

**History of Graphic Design**  
**Lecture One**  
**Professor Eckler**

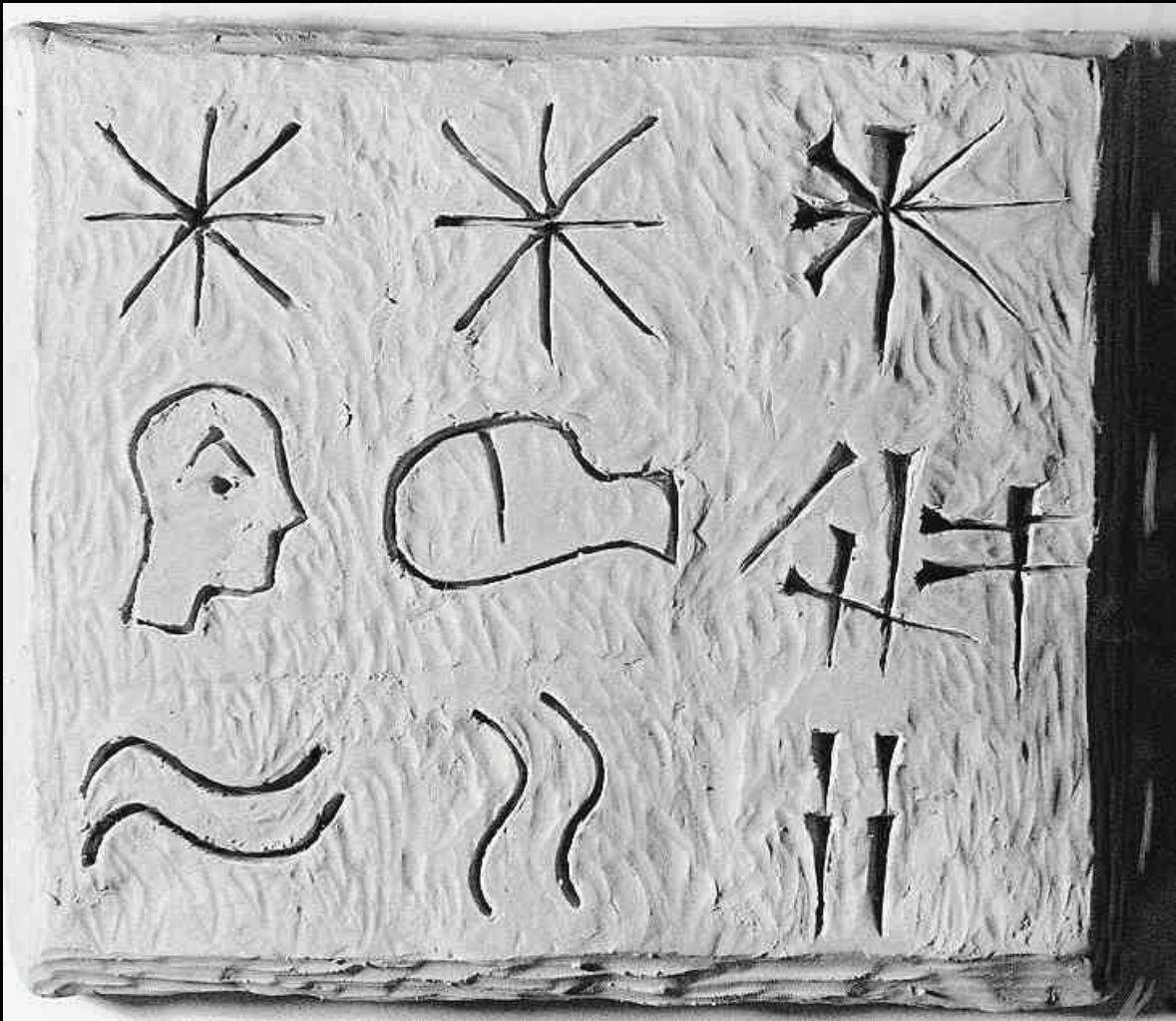
Cave painting from Lascaux, c. 15,000-10,000 B.C. Random placement and shifting scale signify prehistoric people's lack of structure and sequence in recording their experiences.



Early Sumerian pictographic tablet, c. 3100 B.C. This archaic pictographic script contained the seeds for the development of writing. Information is structured into grid zones by horizontal and vertical division.



This clay tablet demonstrates how the Sumerian symbols for “star,” “head,” and “water” evolved from early pictographs. The latter were turned on their side by 2800 B.C. and evolved into the early cuneiform writing by 2500 B.C.



Cuneiform writing in which a triangular-tipped stylus is pushed into the clay instead of being dragged through it.



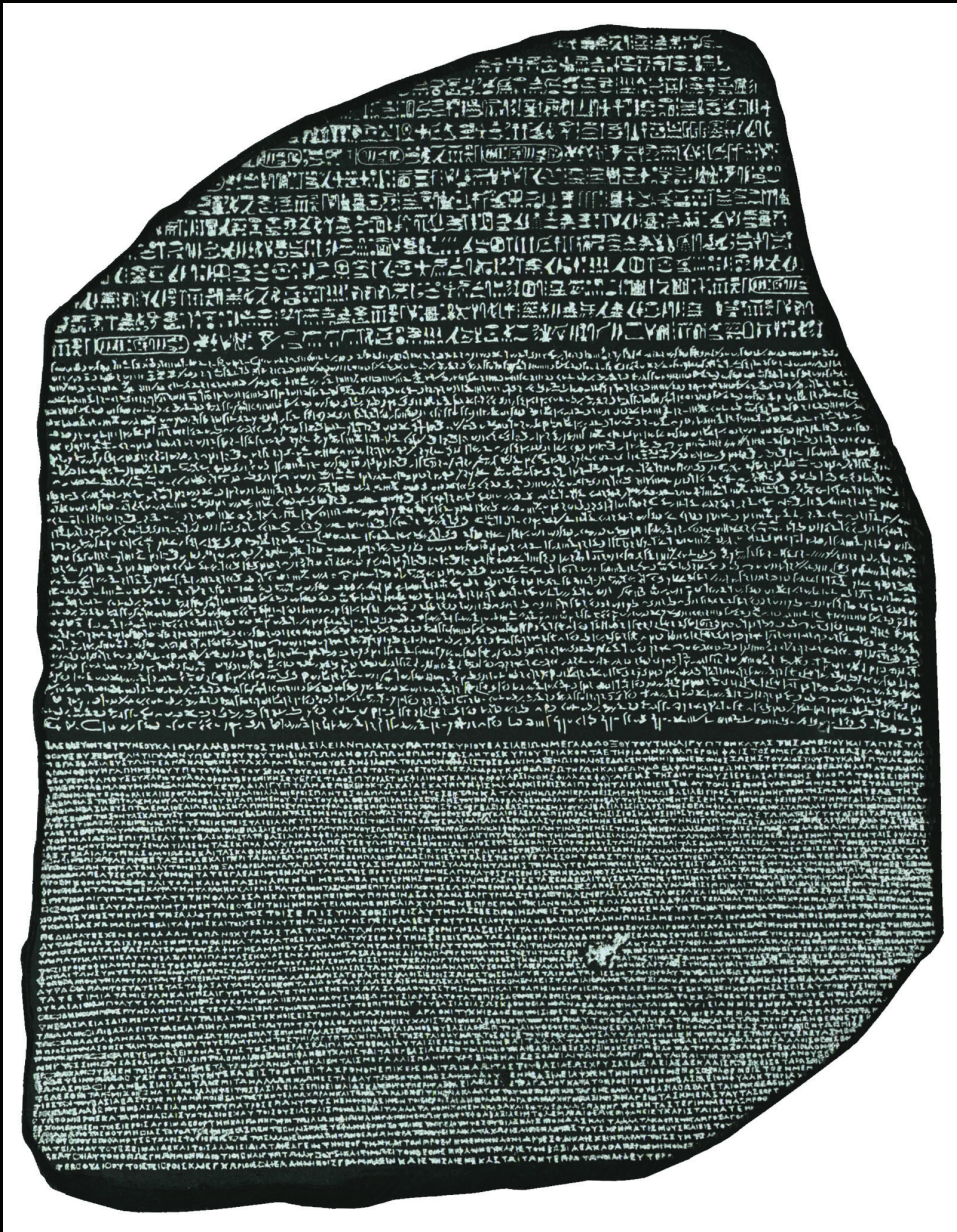
The Blau Monument, early Sumerian. Etched writing and carved relief figures are combined on this early shale artifact.



Stele bearing the Code of Hammurabi, which was initially written between 1792 and 1750 B.C.



The Rosetta Stone, c. 197-196 B.C. From top-to-bottom, the concurrent hieroglyphic, demotic, and Greek inscriptions provided the key to the secrets of ancient Egypt.

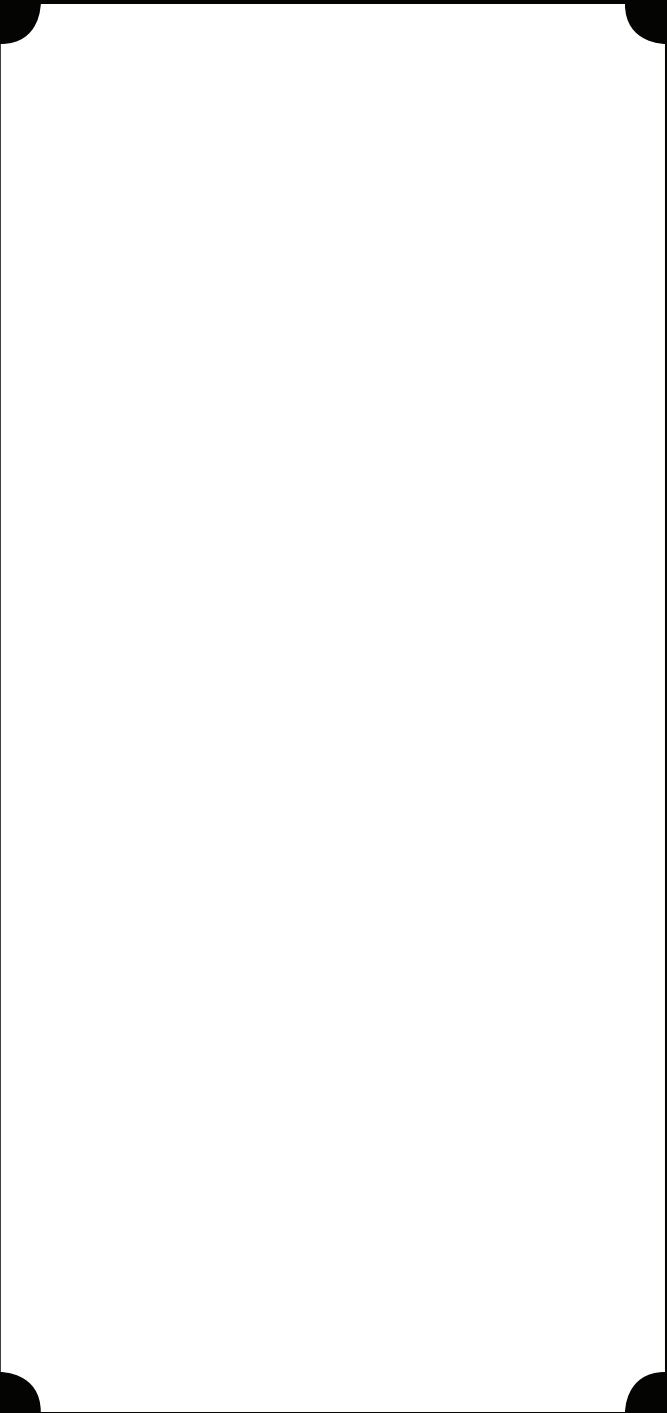




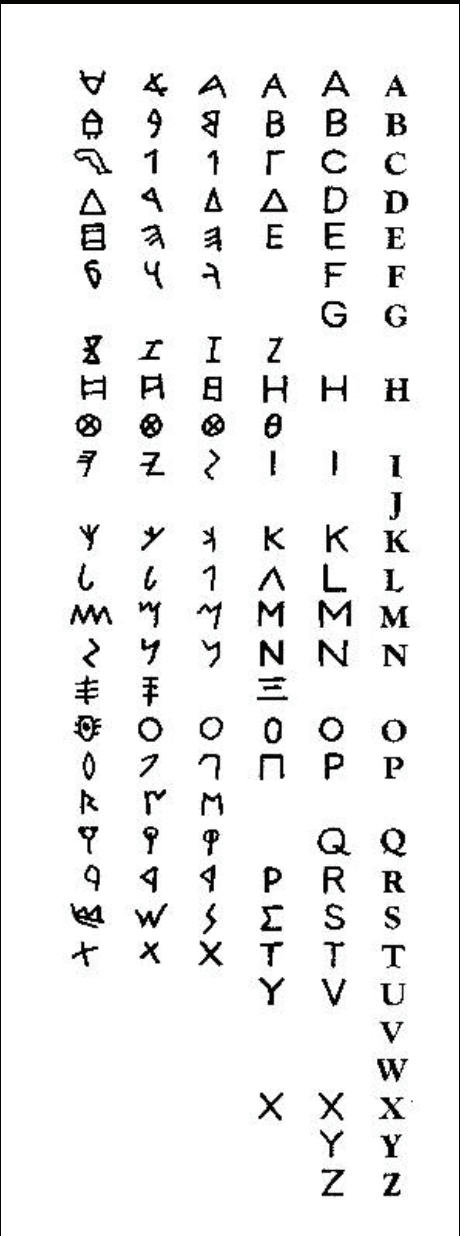
Detail from the Papyrus of Hunefer, c. 1370 B.C. Hunefer and his wife are worshipping the gods of Amenta. The sun god Ra bears an ankh symbol on his knee, and Thoth holds the udjat, the magical protective “sound eye” of Horus.



