utilizing wedge-shaped marks on clay tablets, was invented by the Sumerians.

c. 2500 BCE: Egyptians begin to make papyrus, a new writing material derived from the stems of the papyrus plant.

1-4 c. 2400 BCE: Falsedoor stele inscribed with hieroglyphic writing,

from Old Kingdom Egypt.



1-7 c. 1570–1349 BCE:

Polychromed wood sculpture from New Kingdom Egypt, with hieroglyphic inscriptions. 1-8 c. 1450 BCE:

Detail, The Book of the Dead of Tuthmosis III. hieroglyphic writing on papyrus.









HEANNEYNIG AZOYTIMITENAETE AZOYTIMITENAETE

1-14

MARTISQ'DOLO

1-11

c. 1500 BCE

1-9 1-12

7F414 1KFBHI 100=70 XWPP



1-12 448–432 BCE: The Parthenon, temple of the goddess Athena, on the Acropolis in Athens, Greece. 1-15

1-16



CONNERTANTERIA SINMANIBUSUESTAI VITROASIAMMAGNO

1-9 c. 1500 BCE: The twenty-two characters of the Phoenician alphabet.

c. 800 BCE: Homer writes the *Iliad* and the *Odyssey*.

540 BCE: The first public library is established in Athens, Greece.

1-10 389 BCE:

Inscription in the Phoenician alphabet on a fragment of a marble bowl.

1-11 Fourth century BCE: Greek manuscript writing.

1-13 414-413 BCE:

Fragment of a Greek record of sale, carved on stone.

c. 160 BCE: Parchment, a new writing material made from animal skins, is developed in the Greek state of Pergamum.

44 BCE: Julius Caesar is murdered.

1-14 c. 50 BCE-500 CE:

Roman square capitals (capitalis quadrata) were carefully written with a flat pen.

c. 33 CE: Crucifixion of Christ.

1-15 c. 79 CE: Brush

writing from a wall at Pompeii, preserved by the volcanic eruption of Vesuvius.

105 CE: Ts'ai Lun invents paper in China.

150 CE: The Roman codex, with folded pages, begins to be used alongside the rolled scroll.

1-16 c. 100–600:

Roman rustic writing (capitalis rustica) conserved space by using condensed letters written with a flat pen held in an almost vertical position.







118 CE

1-19

1-17



1-19 312-15: Arch of Constantine, Rome. Carved into marble, monumental Roman capitals survived the thousand-year Dark Ages.

325: Emperor Constantine adopts Christianity as the state religion of the Roman Empire.

452: Attila the Hun invades and ravages northern Italy.

476: Emperor Romulus Augustulus, last ruler of the western Roman Empire, is deposed by the Ostrogoths.



1-20

musadquequamuisconsci **MITATISMOSTRACTREPIDATIO** MURTAMENFIDEIXESTUINCIT

1-20 533-49: Church of Sant'Apollinare in Classe, Ravenna, Italy.

1-17 118–25: The Pantheon, Rome.

1-18 Undated:

The fluid gestural quality, harmonious proportions, and beautiful forms of Roman writing are effectively translated into the permanent stone carving of monumental capitals (capitalis monumentalis).

c. 400-1400: During the thousand-year medieval era, knowledge and learning are kept alive in Christian monasteries, where manuscript books are lettered in scriptoria.

1-21 Third-sixth centuries: Uncials are rounded, freely drawn majuscule letters.

1-22 Third-ninth centuries: Half-uncials, a lettering style of the Christian Church, introduce pronounced ascenders and descenders.

1-23 Sixth-ninth centuries: Insular majuscules, a formal style with exaggerated serifs, are developed by Irish monks from the half-uncials.

1-18



1-22

monvuauvicm

1-23

magnum quoderic

732 CE



1-24 c. 800: Portrait of Christ from the Book of Kells, a Celtic manuscript.

868: The earliest extant printed text, of the Diamond Sutra, is printed in China.

1-25 Tenth century:

Meath County, Ireland.

High Cross at Kells,

732: The Battle of Tours ends the Muslim advance into Europe.

crowned emperor of the Holy Roman Empire by Pope Leo III.

1-24

1-26 c. Eleventh century: Round tower on the Rock of Cashel, county Tipperary, Ireland, a lookout and refuge against Viking invaders.

1-27 Eighth-twelfth

minuscules become the

Europe after Charlemagne

issues his reform decree

standard throughout

of 796, calling for a

1034: Bi Sheng (Pi

1096-99: The First Crusade.

type in China.

uniform writing style.

Sheng) invents movable

centuries: Caroline

1-28 1163–1250: Construction of Notre Dame Cathedral, Paris.

1-29 Eleventh-twelfth centuries: Early Gothic lettering, a transitional style between Caroline minuscules and Textura, has an increased vertical emphasis.

early gothic

nostro qui seter super thronum et agno. Er omnes angli statanri acoust interest in a continua nannt ann diames.amen. Bh diccordances e sapiencia e gra rum actio. Ipnoz furtus foratu w two niv insela selonim.ame

1-30 Twelfth century: Bronze and copper crucifix from northern Italy.

