

Synopsis

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Submission date: 03-Feb-2021 01:02AM (UTC+0500)

Submission ID: 1500139348

File name: Synopsis_222.docx (19.67K)

Word count: 631

Character count: 3159

Running Head: SYNOPSIS

Synopsis: ¹ "From Gutenberg to OpenType: An Illustrated History of Type from the Earliest Letterforms to the Latest Digital Fonts " by Robin Dodd

Student Name

Institution Affiliation

Instructors Name

Course

Date of Submission

SUMMARY

The past few centuries witnessed considerable changes in every aspect of life. The period is seen as an awakening phase in the human species. Some movements started to rise against oppression that had been going on in previous years; revolutionary movements were being formed. The people started to demand their rights. Another phenomenon changes in the century were the diversification of regular practices in the world of arts. Musicians, creative artists, and writers started integrating new methods in their practices. This book gives a history of events that lead to the transition from Gutenberg to open form. I relate this as the turning point for revolution both in social, political, and cultural aspects of life.

OUTLINE

The French movements had gained international recognition in the 19th century and were quite influential, new ideas such as Impressionism were slowly starting to be accepted as a form of modern art (Dodd 2006, p 90).

This new century was about to bring very new ideas and forms; the cubists introduced a form of art with writings incorporated and sometimes pasting newspapers into their art (Dodd 2006, p 90).

Filippo Tommaso was, however, the first to words and types in a modern way. The Italians began to invent techniques free of all former restrictions; they called it the 'Words in Freedom (Dodd 2006, p 90).

In 1917 there was a rise of the Russian revolution, later forming the constructivist movement with their sole aim being a revolution. These artists were influenced by the modern ways in the arts, like the suprematists nonobjective pieces (Dodd 2006, p 91)

Sans serif, Franklin Gothic were among Benton's first projects when he became head of ATF's department (Dodd 2006, p 92)

William Morris among other socialist were responsible for initiating discussions on design and aesthetics (Dodd 2006, p 96)

Constructivism first heard of in 1922, this theory focused on large scale production due to the new demand rise. (Dodd 2006, p 97)

A revolution in Germany lead to the end of the first world war signifying end of monarchy (Dodd 2006, p 100)

The Times New Roman was invented in an effort to satisfy the regulations of Newspaper printing integrating typography (Dodd 2006, p 110)

Fredric W, Goudy was an American type designer who was good at his work that most of the designs were named after him (Dodd 2006, p 114)

In 1945 world war 2 came to a halt after surrender of Japan and Germany (Dodd 2006, p 112)

Grotesques was the initial term representing sans serif in Britain on argument that the original name didn't sound appealing enough (Dodd 2006, p 127)

Helvetica is one of the most common sans serif, it is integrated as a font in computer systems and it faces many imitations (Dodd 2006, p 128)

In 1952 a book was published by Herbert spencer who initiated discussions on modern movement, explaining modern typography in British terms for clearly outlook (Dodd 2006, p 133)

Univers is a neo- grotesque meaning that it was influenced by the grotesque in the 19th century (Dodd 2006, p 135)

Univers made its way back in 1997 after undergoing revisions to suite display size (Dodd 2006, p 140)

Herman Zapf got his inspiration for typefaces from his love for calligraphy (Dodd 2006, p 141)

The creative use of both photography and experimental typography was implied by Badbury Thompson who gained huge attention using this design (Dodd, 2006, p 147)

References

Dodd, R. (2006). From Gutenberg to opentype: An illustrated history of type from the earliest letterforms to the latest digital fonts. Ilex Press.

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