# of Type and Alphabets

ABCDE FGHIJK LMNOPQR STUVWXYZ



#### Pictograms

- Pictorial or Iconic Signs is an image that represent an object. Visual Language
- They *re-present* by sharing critical attributes, such as contour, surface structure, number of parts, pattern, color, and order of connection.
- Pictograms can be simplified and abbreviated to the point where some would not be able to see the "picture."



#### Ideograms



- Ideographs or ideograms are characters, symbols, or pictures that represent a complete idea
- In hieroglyphics the eye could refer to:
  - (1) an eye
  - (2) a part of an eye, e.g., the pupil
  - (3) something related to the eye,
  - (4) sight
  - (5) beauty (an eyeful)
  - (6) a word that sounded like the word for eye. IR also meant "to make" so, using the rebus principle, the eye could be used to signify this word.
- The reference of such a pictorial sign is not the thing pictured but an associated idea -- often an abstract idea that cannot be pictured.

#### **Pictograms**

- The Chinese language is composed entirely of pictograms
- To be literate in the Chinese language, you are required to know thousands of these symbols, about 3,500 are
  - commonly used.



#### Rebus

- Is a pictorial image that represent a spoken sound.
- These are mainly used for amusement or jokes, nut are still used highly in learning the phonetic alphabet.





# & # @%? Logograms

- Whole Word Signs
- Best definition of a logograms is in terms of what it is not. It is not a picture and not a sound sign.
- Examples of logograms include the punctuation signs, numbers and the symbols.

# ABCD Phonograms

- A written sign which refers to a spoken sound.
- The symbol or conventional sign, commonly referred to as a letter, that stands for a monosyllable or the initial sound in a monosyllable.
- Some letter names are not acrophonic. The referenced sound is not the initial but the ending sound.

#### Type and Writing



- Books were originally handwritten by Monks and scribes.
- Written text was originally designed to aid the writer and not the reader as well as save on the cost of vellum (paper).



#### Cuneiform



#### **3100BC**

- The Oldest form of actual writing, written in wet clay tablets with a stylus like tool.
- It is a series of symbols to depict words



#### Hieroglyphics

- **2613-2160BC** 
  - The Egyptian writing system that commbined carvings, art, and symbols
  - These hieroglyphics covered the walls of tombs, buildings, and even home

#### Our English Alphabet

## CORNE MATRO TRAIA FLIABVS MAXIM ARIVS'K ADD

- Early Greek
- 5<sup>th</sup> Century BC
- Early Roman Lettering
- 2<sup>nd</sup> Century BC
- Classic Roman Lettering
- 1st Century AD

- Trojan's Column
- 113 AD
- Origins of our capital letters

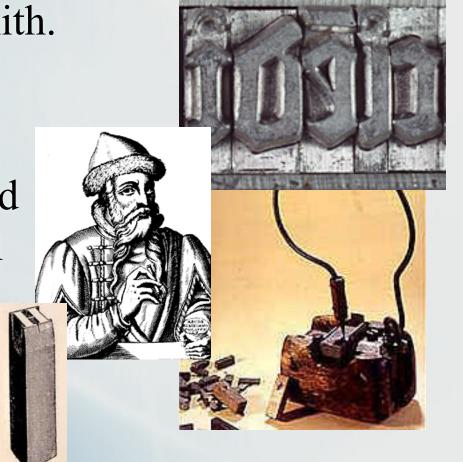
#### Gutenburg and Moveable Type

Created the first moveable type.

Originally a silversmith.

Brought books to the masses.

 Only type was printed this way. Images still were hand-painted.



#### Gutenberg's Bible

Produced in 1444.

 First book created with moveable type.

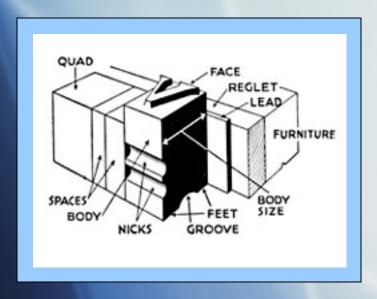
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### Letterpress





#### Letterpress

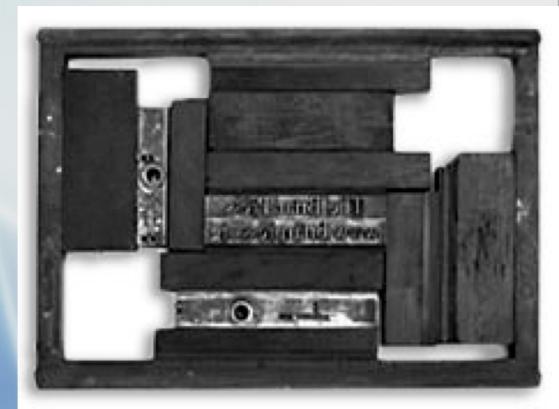


Form of print developed by Gutenburg.

Uses reversed inked letters pressed against

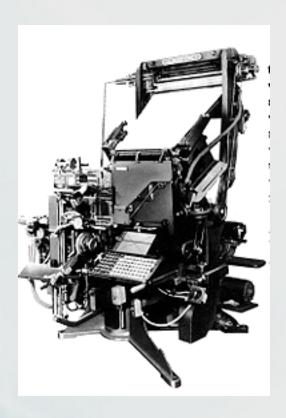
paper.

Form: Type in chase Surrounded by "furniture" which holds the type in place.



#### Automating Type Composition

- Linotype machine
- Introduced in 1886
- Thomas Edison referred to it as the 8th Wonder of the world.



#### Offset Presses

- The first lithographic offset printing press was created in England around 1875 and was designed for printing on metal.
- First use for paper printing was by Ira Washington Rubel, an American, in 1903.
- Most dominate form of commercial printing in the 1950's.