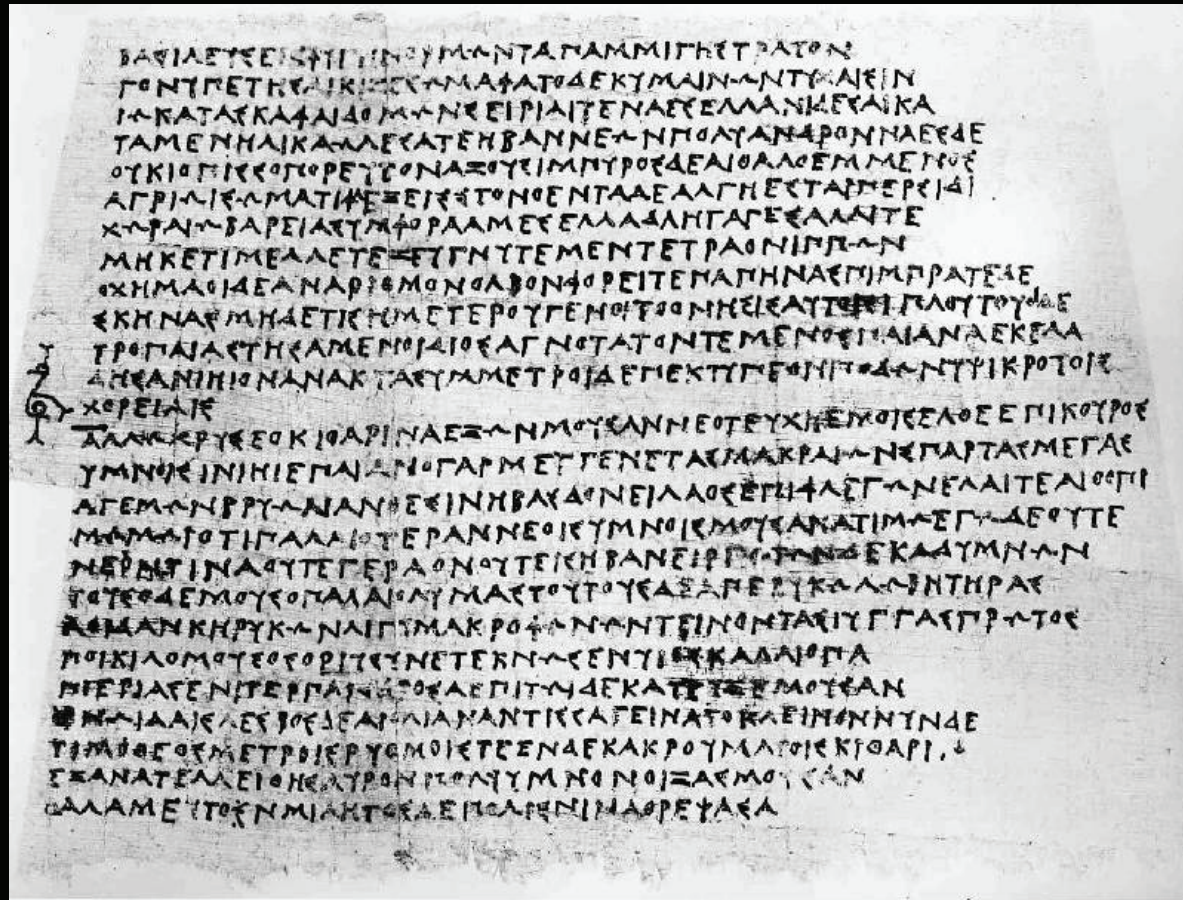
Vignette from the Papyrus of Ani, c. 1420 B.C. Ani, a royal scribe, temple accountant, and granary manager from Thebes, and his wife, Thuthu, arrive for his final judgment.



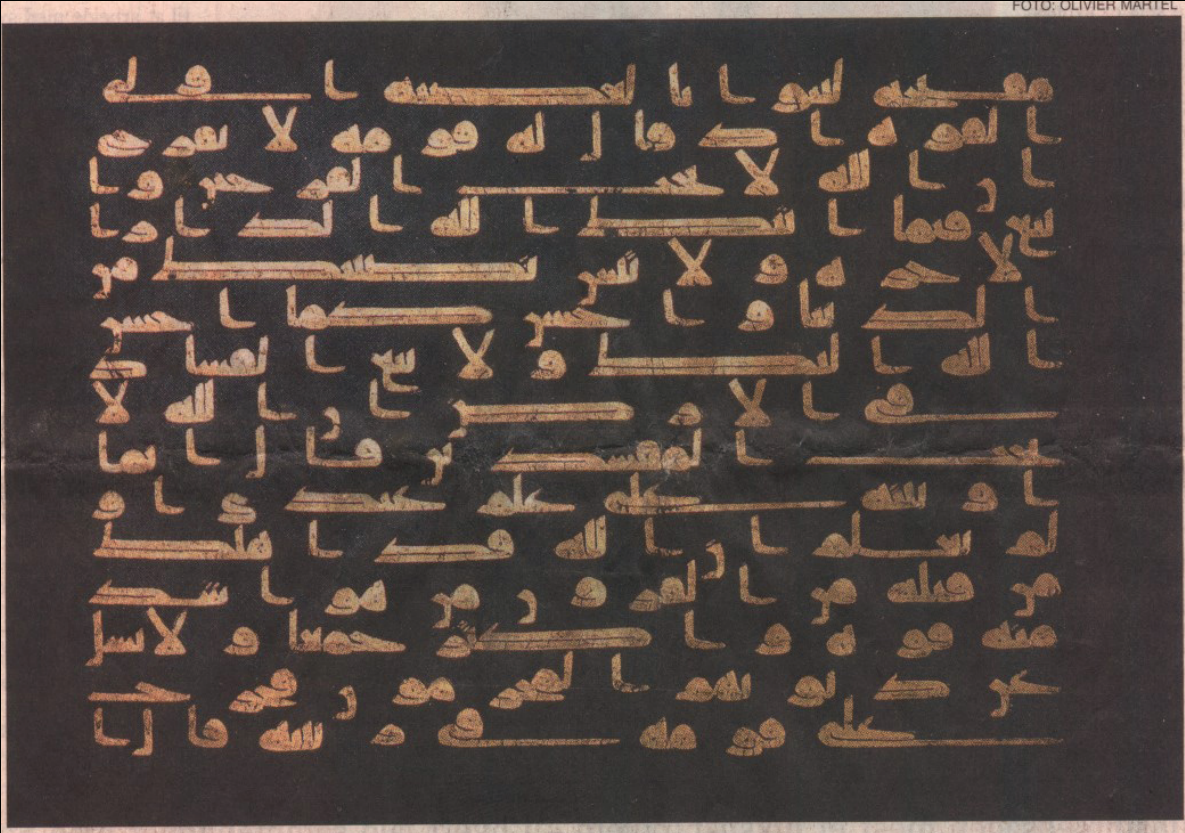
This diagram displays several evolutionary steps of Western alphabets. The controversial theory linking early Cretan pictographs to alphabets is based on similarities in their appearance.



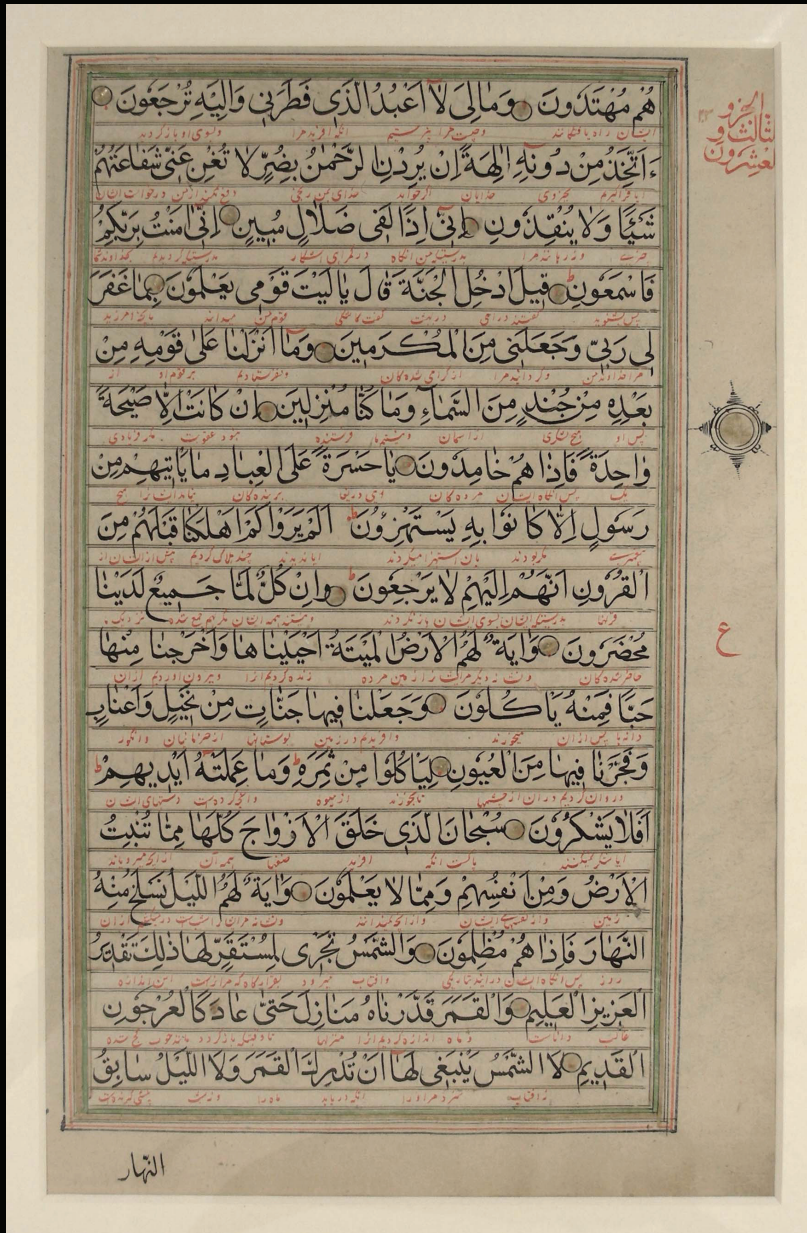
This excellent example of the Greek alphabet shows the symmetrical form and even visual rhythm that evolved. These qualities made the Greek alphabet the prototype for subsequent developments.



Kufic characters are bold, elongated, and angular; their aesthetic properties being widely admired.



This manuscript is written in the cursive Naskhi style of Arabic calligraphy.



The controlled brush drawing of the forms on the stone combines with the precision of the stonemason's craft to create letterforms of majestic proportion and harmonious form.



The Chinese writing system is a purely visual language. It is not alphabetical, and every symbol is composed of a number of differently shaped lines within an imaginary square.

你在天上願你的名兒被人尊  
敬願你的國圖降臨願你的旨  
意能彀成就在地如在天一樣  
我們需用的糧食求你今日給  
我求你免我的債照我免人債  
的樣兒不要由我入迷願你  
我出惡爲的是邦國權勢榮耀  
一概是你的直到世世代代這  
是我心所願的啊



Natural fibers are soaked in a vat of water and beaten into a pulp. A screen-bottomed, framelike mold is dipped into the pulp solution, taking just enough onto the mold for the sheet of paper.

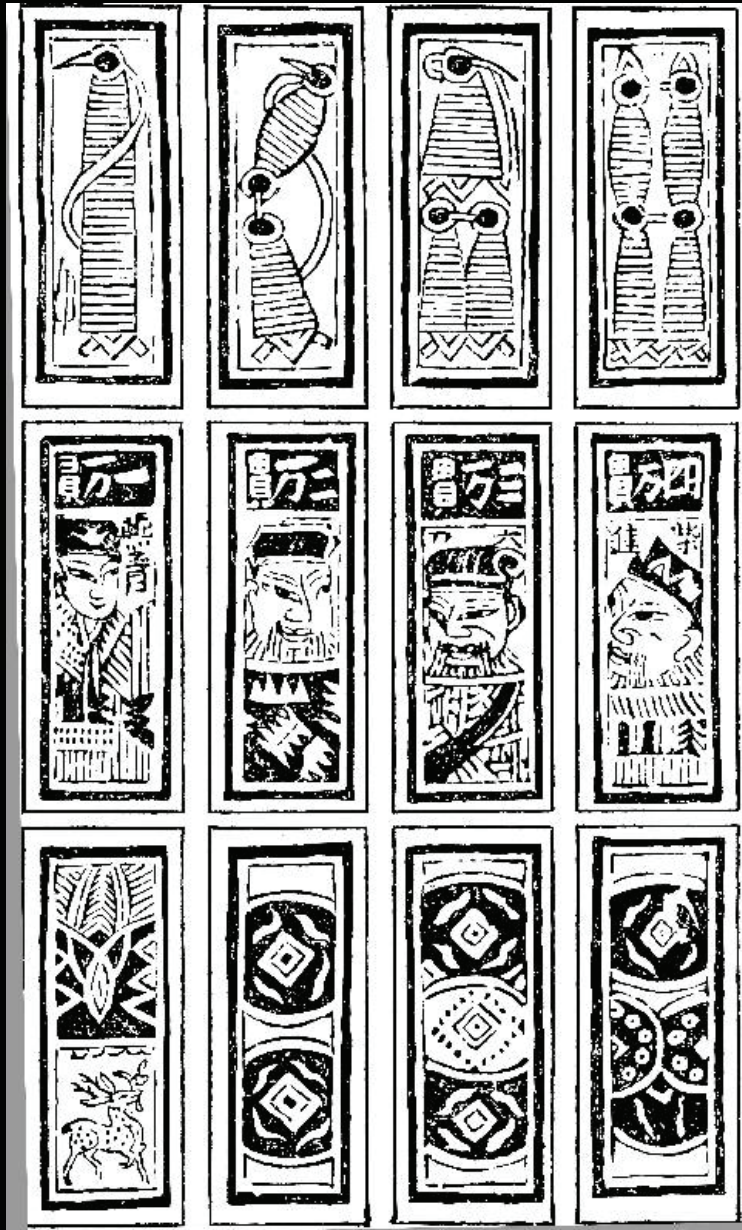


Chinese woodblock print, c. A.D. 950.