1215: The Magna Carta grants constitutional liberties in England.

1-31 Thirteenth-

fifteenth centuries:

or Textura, the late-

Gothic style with

compressed forms.

1347-51: First wave

of the Black Death, a

European population.

1-28

plague that decimates the

Gothic Textura Quadrata,

rigorous verticality and

1-32

1-32 Thirteenth century: Byzantine school, Madonna and Child on a Curved Throne.

est quiaucemsuper

1-27





THE EVOLUTION OF TYPOGRAPHY 5

1-30

800: Charlemagne is

1-25





c. 1200

1-35

1-33

Rotunda

1-34 Fourteenth century: Lippo Memmi, Saint John the Baptist.

1-35 1420–36: Filippo Brunelleschi, dome of Florence Cathedral.

1431: Joan of Arc is burned at the stake.

1-37

Fra Filippo Lippi, Madonna and Child.

Ganasi

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runtaliba esteras formes fuera un un estn under America per free brob u obi' unut habă affecure funar lup cară-er unibla ligna que hir în fanariție fanare garie lui-ur lur uobie i elai a cundre afannib care Guia; u olumi າ ຄວາກ ກຳ ຈນກັນວາກ ກຼື ອາໄໝແກນ ຄ ໃໝ quibs ett anima viveo ur habeār ab velembū. Ar fadū ett ira. Vibing dua cunda que beccar - reār valde bona.

Johann Gutenberg invents movable type in Mainz, Germany.

1-40 The cathedral in the medieval city of Mainz, Germany.

1-33 Thirteenthfifteenth centuries: Rotunda, a more rounded Gothic letter, flourishes

in southern Europe.

1-34



1-36 Fifteenth

century: First page of a block book, the biblical book of Apocalypse. Woodblock printing probably appeared in Europe before 1400.



1-36

1-38 c. 1450-55: Page from Gutenberg's fortytwo-line Bible, the first European typographic



1-37

1-39 Woodblock print of the hand printing press, with compositors setting type from a typecase in the background.



1-39



Typography from Gutenberg to the nineteenth century: 1450-1800 CE

The humanist philosophy that flowered during the Renaissance embraced the study of classical literature, a belief in human dignity and worth, a spirit of individualism, and a shift from religious to secular concerns.

1465

bat ille ibelus: q quom pmu aules uocarer moiles ligura plentiens itillit eu ibelum uocari: ur dux miline delectus esser aduersus amalech qui oppugnabant filios ilrabel: et aduer sarii debellaret p nois figuram: et populu m

1-41

esse sensum semitas queritur, tang illi ad cogitandum rbeda & quadrigis opus eet. Democritus quasi in puteo quodam sic alto ut funduffit nullus ueritatem iacere demersam nimirum stulte

1-42

ab omnipotenti deo missus deus uerbum quasi lucis isi cunctis annuciat. Non hincaut alrunde: sed undig; cun ad deum uerum: græcos fimul et barbaros omnem fexu



1-42 1467: Konrad Swevnheym and Arnold Pannartz, the first truly Roman-style type, influenced by Roman inscriptional capitals and manuscripts written in Caroline minuscules.

1-44

In the tyme of p troublous world and of the hone Berng and wygnyng as well mile rop englond and fraunce as mall other places vn





1-45 c. 1485: Filippino Lippi, Portrait of a Youth.

1-43 1470: Nicolas Jenson, early Venetian roman typeface.

1-46



ne maria graplena Sommus tecii bene

dicta tu in mulicrib et benedictus fruct' uentris tui: ihelis chaiftus amen.

Eloxía laubis refonetin oze omniú Batrigenitogs poli fipirini fancto partier Reful tet laube perbenni Labozi bus bei venduntnobis omnia bona, laufilyonozwirtul porečini a grariata actio tibi chifte, Æmen.

1-44 1475: William

the English language.

Caxton, typography from

the first book printed in

1-46 1486: Erhard Ratdolt, the earliest known specimen sheet of printing types.

1492: Christopher Columbus lands in America.

1-47 c. 1494: Scholar and printer Aldus Manutius established the Aldine Press in Venice to publish works by the great Greek and Roman thinkers.

1-48 1495: Francesco Griffo (punch cutter for Aldus Manutius), roman type first used in De aetna by Pietro Bembo.

lud admirari,quod uulgus solet:magnu esse scilicet tantas flammas, tam immen fos ignes post hominum memoriam sem

P.O.N.IN PRIMVM GEORGICORVM.

Quid ficiae lætas fegens, quæ fydera feruet A grivola, ut ficilem erram profindat aratris, S emma quo iacienda modo, cultus qi lovrum E docuit, meffes magno olim fonore reddi.

