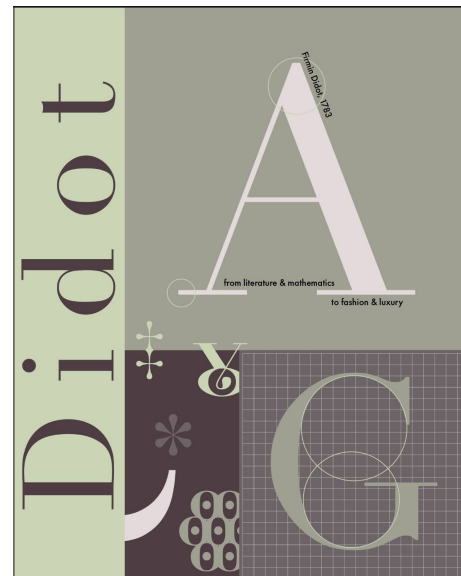
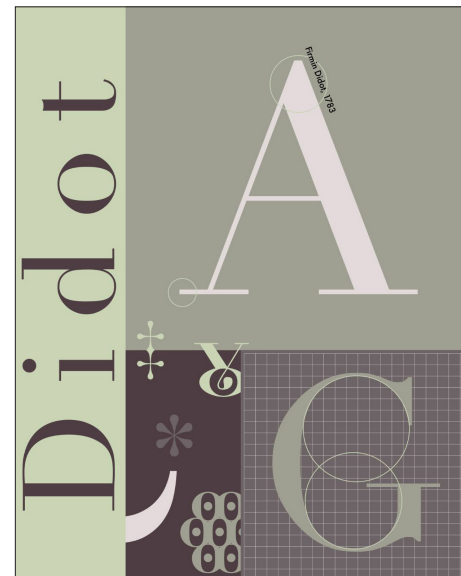
