



BIRD

Font Family

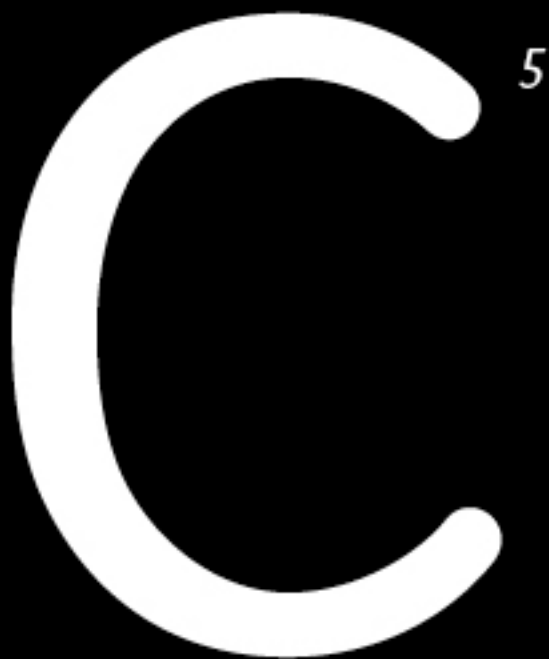
a.

3

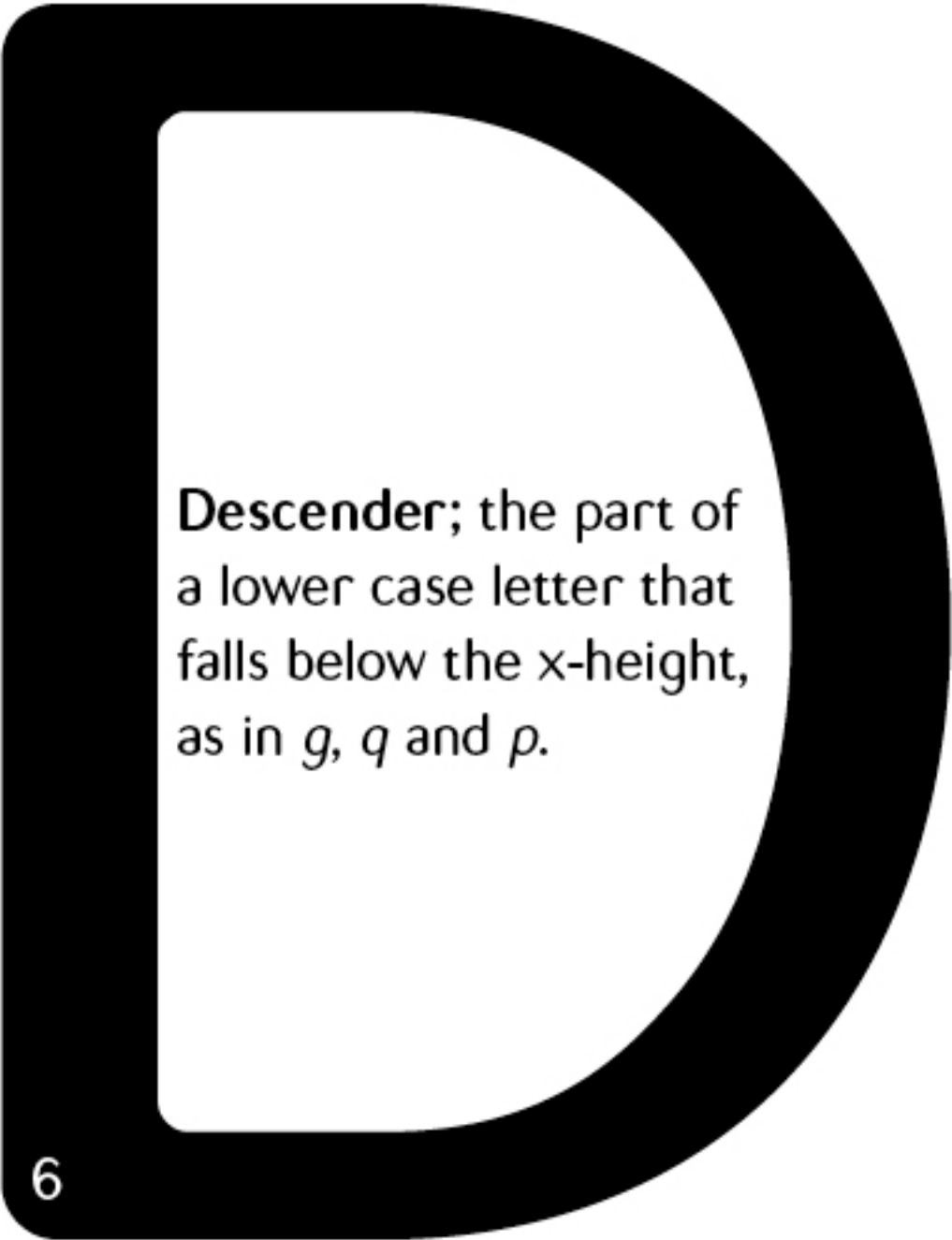
420mm x 297mm

Bold *adj.* confident and fearless;
immodest or impudent.

