

HISTORY OF GRAPHIC DESIGN



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SYNAIC SCRIPT	DESCRIPTION OF SIGN	CANAANITE SCRIPT OF 13TH CENT B.C	CANAANITE SCRIPT OF ca. 1000 B.C	SOUTH ARAB SCRIPT OF IRON AGE	MODERN HEBREW SCRIPT	PHONETIC VALUE
	OX HEAD					א
	HOUSE					ב
?						ג
	FISH					ד
	MAN PRAYING					ה
?						ו
?						ז
	?		"			ח
	FENCE					ט
	DOUBLE LOOP		"			י
?						כ
?						ל
	PALM OF HAND					מ
	"DAGGER"					נ
	WATER					ס
	SERPENT					ע
?						פ
	EYE					צ
?			"			ק
	THROW STICK					ר
?						ש
	BLOSSOM		"			ת
	?					י
	HUMAN HEAD					כ
	BOW					ל
	?		"			מ
	MARK OF CROSS					נ

HEBREW NAME	PHOENICIAN SCRIPT OF 8TH CENT B.C	PHOENICIAN SCRIPT OF BAAL LEBANON KARATEPE	OLD GREEK SCRIPT OF 8TH CENT B.C	HEBREW CURSIVE OF ca. 600 B.C	GREEK NAME	MODERN GREEK SCRIPT	MODERN ROMAN SCRIPT
ALEPH					ALPHA	Α	A
BETH					BETA	Β	B
GIMEL					GAMMA	Γ	G
DALETH					DELTA	Δ	D
HE					EPSILON	Ε	E
WAW							V
ZAYIN					ZETA	Ζ	Z
HETH					ETA	Η	H
TETH					THETA	Θ	
YOD					IOTA	Ι	I
KAPH					KAPPA	Κ	K
LAMED					LAMBDA	Λ	L
MEM					MU	Μ	M
NUN					NU	Ν	N
SAMEKH					XI	Ξ	
AYIN					OMICRON	Ο	O
PE					PI	Π	P
TSACHE							
QOPH							Q
RESH					RHO	Ρ	R
SHIN					SIGMA	Σ	S
TAV					TAU	Τ	T

Phoenician Numbers	Equivalent
𐤀	1 1
𐤁	2 1+1
𐤂	3 1+1+1
𐤃 𐤄	4 1+1+1+1
𐤅 𐤆	5 3+2
𐤇 𐤈	6 3+3
𐤉 𐤊 𐤋 𐤌 𐤍	7 3+3+1
𐤎 𐤏 𐤐	8 3+3+2
𐤑 𐤒 𐤓	9 3+3+3
𐤔 𐤕 𐤖	10
𐤗	10+1

𐤘	11
𐤙 = 𐤚 = 𐤛 = 𐤜	20
𐤝 𐤞 𐤟 𐤠 𐤡	21 20+1
𐤢 𐤣 = 𐤤	30
𐤥 = 𐤦 𐤧 𐤨 𐤩	40 20+20
𐤪 𐤫 𐤬 𐤭 𐤮 𐤯 𐤰 𐤱	70 20+20+20+10
𐤲 𐤳 𐤴 𐤵 𐤶 𐤷 𐤸 𐤹	80 20+20+20+20
𐤺 𐤻 𐤼 𐤽 𐤾 𐤿	100
𐥀 𐥁 𐥂	200 2+100
𐥃 𐥄 𐥅	300 2+100

alpha	Α Α	theta	⊕ ⊗ ⊙	koppa	Ϟ
beta	Β	iota	Ι	rho	Ρ Δ
gamma	Γ	kappa	Κ	sigma	Σ
delta	Δ	lambda	Λ Λ	tau	Τ
epsilon	Ε Ε	mu	Μ Μ	upsilon	Υ Υ
digamma	Ϝ	nu	Ν Ν	phi	Φ
zeta	Ζ	xi	Ξ	khi	Χ
eta	Η Η	omicron	Ο	psi	Ψ Ψ
heta	Ϟ Η	pi	Π	omega	Ω





IAELVCO S'VBIMOE LISAN
RIBVS'ETDVLCIADSPIRAM
Q'FBATDICTOPARENSETI
IAPORTABATTYRIIS'DVC
MENITAVLAEISIAMSEB
EACOMPOSVITSPONDAI

