

PRINT YOUR NAME

HISTORY OF GRAPHIC DESIGN
New York City College of Technology
AD5030/2228; Spring 2005

TEST #1 Each question is worth 5 points.

Please give full names (first and last) in the answers.

1. What artifact, found in 1799, helped to decipher and aided in the translation of the Egyptian hieroglyphs?

2. What is the name of the Ancient Roman monument, whose inscription served as the model for the design of many uppercase letters for centuries to come?

3. What is the name of the emperor, who in the eighth-century A.D. initiated writing and alphabet reforms, and whose name is attributed to the script which was a precursor to our lowercase letters?

4. Who is given the credit for inventing movable type in Europe?

5. What was the first book printed in Europe that used movable type?

6. Name the influential Renaissance humanist, scholar and printer who published many important Greek and Roman texts at his press in Venice. He employed many important scholars, typeface designers and punch cutters, and made great strides in the design and organization of books.

7. What is the name of the handwriting script that served as the model for the "italic" type fonts?

8. Name the first punch cutter, from sixteenth-century France, to work independently of printing firms, and whose fonts were known for their clarity and balance.
Hint: Some current digital fonts, bearing his name, were actually based on the work of another punch cutter.

9. What is the name of the typeface, developed by a committee at the request of the French king, which broke with many of the established calligraphic traditions and was designed using a more mathematical approach?

10. Name the English type designer, whose fonts were widely used in England, and were even used to print the American *Declaration of Independence*.

11. What is the name of another English printer who not only designed his books and typefaces, but also made his own paper, printing inks and made improvements to the printing press?

12. Name the nineteenth-century Italian printer, who developed *modern* typefaces, characterized by increased contrast and regularity of form, and who printed and published 345 books?

13. What is the name of the French family dynasty, who made many contributions to printing; including numerous *modern* fonts, a typographic measuring system and were known for their clean, restrained neoclassical books?

14. What is the name of the English printer who advocated a revival of the mediaeval ideas of craft, and who modeled his books on those of the Renaissance? He was also involved in furniture making, pattern design, stained glass and other decorative arts.

15. Name the Czech-born, French artist who's posters and cover designs are most emblematic of the style of Art Nouveau?

EXTRA CREDIT.

Each question is worth 5 points.

1. a. The invention of what tool made the creation of wood type possible?

b. Name the inventor.

c. State one advantage that wood type had over metal type, which helped to popularize it.

2. a. Name the German calligrapher, punch cutter and illustrator who carried on the traditions of the Arts and Crafts movement into the twentieth century.

b. Name the typeface that he created by cutting the letters directly into the metal punches, without preliminary drawings. The typeface had many font sizes, each one being slightly different in form.