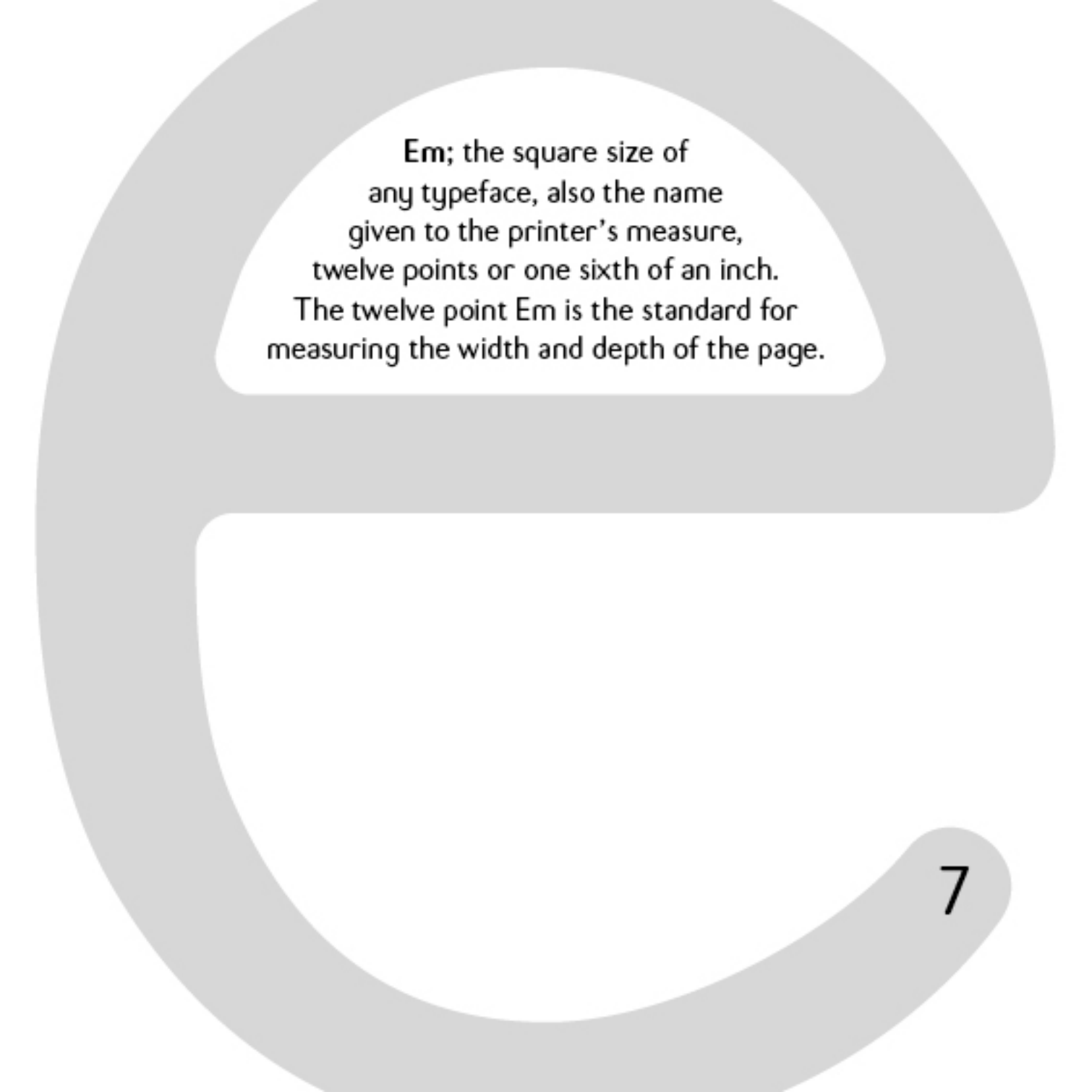
- **boldly** *adv.* - **boldness** *n.*



Contrast: the difference between the thickest and thinnest parts of a letter form.



Descender; the part of a lower case letter that falls below the x-height, as in *g*, *q* and *p*.



Em; the square size of
any typeface, also the name
given to the printer's measure,
twelve points or one sixth of an inch.
The twelve point Em is the standard for
measuring the width and depth of the page.

font



font

font

Font; (traditionally spelled *fount* in British English, but in any case pronounced /font/) derives from Middle French *fonte* “something that has been melted; a casting” The term refers to the process of casting metal type at a type foundry.

