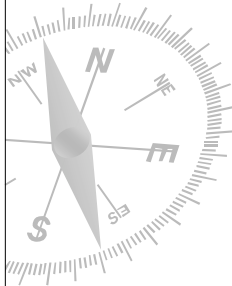


# Introduction to TYPOGRAPHY

## Lecture 2



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## What will we do today?

- Review the project
- Have a lecture on - History of Typography

▪ **Where did it  
all begin?**



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## Back in the olden days

- Mankind wanted to communicate
- There was primitive spoken language - Ugh!
- The desire arose to communicate visually

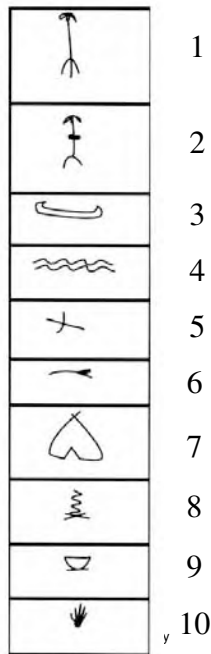
▪ If you were a cave person what would you do?



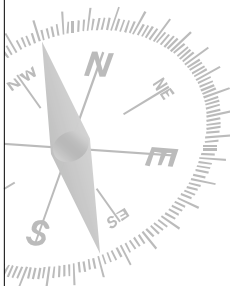
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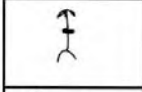

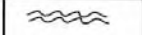
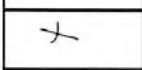




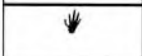
Label these pictographs

▪ Work in groups of 6 & write down what you think the following symbols mean.

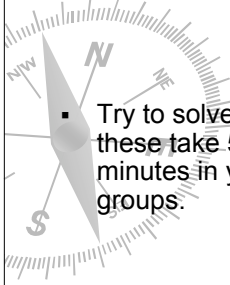


## How did You do?

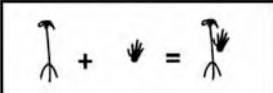
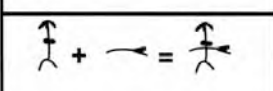
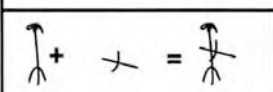
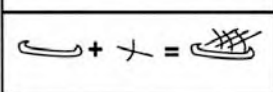
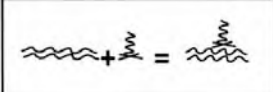
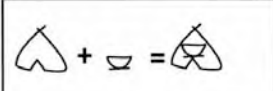


	1 Man
	2 Woman
	3 Boat
	4 Water
	5 Bow & Arrow
	6 Broom
	7 Home
	8 Fire
	9 Food
	10 Hand

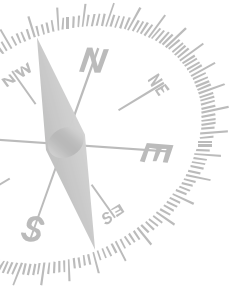
## Here are some ideographs

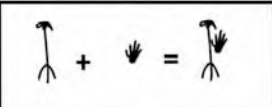
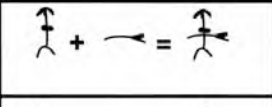
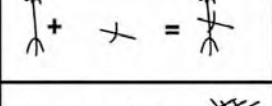
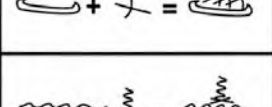
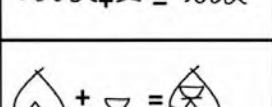
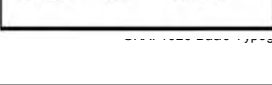


- Try to solve these take 5 minutes in your groups.

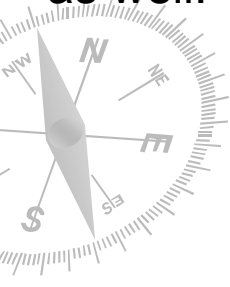
	1
	2
	3
	4
	5
	6

**How did You do?**






	1 man + hand = friend
	2 woman + broom = wife
	3 man + bow & arrow = enemy
	4 boat + bow & arrow = attack
	5 water + fire = camp on shore
	6 home + food = storage of food

**This form of communicating began to evolve as well.**





**Ideograph**

	Ox
	Mountains
	Wild ox—one not in a herd

Next came complex Words—the Rebus

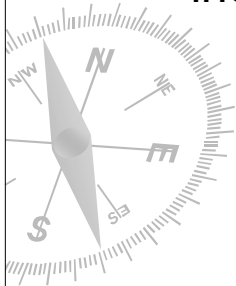
**Rebus**

	Sea	Creates the Symbol for seasons
	Sun	

GRA

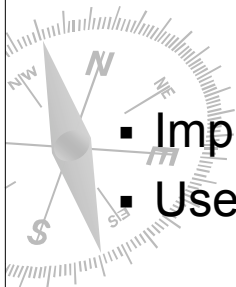
# Let's be clear right from the start

Graphic Design which includes Typography... marks made by humans on materials... is all about **COMMUNICATION**



