

# Megg's history of graphic design study pints chapters



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Written Chinese was never broken down into syllabic or alphabetic signs for elementary sounds. The Chinese calligraphic writing system consists of logjams, graphic signs that represent an entire word. The earliest known Chinese writing, called chukka-went was in use from 1800 to 1200 B. C. And was closely bound to the art of divination, an effort to foretell future events through communication with the gods or long-dead ancestors. It was also called bone-and-shell script because it was incised on tortoise shells and the flat shoulder bones of large animals, called oracle bones.

Chinese Calligraphy was unified under Shih Hang It In earlier times, the Chinese wrote on bamboo slats or wooden strips using a bamboo pen and dense, durable ink. After the invention of woven silk cloth, it, too, was used as a writing substrate; however, it was very costly. Tat's Lung, a Chinese high government official, is credited with the invention of paper in A. D. 105, and was deified as the god of the phrasemakers. His process for making paper from natural fibers continued almost unchanged until paperhanging was mechanized in nineteenth-century England.

One theory about the origins of relief printing in China focuses on chops, seals made by carving calligraphic harassers into a flat surface of Jade, silver, gold, or ivory. Another theory focuses on the practice of making inked rubbings from inscriptions carved in stone. The oldest surviving printed manuscript is the Diamond Sutra which was printed by one Wang Chichi to honor his parents and widely distributed in A. D. 868. It consists of seven sheets of paper pasted together to form a scroll. Six sheets of the text convey Buddha revelations to his elderly follower Submit.

China became the first society in which ordinary people were in daily contact with printed images. In addition to block prints of religious images and texts, paper money began to be designed and printed around A. D. 1000 due to an iron shortage. In China beginning in the ninth or tenth century A. D. , the scroll evolved into a paged format. Instead of rolling the scroll, it was folded accordion-style. In the tenth or eleventh century, stitched books were developed: two pages of text were printed from one block; the sheet was folded down the middle, then the sheets were gathered and sewn to make a codex-style book.

When making a woodblock print in China, the wood around each character is painstakingly cut away. Around A. D. 1045, the Chinese alchemist Pi Sheen extended this recess by developing the concept of movable type, an innovative printing process that was never widely used in Asia because the sheer number of characters made the process too tedious. The painting of bamboo from the Album of Eight Leaves by IL Fancying shows how vividly descriptive strokes made with a bamboo brush join calligraphy, painting, poem, and illustration into a unified communication. **Hind-went** : This phase in Chinese calligraphy is called bronze script because it consisted of inscriptions on cast iron objects, such as food and water vessels, musical instruments, weapons, coins, and seals. **Asia chuan** : Small seal script was a new writing style designed by Prime Minister Lists during the reign of emperor Shih Hang T'. This graceful, flowing style is much more abstract than other styles **kaki-shush** : The final step in the evolution of Chinese calligraphy, regular script is considered the highest art form in China, more important even than painting. **Ha-UK-went** : When one wished to consult an

exalted ancestor or a god, the royal diviner was asked to inscribe the message on a polished animal bone. This writing was called bone-and-shell script. Chinese calligraphy is a purely visual language. The Chinese calligraphic system consists of about forty-four thousand characters. In contrast to Western writing, Chinese calligraphic strokes express spiritual states and deep feelings. The Chinese were immediately receptive to the use of paper in its early decades because of its greater appeal versus a more costly silk woven cloth.

During the Han Dynasty, seals, called chops, were made by carving the calligraphic character away from a background. The resulting print was a red shape with white characters. In the tenth century A. D. , Prime Minister Fen Tao ordered the use of wood blocks to print Confucian classics so that they would be available to the masses. Relief printing is the process of removing the negative spaces surrounding an image and then inking the raised surface, which is rubbed onto paper. The pages of the Pen Toss's medical herbal were assembled as a folded accordion-style book, which replaced the scroll format in the ninth and tenth centuries A.

D. Chapter 4: illuminated manuscripts Production of illuminated manuscripts in the scriptorium, or writing room, included the head of the scriptorium, called the scriptorium, a well-educated scholar who understood Greek and Latin and functioned as both an editor and art director. Which saw renewed religious fervor and even stronger feudalism, universal design characteristics seemed possible because travel increased due to the crusades and pilgrimages The copyist was a production letterer who spent his days bent over a writing table penning page after page in a trained lettering style.  
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The texture lettering style (from the Latin textures, meaning woven fabric or texture) seen in Gothic manuscripts—composed of vertical strokes capped with pointed serifs—was also called by black letter, which was misleading and vague. The Vatican Virgil, completely Roman and pagan in its inception and execution, is an example of the classical manuscript style. This volume, created in the late fourth or early fifth century A. D. , contains two major poems by Rome's greatest poet, Publius Vergilius Maro: the *Aeneid* and the *Georgics*.