font

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font



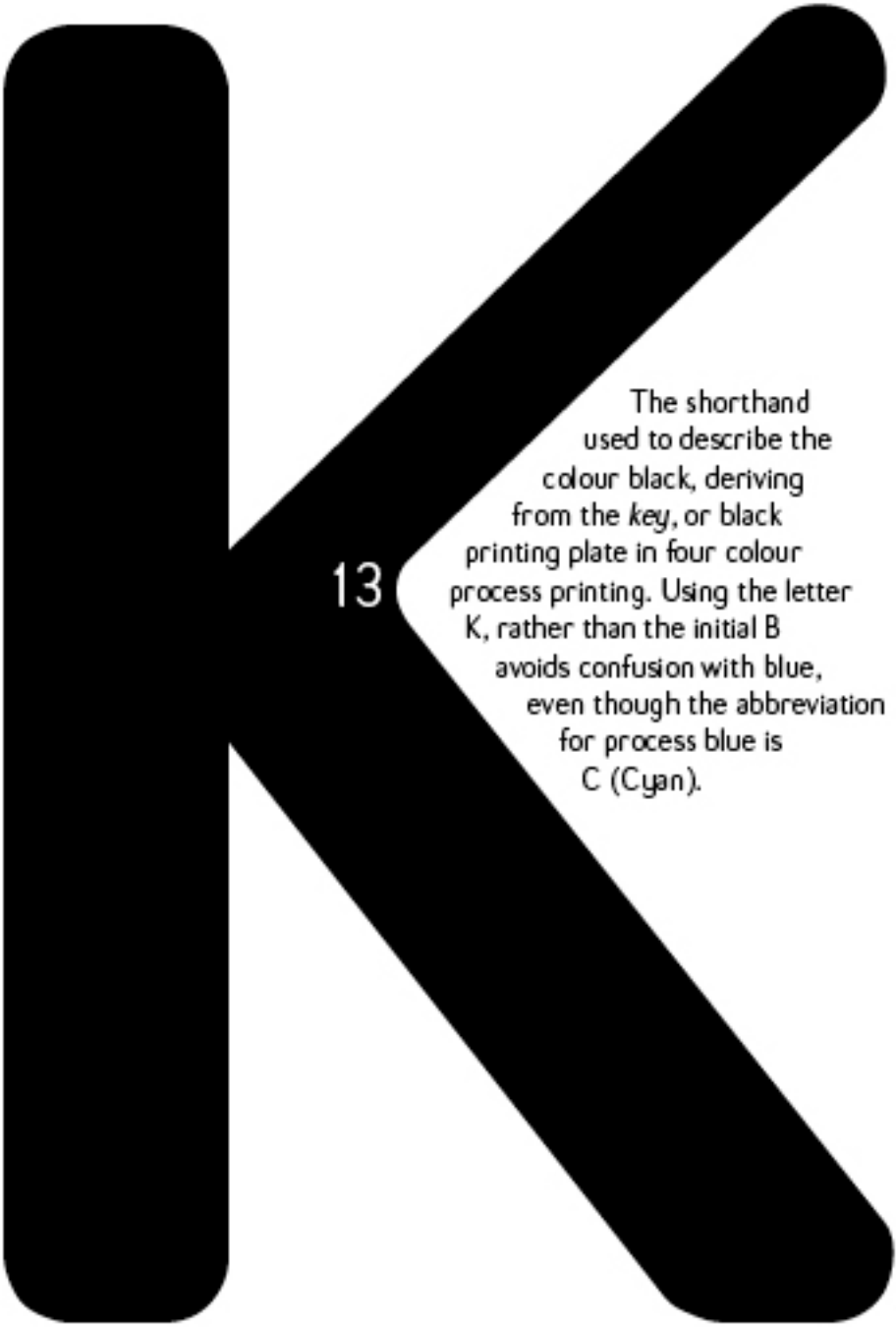
Hyphen- ation

In typesetting, the routines of a computer application that distributes spaces correctly in a line of type to achieve the desired measure in justified text. When this cannot reasonably be done without breaking words at the end of a line, hyphens will be introduced by a position determined by the application's built in dictionary or H&J rules.

1

1

Jonston, Edward (1872-1944) English master of calligraphy, typeface designer and influential teacher. Largely responsible for the resurgence of interest in penmanship. Abandoned medical studies at Edinburgh University in 1897, devoting himself to the practice and study of calligraphy. His most significant contribution to type design was *Railway*, commissioned in 1916 by Frank Pick of the London Underground.



13

The shorthand used to describe the colour black, deriving from the *key*, or black printing plate in four colour process printing. Using the letter K, rather than the initial B avoids confusion with blue, even though the abbreviation for process blue is C (Cyan).

Leading; the space between lines of type, originating from the days when strips of lead were placed between lines of type to increase the space. In some computer applications, leading can be specified as “absolute”, meaning the specific values given to the spaces themselves.

A large, bold, black letter 'M' is centered within a white square frame. The letter has a thick, rounded stroke and a symmetrical design with two vertical stems and a central V-shape.

No. ¹⁶

Font	Postscript I.D.	Macintosh I.D.
Bird Light	4848062	1782
<i>Bird Light Oblique</i>	4848063	1783
Bird Medium	4848064	1784
<i>Bird Medium Oblique</i>	4848065	1785