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3150 BC



- Impressed clay tablet from Sumer
- Used for early record keeping

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## 3000 BC

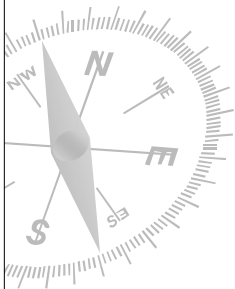
- Cuneiform
- Earliest form of writing
- Comes from Sumeria
- Present day Iraq region
- Greeks referred to it as Mesopotamia



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## 2100 BC

- Cuneiform tablet
- List of grain and animals



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## 1450 BC

Hieroglyphics were written on papyrus

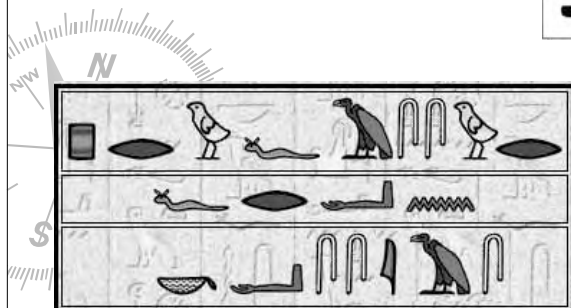
- These are a form of phonograms.
- Phonograms combines the first uttered sound of the symbols to sound out the proper name.
- For instance the image of an lion would represent the sound of the letter "L".



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**Cartouches** are printed in vertical columns and read into the face of the characters.

- King Rameses II
- Queen Cleopatra II



Professor  
Fran  
Kassies

## Writing's Evolution

- Note how each time period & technology began to change how we wrote.

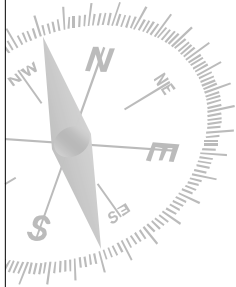


Object or Meaning	Pictograph	Turned Pictograph	Cuneiform	Assyrian
Orchard				
To Walk				
Star				
Goose				
Sun or Day				
Plowing				
Fish				
Ox				
Boomerang				

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## 1500 BC

- Twenty two characters of the Phoenician alphabet



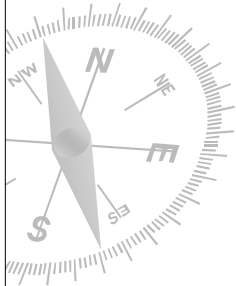
A				O	
B		J		P	
C		K			
D		L		Q	
E		M		R	
F		N		S	
G				T	
H				Y	

**Phoenician Alphabet**

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## 414 BC

- Fragment of a Greek record of sale carved in stone



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## AD 118

- Roman alphabet letters carved in stone



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## This is a Pictograph



- A Pictograph is a symbol that represents an object
- These are Pictographs for:
  - Ox (cow) - House
  - They are not pictoGRAMS or PictoGraphics

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## This is an Ideograph

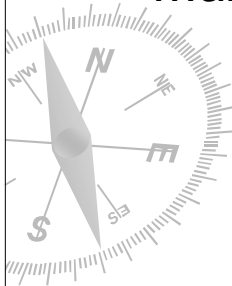


- The Ideograph is a symbol that represents an idea
- We all know that the skull and crossbones is a symbol that represents death. It's not an ideoGRAM

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So who came up with the bright idea  
that we stop drawing pictures of  
everything

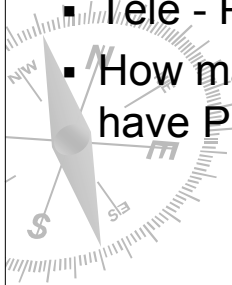
...and start drawing pictures of the  
sounds we make when  
we speak?



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It is generally credited to the  
Phoenicians

- Notice how today we still say  
“I’m Hooked on Phonics.”
- Tele - Phone
- How many words to do with sound, that  
have Phon in them can you think of?



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## Phoenicians

𐤀 𐤁

- These are the first two letters of their alphabet
- On the left ALEPH for ox
- On the right BETH for house

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## Greeks

Α Β

- These are the first two letters of their alphabet
- Alpha & Beta
- They borrowed the idea from the Phoenicians

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## Romans

AB

- Borrowed from the Greeks
- Developed the alphabet almost as we use it today
- ABCDEFGHIJK etc.

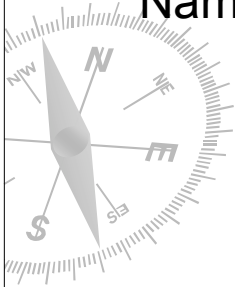


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So ...

How many letters do we use in our  
alphabet today to represent our  
speech patterns?

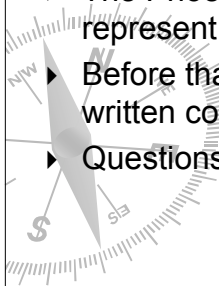
Name a country that uses symbols  
for it's written  
language today.



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## So... in short

- ▶ Today we use a 26 letter alphabet developed by the Romans
- ▶ The Romans borrowed much of it from the Greeks
- ▶ The Greeks borrowed the idea from the Phoenicians
- ▶ The Phoenicians developed the idea of symbols that represent speech
- ▶ Before that pictographs and ideographs were use for written communication
- ▶ Questions?



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