

History of **Type** and **Alphabets**

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



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



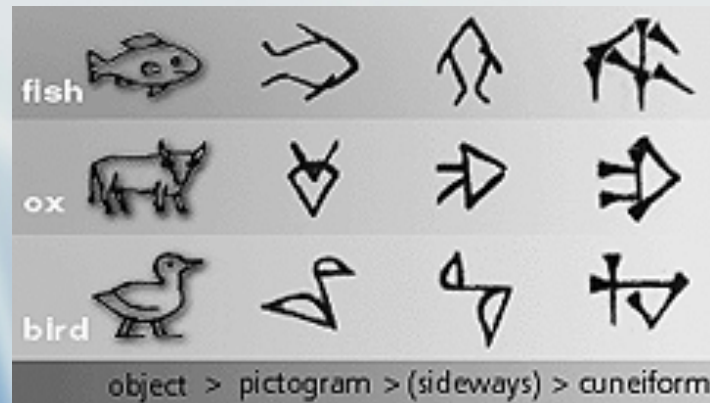
- Books were originally handwritten by Monks and scribes.
- Written text was originally designed to aid the writer and not the reader as well as save on the cost of vellum (paper).



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

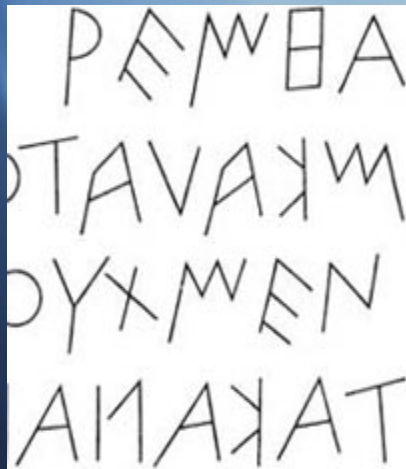


Hieroglyphics

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

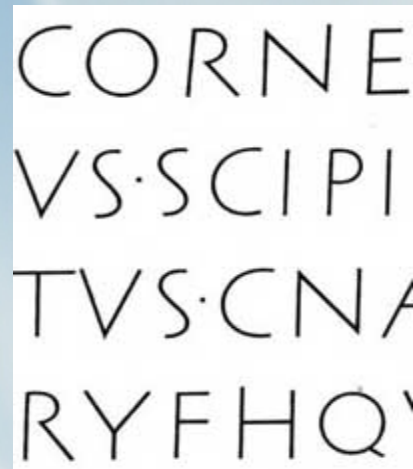


Our English Alphabet



PAMBA
TAVAXM
OYXMEN
ANAXAT

- Early Greek
- 5th Century BC



CORNE
VS·SCIPI
TVS·CNA
RYFHQ

- Early Roman Lettering
- 2nd Century BC



MATRO
FLIABVS
ARIVS·K
DPQYXZ

- Classic Roman Lettering
- 1st Century AD



TRAIANO
MAXIMOT
ADDECLAR
MONSETLOC

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

Gutenberg 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.

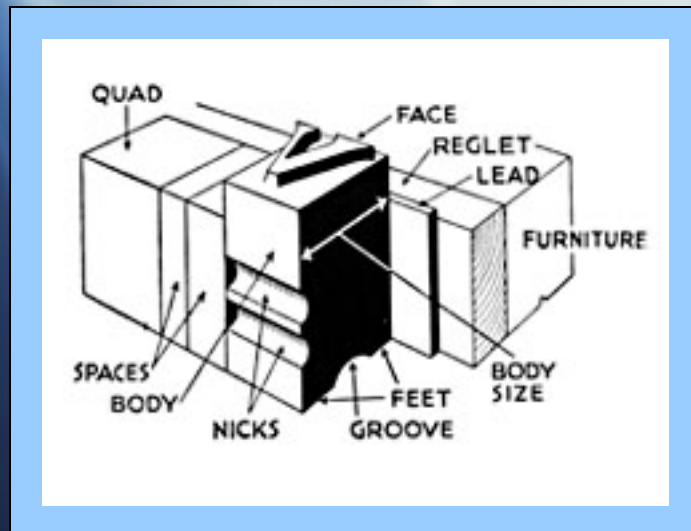


Gutenberg's Bible

- Produced in 1444.
- First book created with moveable type.



