

Serifa

An
Egyptian
Slab Serif
Type Family

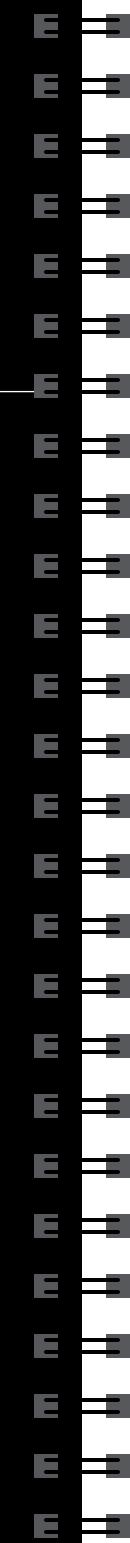
Making Language Visible

*Designed by
Adrian Frutiger
1967*

*A Series of
Typographic
Investigations
16 of 17*

*The Ohio State University
Department of Design
Autumn 2015*

- 1: Uppercase Letters
- 2: Lowercase Letters
- 3: Basic Glyphs
- 4: Basic Glyphs Italic
- 5: Complete Glyphs
- 6: Weights & Versions



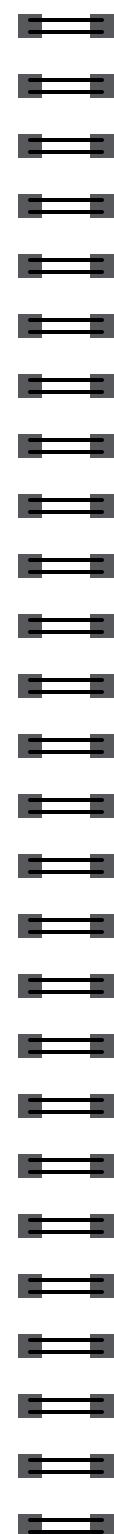
Serifa

A B C D E F

G H I J K L M

N O P Q R S T

U V W X Y Z



a b c d e f

g h i j k l m

n o p q r s t

u v w x y z

A B C D E F G H I

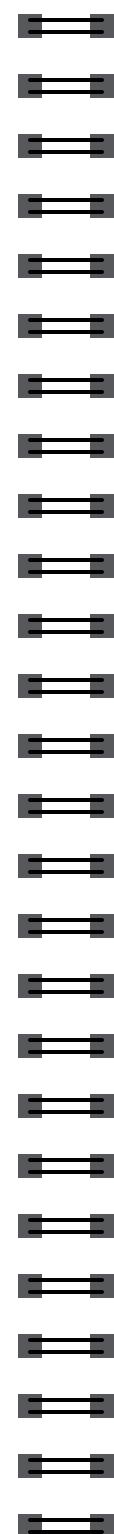
J K L M N O P Q

R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z



A B C D E F G H I J K

L M N O P Q R S T

U V W X Y Z

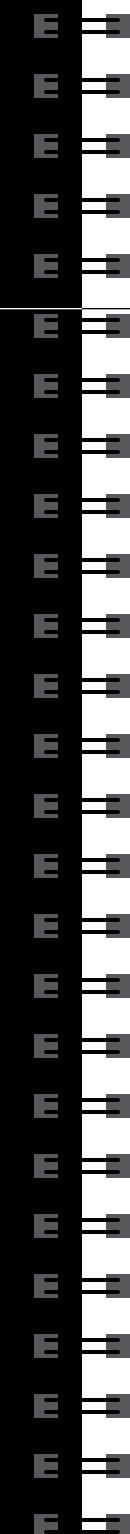
1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z

Serifa Thin
Serifa Thin Italic
Serifa Light
Serifa Light Italic
Serifa Normal
Serifa Normal Italic
Serifa Bold
Serifa Black

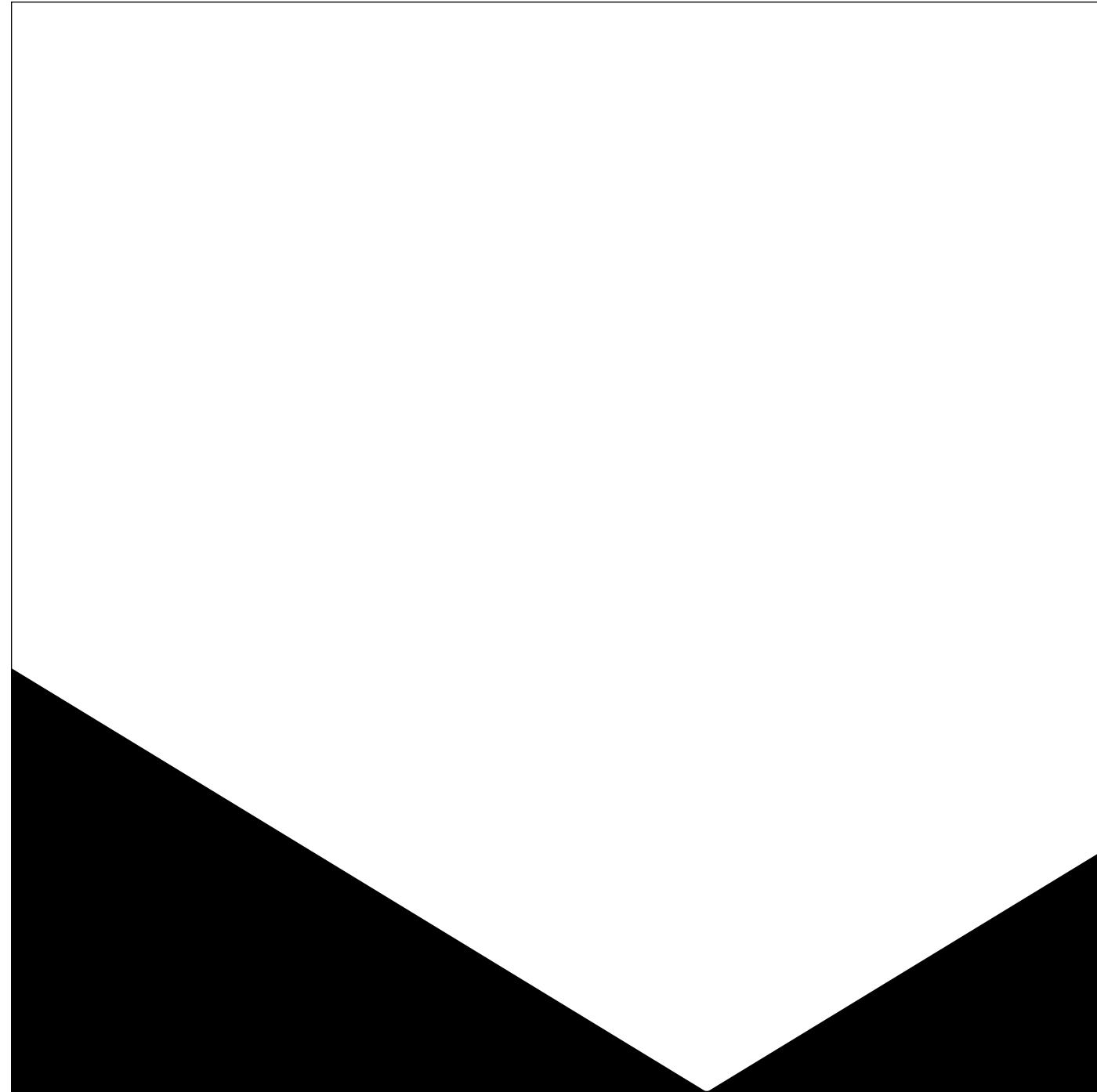
Letterform Sequence



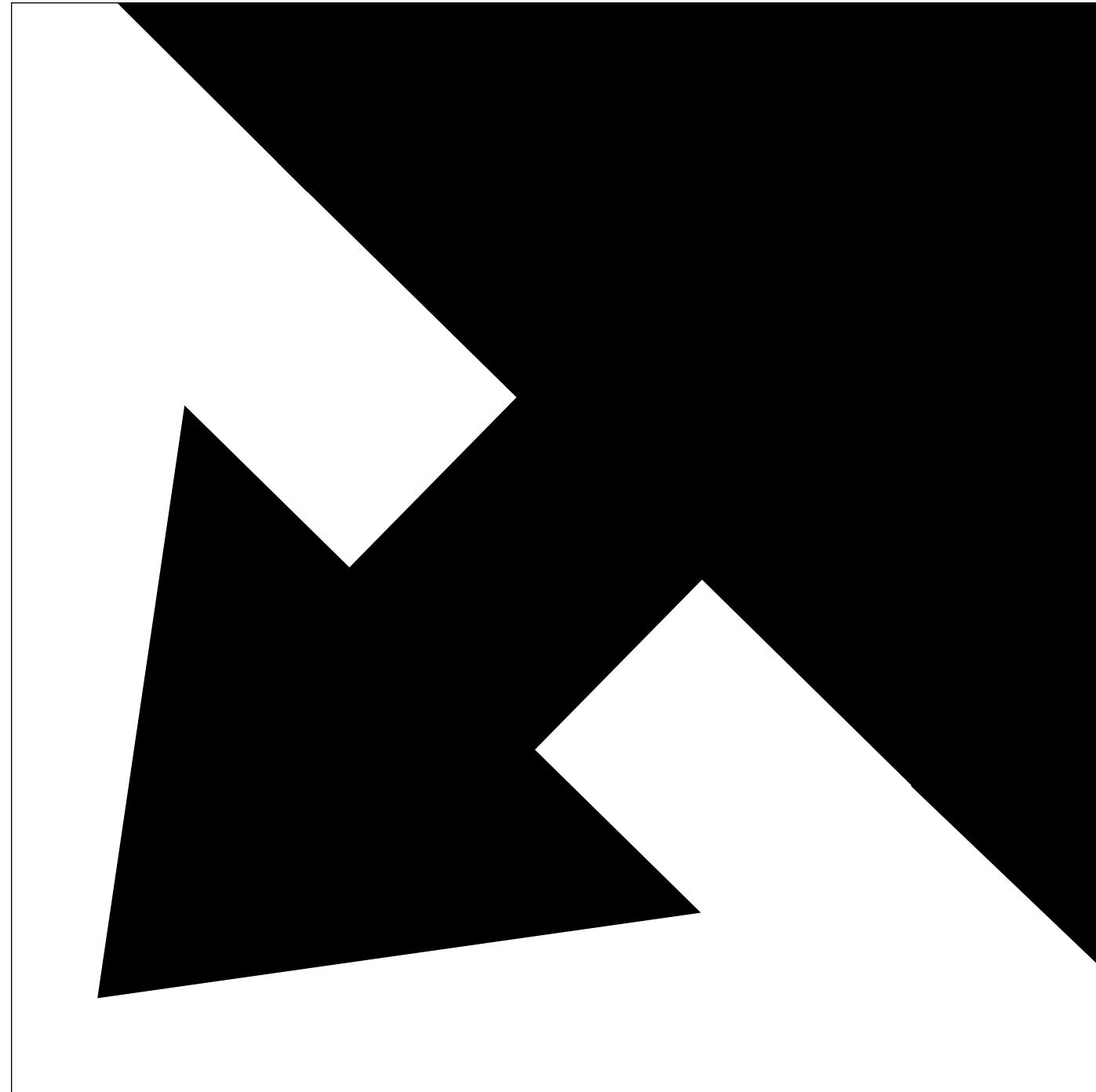
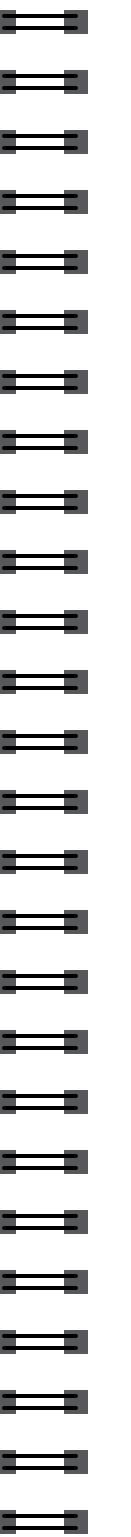
Typographic Detail

- 1: Abstraction
- 2: Clues
- 3: Distinction
- 4: Reveal
- 5: Letterform Sequence