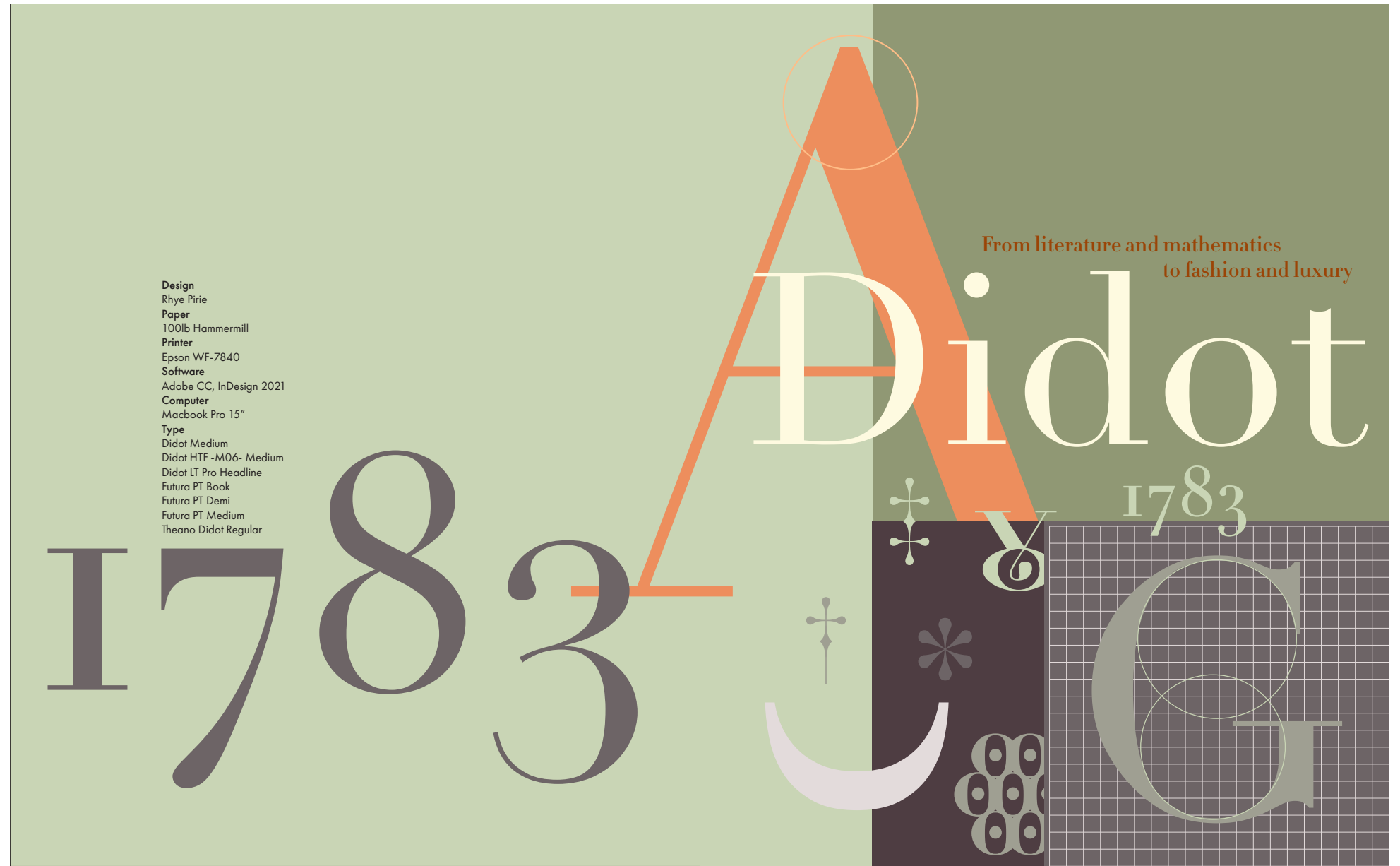
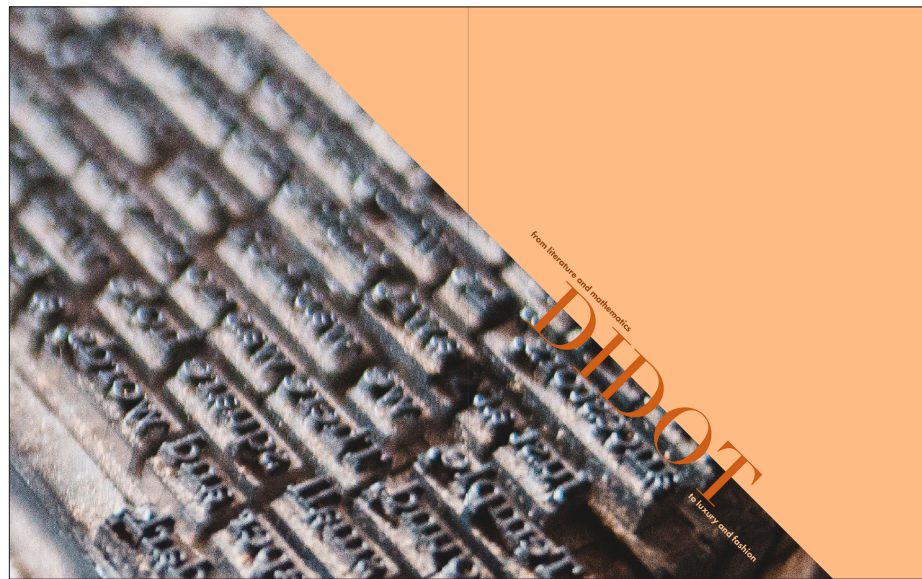