HOC ILLUD GERMANI QUI MIHI RAVI D
HOC ROGUSISTI MIHI HOC IGNIS QUI
QUID PRIMUM DESERTI A QUAE BARCO
CAKTHAGONIA ANTIQUA TYROS ILLA
SERMINE ISTI MORIENS E ADIAMI ADI
ID IAMI AMBAS ITR O DOLOR ADQ LADIA

LITTERA SCRIPTA MANET

¶ Ubi dimissis Hispaniam multitudi-
norum Romanorum conuenit ut gra-
uis urbis Urbis insolita esset gra-
ue dilectue eorum quos sine supple-
mentum mitti oportebat quatuor
decim legionibus scriptae legiones
sunt intra quatuordecim dies dilec-
tus esse perfectus consul deinde
sortiti prouincias sunt in Africa
tor est proterius jurisdictionem ma-
turius sortiti erant Urbis decem
decimio obiter in
Hispaniam Melchius Marcellus
Siciliam Seruilius Cornelius Lentulus
Sardiniam Montius Scribonius
Semele Marcius Ficus sortiti

LITTERA SCRIPTA MANET

caecum edam sine nato
quod exant nequarner
abolere nato lenoer
ut quae primam pceda
creare qui pcedat
monuam csempernor

littera scripta manet

nis quia audit uerbum regni et non in te
uenit malus et rapit quod seminatum
in corde eius. Hic est qui secus uiam semin
est. Quia autem super petrosam seminatus
hic est qui uerbum audit et continuo cu
gaudio accipit illud non habet autem
radicem sed est temporalis. facta aut
tribulatione et persecutione propter

Littera scripta manet

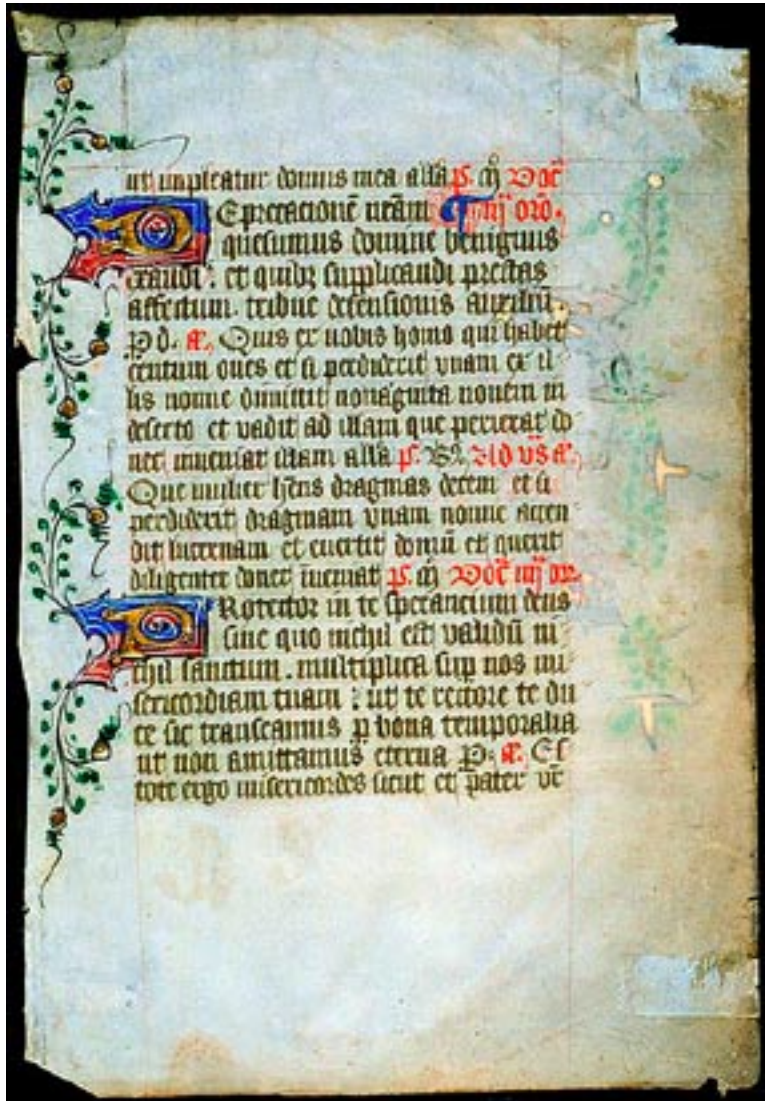
Quia ueniens ex celo impo-
si thalamo ppata ut spōlata
copulet dño placere & mura cū ce
auro purissimo. **P**orte nūc
margaritis aditis patenib;
& itate mitorū illuc mīdūcū
omīs q̄ p̄ ep̄i noīe huc in mūdo
p̄mūt. **C**anōnib; p̄sūris
ex polita lapides suis coapōū
locis p̄man̄ arafias d̄spmū