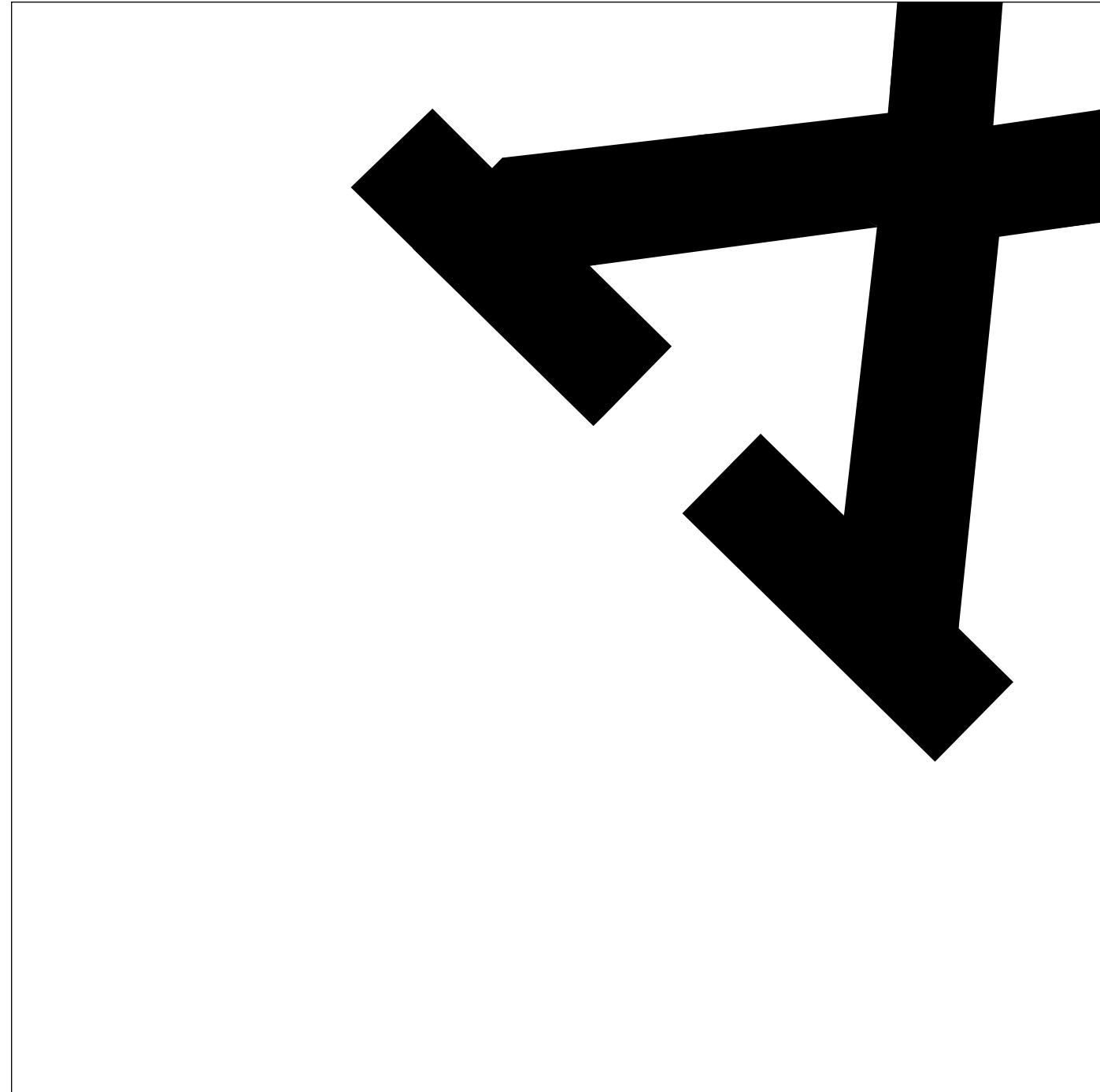
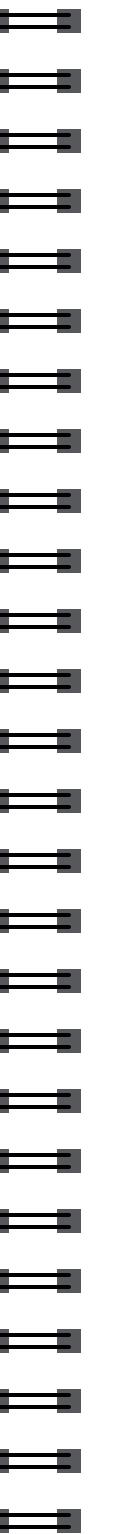
1: Abstraction



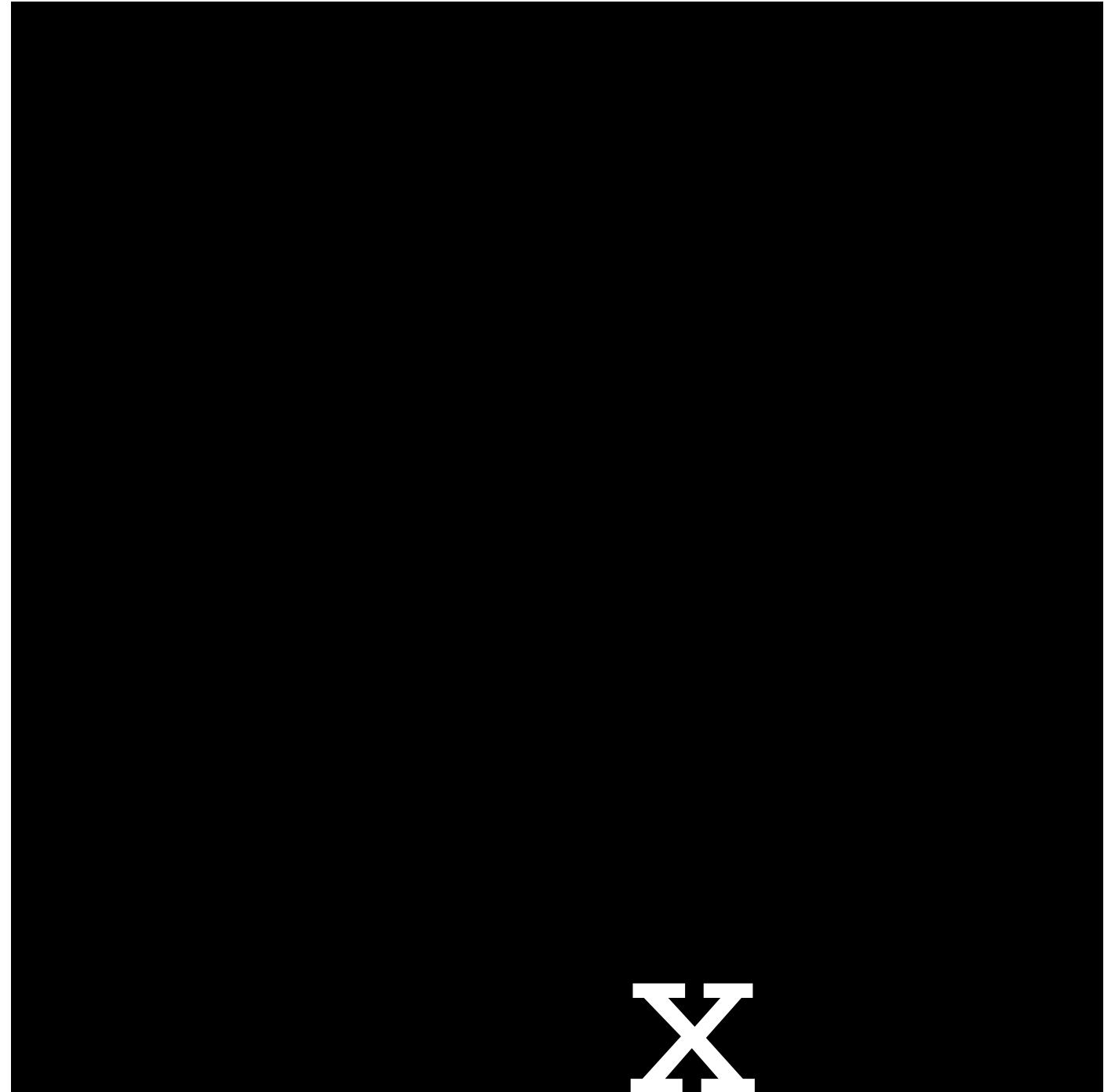
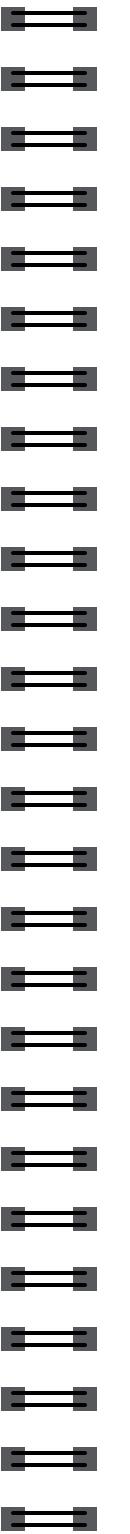
2: Clues



3: Distinction



4: Reveal



5: Letterform Sequence



Letterform Sequence

letterform

a a a a



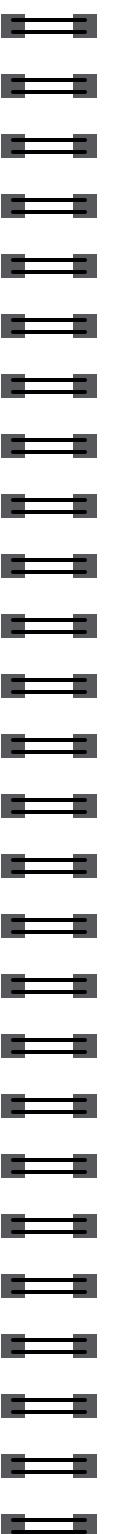
Letterform

Typographic Form & Counterform

- 1: Combine two Serifa glyphs.
- 2: Combine one Serifa glyphs with one corresponding typeface name glyph.
- 3: Combine one closed in counterform Serifa glyph with a geometric shape.
- 4: Combine two closed in counterform glyphs with a geometric shape.

g

g



g

g

g

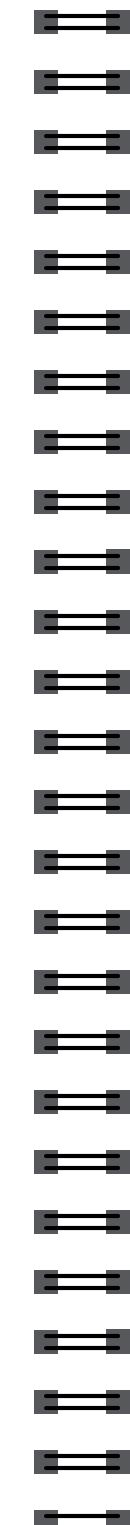
WAVES

- 1: Uppercase
- 2: Typographic Structure
- 3: Typographic Anatomy

SERIFA

Handgloves

cap height
x - height
baseline



Handgloves

cap height
x - height
baseline

1 2 3 4 5 6 7 8 9 10 11 12

01 Stroke	06 Descender	11 Crotch
02 Crossbar	07 Ear	12 Serif
03 Counter	08 Ascender	
04 Shoulder	09 Stroke	
05 Counter	10 Counter	

