

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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MinionPro 12/14  
1 Column  
Drop cap  
Measure 80

# TYPE BUILDS CHARACTER

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# TYPE BUILDS CHARACTER

BY ERIK SPIEKERMANN

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

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Baskerville 12\14  
3 Column  
Graphic Element  
3 column  
Measure: 33

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

# TYPE BUILDS CHARACTER

BY ERIK SPIEKERMANN

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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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Eugene Cephas  
Type 2, Spring 2018  
Assignment 3

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

above the baseline, including accents, and two below for descenders, that'll leave only three or four pixels for a lowercase character.

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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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