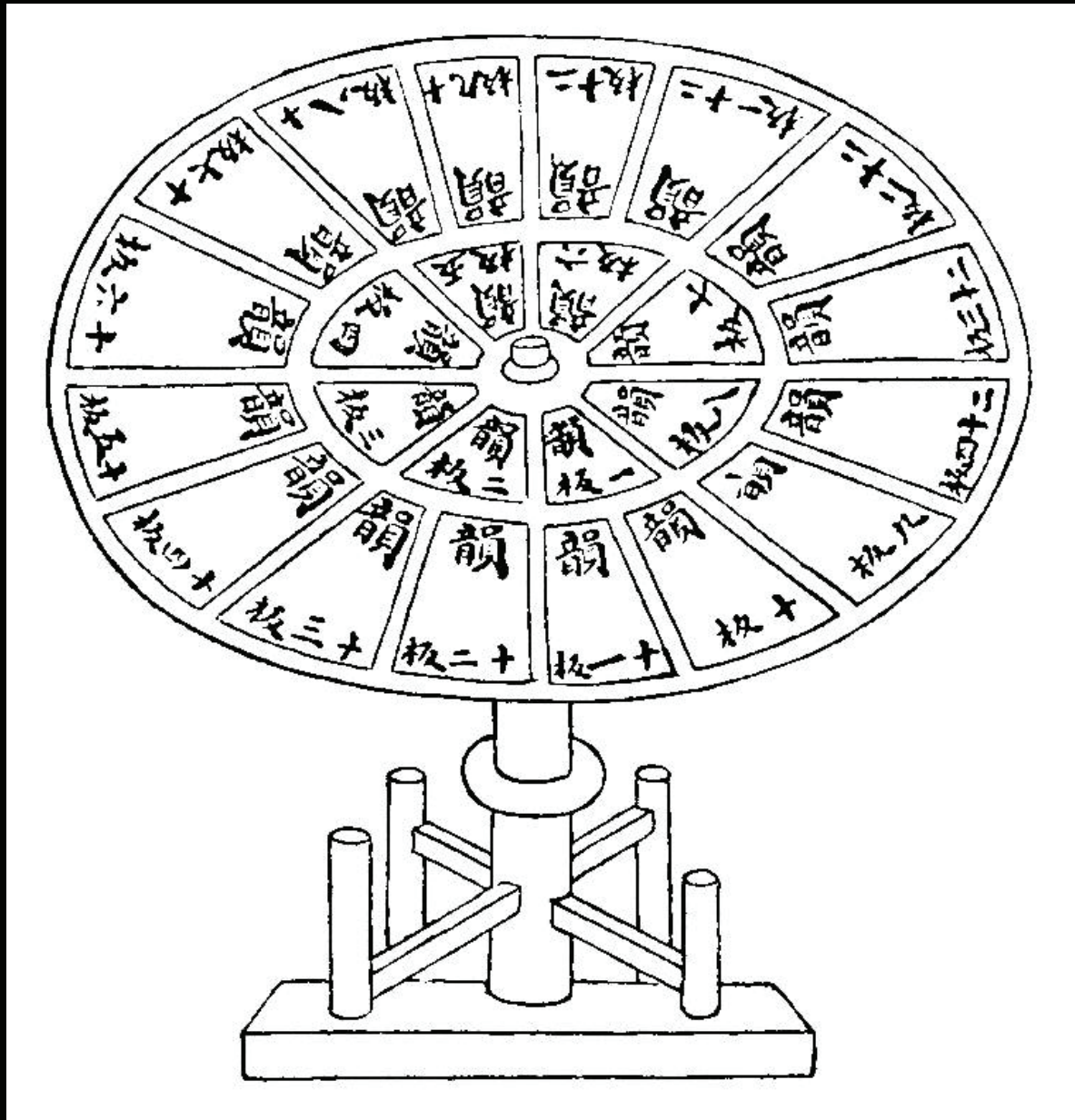
A prayer text is placed below an illustration of Manjusri, the Buddhist personification of supreme wisdom, riding a lion.

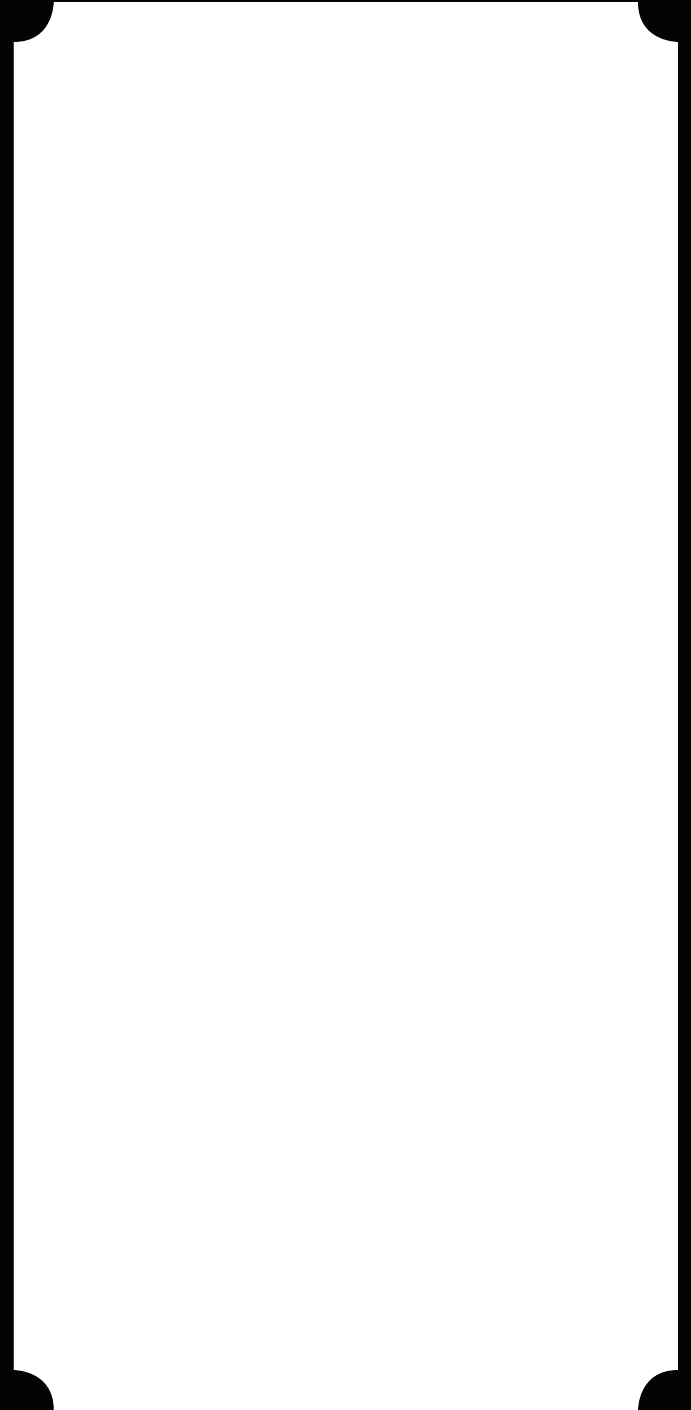


Chinese playing cards, undated. Many of the design conventions used here—numerical sequences of images signifying the suits and the depiction of royalty—survive in playing cards to this day.

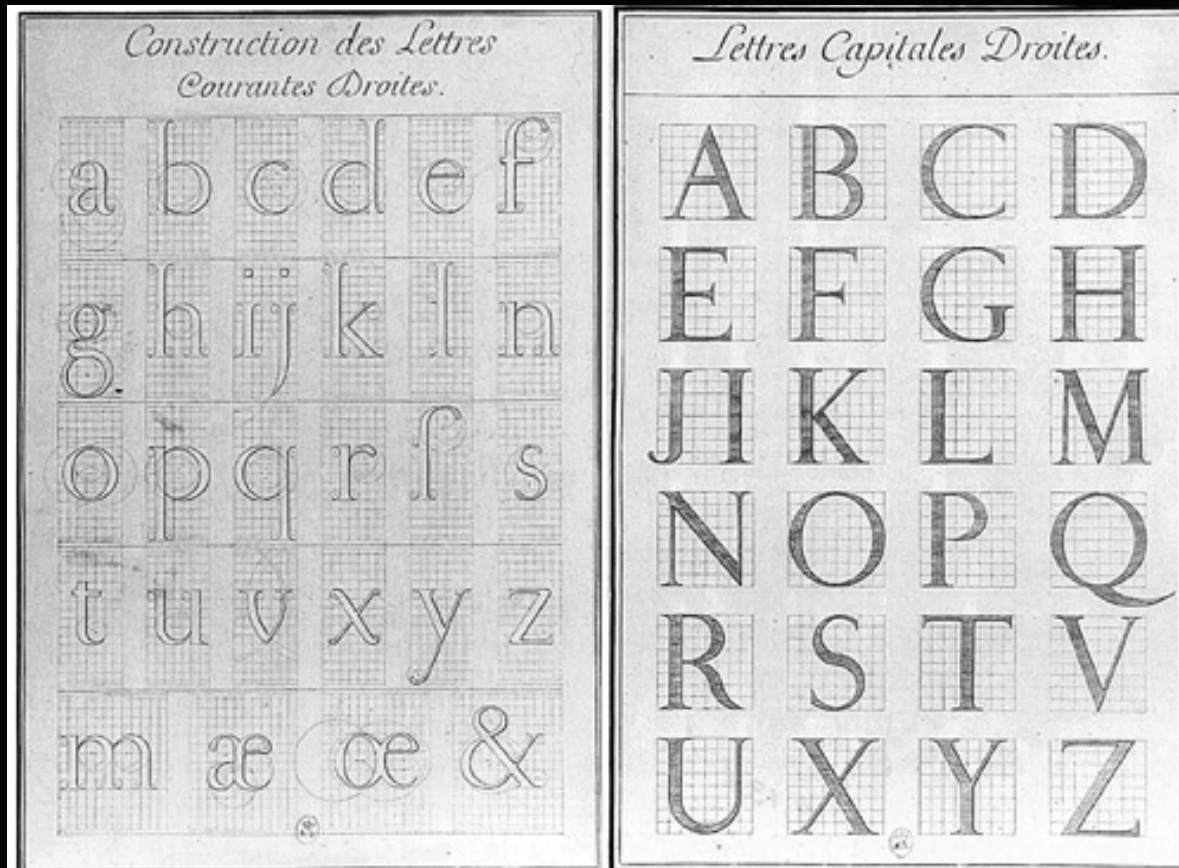


Woodblock image of a revolving typecase, c. A.D. 1313. This quaintly stylized illustration shows the revolving case designed to make typesetting more efficient.

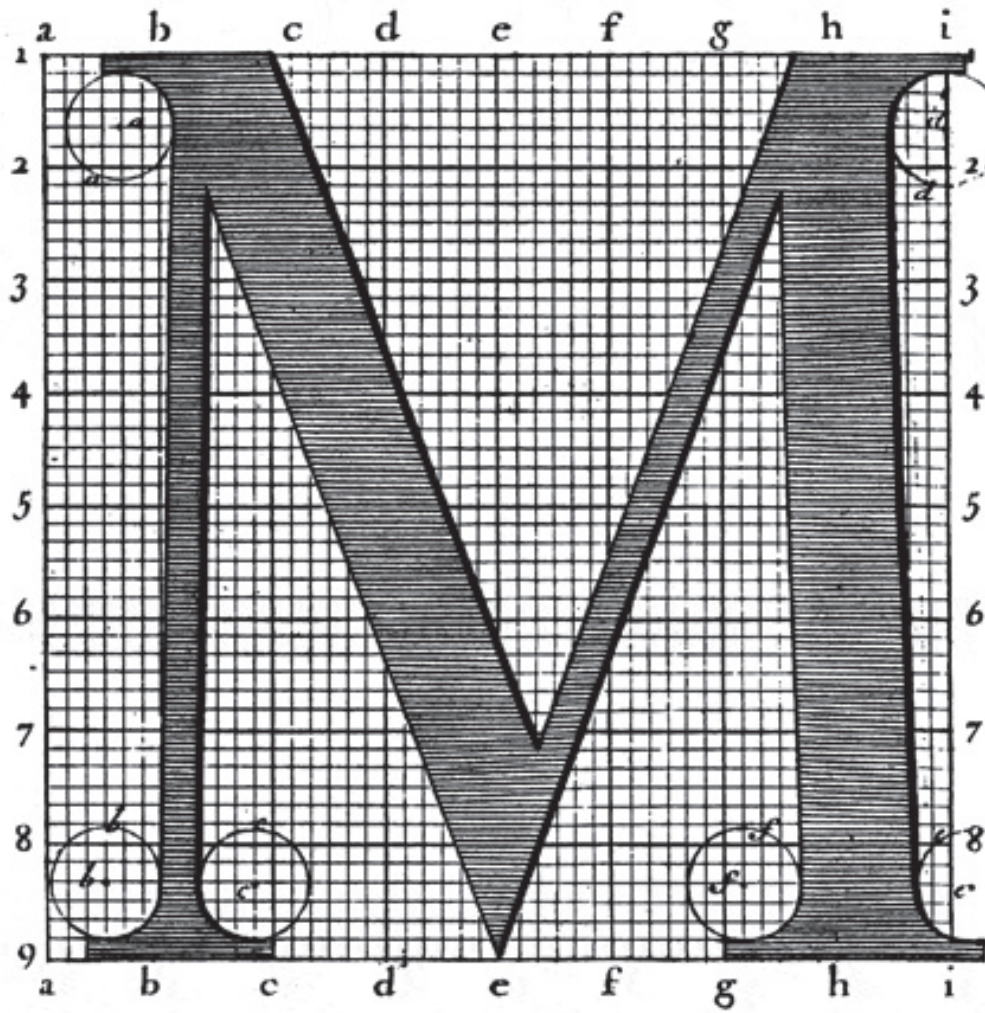




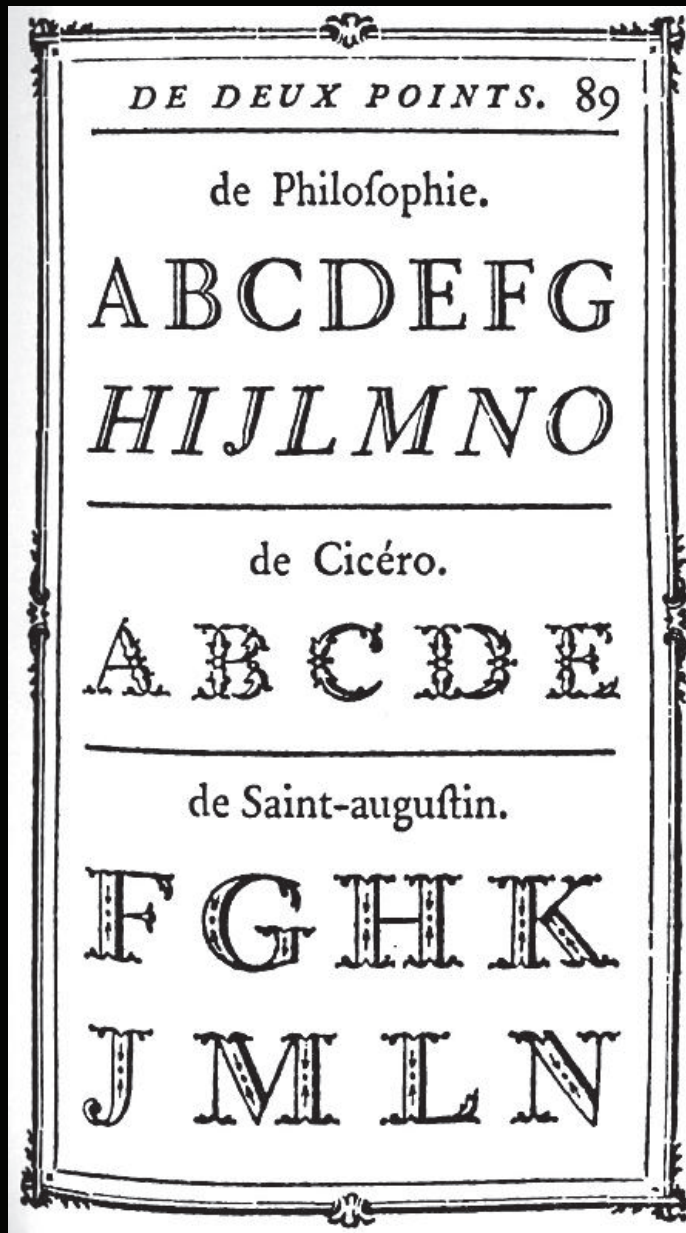
Louis Simonneau, master alphabets for the Romain du Roi, 1695. These copperplate engravings were intended to establish graphic standards for the new alphabet.