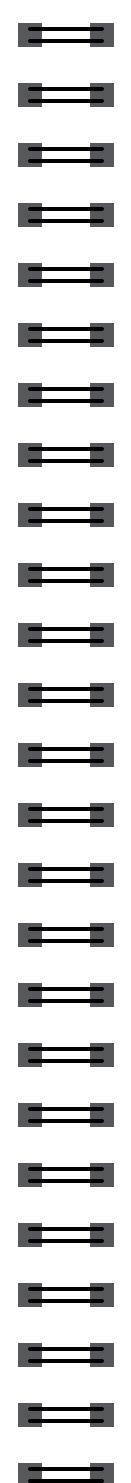
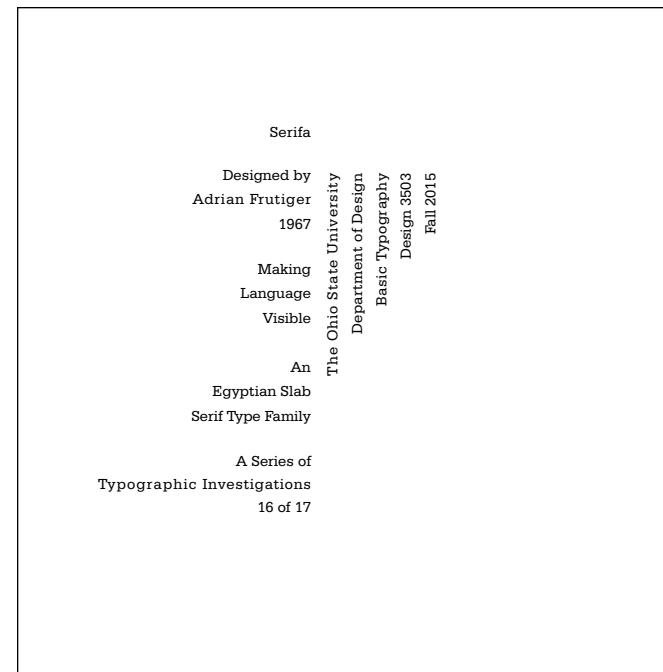
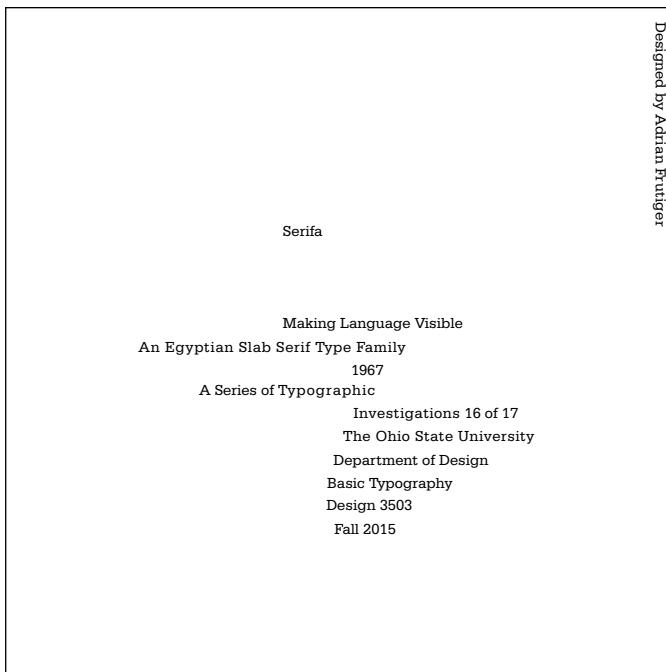
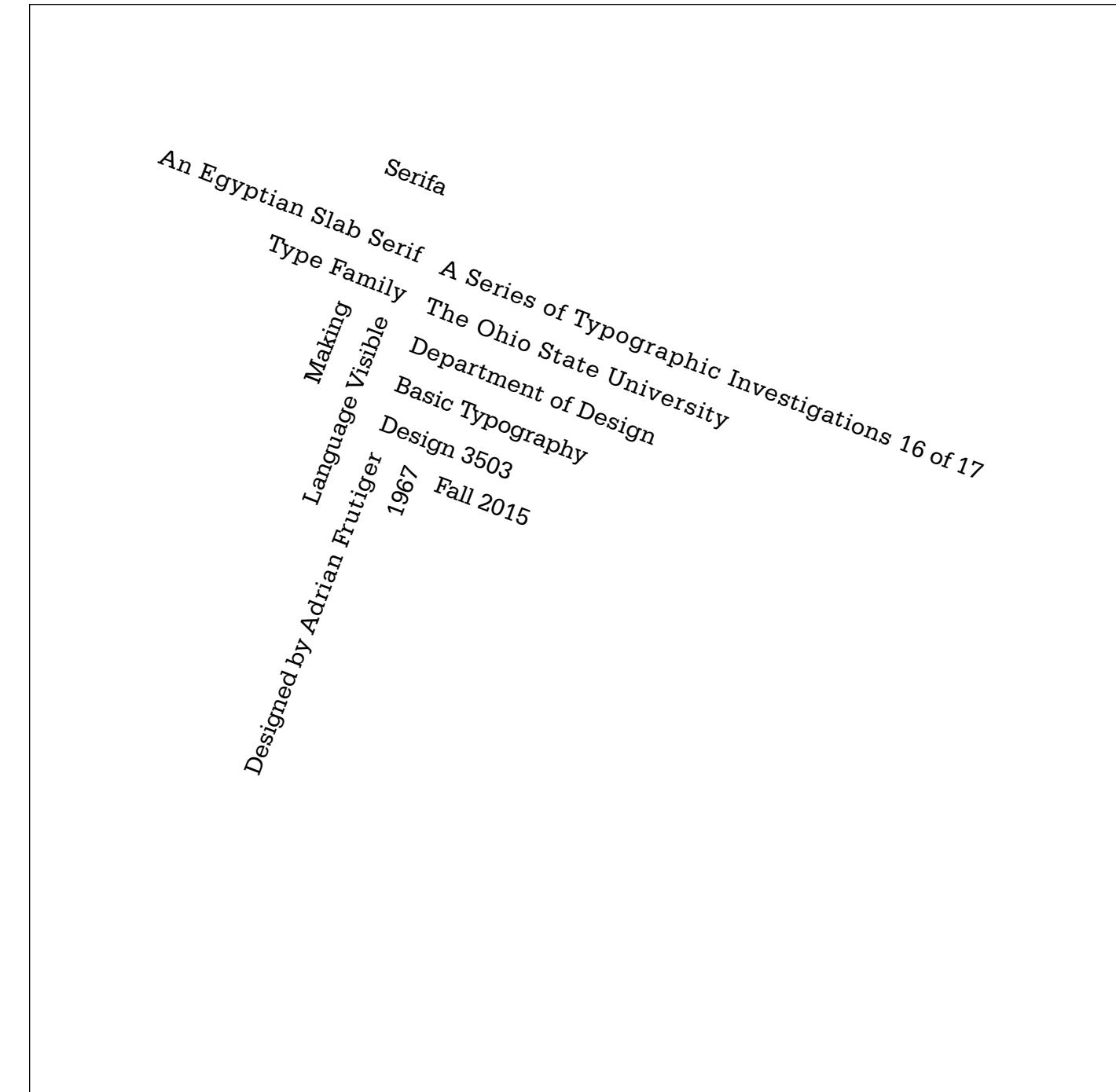
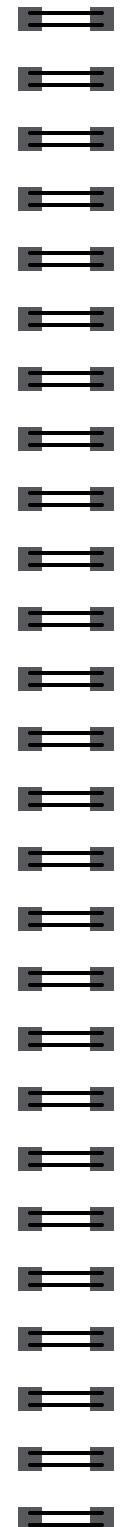
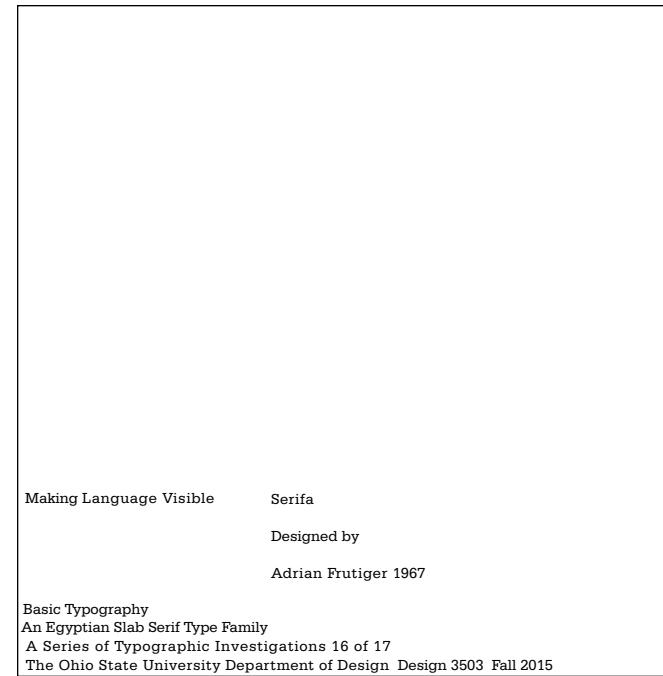
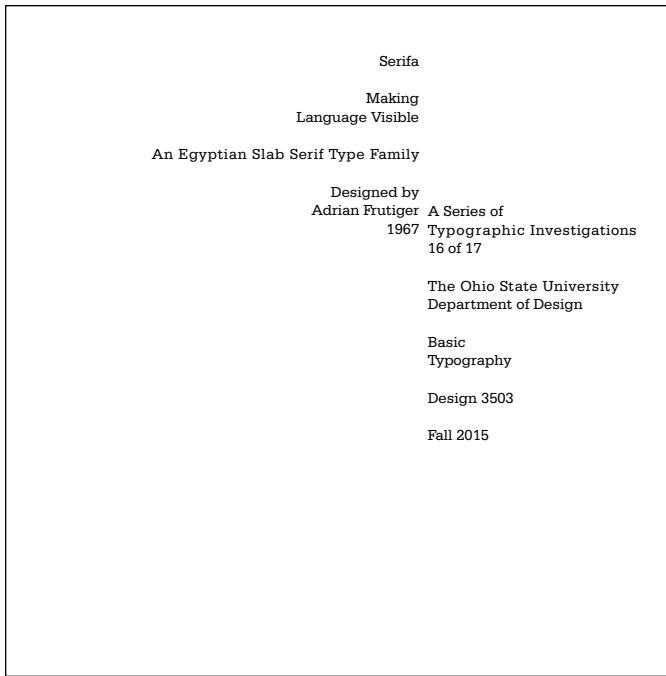
Sentences