Process Book

Rhye Pirie · Typography II · Project 4: Type Specimen

Digital Concept Development



Design Concepts

Final Spread Design:
Cover

Digital Concept Development

The Didot typeface is a Modern or Neo-classical typeface designed by Firmin Didot in the late 1700s. Inspired by the new print style typeface designed by Baskerville, Didot is characterized by flat, unbracketed serifs, vertical stress and a high contrast stroke weight that features hairline strokes.

Due to the hairline strokes, the typeface is highly suited for display and semi-display type uses, but is somewhat poor as body copy, as the hairlines cause a sparkling effect that make it difficult to read at smaller point sizes. The high contrast may also cause printing errors at smaller sizes, where the fine lines break or are not able to print properly.

Firmin Didot lived in France and came from a dynasty of French printers. He and his brother, Pierre Didot, worked together in their shop with Firmin designing type and Pierre printing books and publications. Firmin Didot coined the term "stereotype" which referred to the metal printing plate used in hot metal typesetting, which he used extensively and allowed for a significant reduction in the cost of producing printed works.

Origins & History

The hi A 72pt
 The hig A 60pt
 The high A 48pt
 The high con A 36pt
 The high contra A 30pt
 The high contrast m A 24pt
 The high contrast may also A 18pt
 The high contrast may also cause p A 14pt
 The high contrast may also cause printin A 12pt
 The high contrast may also cause printing er A 10pt
 The high contrast may also cause printing errors at smaller sizes, where the fine lines break or are not able to print properly.

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Display & Body Copy

The hi A 72pt
 The hig A 60pt
 The high A 48pt
 The high con A 36pt
 The high contra A 30pt
 The high contrast m A 24pt
 The high contrast may also A 18pt
 The high contrast may also cause p A 14pt
 The high contrast may also cause printin A 12pt
 The high contrast may also cause printing er A 10pt
 The high contrast may also cause printing errors at smaller sizes, where the fine lines break or are not able to print properly.

Design Concepts

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Display Type & Body Copy

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Typeface Variations

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Origins & History

Display Type & Body Copy

Due to the hairline strokes, the typeface is highly suited for display and semi-display type uses, but is somewhat poor as body copy, as the hairlines cause a sparkling effect that make it difficult to read at smaller point sizes. The high contrast may also cause printing errors at smaller sizes, where the fine lines break or are not able to print properly.

Body Copy

The hig A 72pt
 The high A 60pt
 The high c A 48pt
 The high conr A 36pt
 The high contrast A 30pt
 The high contrast ma A 24pt
 The high contrast may also c A 18pt
 The high contrast may also cause prin A 14pt
 The high contrast may also cause printing e A 12pt
 The high contrast may also cause printing error A 11pt
 The high contrast may also cause printing errors at s A 10pt
 The high contrast may also cause printing errors at small A 9pt
 The high contrast may also cause printing errors at smaller sizes, where the fine lines be A 8pt
 The high contrast may also cause printing errors at smaller sizes, where the fine lines be A 8pt

Final Spread Designs:
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 Origins & History