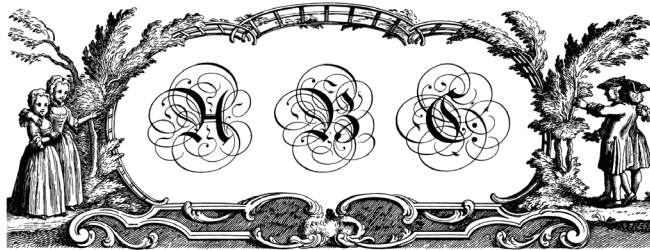
A closer look at the construction of the Romain du Roi.



Pierre Simon Fournier le Jeune, specimen page of decorative types, 1768. Within each of Fournier's ornamental display letterforms is the structure of a well-proportioned roman letter.







OR,  
**Alphabets,**

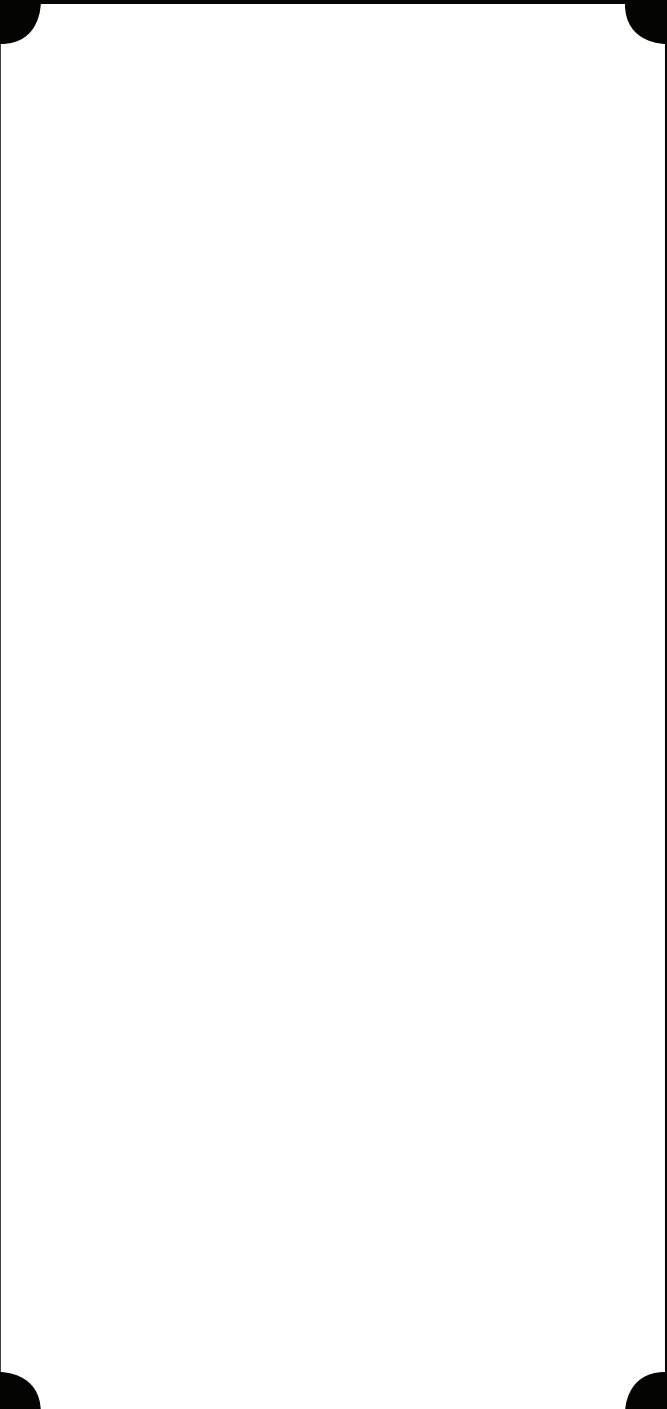
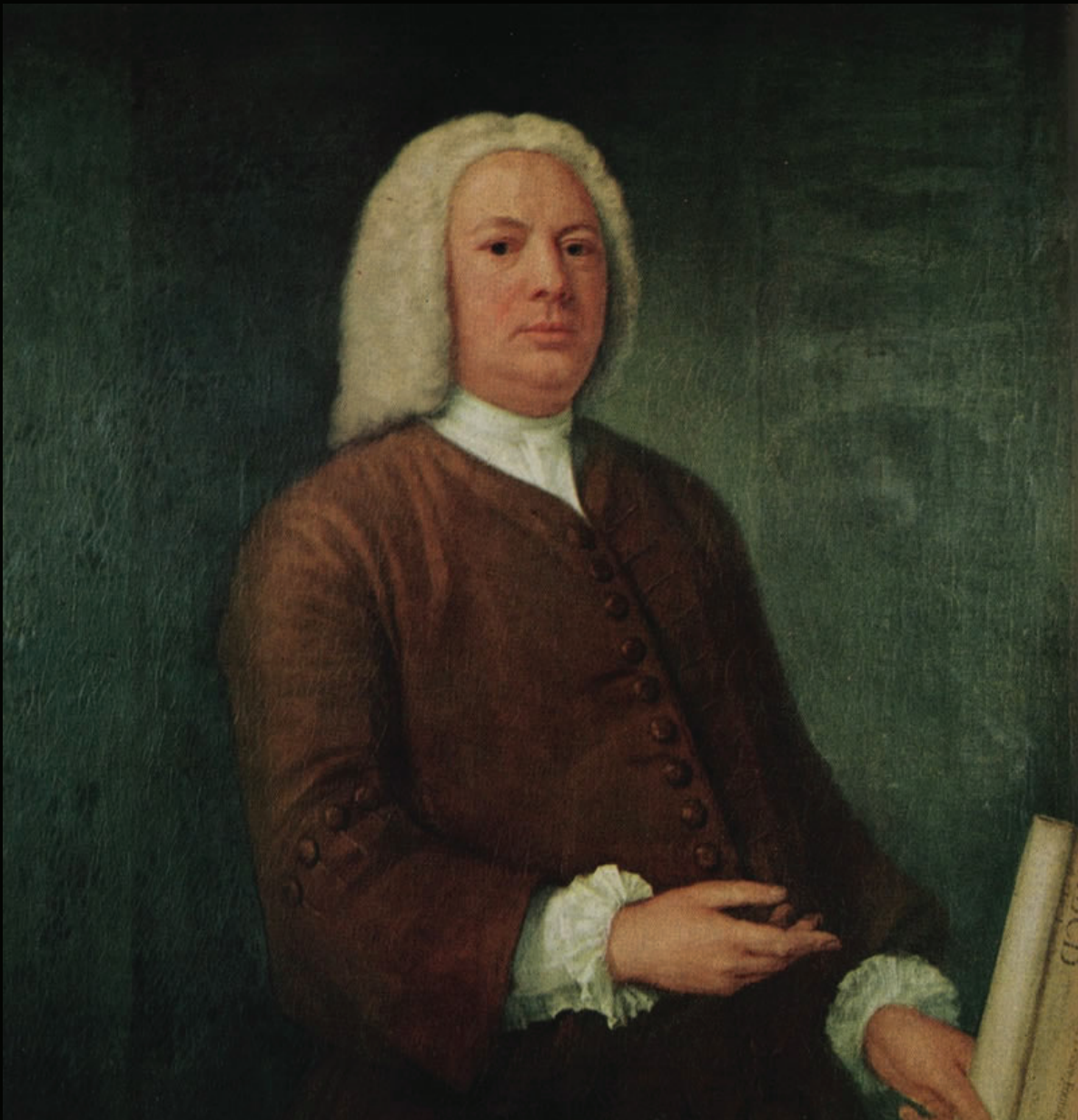
*In all the usual Hands now Practis'd, &c.*

*Engrav'd by G. Bickham, Sen<sup>r</sup>.*

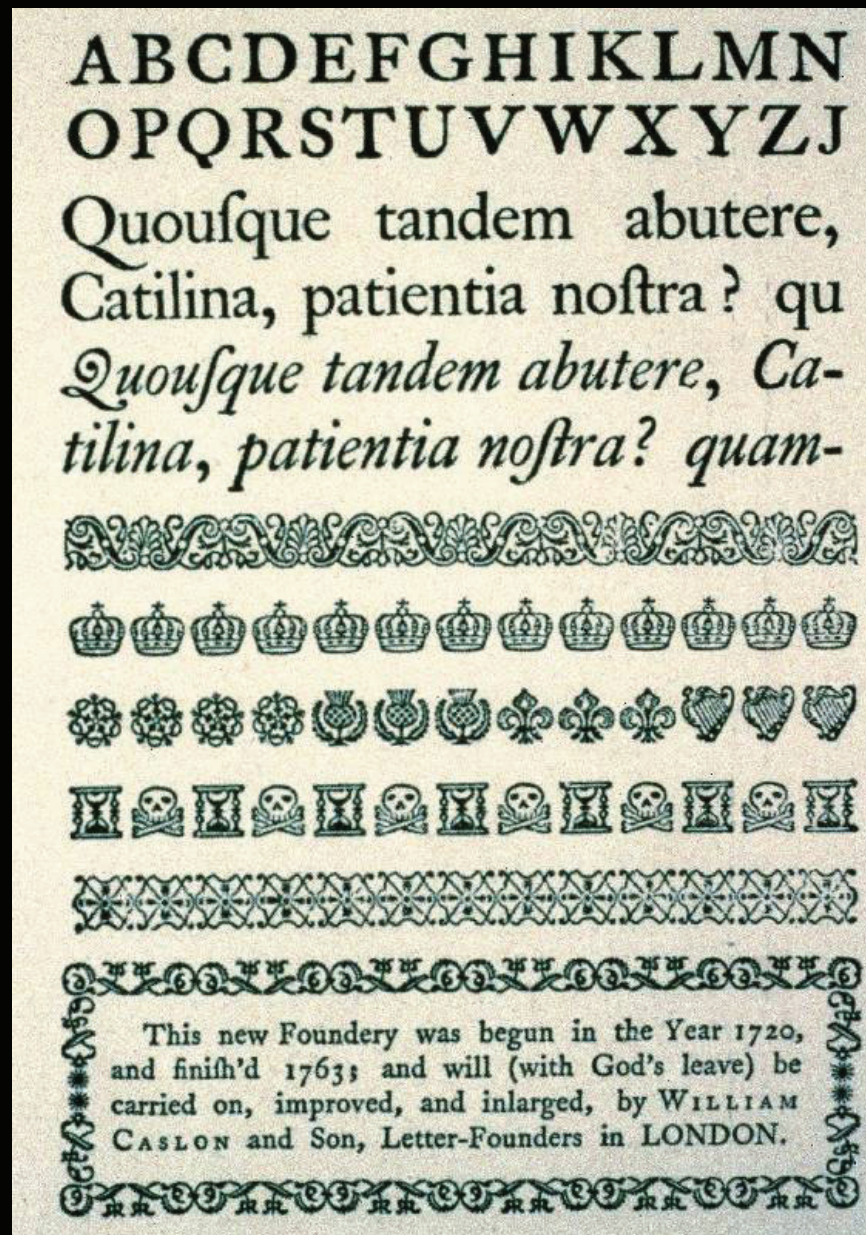
*The Alphabet is the whole Order of the Letters in any Language, —  
from Alpha and Beta, the two first Letters in the Greek Tongue. —  
The English Alphabet contains twenty six Letters, but others differ  
in their Number and Form, and vary in their Placing and Writing. —  
The Hebrews write from the Right hand to the Left, Others from  
Left to Right, and back again from Right to Left, The Chinese from  
Top to Bottom, and from Right to Left; but the Europeans, and most  
Others, write from Left to Right without Retrogression to the Left. —  
All our English Alphabets are exhibited in the two next Pages. —*

*If you would write both Legible and Fair,  
Copy these Alphabets with all your Care.*