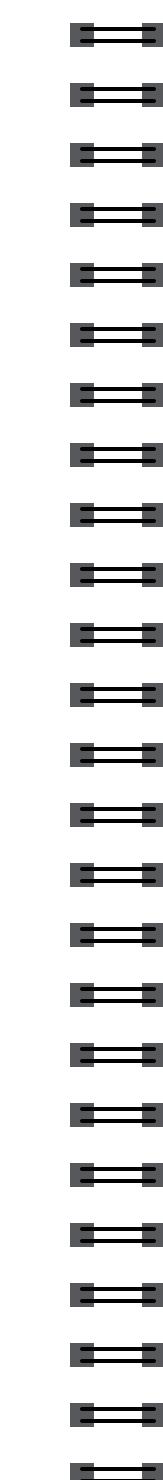
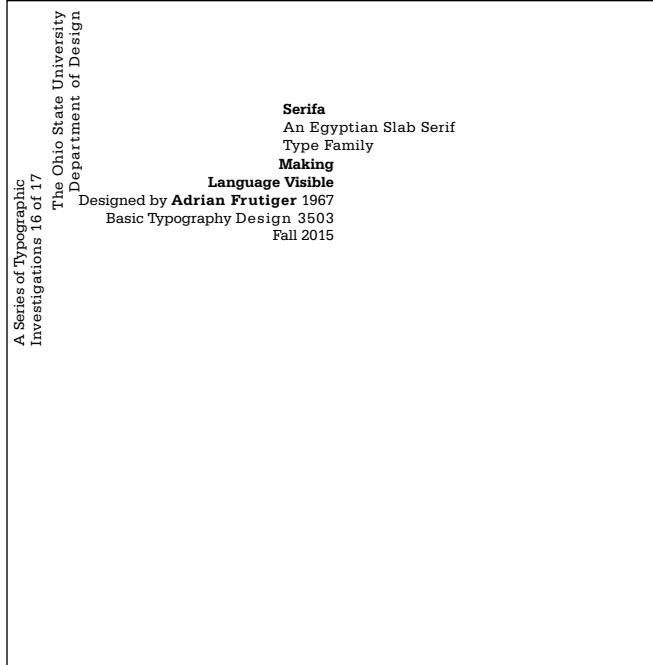
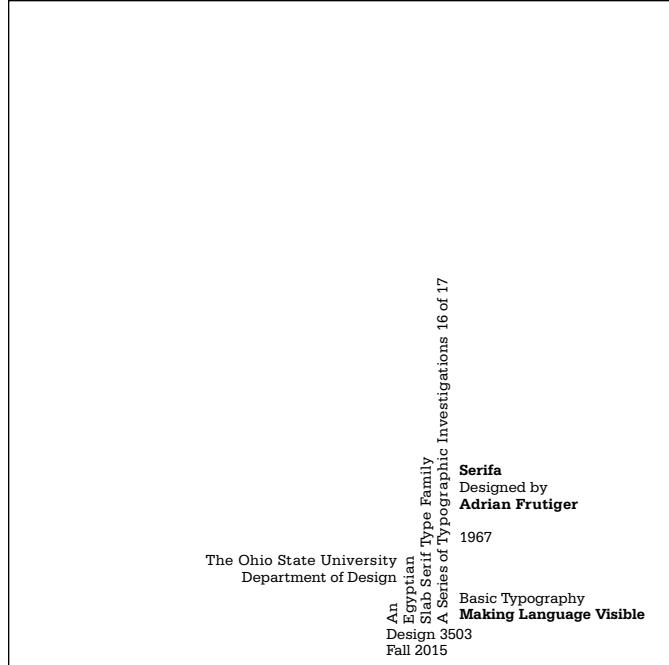
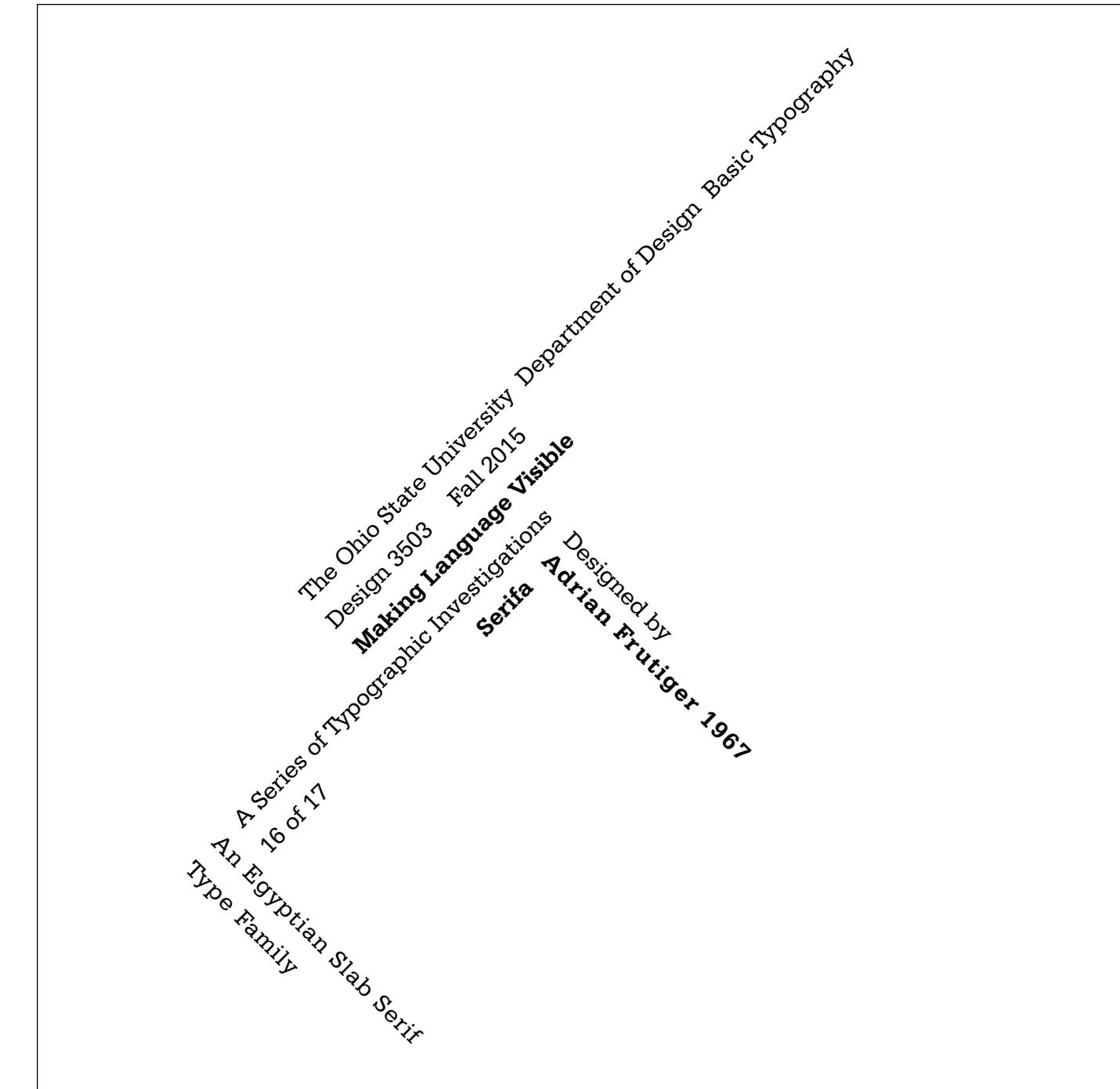
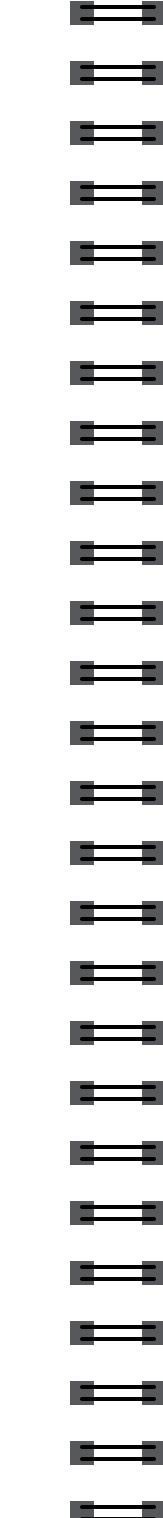
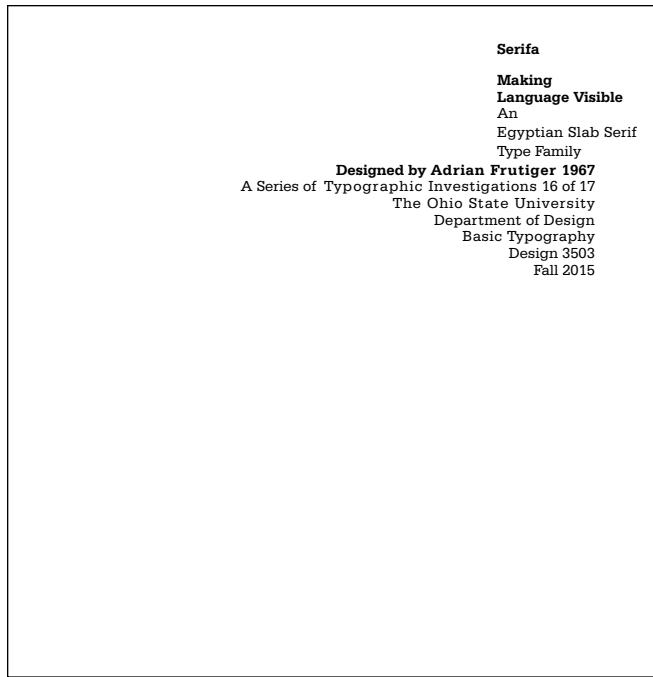
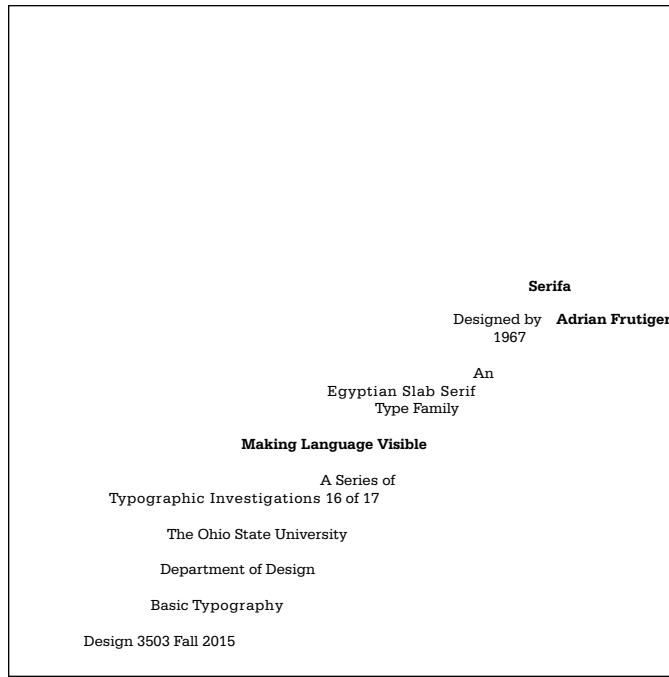
One Size
Structure, Meaning, Hierarchy
Composition & Process Variation

