

Read the book.

For a good grade,
pages 145-185

To squeak by,
pages 161-163

Typography

**Typeface
or Font?**

Serif
Sans Serif
x-height
pixel or point

**Technology
creates
typefaces**



Monks
often died
very early.

*Italic looks like
penmanship,
but without all
that complaining.*

SIEERG

William
Caslon

BIG DADDY "RAT FINK" ROTH

Ed Benguiat

Helvetica & **Arial**

CHARLES PEIGNOT
by CASSANDRE

New Times Roman



norūq; ei⁹. Et adiuge illa unū ad al-
terꝫ tibi in lignū unū: ⁊ erūt in unione
in manu tua. Cū autē dixerit ad te filij
ppli tui loquētes nōne indicas nobis
quid ī hīs tibi velis: loqueris ad eos.
Hec dicit dñs de⁹. Ecce ego assumā li-
gnū ioseph. quod est ī manu effraim
et tribus israhel que sunt ei adiūcte: ⁊
dabo eas pariter cum ligno iuda ⁊ fa-
ciam eas in lignū unū: ⁊ erūt unū in
manu eius. Erunt autē ligna sup que
scripseris in manu tua in oculis eorꝫ:
et dices ad eos. Hec dicit domin⁹ de⁹.
Ecce ego assumā filios israhel de me-
dio nationū ad quas abierūt: ⁊ con-
gregabo eos undiq; et adducam eos
ad humū suā. Et faciā eos in gentem
unā in terra in montibz israhel: ⁊ rex
unus erit omnibus imperans. Et nō
erunt ultra due gentes: nec diuidētur

israhel: cū fuerit sanctificatio in
medio eorꝫ in ppetuum. **XXV**
Et fact⁹ est sermo dñi ad mo-
ysi filiū hominis pone facie
cōtra gog et terram magog p
capitis mosoch ⁊ tubal: ⁊ uate
de eo. ⁊ dices ad eum. Hec dicit
de⁹. Ecce ego ad te gog principē
mosoch ⁊ tubal. Et circūagam
nam frenū in maxillis tuis: et
te ⁊ omnē exercitū tuū equos ⁊ e-
uestitos loriceis uniuersos: mu-
nem magnā hastam ⁊ clipeū et
entiū ī gladiū. Perse ethiopes ⁊
cum eis: omnes scutati ⁊ galea-
mer et uniuersa agmina ei⁹: di-
gorna latera aquilonis ⁊ totū
ei⁹: ppliq; mlti tecū. Prepara ⁊
te et omnē multitudinē tuā q̄
uata est ad te: ⁊ esto eis ī pceptū
dici multos israhelitis. In



VUHHUU

12 LINE ANTIQUE TUSCAN EXTENDED

FIRIES

12 LINE ANTIQUE TUSCAN CONDENSED, LIGHT SHADE

SOBIEE

1859.

12 LINE PICA EXTRA CONDENSED ANTIQUE OPEN NO. 2

LINES

12 LINE PICA EXTRA CONDENSED ANTIQUE OPEN

TORTINS

HORS

8 LINE PICA ANTIQUE, TULIP ORNAMENTAL

TYPIE

8 LINE PICA ANTIQUE, THISTLE ORNAMENTAL

STOK

Nesbitt, 1838.

10 LINE ANTIQUE OAK LEAF ORNAMENTED

HONE

Wells & Webb, 1840.

12 LINE ANTIQUE SHADE NO. 2

EW

12 LINE ANTIQUE SHADE NO. 3

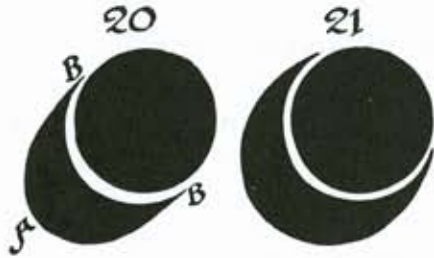
EW

IN PERSON

**ELVIS
PRESLEY**



Different Shades



Relief



Close Shade



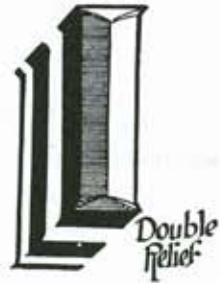
Split



Drop Shadow



Cast Shadow



Double Relief



Carved Face



Bevel Edge



Convex Face

READ





Studio Lettering



Ampersand



Script Jerseys



Neutraface



Girard Blocks



Showcard Stunt



Ampersand Tees

IND.

