

Typography

Assignment 1

Outcome 1: Research and articulate (communicate) the history of typography

Using the Internet, look up the answers to the following questions.

1. The first type of messages that we find in the history records were a series of pictures that told a story known as _____
2. Explain ideograph(s)

3. Provide an example of an ideograph

4. Who used ideographs (2 cultures) _____,

5. From ideographs developed a system pioneered by the Egyptians known as

6. Copy down six letters from the Phoenician alphabet

7. Who adopted the Phoenician language and develop the beginnings of our modern alphabet? _____
8. The Romans further developed the alphabet by using how many letters?

9. The Romans also contributed short finishing strokes called

10. Who was the first that developed printing typeface, not designed to imitate handwriting? _____.
11. How long was this typeface the most popular and dominant?

12. In 1557 who invented what typeface? _____,

13. In 1734, William Caslon did what?

14. In 1757, who introduced the first Transitional Roman which increased contrast between thin and thin strokes? _____
15. In 1780, which two people, from Italy, made the first Modern Romans typeface?
_____, _____

16. Finish the time line

- a. 1815, Vincent Figgins designed

- b. 1815, William Caslon IV

- c. 1954, Max Miedinger, a Swiss artist created

History of Computer Typefaces (add jot notes, 5 should be good)

Macintosh involvement	Adobe involvement	Truetype

Describe two-2 or more FADS in typography

(Fad = a temporary fashion, notion, manner or conduct, followed by a group, example of a fad diet --eating only grapefruit to lose weight)

Identify and provide three- 3 examples of current TRENDS in typography.

In your own words, how would you describe the ROLE OF TYPOGRAPHY in the following forms of media? Support your description with an example.

Advertising

Broadcasting

Publishing