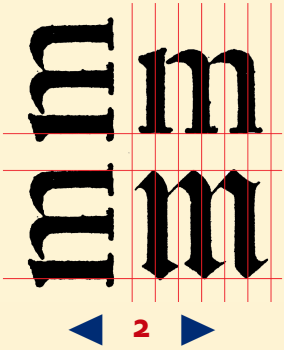


- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

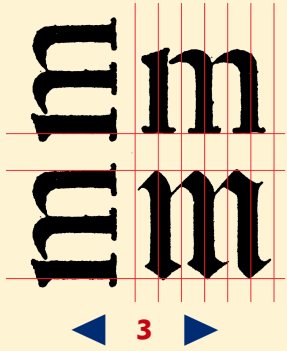
Application of archetypal patterns in the present-day type design practice and related education

www.lettermodel.org



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

- 1 Perception (notes on –prologue)
- 2 Hypothesis (PhD research)
- 3 Research questions (selection)
- 4 Standardization (Renaissance type)
- 5 LeMo Method (education)
- 6 Unitization (Renaissance type)
- 7 Cadencing (present-day type design)

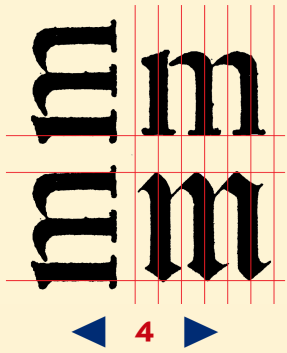


1. PERCEPTION

*'It is a commonplace that we see
only what we know [...].'*

**David Kindersley, *Optical letter spacing*
(London, 1976) p.35**

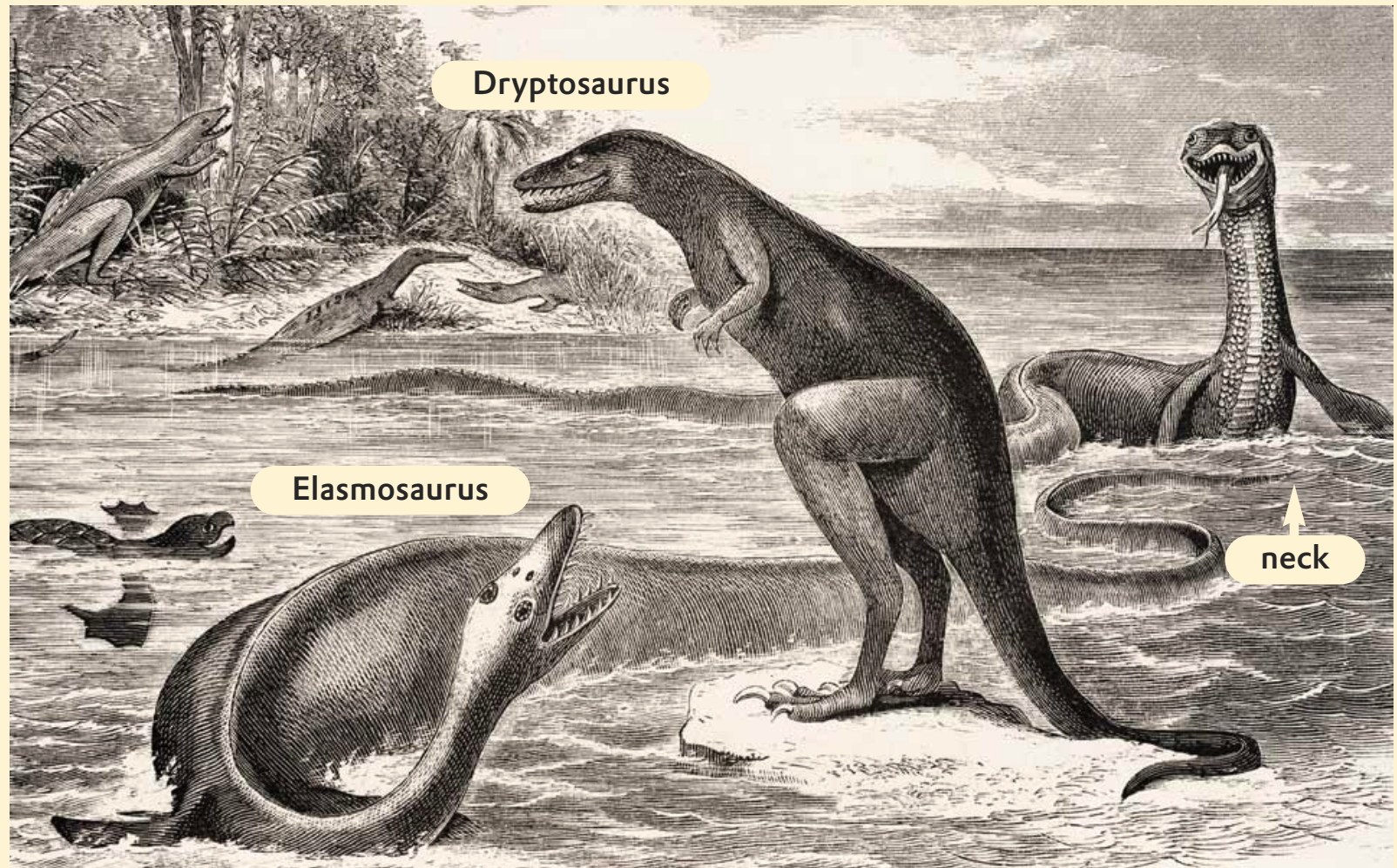
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