STRANGE TALES

APPROVED
BY THE
COMICS
CODE
AUTHORITY

10c

79
DEC.

"THE
THING"
IS
HERE!



STRANGE

APPROVED
BY THE
COMICS
CODE
AUTHORITY

M
C

10¢

TALES

10¢

86
JULY

WILL THE WORLD EVER LET ME FORGET??
FORGET THAT IT WAS I...

I WHO CREATED

MECHANO!



OFFICERS
TEEN

CUE CLUB
ENTRANCE



OPN
10-2



Weenie Beenie

CHILI DOGS
HALF SMOKES
HAMBURGERS
OPEN AT 6 A.M.
FOR BREAKFAST

BEAN SANDWICHES BEAN BURRITOS BEAN TACOS BEAN QUESADILLAS BEAN ENCHILADAS BEAN SOUP BEAN SALAD BEAN SMOOTHIE	SMOKED SAUSAGES SMOKED SAUSAGE SANDWICH SMOKED SAUSAGE BURRITO SMOKED SAUSAGE TACO SMOKED SAUSAGE QUESADILLA SMOKED SAUSAGE ENCHILADA SMOKED SAUSAGE SOUP SMOKED SAUSAGE SALAD SMOKED SAUSAGE SMOOTHIE	CHILI DOGS CHILI DOG SANDWICH CHILI DOG BURRITO CHILI DOG TACO CHILI DOG QUESADILLA CHILI DOG ENCHILADA CHILI DOG SOUP CHILI DOG SALAD CHILI DOG SMOOTHIE	HAMBURGERS HAMBURGER SANDWICH HAMBURGER BURRITO HAMBURGER TACO HAMBURGER QUESADILLA HAMBURGER ENCHILADA HAMBURGER SOUP HAMBURGER SALAD HAMBURGER SMOOTHIE
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FOUR BAR-B-QUE
FOUR BAR-B-QUE SANDWICH
FOUR BAR-B-QUE BURRITO
FOUR BAR-B-QUE TACO
FOUR BAR-B-QUE QUESADILLA
FOUR BAR-B-QUE ENCHILADA
FOUR BAR-B-QUE SOUP
FOUR BAR-B-QUE SALAD
FOUR BAR-B-QUE SMOOTHIE

TENNESSEE
TENNESSEE SANDWICH
TENNESSEE BURRITO
TENNESSEE TACO
TENNESSEE QUESADILLA
TENNESSEE ENCHILADA
TENNESSEE SOUP
TENNESSEE SALAD
TENNESSEE SMOOTHIE

MEXICAN
MEXICAN SANDWICH
MEXICAN BURRITO
MEXICAN TACO
MEXICAN QUESADILLA
MEXICAN ENCHILADA
MEXICAN SOUP
MEXICAN SALAD
MEXICAN SMOOTHIE

HAMBURGER
HAMBURGER SANDWICH
HAMBURGER BURRITO
HAMBURGER TACO
HAMBURGER QUESADILLA
HAMBURGER ENCHILADA
HAMBURGER SOUP
HAMBURGER SALAD
HAMBURGER SMOOTHIE





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JAMAICA

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VACANCY

FAMILY
INN ROOM

HEATED POOL
SHOW RESV BABY SI

VACANCY

AIR COND
TUBS &
COFFEE
CR
SHOW R
TV IN

QUEEN
ZE I
GOL
HOW
WELCOME
ER HU

VANCE
ANCY

HAM
EGGS
65

ENTRANCE

ENTRANCE

BLUE
CHIP
STAMPS

For Better Living



Thinking

in

pixels

W W W W

W W W W

Bodoni

BohDohNee

Verdana

Georgia

Mr. Canfield's

Mr. Daboe

Mr. Keningbeck

Mrs. Packgrope

IS DECORATIVE

TOO MUCH?

YES, OK

PLEASE STOP



***Stop Stealing
Sheep***

Erik Spiekermann