

The Evolution of Typography

History, Culture, Technology, aesthetics influenced the development of type and its use.

4000BC

Early man draws and carves on rocks and walls.

PICTOGRAPHS, sometimes IDEOGRAMS.

The combination of these Pictograms tell the story of a hunter.



THE HUNTER LEAVES HOME, SLEEPS ONE NIGHT ON AN ISLAND,

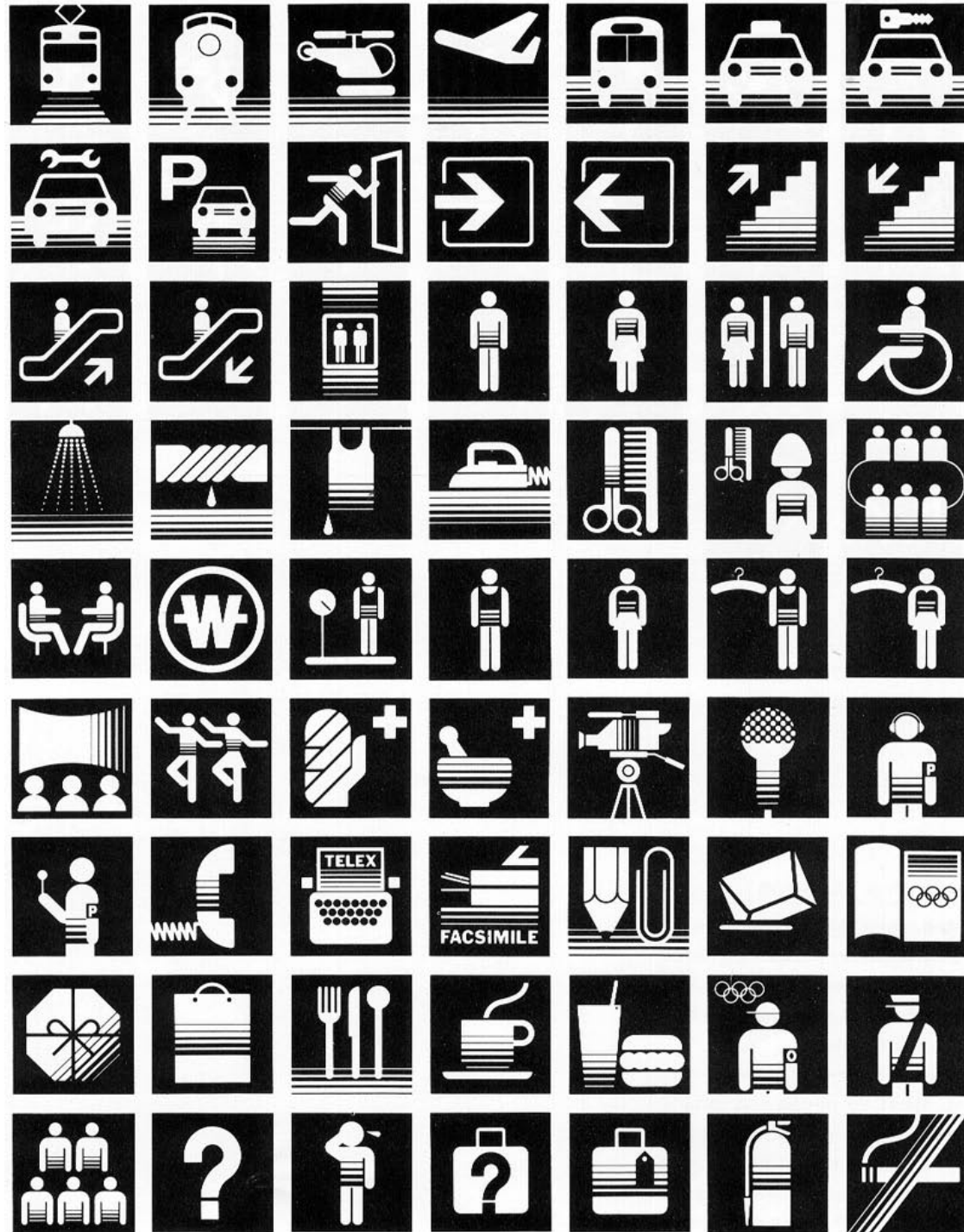


GOES TO ANOTHER ISLAND, SLEEPS TWO NIGHTS,



HUNTS AND KILLS A SEA LION AND RETURNS HOME.





3000BC - 1500BC

Need for record-keeping:

Sumerians, used wedge-shaped stylus on clay tablets, **CUNEIFORMS**

Sumerians and Egyptians create **phonograms** **rebus** writing that indicates sounds in spoken language.

Egyptians carve in stone and write with brushes and rush pens on **papyrus**.

Phoenicians develop a true alphabet, in which sounds are represented by characters.

1800BC - 1400AD

Chinese develop calligraphy, paper, printing, moveable type.



The Phoenician alphabet c. 1500 B.C.



1000BC - 500AD

Greeks adopt the Phoenician alphabet, basis of what we use today.

Etruscan alphabet, based on Greek, is adopted for use in Rome (Latin)

Serifs appear on Roman inscriptions.

The **CODEX** , made from parchment and vellum, begins to replace papyrus scrolls



ABCDEF GH

500AD - 1450AD

Dark Ages monks in monasteries produced illuminated manuscripts for the Church, each taking at least a year to produce.

The characteristics of quill and reed pens, and the need for increased writing speed, precipitate development of half-uncial letter, for improved legibility and then lowercase letters.



a b c d e f g h i j

Carolingian miniscule, with ascenders and descenders is introduced, and then combined with Roman capitals, through the period of the sixth to tenth centuries that we see the development of the lower case (minuscule) letter as a different shape from the upper case (capital).



A B C D E F G H

Gothic lettering style emerges.



A a B b C c D d E e F f

Styles
Roman Capitals
1ST CENTURY B.C. TO 4TH CENTURY A.D.

SENATVS
IMPCAESA
TRAIANO
MAXIMOT

Quadrata
1ST TO 4TH CENTURY
A B C
O P Q
R S T V

Rustic
1ST TO 6TH CENTURY
A B C D E F
G H I K L M
S T V X Y Z

Uncial
3RD TO 9TH CENTURY
ERATINCI
REFUSICA
INREBUS
ALUTOBIS
HUMANIS

Semi-Uncial
CELTIC
5TH TO 8TH CENTURY
nīā. mūtā
īēāēā mūl
tōs ālgros
ANGLO-SAXON
7TH TO 11TH CENTURY
natunān quēsup

*Carolingian
Minuscule*
8TH CENTURY
a b e g r
h l m p t

Blackletter
12TH TO 16TH CENTURY
A B C
O P S
a b c d e f g h i
s t u v w x y z

*Humanistic
Bookhand*
15TH AND 16TH CENTURY
the quick
brown fox
jumps over
the lazy
dog.

Written Italic
16TH CENTURY
The nicest part
of Christmas
Is sharing it
with you -