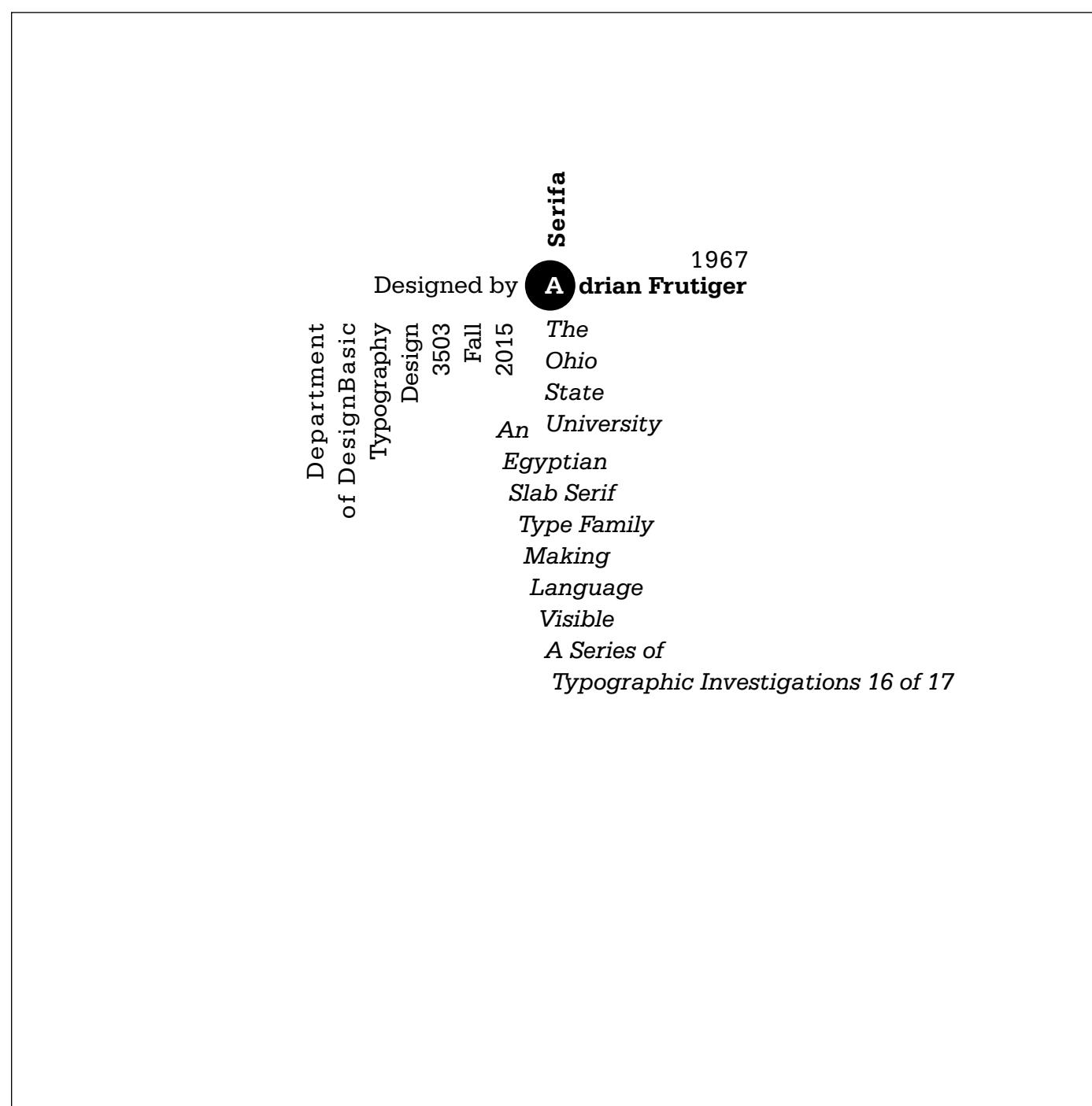
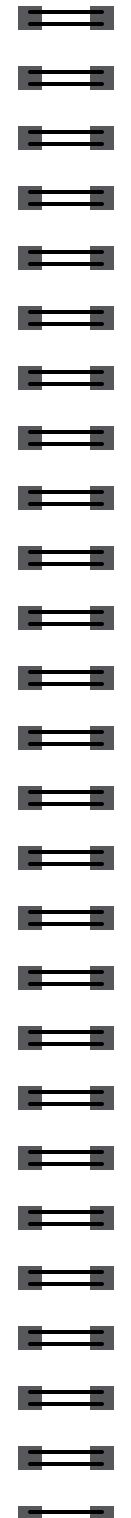
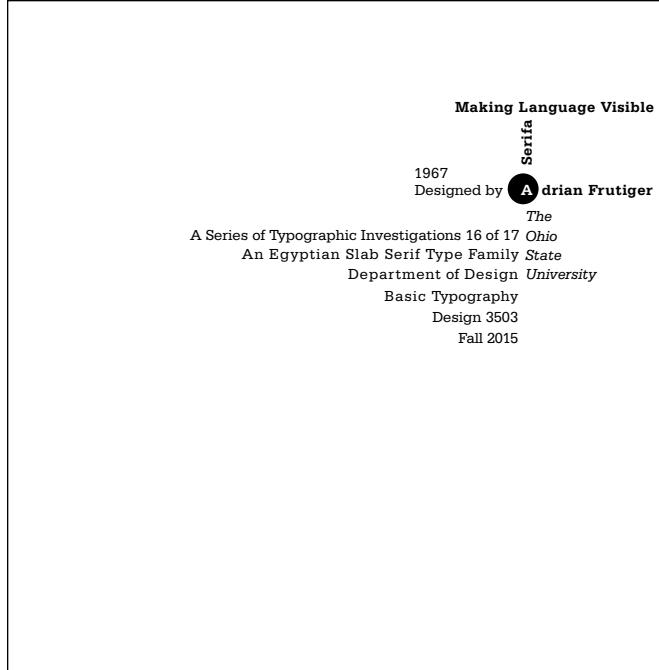
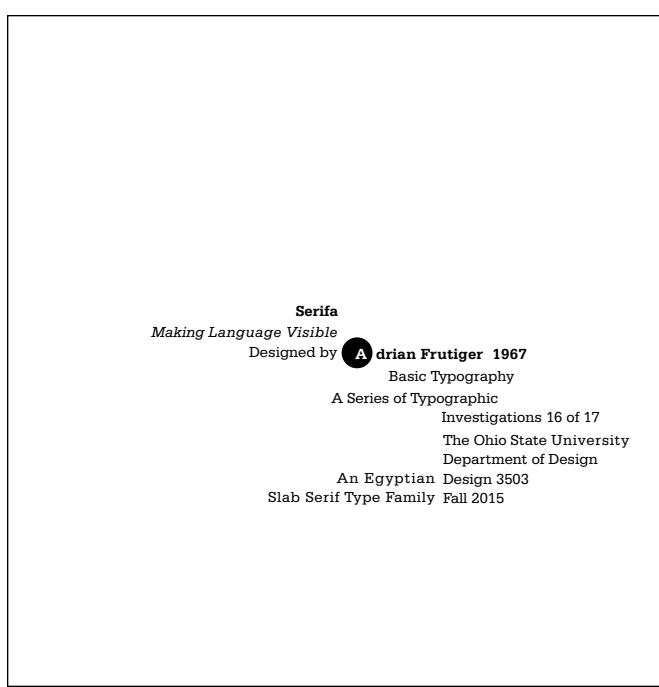
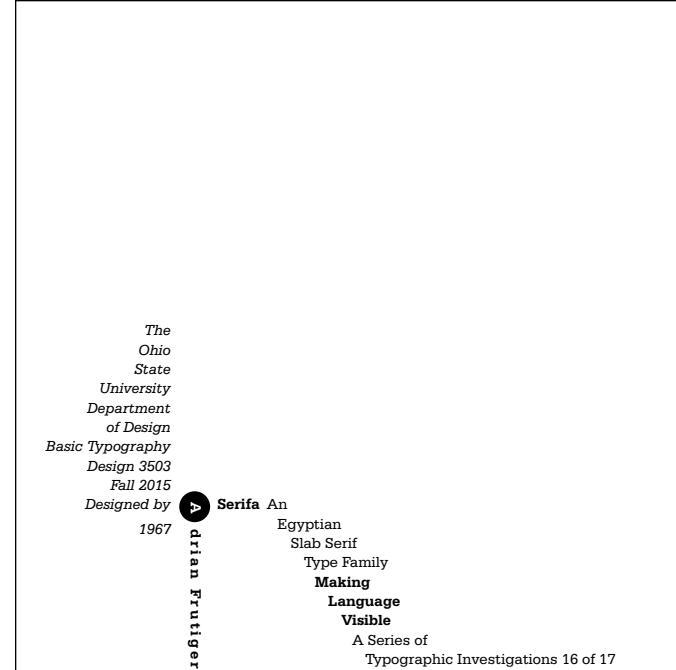
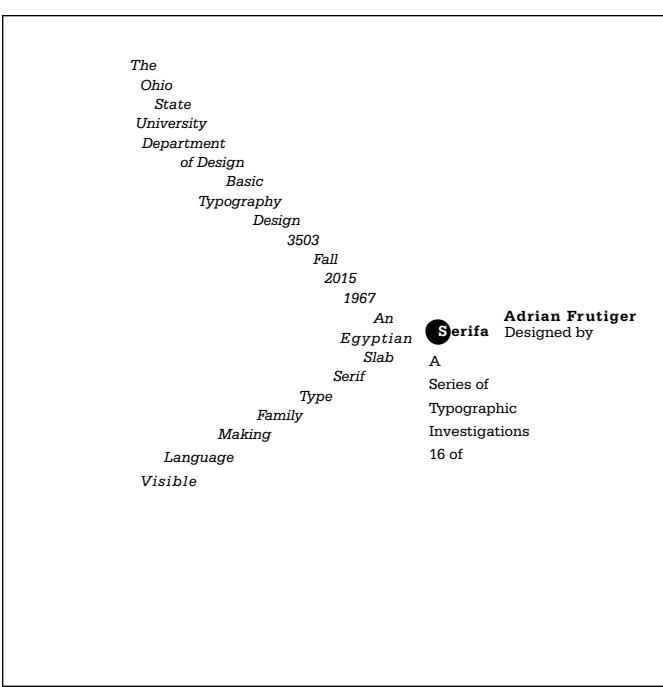


