

TYPE.¶
BUILDS.¶
CHARACTER.¶
BY EUGENE CEPHAS

Type Builds Character

by Erik Spiekermann

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Eugene Cephas
Type 2, Spring 2018

Assignment1 : Basic Paragraph Indicators
Arial 10/12
3 Column
Extra leading
Measure 38

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Eugene Cephas
Type 2, Spring 2018

Assignment1 : Basic Paragraph Indicators

Georgia 11/13
Single Column
Exdent: 1em
Measure 54

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TYPE BUILDS CHARACTER

BY ERIK SPIEKERMANN

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TYPE BUILDS CHARACTER

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Eugene Cephas
Type 2, Spring 2018
Assignment 2 : Intermediate Paragraph
Indicators

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Eugene Cephas
Type 2, Spring 2018
Assignment 3

Avenir 12/14
1 Column
Right Align
Measure: 40

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Type Builds Character

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Eugene Cephas
Type 2, Spring 2018
Assignment 3

Arial 10/12
2 Column
Initial Capital
Left Align
Extra Leading
Measure:44

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1 The official Roman alphabet, as seen on the Trajan Column in Rome, has never gone out of fashion.

2 When communications became more international, typefaces that were more universal were in demand. Today Fraktur, Gothic and similar styles are only used to evoke the feeling of a bygone era, for example on the banner of newspapers such as The New York Times.

3 Many digital typefaces evoke the timeless beauty of ancient inscriptions and early printing types. Trajan, designed by Carol Twombly in 1990, is a good example.

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