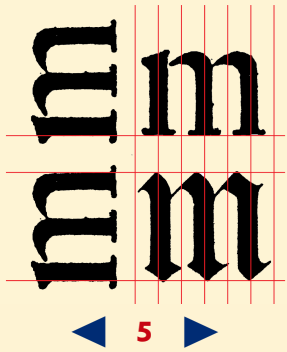
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



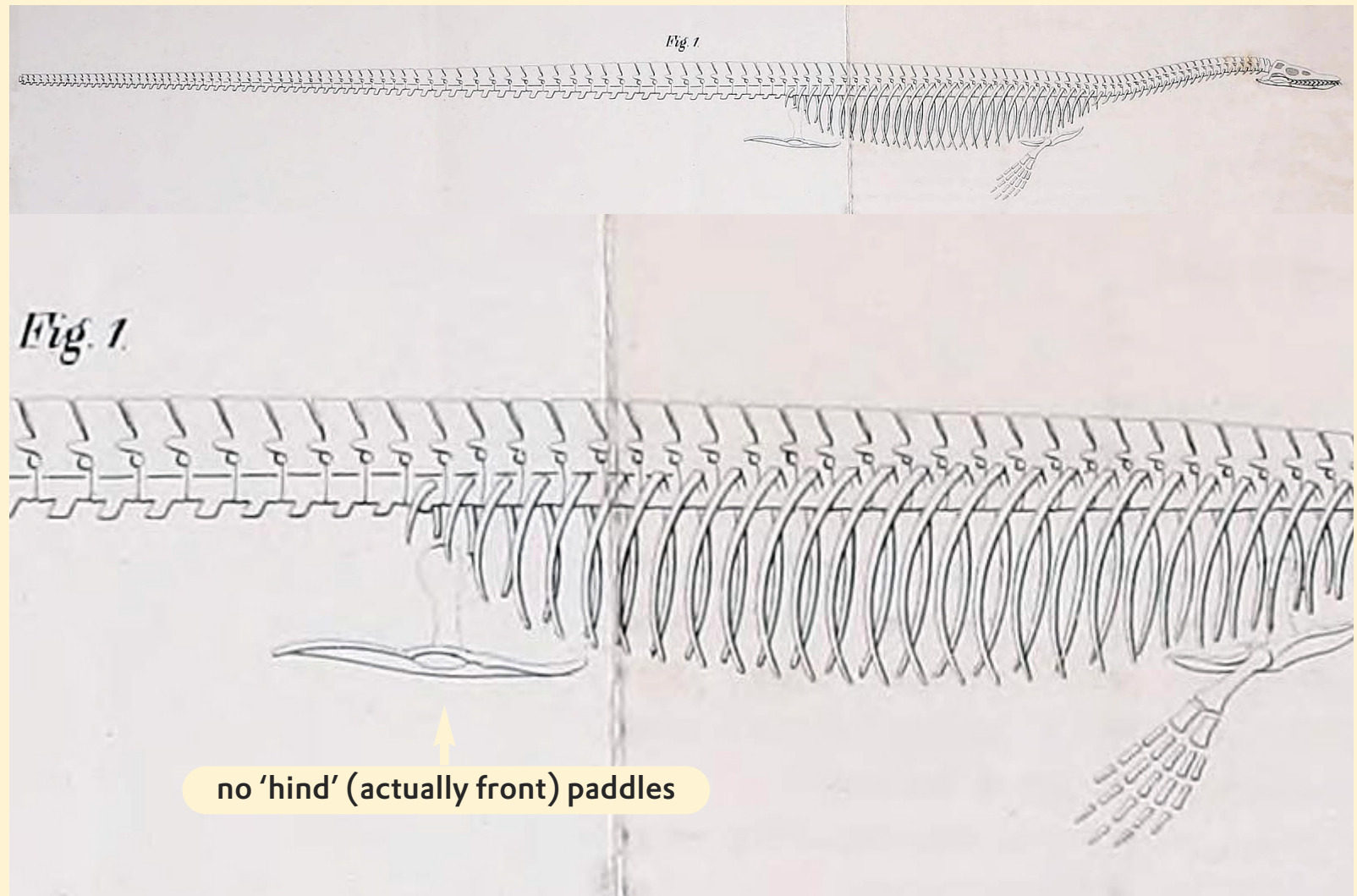
by Edward Drinker Cope, 1869



APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

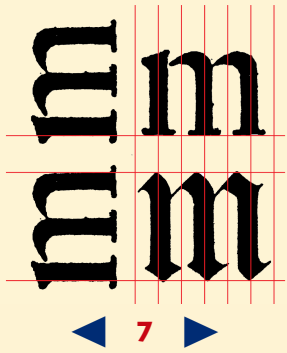




- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

'[...] the goldsmiths, punch-cutters and printers relied on their eyes and not upon their measuring tools.'

**Stanley Morison, *Fra Luca de Pacioli*
(New York: The Grolier Club, 1933) p.77**



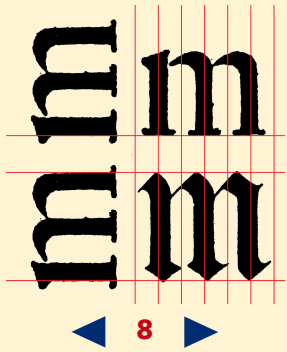
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

enilium epistola/ ab ea retrahere/ arguto ser-
one satagebat. Quod utrū recte fecerit tuo
idicio equo & gravissimo relinquatur. Non
gitur tibi/ ut eloquens scribo. per cordi est/

Poggio Bracciolini (1380–1459)

VM Pamphili de euangelica præparatione
a ex græco beatissime pater iussu tuo effeci.
uom eum uirum tum eloquētia: tū multa
beritia: et īgenii mirabili flumine ex his quæ
ducta sunt præstātissimum

Nicolas Jenson (ca. 1420–1480)