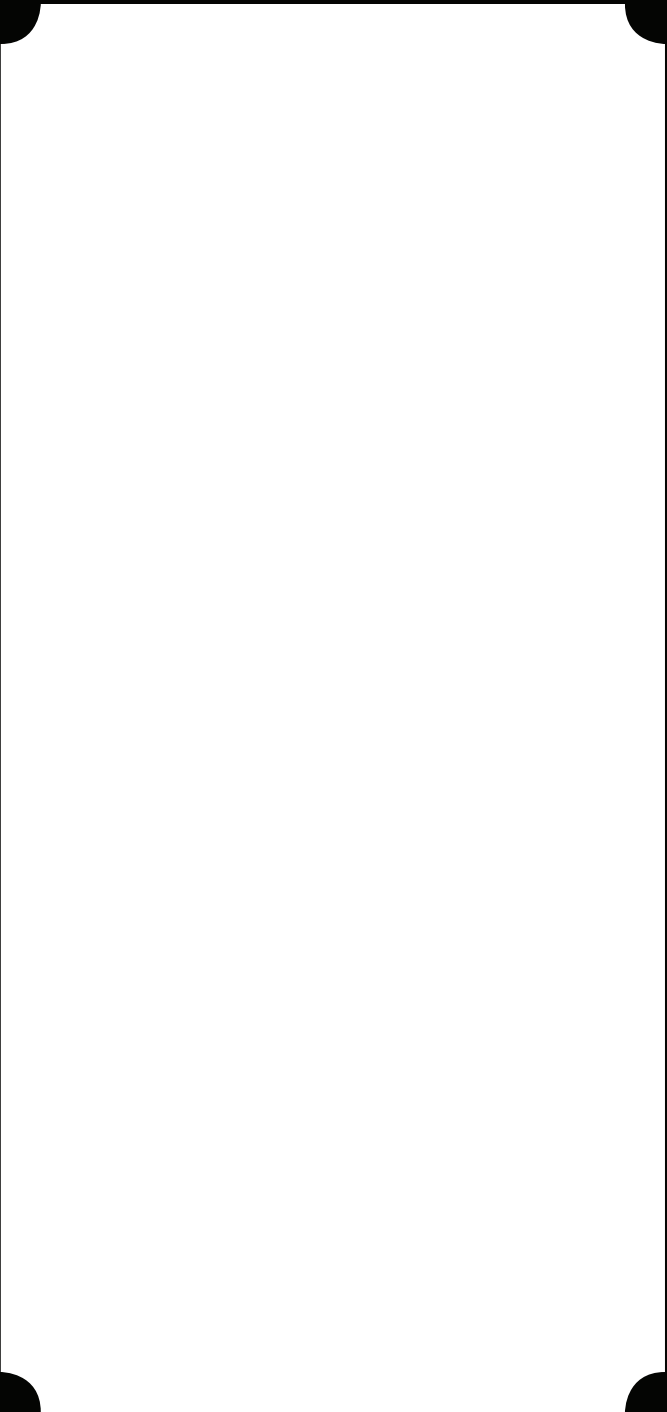
William Caslon



William Caslon, specimens of Caslon roman and italic, 1743. The straightforward practicality of Caslon's designs made them the dominant roman style throughout the British Empire far into the 19th century.



John Baskerville



Baskerville, title page for Vergil's *Bucolica, Georgica, et Aeneis* (*Pastorials, Farming, and Aeneis*), 1757. Baskerville reduced the design to letterforms symmetrically arranged and letterspaced.

PUBLII VIRGILII

MARONIS

BUCOLICA,

GEORGICA,

*E T*

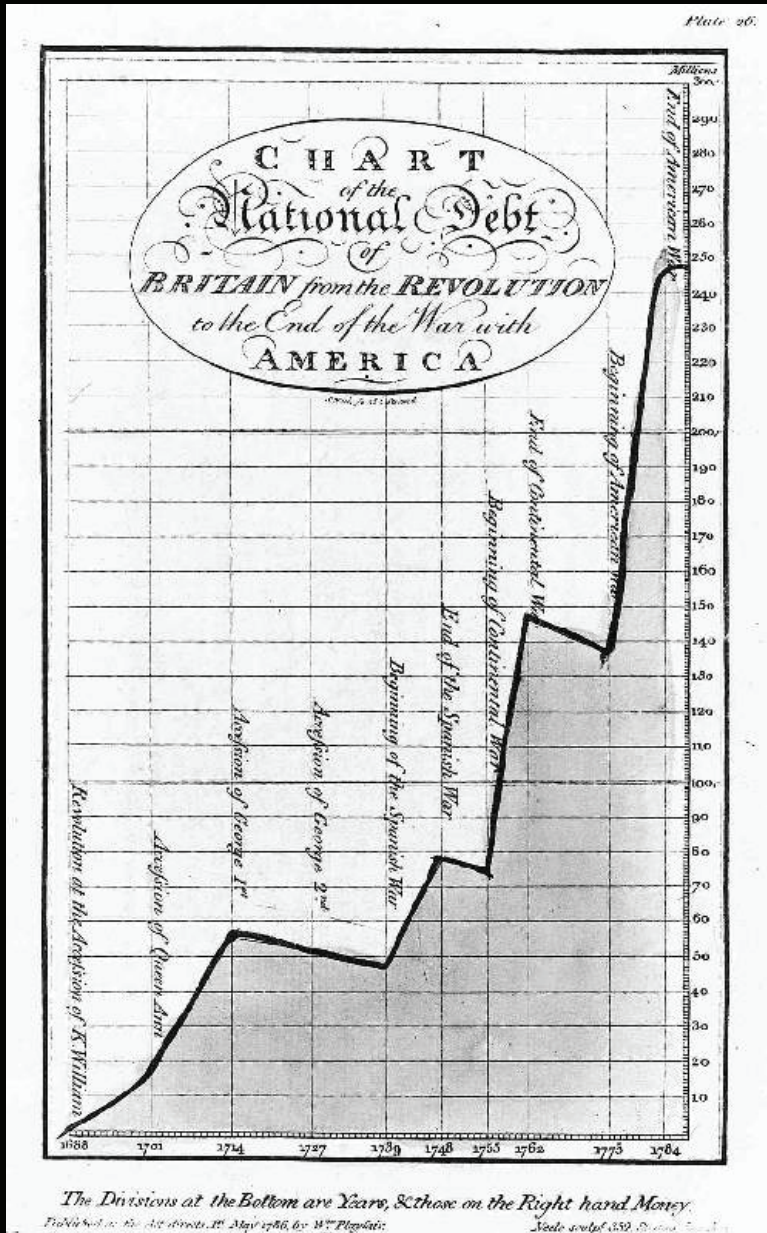
AE NE I S.

*BIRMINGHAMIAE:*

Typis JOHANNIS BASKERVILLE.

MDCCLVII.

William Playfair, diagram from Commercial and Political Atlas, 1786. This hand-colored engraving uses a fever chart to depict the impact of wars upon Britain's soaring national debt.



Giambattista Bodoni, title page from *Saggio tipografico (Typographic Essay)*, 1771. The tremendous influence of Fournier le Jeune upon Bodoni's earlier work is evident in this page design.



Designed at the Didot foundry, the typeface used in this announcement for a forthcoming romantic novel is a very early presentation of a true modern-style letterform.

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AVIS  
AUX SOUSCRIPTEURS  
DE  
LA GERUSALEMME  
LIBERATA  
IMPRIMÉE PAR DIDOT L'AÎNÉ  
SOUS LA PROTECTION ET PAR LES ORDRES  
DE MONSIEUR.

LES ARTISTES choisis par MONSIEUR pour exécuter son édition de LA GERUSALEMME LIBERATA demandent avec confiance aux souscripteurs de cet ouvrage un délai de quelques mois pour en mettre au jour la première livraison. Il est rarement arrivé qu'un ouvrage où sont entrés les ornements de la gravure ait pu être donné au temps préfix pour lequel il avoit été promis : cet art entraîne beaucoup de difficultés qui causent des retards forcés ; et certainement on peut regarder comme un empêchement insurmontable les jours courts et obscurs d'un hiver long et rigoureux. D'ailleurs la quantité d'ouvrages de gravure proposés actuellement par



Robert Besley (designer, with Thorowgood), specimen of an early Clarendon, 1845. Clarendon styles were wildly popular after their introduction. When the 3 year patent expired, numerous imitations were issued by other founders.

**Quousque tandem abutere Catilina, patientia nostra ?  
quamdiu nos etiam furor iste tuus eludet ? quem ad  
finem sese effrenata jactabit audacia ? nihilne te noc-  
turnum præsidium palatii, nihilne urbis vigiliæ, nihil  
timor populi, nihil consensus bonorum omnium, nihil  
hic munitissimus habendi senatus locus, nihil horum**

**£1234567890**

**SALES BY PUBLIC AUCTION.**

Vincent Figgins, five lines pica, In Shade, 1815. The first three-dimensional or perspective fonts were fat faces.

**A B C D E F G H**  
**I J K L M N O P**  
**R S T U V W X.**

William Caslon IV, two-line English Egyptian, 1816. This specimen quietly introduced what was to become a major resource for graphic design.

**W CASLON JUNR LETTERFOUNDER**



Vincent Figgins, two-line Great Primer Sans-serif, 1832. Both the name and wide use of sans-serif typography were launched by awkward black display fonts in Figgins's 1832 Specimens of Printing Types.

**TWO-LINE GREAT PRIMER SANS-SERIF.**

**TO BE SOLD BY AUCTION,  
WITHOUT RESERVE;  
HOUSEHOLD FURNITURE,  
PLATE, GLASS,  
AND OTHER EFFECTS.  
VINCENT FIGGINS.**

Jan Tschihold, brochure for his book *Die neue Typographie*, 1928. This brochure functions as a remarkable didactic example of the principles Tschihold was advocating.

STARTS AT 3:00pm

\*\*\*▲▲□▼▼▲\*\*

## RENNIE LAKE, USA

Celebrating 233 years of American independence.

# BOAT PARADE | JULY 4<sup>TH</sup>

Don't be shy; come join the party.  
Use any boat you have—pontoon, sunfish, jet-ski, speed-boat—it's time for fun.  
And remember: the more the merrier!  
See you at the party, Richter!

USA!

TNT FIREWORKS

KEN S. SAYS "TOPLESS OPTIONAL!"

KOOZIE CUPS

PLEASE DO NOT FEED THE CANADIAN GEESE.

PRIDE

RED, WHITE, AND BLUE

believe

FREEDOM

SAFETY FIRST

ICY COLD BEVERAGES

HAPPY HOUR ALL DAY LONG.

### THE DETAILS

The parade will begin near the main-lake island, proceeding counter clockwise around the entire lake.

The parade will end at the island—let us all get acquainted with our fellow neighbors, friends, and strangers—socialize & celebrate U.S.A. independence and the utopia we call Rennie Lake.

**+1 bonus point** awarded to those who audibly use a boater's air-horn.

**+3 bonus points** awarded to those who get creative and decorate their boat(s).

**+4 bonus points** awarded to boats who wave the U.S. flag for the entire duration of the boat parade.

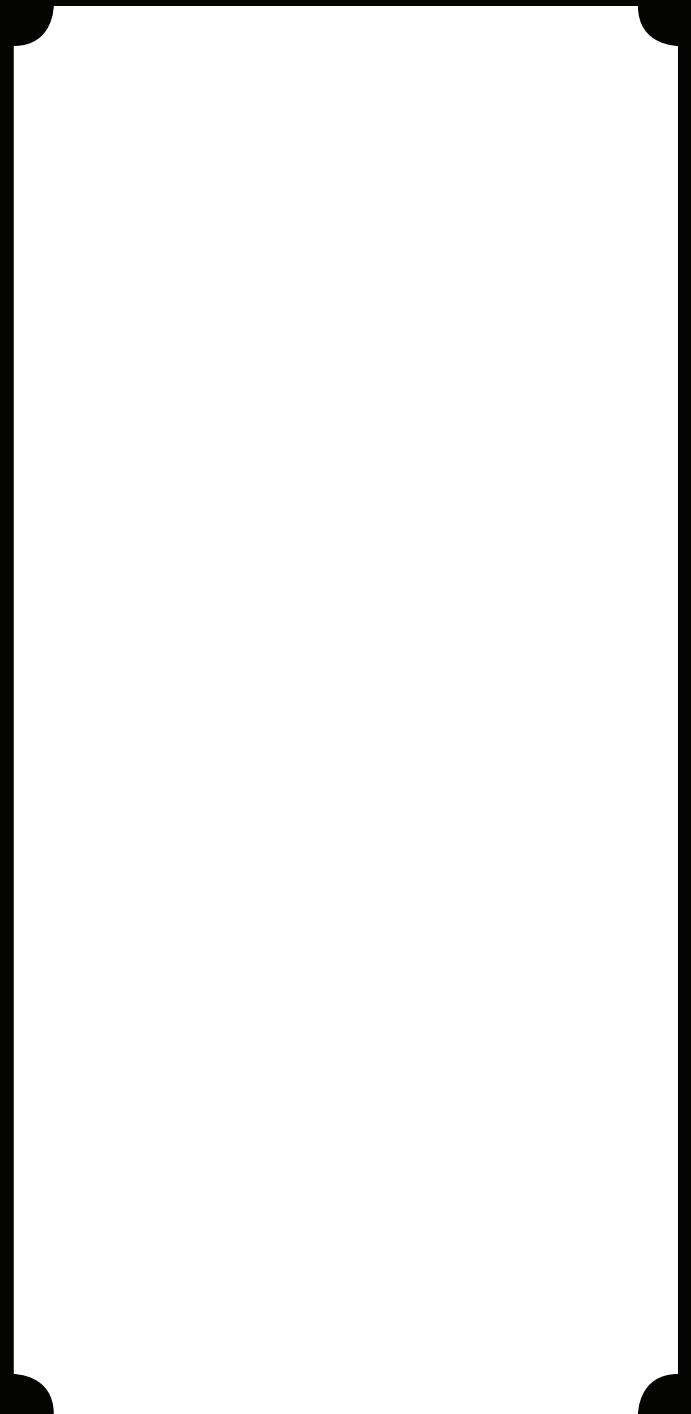
**+6 bonus points** awarded to boats that have two or more American flags on board.

**+7 bonus points** awarded to boats where all passengers are wearing safety-orange life vests. Participants must occasionally point to their vests in order to receive **7 bonus points**.

This parade also marks the **116<sup>TH</sup>** consecutive year a Loon family has lived on Rennie Lake. Please respect their natural habitat and keep a safe distance from our Loon friends at all times.

**Thank you.**





Eric Gill, page from *The Four Gospels*, 1931. Descending type sizes, all capitals on opening lines, unjustified right margins, and initial capitals integrated with illustrations are forged into a unified whole.