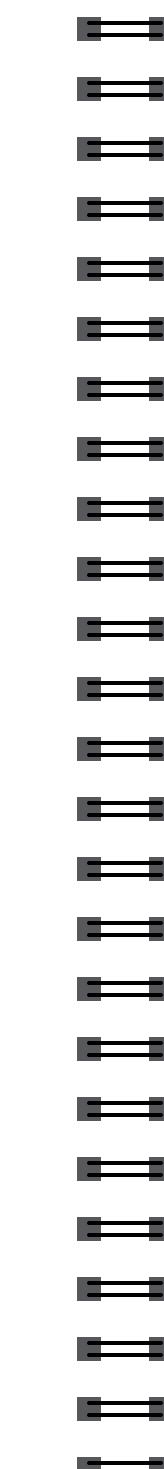
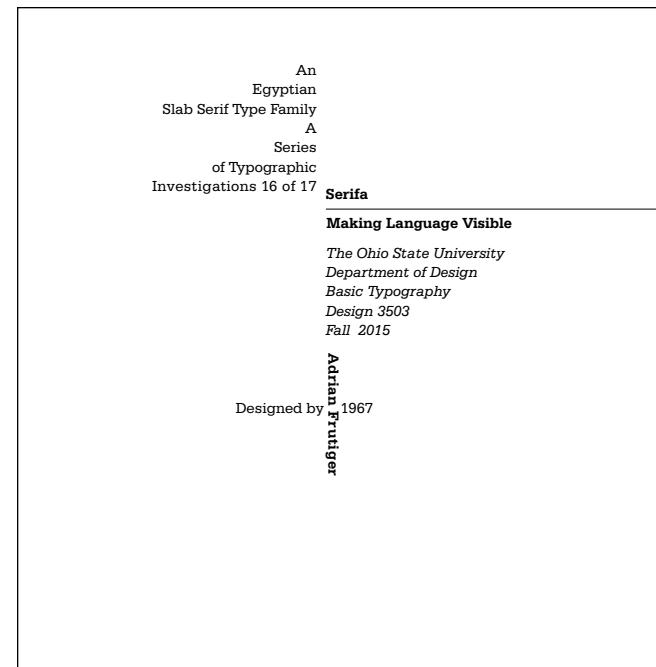
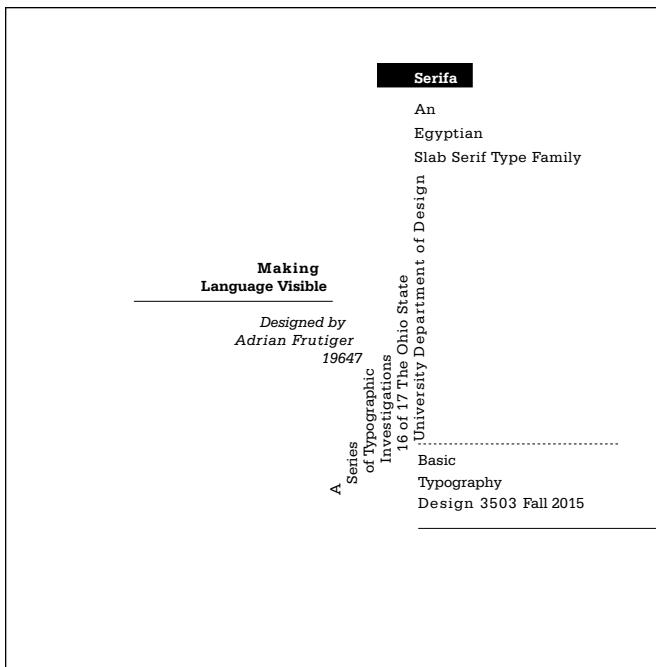
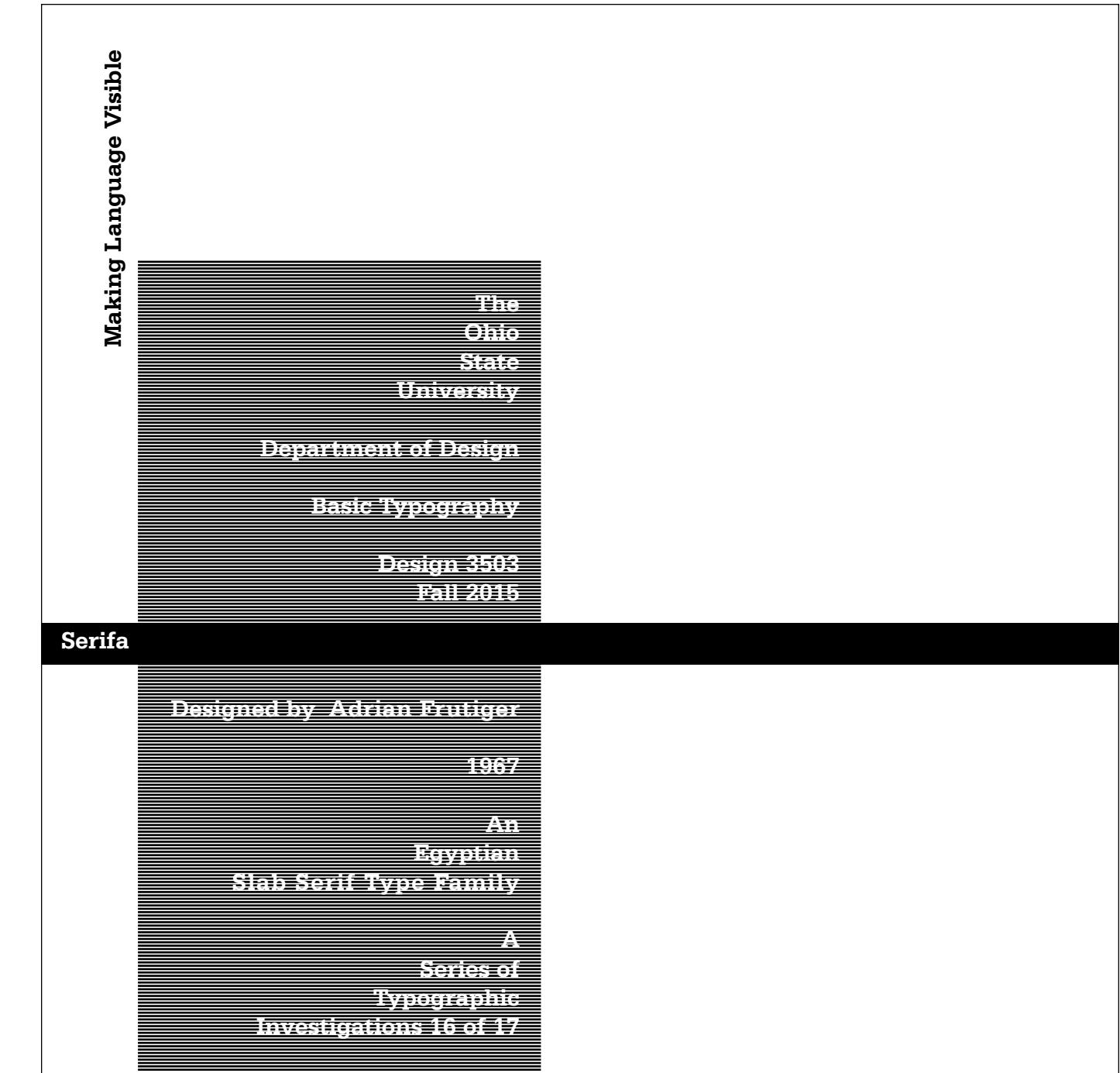
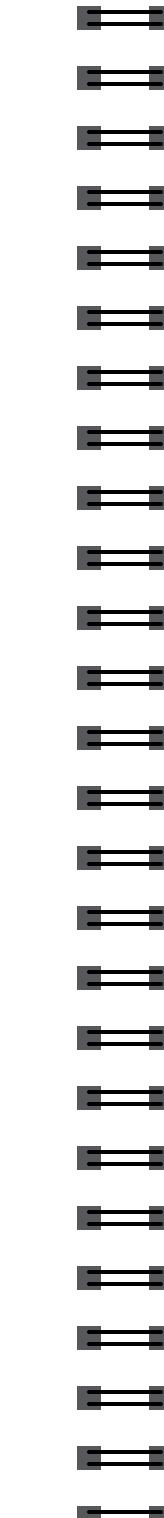
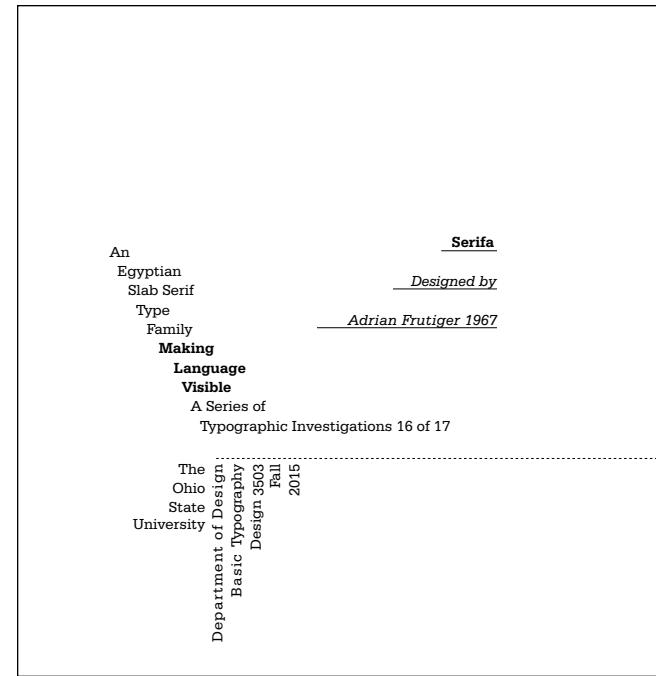
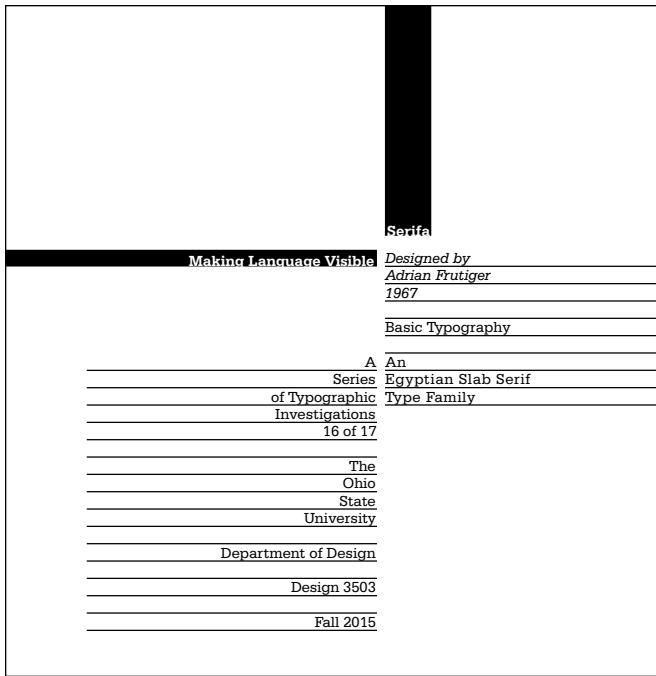
- A : **One Size. One Weight. Horizontal & Orthogonal.**
12pt text / regular weight / roman / b+w /
- B : **One Size. Two Weights. Horizontal & Orthogonal.**
12pt text / regular & bold / roman / b+w /
- C : **One Size. Two Weights. Two Versions. Orthogonal. +Circle.**
12pt text / regular & bold / roman & italic / b+w /
- D : **One Size. Two Weights. Two Versions. Orthogonal. +Rules.**
12pt text/ regular & bold / roman & italic / b+w /







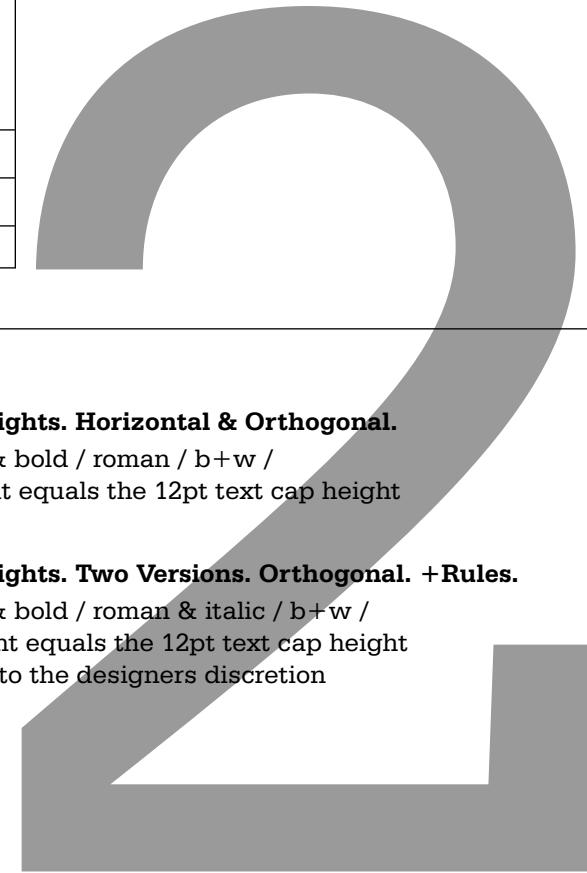


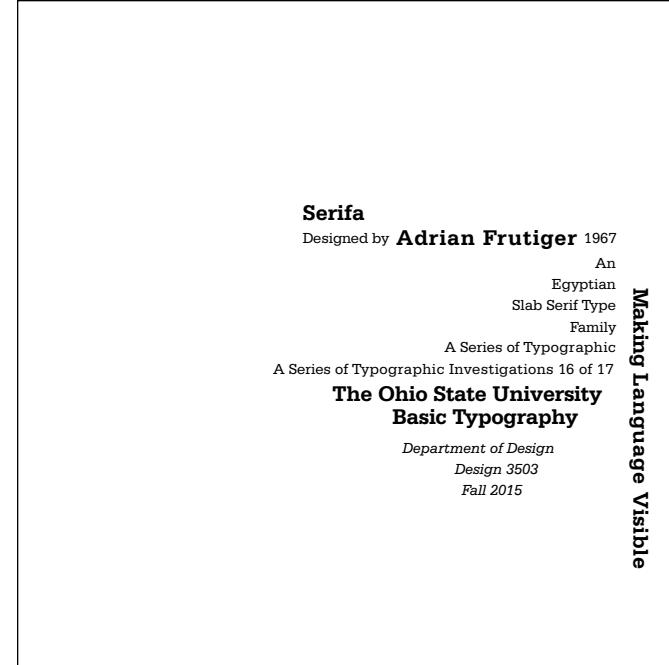
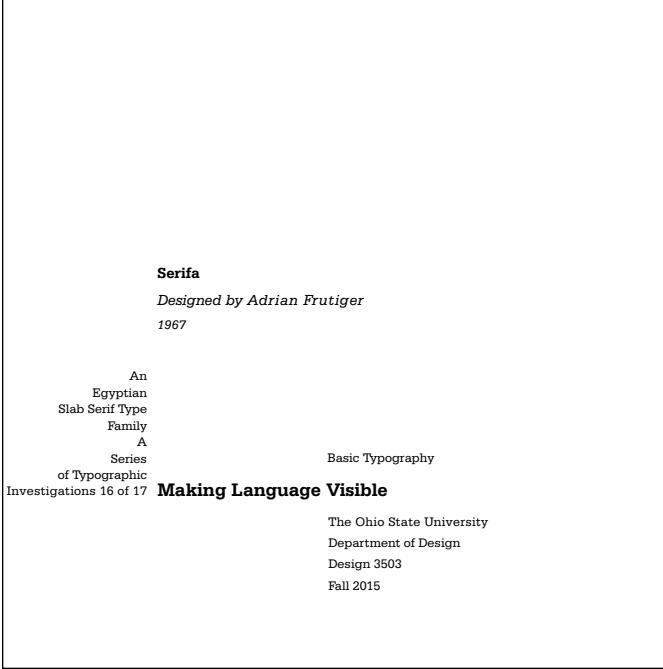
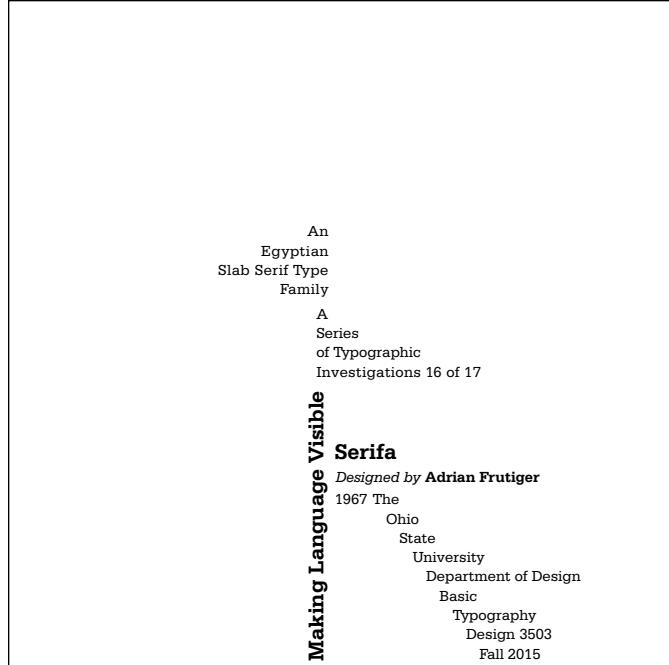