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

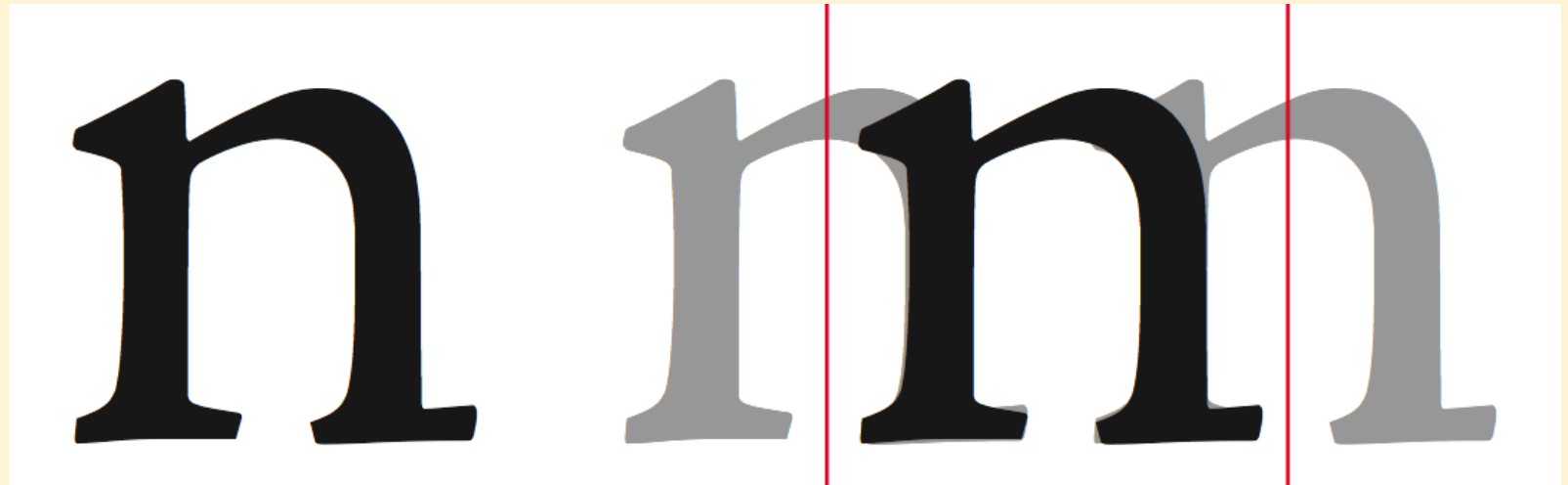


Van den Keere's
Canon d'Espagne
(1574) and
Gros Canon Romain
(1573)

Gros Canon Romain
scaled to x-height of
Canon d'Espagne,
showing the same
proportions