Letterpress

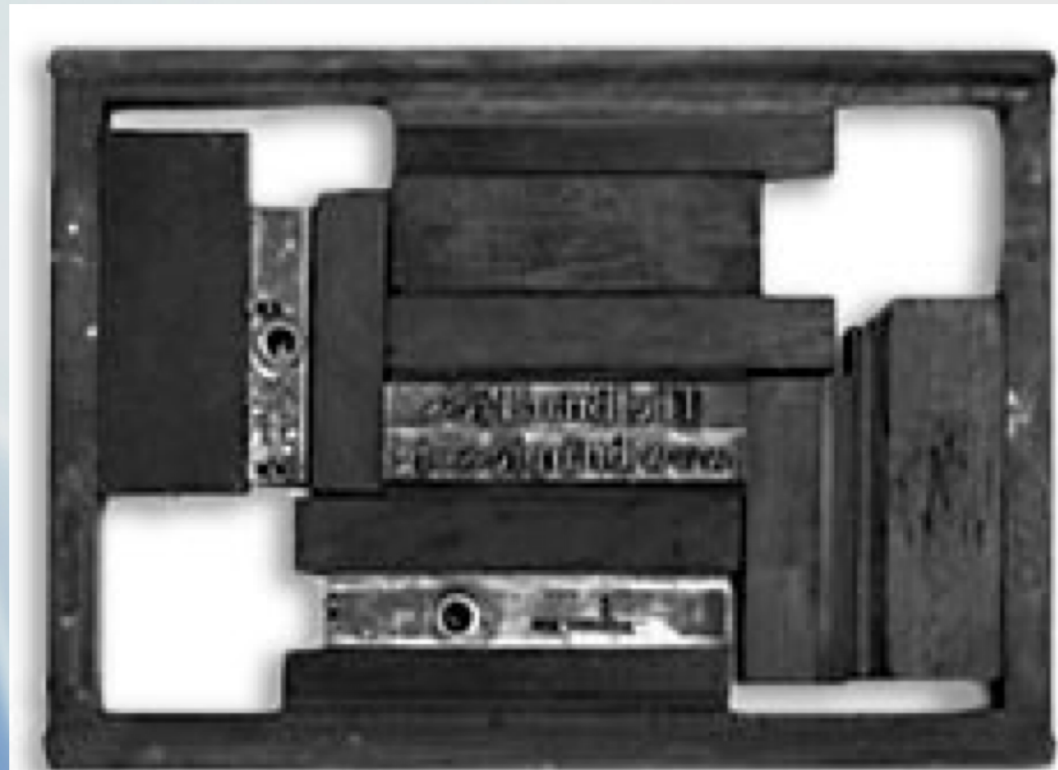


Letterpress



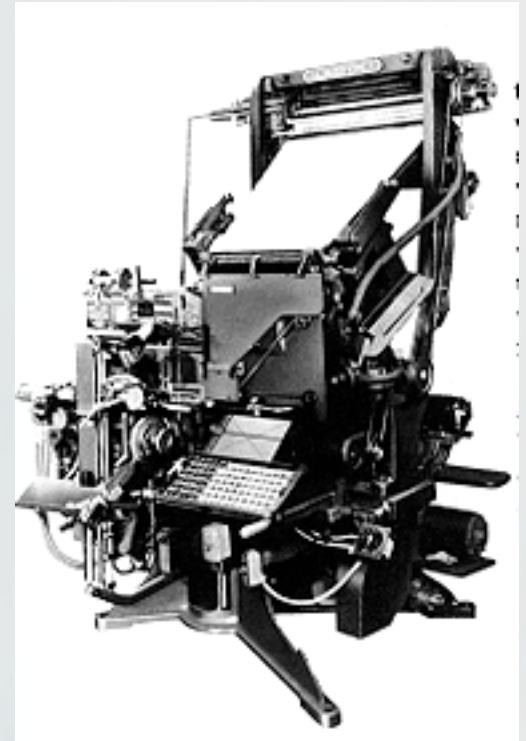
- Form of print developed by Gutenberg.
- Uses reversed inked letters pressed against paper.

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.