Bird Bold	4848066	1786
<i>Bird Bold Oblique</i>	4848067	1787

*'By a Typographer, I do not mean a printer,
as he is vulgarly accounted, any more than Dr.
Dee means a Carpenter or Mason to be an
Architect: but by a Typographer I mean such a
one, who by his own Judgement, from solid
reasoning with himself, can either perform or direct
others to perform from the beginning to the end, all
the Handyworks and Physical Operations relating
to Typographie.'*

*Mechanick Exercises, or the Doctrine of
Handyworks applied to the Art of Printing
by Joseph Maxon, 17th Century.*

7 point

9 point

10 point

12 point

14 point

18 point

24 point

30 point

36 point

48 point

60 point

72 point

Where 72 points equals one inch.

‘ 19
q

The character *Q* is derived from
the Phoenician word *Qoth*,
meaning monkey.

20 pixels per cm

Resolution

The degree of precision, the quality, definition, or clarity with which an image is represented or displayed, such as by a scanner, monitor screen or other output device.



‘Typography may be regarded as consisting of three parts, each distinct and indispensable, namely, punch-cutting, founding and printing. The practice of the different branches produces artists of three different kinds, the first punch cutters, the second founders and the third printers, but he who combines a knowledge of all three is fit to be styled a *Typographer*’

Manuel Typographique
Simon Peirre Fournier. 1764 (Translation)

U

Verso; the left hand page of a book, or more precisely, the other side of a leaf from a *Recto* (right handed page).



Weight; the measurement of a stroke's width.

x-height; the height of the lower case

26

letters of a font, specifically the 'x'.

why?



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