**F**ORASMUCH AS MANY HAVE TAKEN IN HAND TO SET FORTH IN ORDER A DECLARATION OF THOSE THINGS WHICH ARE MOST SURFLY BELIEVED AMONG US, EVEN AS THEY DELIVERED them unto us, which from the beginning were eyewitnesses, and ministers of the word: It seemed good to me also, having had perfect understanding of all things from the very first, to write unto thee in order, most excellent Theophilus, That thou mightest know the certainty of those things, wherein thou hast been instructed.

**T**HERE WAS IN THE DAYS OF HEROD, THE KING OF JUDÆA, A CERTAIN PRIEST NAMED ZACHARIAS, OF THE COURSE OF ABIA: AND HIS WIFE WAS OF THE DAUGHTERS OF AARON, and her name was Elisabeth. And they were both righteous before God, walking in all the commandments and

131

Designed in 1927-1930 the extensive range of sizes and weights provided vigorous contrasts for printers and designers who adopted the new typography.

# Futura

Aa Qq Rr

**Aa Qq Rr**

d

Zuführung

abcdefghijklm  
nopqrstuvwxyz  
0123456789



# Stanley Morison (typographic advisor), the London Times. Even the 120-year old masthead fell victim to the redesign that introduced Times New Roman.

Monday August 15 1977  
No 61082  
Price fifteen pence

## THE TIMES

Airlines face up to the Laker Atlantic challenge, page 17

### Bishop accuses the police over Lewisham clashes

The police were criticised yesterday for the way they handled the rioting at Lewisham on Sunday, in which 55 policemen and at least 56 members of the public were injured. A total of 202 people were charged with rioting (Report on page 2). The Bishop of Southwark, Dr Stockwood, accused the Home Secretary and the Metropolitan Police Commissioner of a grave

### Grave error of judgment, Dr Stockwood says

error of judgment. The mayor of Lewisham also laid much of the blame for the day's events on the commissioner. The Socialist Workers Party, which was behind much of the violence, threatened to return to the streets on Monday and promised to turn out in even greater strength at the next From March, planned for Streatham on September 24.

Dr Robert Fowler, Bishop of Southwark, said it was a grave error of judgment for the Metropolitan Police Commissioner to have ordered the dispersal of the Lewisham riot on Sunday night. He said the police should have been more firm in their handling of the rioters. He said the police should have been more firm in their handling of the rioters. He said the police should have been more firm in their handling of the rioters.

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Police Constable Alfred Franklin displaying a piece of metal piping incorporated into his belt, confiscated at Lewisham.

### 'They went mad... they shot or stabbed anyone'

### Thai village chief tells of atrocities on border by Khmer Rouge troops

Khmer Rouge troops, who were seen in the village of Ban Chhng, a few miles from the border with Cambodia, were responsible for the deaths of several people and the destruction of property. The village chief, Mr. Chhng, said that the Khmer Rouge troops had been ordered to kill anyone who was seen to be a member of the village committee. He said that the Khmer Rouge troops had been ordered to kill anyone who was seen to be a member of the village committee.

### Mr Karpov stoops to check his juniors

A Russian victory in London was expected as a surprise result. The victory was a significant one for the Russian player, Mr. Karpov, who was seen to be a member of the village committee. He said that the Khmer Rouge troops had been ordered to kill anyone who was seen to be a member of the village committee.

### Israel alters policy in occupied territories

The Israeli Cabinet has decided to alter its policy in the occupied territories. The decision was made in a meeting of the Cabinet on Sunday. The decision was made in a meeting of the Cabinet on Sunday.

### Anglo-US peace plan for Rhodesia agreed

The Secretary of State, Mr. James Callaghan, has announced that an agreement has been reached between the United Kingdom and the United States on a plan for Rhodesia. The agreement was reached in a meeting of the Secretary of State and the Secretary of State.

### Liberals call for ban on Front marches

The Liberal Party has called for a ban on Front marches. The party has said that such marches are a threat to the peace and stability of the country. The party has said that such marches are a threat to the peace and stability of the country.

### More Spanish hotels hit by strikes

More Spanish hotels have been hit by strikes. The strikes have caused significant disruption to the tourism industry in Spain. The strikes have caused significant disruption to the tourism industry in Spain.

### Leyland imports help to preserve jobs

Leyland imports have helped to preserve jobs in the automotive industry. The company has said that its imports have helped to preserve jobs in the automotive industry. The company has said that its imports have helped to preserve jobs in the automotive industry.

### Forced feeding

Forced feeding has been used in the treatment of some patients. The use of forced feeding has been a controversial issue in the medical profession. The use of forced feeding has been a controversial issue in the medical profession.

### Figures show size of Army role in Ulster

Figures show the size of the Army's role in Ulster. The figures show that the Army's role in Ulster is significant. The figures show that the Army's role in Ulster is significant.

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### The Minstrel for stud in US

The Minstrel has been sent to the US for stud. The horse is a valuable asset to the breeding industry. The horse is a valuable asset to the breeding industry.

### Boeing off to UK

Boeing is expected to visit the UK. The visit is part of a series of visits by Boeing to various countries. The visit is part of a series of visits by Boeing to various countries.

### Hunt's engine fails

Hunt's engine has failed during a race. The failure was a significant setback for the team. The failure was a significant setback for the team.

### Three die in M6 multiple crash

Three people died in a multiple crash on the M6. The crash was a major disaster. The crash was a major disaster.

### £100 heating bills

£100 heating bills have been issued to many households. The bills are a result of a rise in energy prices. The bills are a result of a rise in energy prices.

### Cyprus succession

The Cyprus succession has been resolved. The resolution was a significant achievement. The resolution was a significant achievement.

### British Heart Foundation

The British Heart Foundation is a charity that helps to fund research into heart disease. The foundation is a charity that helps to fund research into heart disease.

### Survival through heart research

Survival through heart research is the goal of the British Heart Foundation. The foundation is a charity that helps to fund research into heart disease. The foundation is a charity that helps to fund research into heart disease.

### Karl Bohm to head the LSO

Karl Bohm is to head the LSO. The appointment is a significant one for the orchestra. The appointment is a significant one for the orchestra.

### An appeal from the heart

An appeal from the heart is the theme of the British Heart Foundation. The appeal is a call for support for heart research. The appeal is a call for support for heart research.

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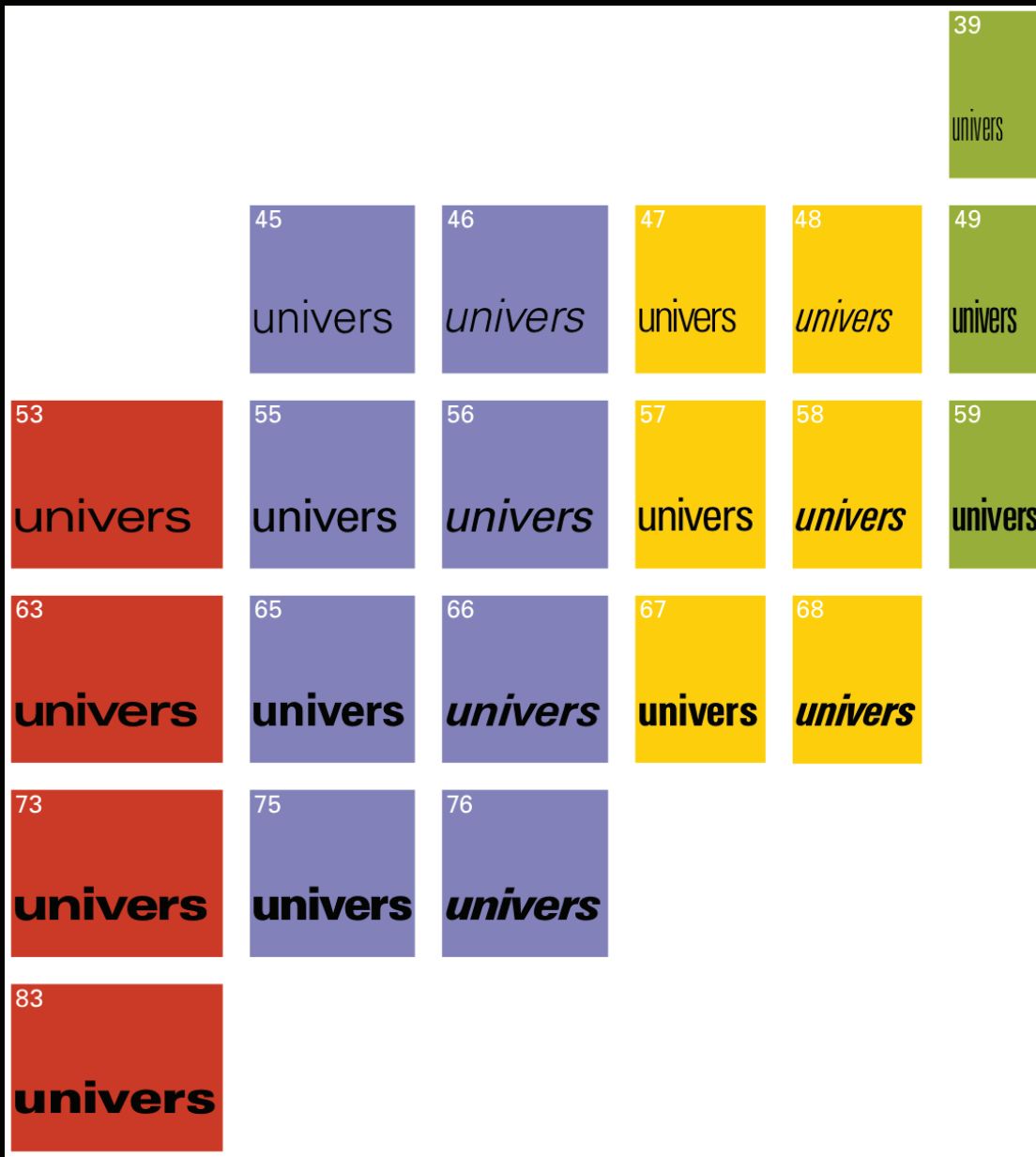
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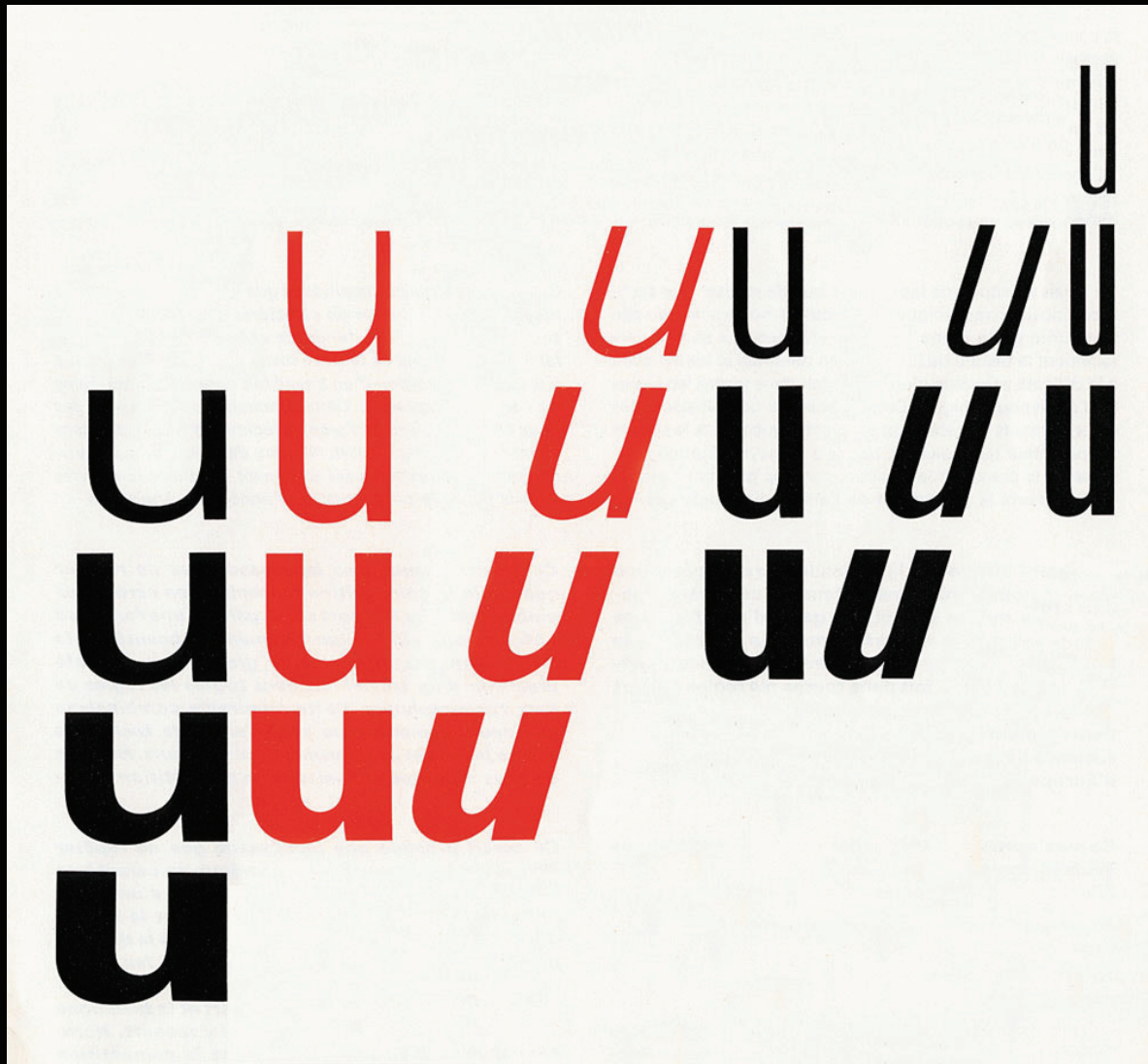
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Adrian Frutiger, schematic diagram of the twenty-one Univers fonts, 1954. Frutiger systematically altered the forms of fonts located on the chart above, below, and to the left and right of Univers 55.



Composition with the letter u. All twenty-one variations of Univers can be used together to achieve dynamic contrasts of weight, tone, width, and direction.