Littera scripta manet

2.14 *Textura of Gutenberg's time.*

Littera scripta manet

2.16 *Rotunda, after Giovanni Francesco Cresci.*



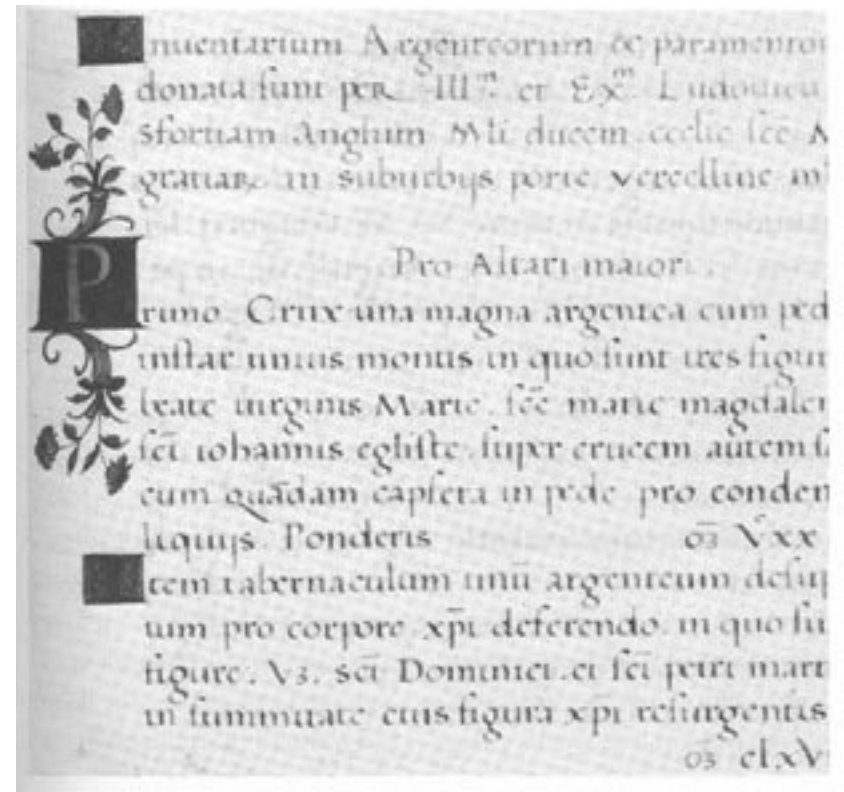
Illuminated Medieval
Manuscript on vellum
France; Late 13th Century
10.5 by 7.5 cm

E L E e e e e

2.17 Development of written bands from square capitals to humanistic script.

littera scripta manet

2.18 Scrittura umanistica.



Cancellaresca

2.20 *Cancellaresca (chancery script).*

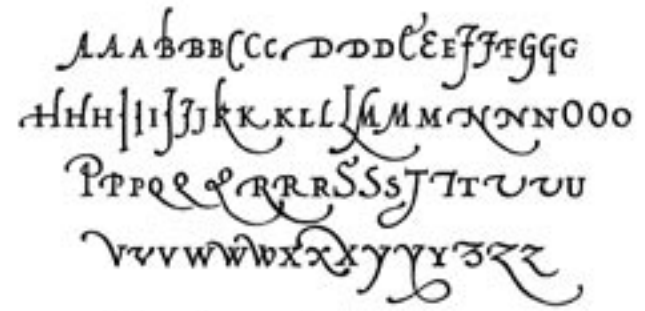
Littera scripta manet

2.21 *Chancery script, early 16th century. (The slope is less than 4° .)*

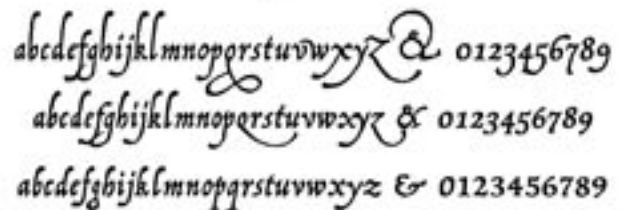
*G*raue fatica non ti fia ad imparar fare le
 lettere *M*aiuscule, quando nelle pic-
 cole harni firmato bene
 la mano, et
 eo maxime ch'io ti ho
 ditto che li dui principij delle
 Piccole sono anchora quelli delle grandi
 come continuando il scrivere, da te
 medesimo uenerai
 cognoscendo
 Non ti dirò adunque altro, Caluo che te
 sforzi imparar fare le tue *M*aiuscule
 Come qui apresso ri-
 trouerai per esse
 pio designato