Display Type & Body
 Copy

Digital Concept Development



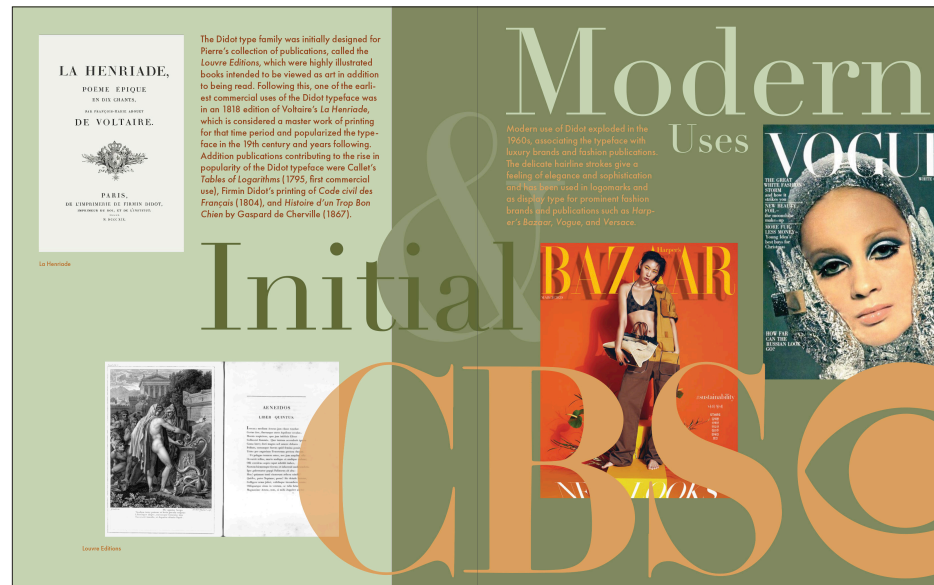
Design Concepts



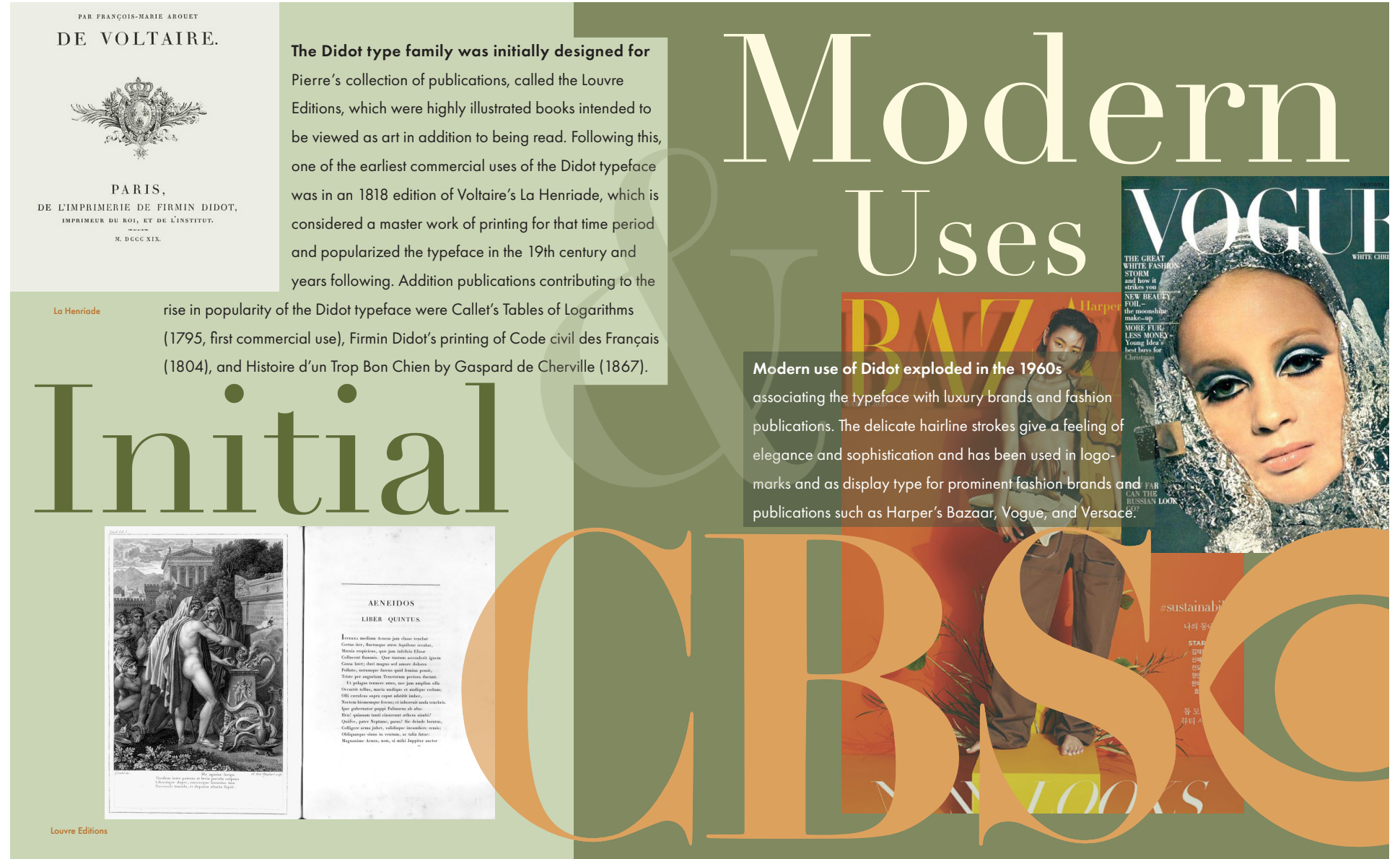
Final Spread Designs:
Earmarks

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Design Concepts



Final Spread Design:
Initial & Modern Uses

Typefaces and Color Swatches

Didot

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

18pt

32pt

150pt

Didot LT Pro

Display

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

17pt

72pt

HTF Didot

-M06-Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

17pt

72pt

Theano Didot

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

17pt

72pt

Futura PT

Book, Demi, Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

8pt

12pt

14pt