Edouard Hoffman and Max Miedinger, Helvetica typeface, 1961. The basic version of Helvetica was released by the Stempel foundry in 1961.

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### A Brief History of Helvetica

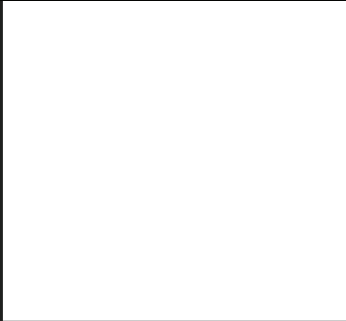
Helvetica was developed in 1957 by Max Miedinger with Edouard Hoffmann at the Haas'sche Schriftgesserei (Haas type foundry) of Münchenstein, Switzerland. Haas set out to design a new sans-serif typeface that could compete with Akzidenz-Grotesk in the Swiss market. Originally called **Die Neue Haas Grotesk**, it was created based on **Schelter-Grotesk**. The aim of the new design was to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a wide variety of signage.

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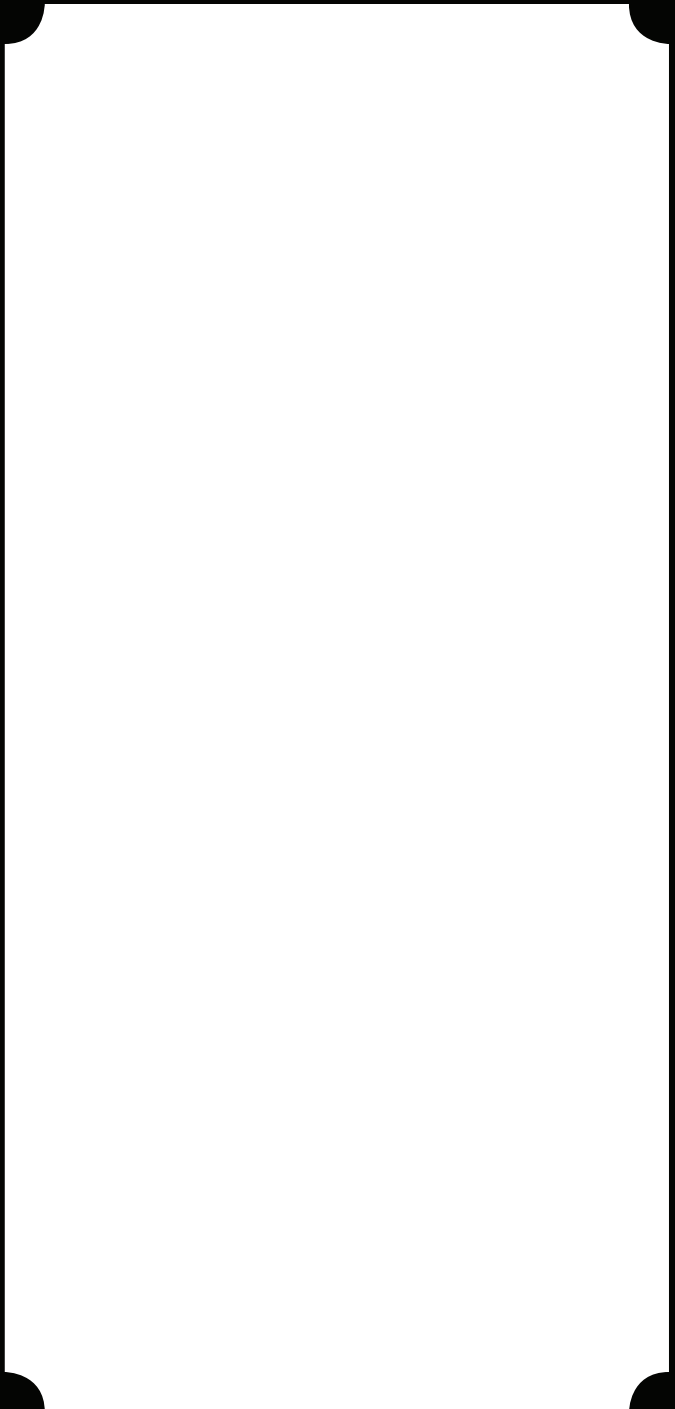
A B C D E  
F G H I J K  
L M N O P  
Q R S T U  
V W X Y Z

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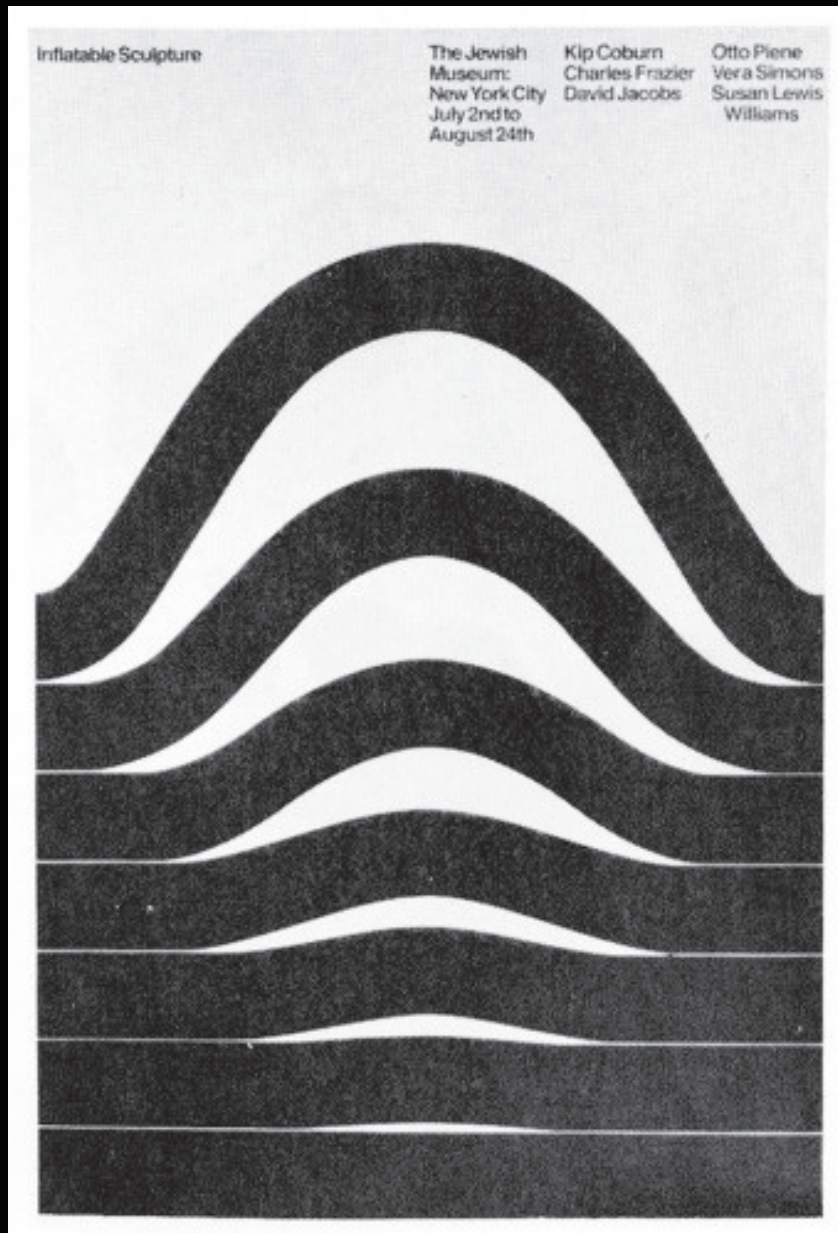
The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.



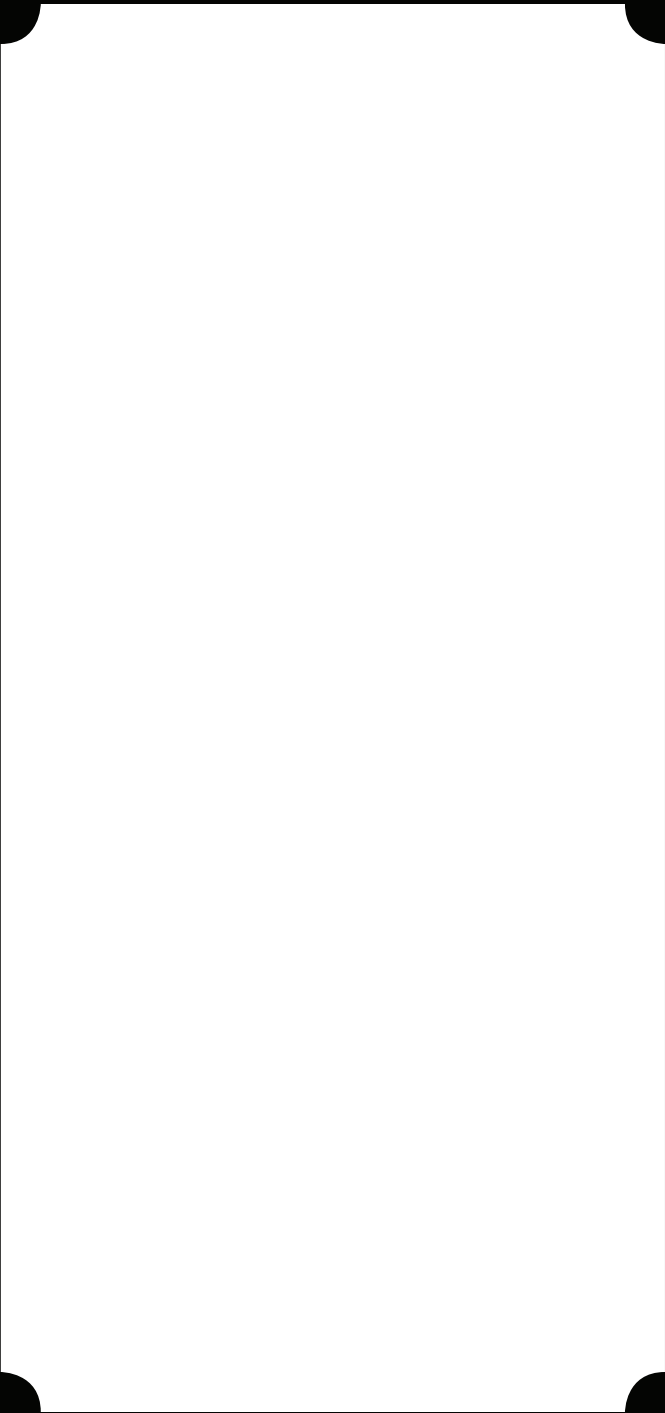
Dietmar Winkler, poster for a computer programming course, 1969. The term COBAL emerges from the kinetic construction of modular letters.



Arnold Saks, "Inflatable Sculpture" poster for the Jewish Museum, 1968. A sequence of bars bending upward signifies the action of energy upon pliable materials and graphically conveys the essence of the subject.



Photolettering film



Photolettering today.