P.V.M.GEORGICORVM LIBER PRI MVS AD MOECEN ATEMA

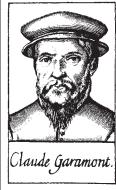
> Vid faciat lætas segetes, quo sydere terram, V ertere MϾnas,ulnusqi adiun

q Ververe seecenas, ulmus qi adium gere uivas,
Conuciat, quæ cura boum, quis oslus habendo
S it pecori, atq. apius quante experientia parcis,
Hine concer incipiam. Voso elarifilmamundi
Lumina, labentem celo quæ dusinis annum
Liber, et almä Ceres, uestro firmaner tellus
Chaonicim pinqui glandom mutasui erista,
P o codagi inaents Acheloia masini usus,
E e uos agresum prassiniamina Fasni,
F erte simul, Fasnicip pedom, Dryadeciq puella,
Muneraus stratom, judgo cui prima frementem
I udie equum mas gno ullus percossis elentu
N epiane, ec cultor nemorum, cui pinquia Cæe
T eventum vius itondent dumeni suveno,
I pse nemus liquens patruum, salussig: Licæi

1-55



1-56



1-49

1-50 Home of Albrecht Dürer, Nuremberg, Germany.

1-55 1519–47: Pierre Nepveu, château of Chambord, France.

1-49 1501: Francesco Griffo, the first italic typeface, based on chancery script handwriting.

1501

1-51 Woodblock initial by Geoffroy Tory, who returned to France from study in Italy in 1505, inspired by Roman letterforms and Renaissance design ideals.

1517: Martin Luther posts his ninety-five theses on the door of Wittenberg Castle Church, launching the Reformation.

1-52 1523: Lodovico Arrighi, an Italian writing master, introduces his formal chancery italic

1-53 1525: Albrecht Dürer, construction of the letter B.

1-54 1529: Geoffroy Tory, construction of the letter B.

1-56 c. 1480-1561: Claude Garamond, outstanding designer of Old Style typefaces during the French Renaissance.

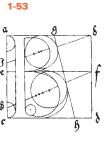
Dele uarie sorti de littere poi, che in guesto Trattatello trouerai, se io ti uolessi ad una per una descriuere

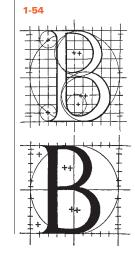
1-52

1-50









LIVRE PREMIER DE

Poliphiler scompte comme il luo fin aduis en fonge qu'el dormoit, ey en dormant fe trounoit en une uallee fernice d'une grand clifture en forme de pyramude fur laquelle esfont afsis un obelisfane de merueilluigh haulteur, qu'i pregarda fongrungément, ey par grande admir action.





A forest espouentable aiantestépar moy passe, & apres auoir delaisse ceste premiere region par le douls sommeil qui m'auoir lors espris, ie ne trouuay tout de nouueau en vin lieu beaucoup plus delectable que ie premier, car il estou borde & enuironné de plaisans cotauls verdoians, & peuplez de duuerles manieres d'arbies, comme chelines, faux, planes, ormes, fraisnes, charmes, tilleulz, & autresplanez se lon l'aspect du lieux. Abas attautes la plaine, y auoir de netiriz buys.

tilleulz, & autres, plantez felon l'aspectdu lien. & abas atrauters la plaine, y auoit de petitz buyffons d'arbrisseaux fauluaiges, côme genestz, geneuriets, bruyeres, & tamarins, chargez de fleurs, parmy les prez croissones les herbes medienales, as seaux de l'eurs, parmy les prez croissones les herbes medienales, as seaux de l'eurs parmy les prez croissones les herbes medienales, as seaux de l'eurs en l'eurs en l'eurs servires, sur les des des vantes servires des de l'eurs en feloient incôgiences. Vin peu plus auant que le mylieu de ceste plaine, y auoit vue fabloninere messe de peut boys de l'eurs en l'eurs sur les de l'eurs pour bas de l'eurs productions de l'eurs productions de l'eurs productions de l'eurs pour bastir-leurs sur les servires de fruict il y en auoit de grandes, moiennes, & petites, & leur ont les anciens donnéce



1-60 After 1577: El Greco, Saint Martin and the Beggar.

1582: Pope Gregory Xlll initiates the Gregorian calendar, which is still

1584: Sir Walter Raleigh sends explorers to the North American coast.



1-62 1607: Carlo Maderna, façade of St. Peter's, the Vatican.

1609: Regular weekly newspapers appear in Strasbourg, Germany.

1-58 1544: Simone de Colines, title page with woodcut border.

1-57 c. 1540: Titian, portrait, Cardinal Pietro

Copernicus publishes his theory of the

c. 1540

1-57

Bembo.

system.

1543: Nicolaus

heliocentric solar

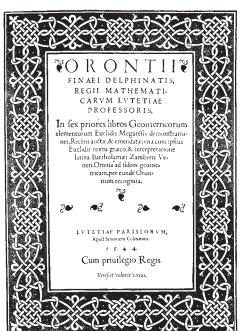
1-59 1546: Jacques Kerver, typography, illustration, and decorative initials, which were combined with rare elegance during the French Renaissance.

1-61 1595: Johann Theodor de Bry, illustrative initial E.

1603: William Shakespeare writes Hamlet.

1-63 1621: Jean Jannon, typefaces upon which twentieth-century Garamonds are based.

1-64 1628: The Vatican Press, specimen of roman capitals.





1-61

La crainte de l'Eternel est le chef de science: mais les fols mesprisent sapiece &

1-63

FRANCISCVS