Sentences

Two Size
Structure, Meaning, Hierarchy
Composition & Process Variation

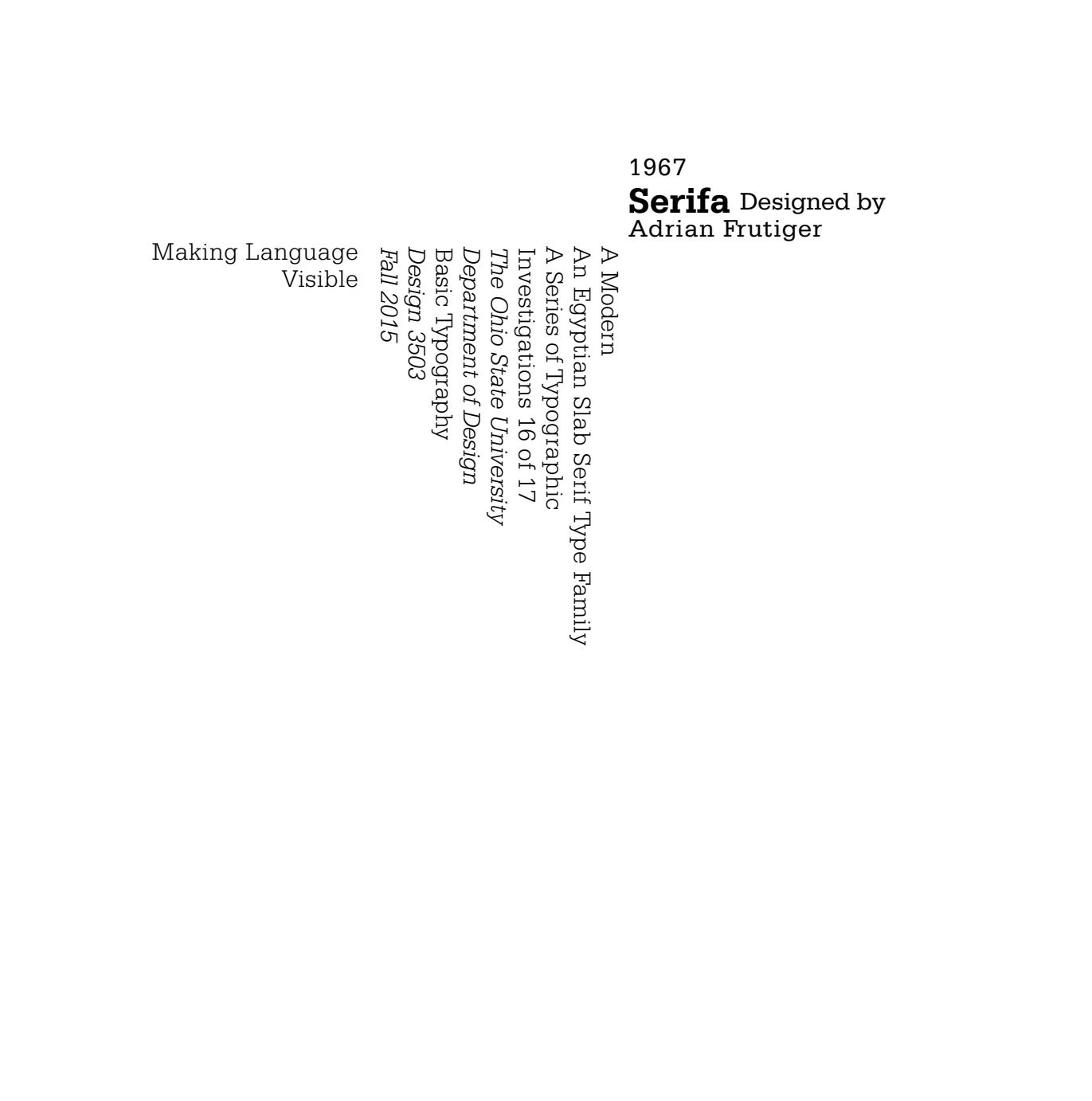
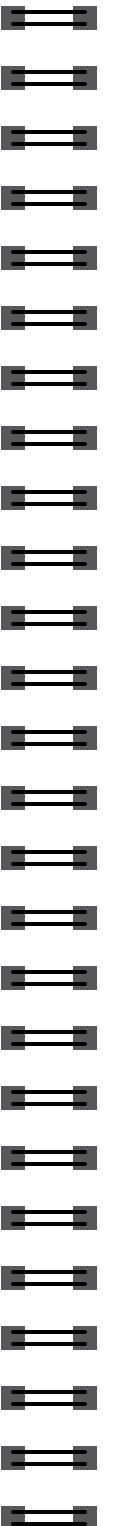
- E : Two Sizes. Two Weights. Horizontal & Orthogonal.**
12pt text / regular & bold / roman / b+w /
Second size x-height equals the 12pt text cap height
- F : Two Sizes. Two Weights. Two Versions. Orthogonal. + Rules.**
12pt text / regular & bold / roman & italic / b+w /
Second size x-height equals the 12pt text cap height
and Second size is to the designers discretion





Serifa
Designed by Adrian Frutiger 1967
An Egyptian Slab Serif Type Family
A Series of Typographic Investigations 16 of 17
The Ohio State University
Department of Design
Basic Typography
Design 3503
Fall 2015

Making Language Visible

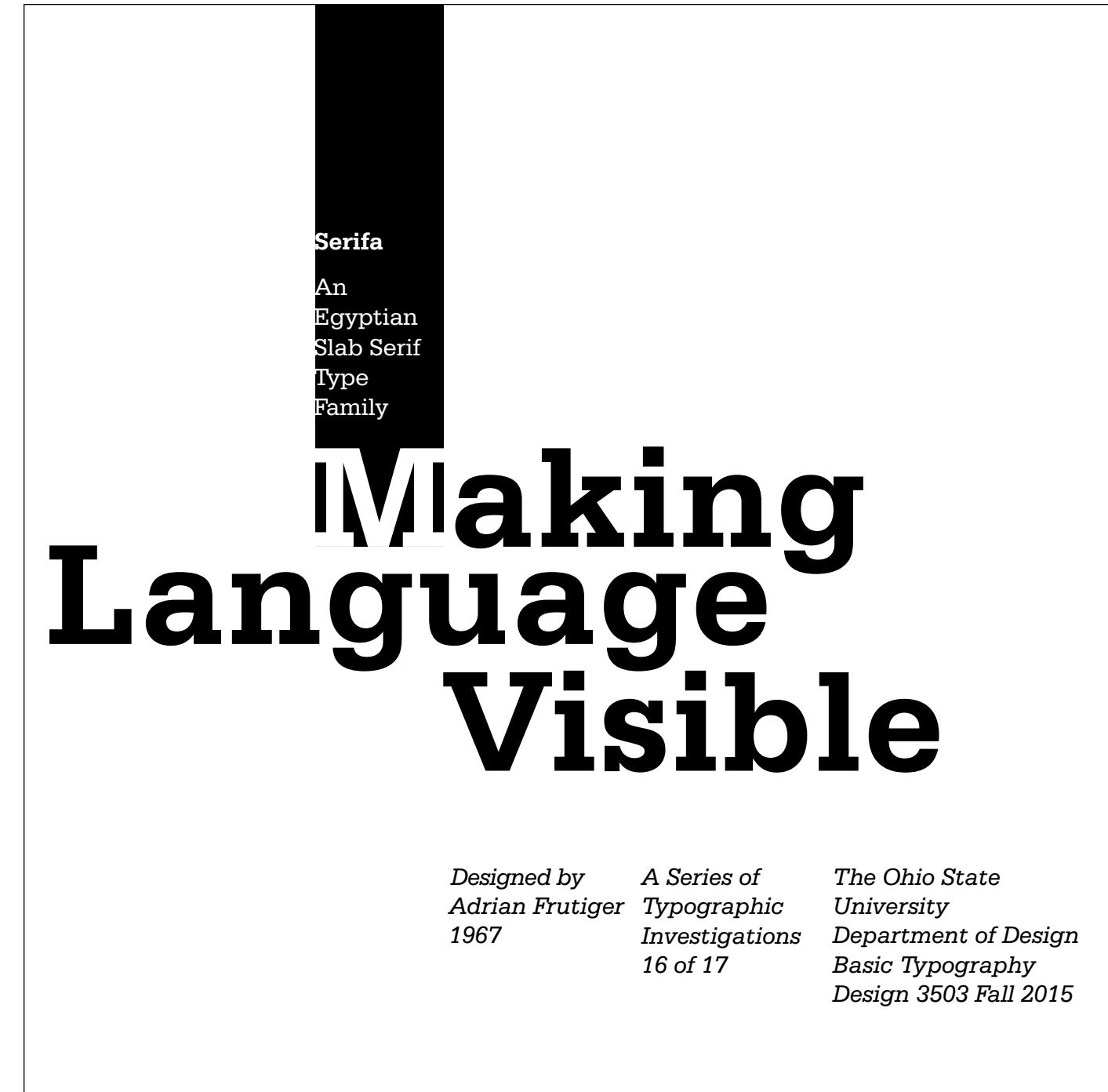
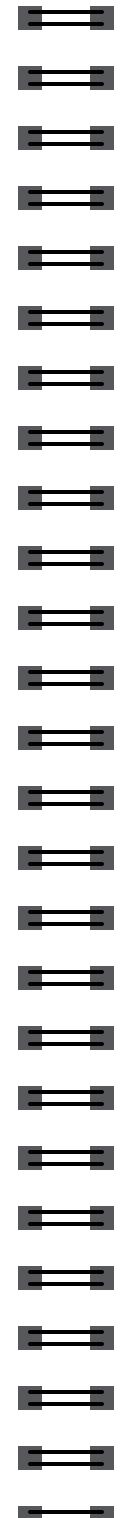
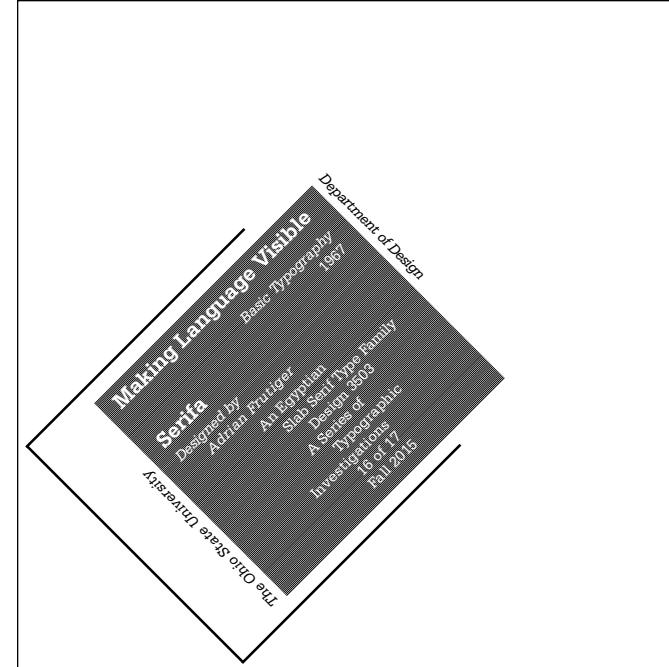
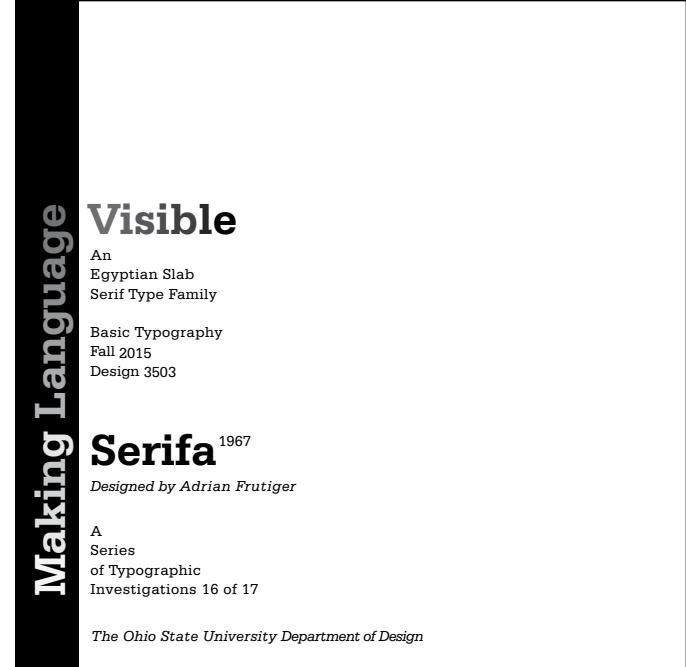
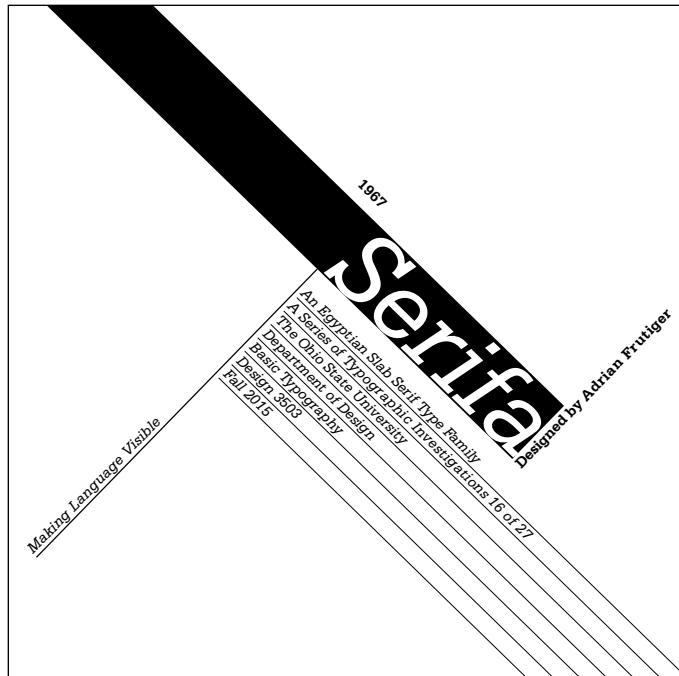