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

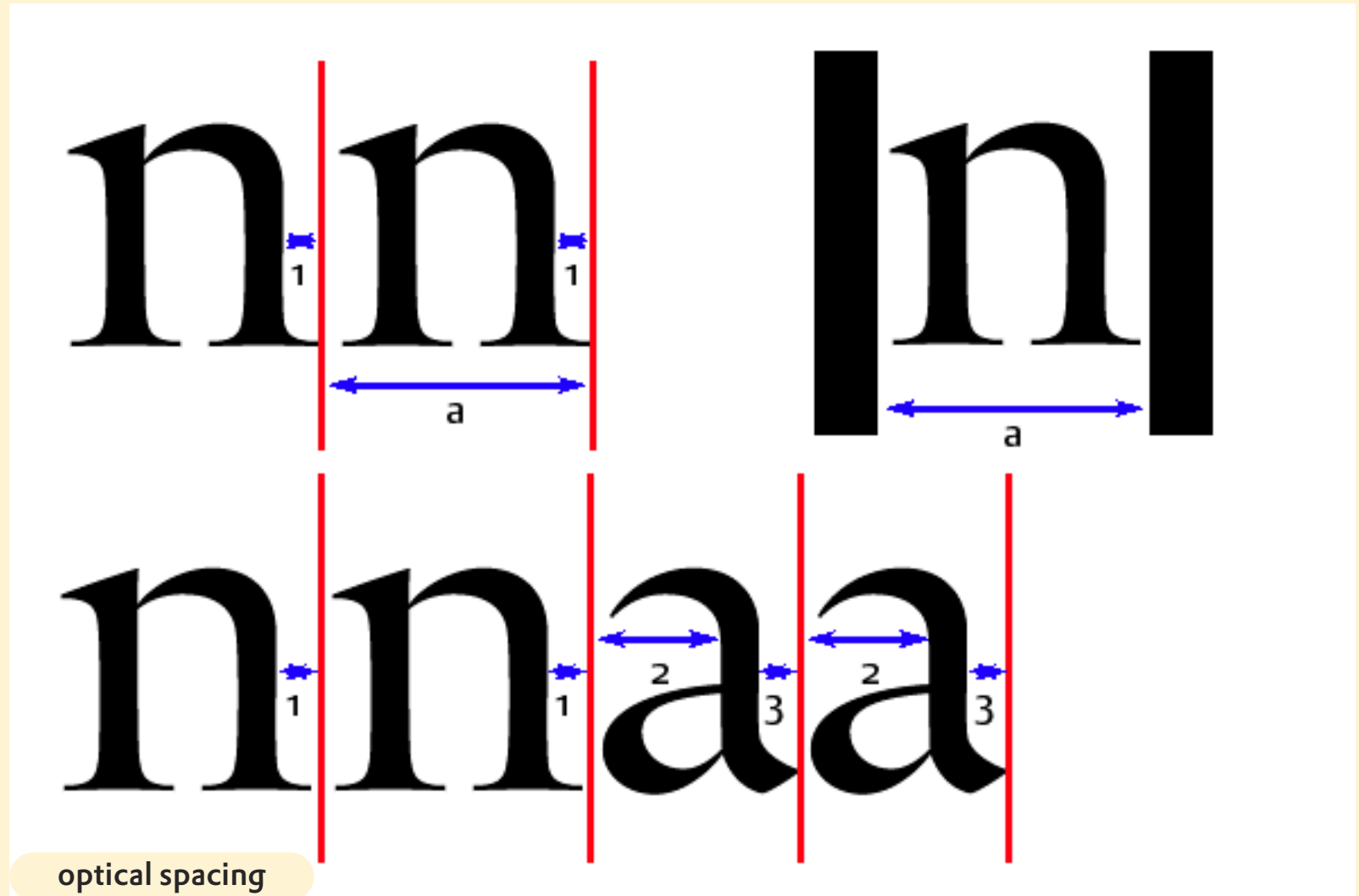


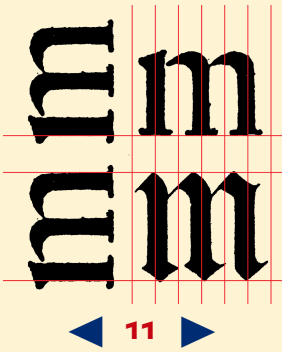
'The carefully modelled serifs follow an artful logic of asymmetry.'

https://en.wikipedia.org/wiki/History_of_Western_typography



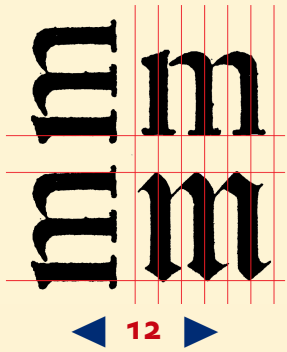
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing





- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

qui omnibus ui aquarum submersis cum filiis suis simul ac nuribus mirabili quodā modo quasi semen huāni generis conseruatus est: quē utinā quasi uiuam quandam imaginem imitari nobis contingat: & hi quidem ante diluuium fuerunt: post diluuium autem alii quorū unus altissimi dei sacerdos iustitiæ ac pietatis miraculo rex iustus lingua hebræorū appellatus est: apud quos nec circuncisionis nec