~: P22 Operina :~

Operina is based on a 16th-century
 lettering model of the scribe Ludovico
 degli Arrighi (Vicentino Ludovico
 degli Arrighi) that he used in his
 1522 instructional lettering book,
 "La operina da imparare di scrivere
 littera cancellarescha." This book
 is considered the earliest printed
 examples of Chancery Cursive.
 ¶ Rather than try to reproduce a
 perfect, smooth, type-like version
 of Ludovico's hand, which has been
 attempted in the past, the designer
 opted to leave in some rough edges
 and, thereby, create a look that
 mimics the endearing artefacts of
 quill and ink lettering on
 parchment.



There are three fonts in this set: ROMANO—simple,
 CORSIVO—more complex, and FIORE—swash.
 Romano is the most subdued, it contains Roman
 looking caps and has lining figures. Corsivo is more
 elaborate, it has more decorative capital letters and
 an alternate version of the lowercase with longer
 ascenders and descenders, and old style figures.
 Fiore—the swash font—is the most elaborate with the
 longest ascenders and descenders. You may not wish
 to use the Fiore version on its own, especially as all
 caps; it is meant to enhance the other two alphabets
 because it contains the most elaborate capitals
 and has many extra ligatures.



~: Ludouicus Vicentin. scribebat:~
+ Rome anno domini +
• MDXXII •

୧୨୩ ୪ ୫ ୬ ୭ ୮ ୯ ୦

A variety of early Indian numerals.

1 2 3 ୪ ୫ ୬ ୭ ୮ 9 ୦

Eastern Arabic numbers.

1 2 3 ୪ ୫ ୬ ୭ ୮ 9 ୦

Global, or Western Arabic numbers.

I T S ୪ ୫ ୬ ୭ ୮ 9 ୦

General style of 16th century numbers in Europe.

1 2 3 ୪ ୫ ୬ ୭ ୮ 9

Later variety of European numbers.

I 2 3 4 5 6 7 8 9 0

Claude Goussier - 1545.

	mouth	tongue-tip	tooth	velar	Final
Symbolization of the speech organs					
Basic letters	ㅁ	ㄴ	ㄷ	ㄱ	ㅇ
Addition of a stroke	ㅂ	ㄷ	ㅌ		
Addition of a stroke	ㅃ	ㅌ	ㅍ	ㅋ	ㅎ
Modification of basic letters		ㄹ			

consonants	vowels									
	ㅏ	ㅑ	ㅓ	ㅕ	ㅗ	ㅛ	ㅜ	ㅠ	ㅡ	ㅣ
ㄱ	가	카	거	커	고	코	구	규	그	기
ㄴ	나	나	너	너	노	노	누	뉴	느	니
ㅇ	다	다	더	더	도	도	두	두	드	디
ㄷ	라	라	러	러	로	로	루	루	르	리
ㅁ	마	마	머	머	모	모	무	무	므	미
ㅂ	바	바	버	버	보	보	부	부	브	비
ㅅ	사	샤	서	서	소	쇼	수	슈	스	시
ㅇ	아	아	어	어	오	오	우	유	으	이
ㅈ	자	자	저	저	조	조	주	주	즈	지
ㅊ	차	차	처	처	초	초	추	추	츠	치
ㅋ	카	카	커	커	코	코	쿠	쿠	크	키
ㅌ	타	타	터	터	토	토	투	투	트	티
ㅍ	파	파	퍼	퍼	포	포	푸	푸	프	피
ㅎ	하	하	허	허	호	호	후	후	흐	히

Symbol of Man Vertical line	Symbol of Earth Horizontal line	Symbol of Heaven Round dot
丨	一	·
丨:	一:	
·丨	·一	
:丨	:一	

In Hangul the word “baduk” is written **바** **둑**

This is composed of two syllables, **바** and **둑**

바 is made up of a consonant and a vowel, **ㅂ** and **ㅏ** reading across

둑 is made up of a consonant, a vowel and a consonant, **ㄷ**, **ㅓ** and **ㄱ** reading downwards