**PHOTO-LETTERING** START PLOG HOW-TO ABOUT FAQ TERMS SUBSCRIPTIONS LOGIN SIGN UP CONTACT CART 00

# HELLO!

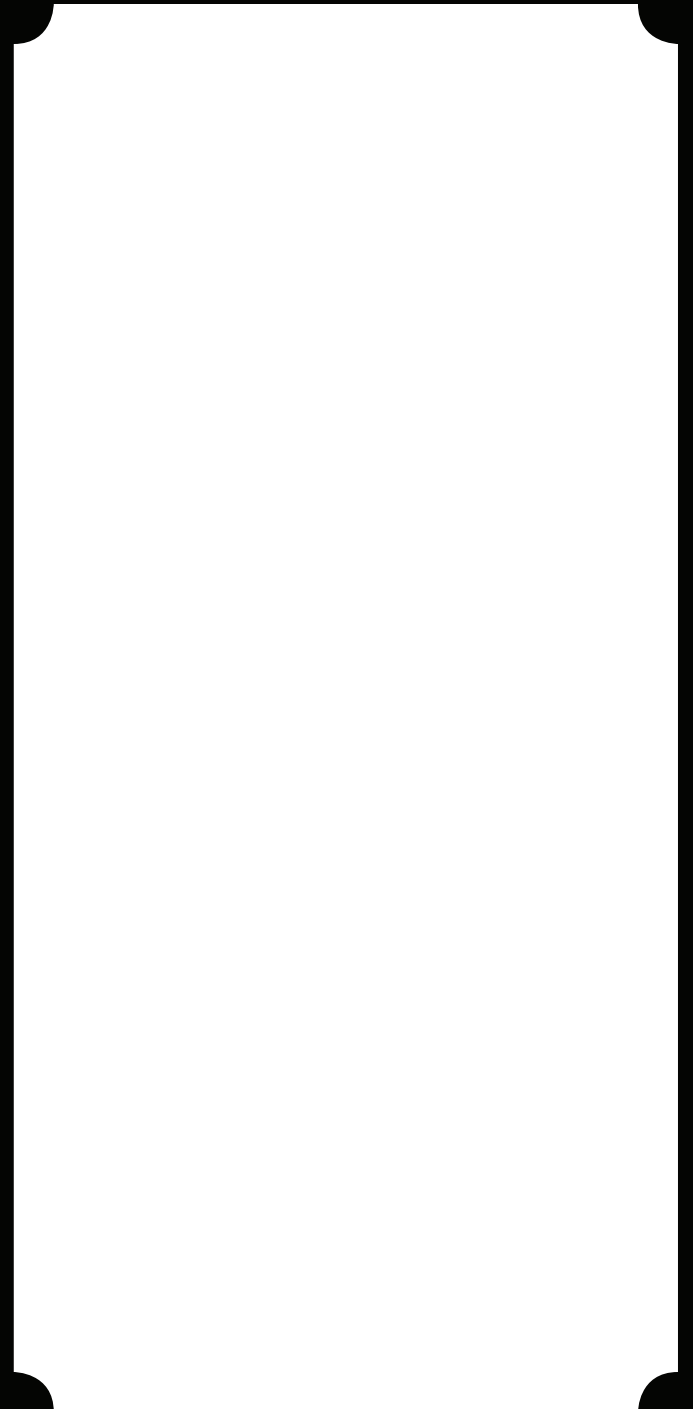
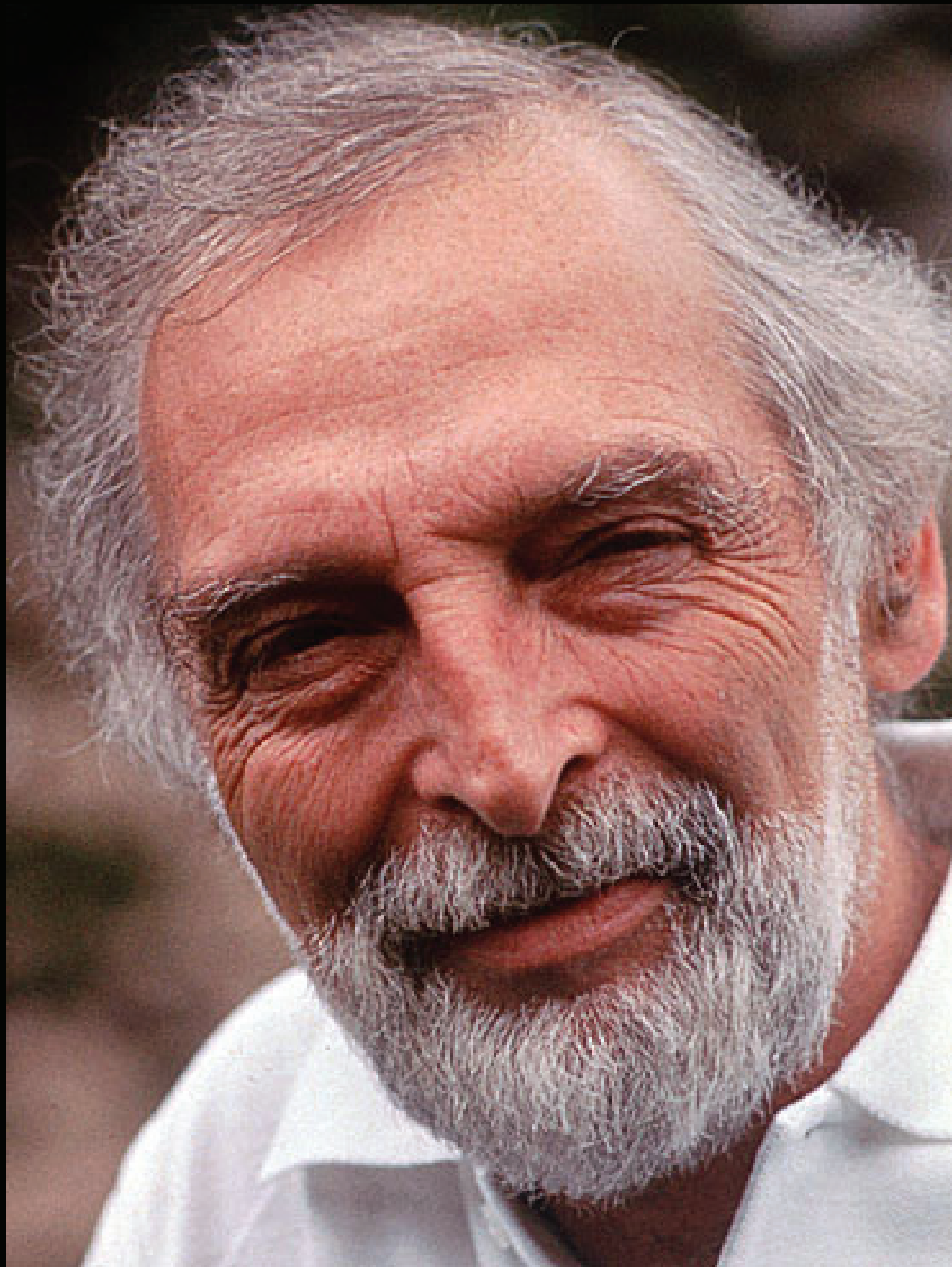
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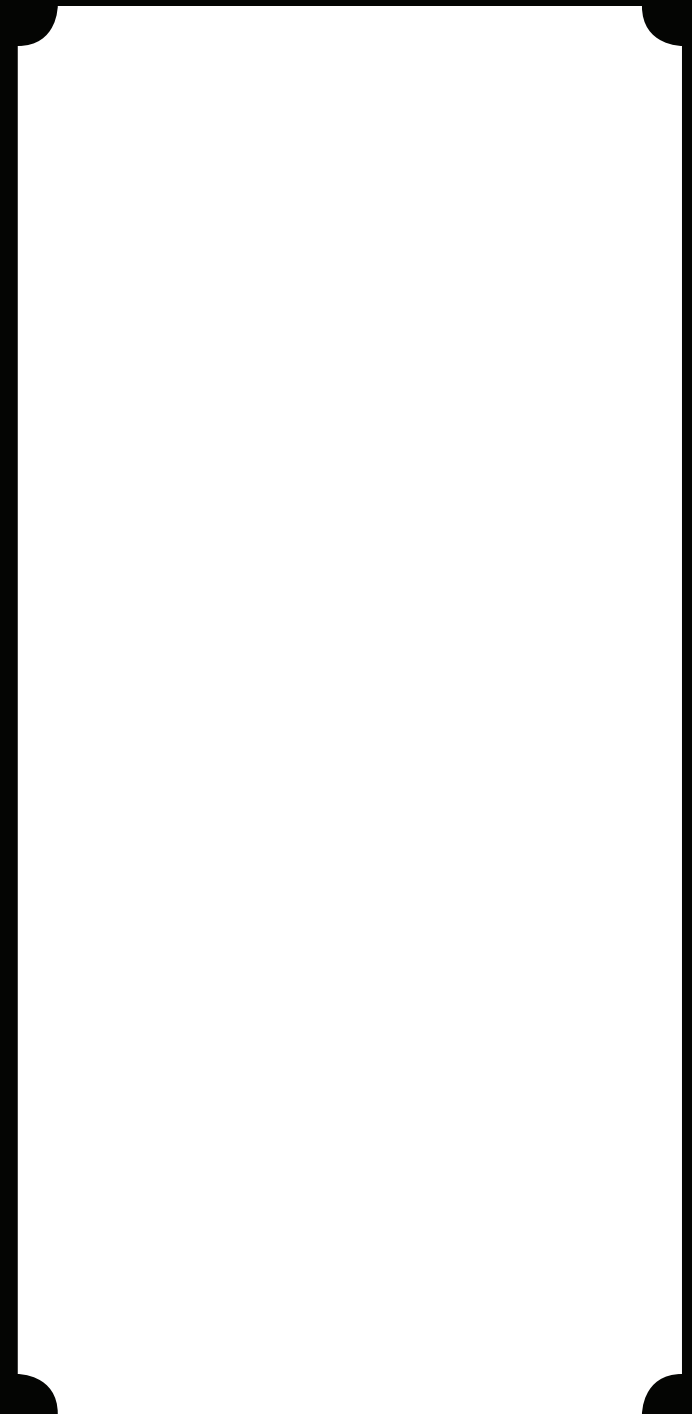
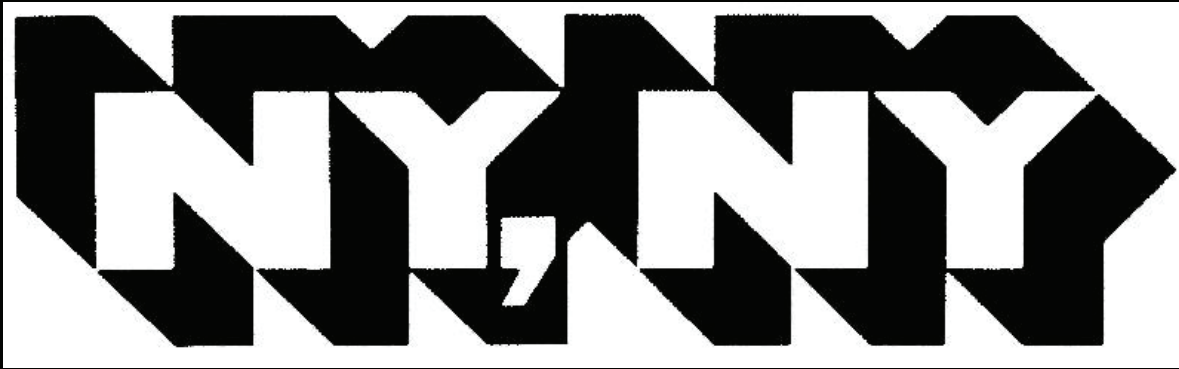


Herb Lubalin, typogram from a Stettler typeface announcement poster, 1965. Marriage, "the most licentious of human institutions," becomes an illustration through the joined Rs.



MARRIAGE

Herb Lubalin, proposed New York City logo, 1966. Isometric perspective creates a dynamic tension between two- and three-dimensionality while implying the city's high-rise architecture.



Ice Capades logo, 1967.



Herb Lubalin, cover for U&Ic. 59 typographic elements, 7 illustrations, and 12 rules—a total of 78 separate elements—are integrated into an information-filled page.

# U&Ic.

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UPPER AND LOWER CASE, THE INTERNATIONAL JOURNAL OF TYPOGRAPHICS
   
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**In this issue:**

**Typography and the New Technologies**  
A retrospective by Aaron Burns of the development of the emerging technologies in the 20th Century; the challenges, the opportunities.

**Information, Please**  
The New York Times Information Bank is a computerized system that can help you find out everything about anybody or anything—that was reported in a newspaper or magazine.

**Stop the "Perpetrators"**  
A scathing indictment by Edward Rondthaler of the unscrupulous typeface design pirate companies which unconsciously copy for cut-rate sale the original work of creative artists.

**What's so Hot about Robert Indiana?**  
New York Times Art Critic John Canaday with some biting observations on the work of this painter, with a comparison by a graphic designer of how "love" really should be.

**Art and Typography**  
Willem Sandberg, former Director of Amsterdam's Stedelijk Museum, considers the function of the artist in society and in the shaping of new communications patterns.

**Is Avant Garde avant garde?**  
Presenting the story behind this ITC typeface, how it came to be designed by Herb Lubalin, and why he thinks maybe it should never have happened.

**My Best with Letters**  
Four famous designers offer their one "best" piece of typographic art.

**Young Typography**  
Featuring each issue the best, the most unusual, the most significant work being done by students throughout the world.

**The Spencerian Revival**  
Tom Camase, one of the foremost designers of letterforms, has created a trend back to Spencerian through his artful handling of this script form.

**Corporate Design is Big Business**  
And small business. Both are finding that the image they present to the public is becoming more and more a factor in their successful growth. The first article on corporate design is by Lou Dorfman, Design Director, Columbia Broadcasting System. The second by Ernie Smith, Proprietor of Port Jerry, a rustic resort.

**A Satire of Newspaper Logos**  
The prominent illustrator and satirist, Chas. Slackman, depicts his graphic impressions of the nature of some of our most prominent newspapers through the redesign of their logotypes.

**Non-Communication**  
Ed Sorel, one of America's foremost satirists, expresses his views on the subject of non-communication in no uncertain terms. These fascinating drawings will be a regular feature in "U&Ic."

**What's New from ITC**  
A first-time showing of the newest creations of typeface designers to be offered by ITC to the world buying public through ITC Subscribers.

**Typography and the New Technologies**

W

hen I went to art school, I learned that many of my fellow students had problems when it came to drawing certain parts of the human anatomy. They simply could not draw hands or feet.

I first became conscious of their difficulties when I noticed that the people who appeared in their layouts never had hands or feet. Hands always seemed to be behind peoples' backs or in pockets. Feet were always out of view, either behind a desk, or the people were cropped at the waist or knees.

People, however, do have hands and feet, and very often they must be shown. The advertisements created by these students very often suffered as a result of these simple but important handicaps.

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**Stop the "Perpetrators"**

D

anger.

This article has been labeled "Stop the Perpetrators" for good reason. The claim is genuine. No adequate law protects the type designer or photocomposing machine manufacturer from unauthorized duplication of the machine's most vital part: the typecase or font negative. Unauthorized contact duplication of these critical negatives has reached dangerous proportions, and the graphics industry can no longer afford, catch-like, to disregard the demoralizing effect it is having on creative talent. It is a blight on the industry's legitimate business worthy endeavor calling for the concerted effort of all. But more about that later, here is the background.

We operate in a free system where ethics and law contribute mightily to the function.

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**What's so Hot about Robert Indiana?**

A

lot of friends in advertising-oriented design all have been talking to themselves lately. "What," they want to know, "is so hot about Robert Indiana?" "What's he got that we haven't?" They want to know. "Look," they say, "we turn out designs like his—only better—every day in the week."

"What's so special about Robert Indiana?"

What indeed?

I was mulling this over the other day when I came across an article by New York Times Art Critic, John Canaday, who was exploring this very idea. He'd just been to a recent new exhibition at the Denise Rene Gallery in New York, which was presenting a one-man show of Indiana's designs, and he hadn't gotten over it yet.

For the uninitiated, Robert Indiana is the creator of LOVE, that cleverly-arranged four

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**art and typography**

let us consider for the function of the artist in society: the men who handle the antique furniture in my museum have developed a vocabulary of their own when they speak of styles; they call Louis XV. Louis with the twisted legs; Louis XV. Louis with the bow legs; Louis XV. Louis with the straight legs; now the legs of these kings, I guess, actually did not differ so much from each other, but it was not the kings who created these styles, it was the artists, the architects, the painters and sculptors; the musicians and the authors who tried to render the essence of the epoch; who made the impact of a certain period visible, audible, perceptible; the artist creates the face of society; his work enables us to revive the past; so one, for example, the paintings and posters of Toulouse-Lautrec are for us the incarnation of Paris around 1900.

how does this come into being?

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**Information, Please**

S


uppose that you wanted to find out... WHO is the new head of the Johnson Foundation? WHO were the basic terms of the General Motors-Curtis-Wright agreement for the Wankel engine? WHO was the Amulhiko dramatic performance? WHERE will Swindell-Cresider Company build a steel foundry in Russia? WHY did Secretary Volpe sign a transportation research agreement with the Polish Government? HOW did Alpha Mitchell come to blow the whistle on the Watergate?

Answer:


You'd merely consult the remarkable new Information Bank of the New York Times.

This eminent newspaper has recently taken a giant step into the 21st Century with the introduction of the world's first computerized system for the storage and retrieval of the richly varied contents of newspapers and magazines.


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