The illustrations combine rustic capitals with echoes of the rich colors and illusionist space of the wall frescoes of Pompeii. Muhammad called upon his followers to learn to read and write, and calligraphy quickly became an important tool for government business and religion. Islamic manuscript decoration is characterized by intricate geometric and arabesque designs, ornate vowel marks, figurative illustrations Celtic design, as seen in the *Book of Hours*, is abstract and extemporaneously; geometric linear patterns weave, twist, and fill the space with thick visual textures, and bright, pure colors are used in juxtaposition.

In the early ages, the *Book of Hours*, a private devotional text that contained religious texts, prayers, and calendars listing the days of the important saints, became Europe's most popular book. A radical design innovation in Celtic manuscripts was using spaces to separate strings of letters into words allowing readers to recognize them more quickly. In the early scriptorium, the illumination was responsible for the execution of ornament and image in visual support of the text. Charlemagne, King of the

Franks, who was declared emperor of the Holy Roman Empire by Pope Leo III on Christmas Day, A.

D. 800, fostered a revival of learning and the arts. He recruited the English scholar Alcuin of York to come to his palace at Aachen's undesirable a school and a scriptorium where master copies of important religious Charlemagne mandated reform by royal edict in A. D. 789 and succeeded in reforming the alphabet with the use of four guidelines, ascenders, and descender. The resulting uniform script, called Caroline miniscule, is the forerunner of our contemporary lowercase alphabet.

The colophon of a manuscript or book is an inscription, usually at the end, containing facts about its production. Many examples of Moorish-influenced manuscripts from Spain, such as the Four Horsemen of the Apocalypse from the Beza's of Fernando and Sancta, in which arrows pierce the hearts of nonbelievers, are texts on the Book of Revelation During the Romanesque period (A. D. C. 1000 to 1150), Manuscripts in the classical style were often lettered in rustic capitals in one wide lump on each page, with illustrations of the same width as the text column framed in bright bands of color.

So named because they were written between two guidelines that were one inch apart, uncial were rounded, freely drawn minuscule letters more suited to rapid writing. In the early fifteenth century, the Limburger brothers created their masterpiece, Les Très Riches Heures du Duc de Berry, which included an illustrated calendar depicting the seasonal activities of each month crowned with graphic astronomical charts. They sought a convincing

realism as atmospheric perspective pushed planes and volumes back n deep space.

Gothic : This manuscript style used texture lettering, often in two columns. Illustrations were divided into segments by elaborate framing; figures were elongated and wore fashionable clothing. Classical style : This manuscript style was lettered in rustic capitals in one wide column on each page, usually above or below an illustration. Celtic : This manuscript style originated in Ireland and used ornate initials, diminuendo, carpet pages, and half-uncial script. Illuminated manuscripts in the Middle Ages were costly and time consuming to produce.

In addition to expensive minerals for ink, the skins of up to five animals were often required to make parchment for one text. The illustrations and decorations in illuminated manuscripts were intended to educate the reader as well as beautify the book The frontispiece is a manuscript on vellum with the portrait of the author Illustrations in late medieval illuminated manuscripts from the fifteenth century are characterized by elongated, vertical figures and increased naturalism The Haggadist are Judaic texts containing Jewish historical accounts and proverbs.

A diminuendo is the transition from large introductory script into the smaller text. In manuscripts that were created in the classical style, such as the Vatican Virgil, the text is lettered in crisp rustic capitals. Illustrations could be positioned either at the top, middle, or bottom of a page, usually adjacent to a single column of text. Anachronism was a principle used in Islamic

manuscripts denoting the use of creating life in any capacity, even that of illustration.

The invention of musical notation has also been attributed to scribes working in medieval monasteries Chapter 5: printing comes to Europe Devotional prints of saints, which ranged in size from small enough to fit in a person's hand to about 10 by 14 inches, were the first known European block printings with a communications function. Image and lettering were cut from the same block of wood and printed as a complete workday-picture unit.

Death was an ever-present preoccupation in fortunetellers Europe. The great cycles of bubonic plague, called the Black Death, claimed one fourth of Rupee's inhabitants during the fourteenth century and caused thousands of villages to either vanish totally or become critically depopulated. The Ears Morning was a type of block book that offered advice on preparing for death and how to meet one's final hour.

Several factors created a climate in fifteenth-century Europe that made typography feasible: an insatiable demand for books, an emerging literate middle class, students in the rapidly expanding universities who had seized the monopoly on literacy from the clergy and created a vast new market for reading material, and the slow, expensive, process of bookmaking, which had changed little in one thousand years.

However, without paper, which reached Europe by way of a six-hundred-year Journey, the speed and efficiency of printing would have been useless.

Printers in Germany, the Netherlands, France, and Italy ought after the mechanization of book production by such means as movable type. It was <https://assignbuster.com/meggs-history-of-graphic-design-study-pints-chapters/>



Laurels Johansson Cotter of Harlem in Holland who explored the concept of movable type first by cutting out letters or words from his woodblocks for reuse.