1967
Serifa Designed by
Adrian Frutiger

A Modern
An Egyptian Slab Serif Type Family

A Series of Typographic Investigations 16 of 17
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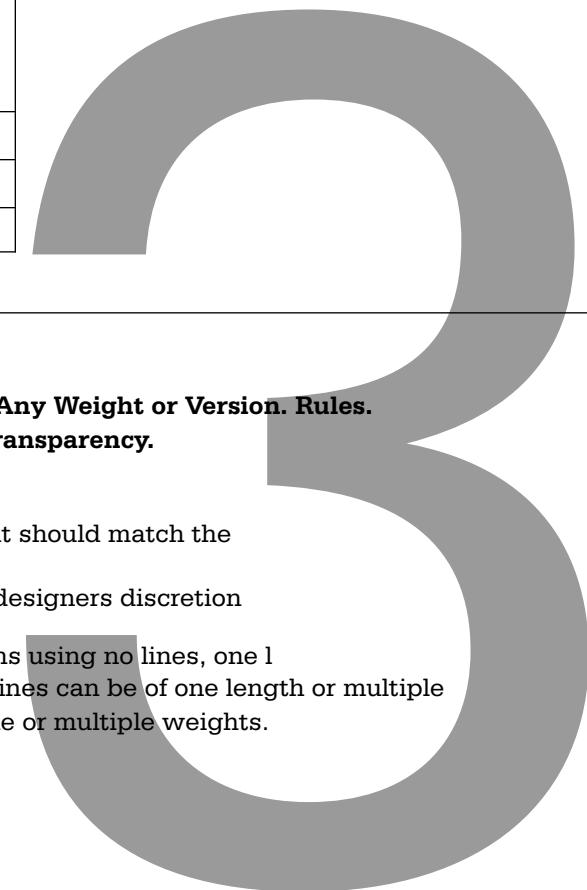
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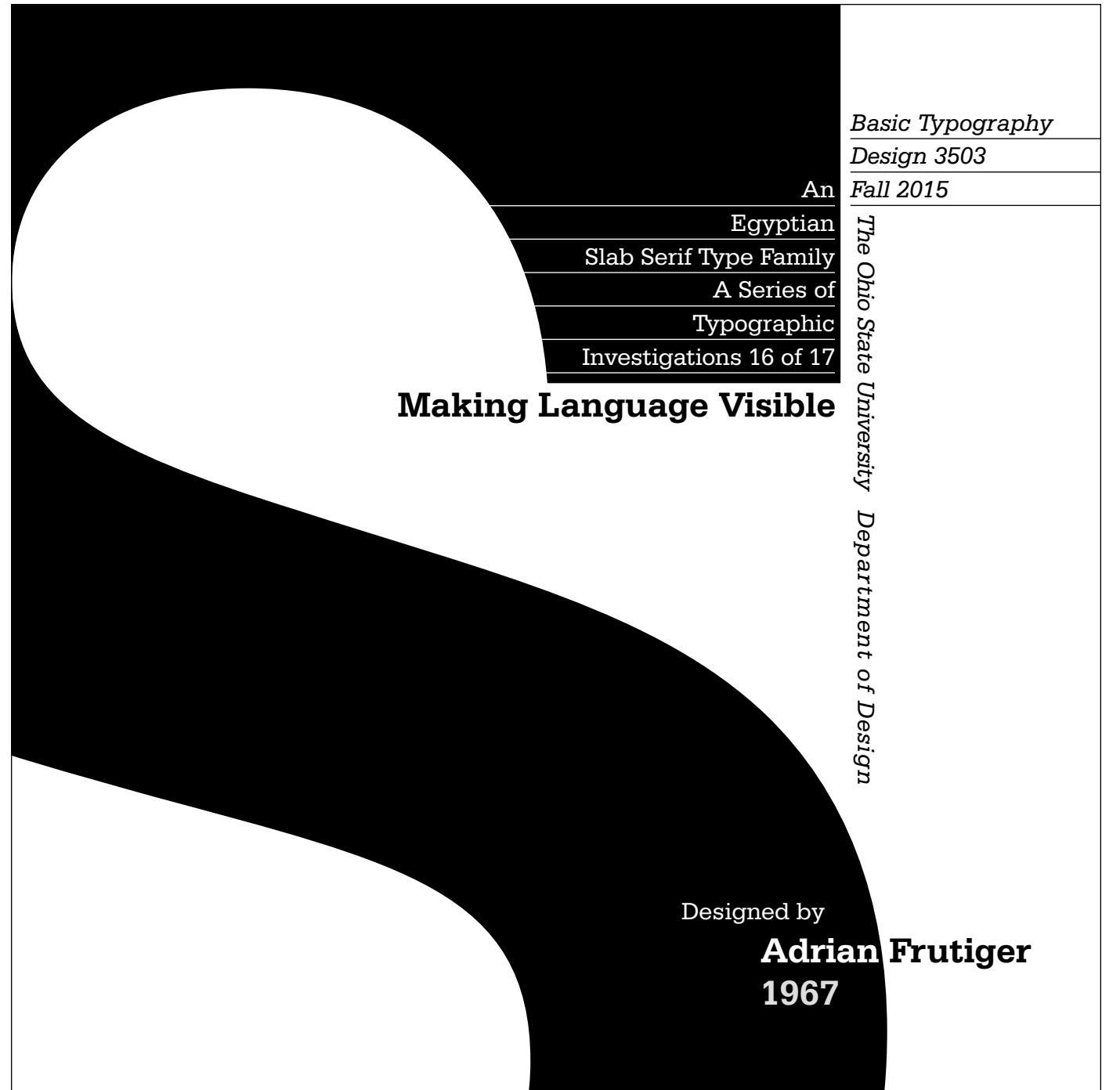
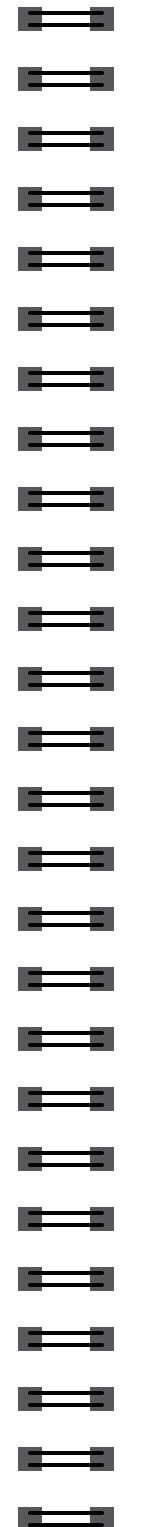
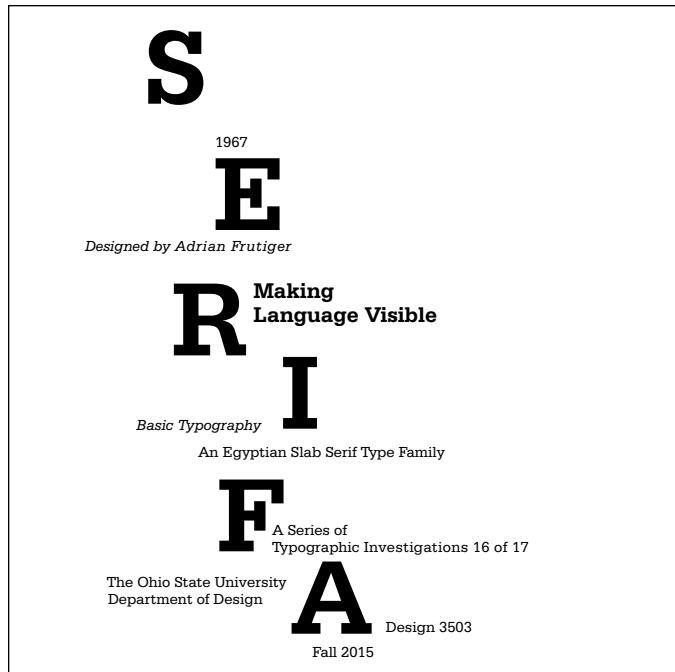
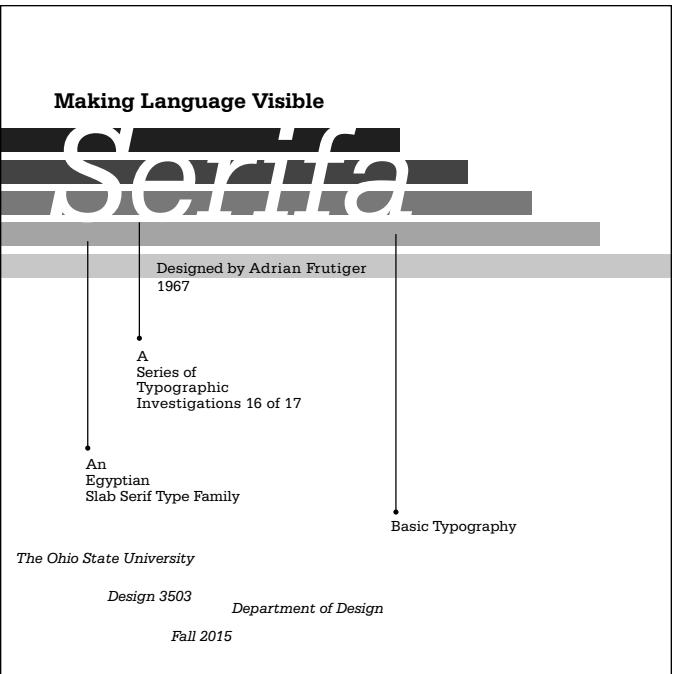
**Three Size
Structure, Meaning, Hierarchy
Composition & Process Variation**

G: Up to Three Sizes. Any Weight or Version. Rules. Gray Values and Transparency.

12pt.
Second size x-height should match the
12pt cap height
Third size is to the designers discretion

Explore compositions using no lines, one line or many lines. Lines can be of one length or multiple lengths and of single or multiple weights.





Basic Typography
Design 3503
Fall 2015
The Ohio State University Department of Design

Paragraphs

History of Typography A Timeline

Typography
Design : 3503

The Ohio State University
Department of Design

Autumn 2015
W+F 5:30–6:50pm

Keith Novicki, Instructor
Hayes Hall 105

YiHao, Zhang
Designer

Email
Zhang.5401@osu.edu

Sources

Typographic Specimens: The Great Typefaces
by Philip B. Meggs, Rob Carter

**The Anatomy of Type:
A Graphic Guide to 100 Typefaces**
by Stephen Coles

**Explorations in Typography: Mastering the Art of Fine
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by Carolina de Bartolo, Erik Spiekermann

**Grid Systems in Graphic Design/
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by Josef Muller-Brockmann

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by Kimberly Elam

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6th Edition
by Rob Carter, Philip B. Meggs, Ben Day,
Sandra Maxa, Mark Sanders

Typographie: A Manual of Design
by Emil Ruder

Typography

Design : 3503

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