mosaicæ legis ulla mentio erat. Quare nec iudæos (posteris enī hoc nomen fuit) neq; gentiles: quoniam non ut gentes pluralitatem deorum inducebant sed hebræos proprie noīamus aut ab Hebere ut dictū est: aut q̄a id nomen transitiuos significat. Soli q̄ppe a creaturis naturali rōne & lege īnata nō scripta ad cognitionē ueri dei trāsire: & uoluptate corporis cōtēpta ad rectam uitam puenisse scribunt: cum quibus omībus præclarus ille totius generis origo Habraam numerādus est: cui scriptura mirabilem iustitiā quā non a mosaica lege (septima eīm post Habraā generatione Moyse nascitur) sed naturali fuit ratione consecutus sūma cum laude & reputatū est ei in iustitiam.

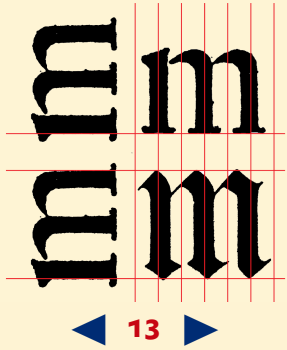


APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



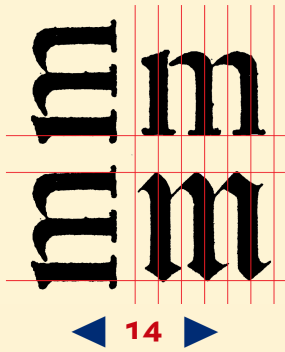


2. HYPOTHESIS

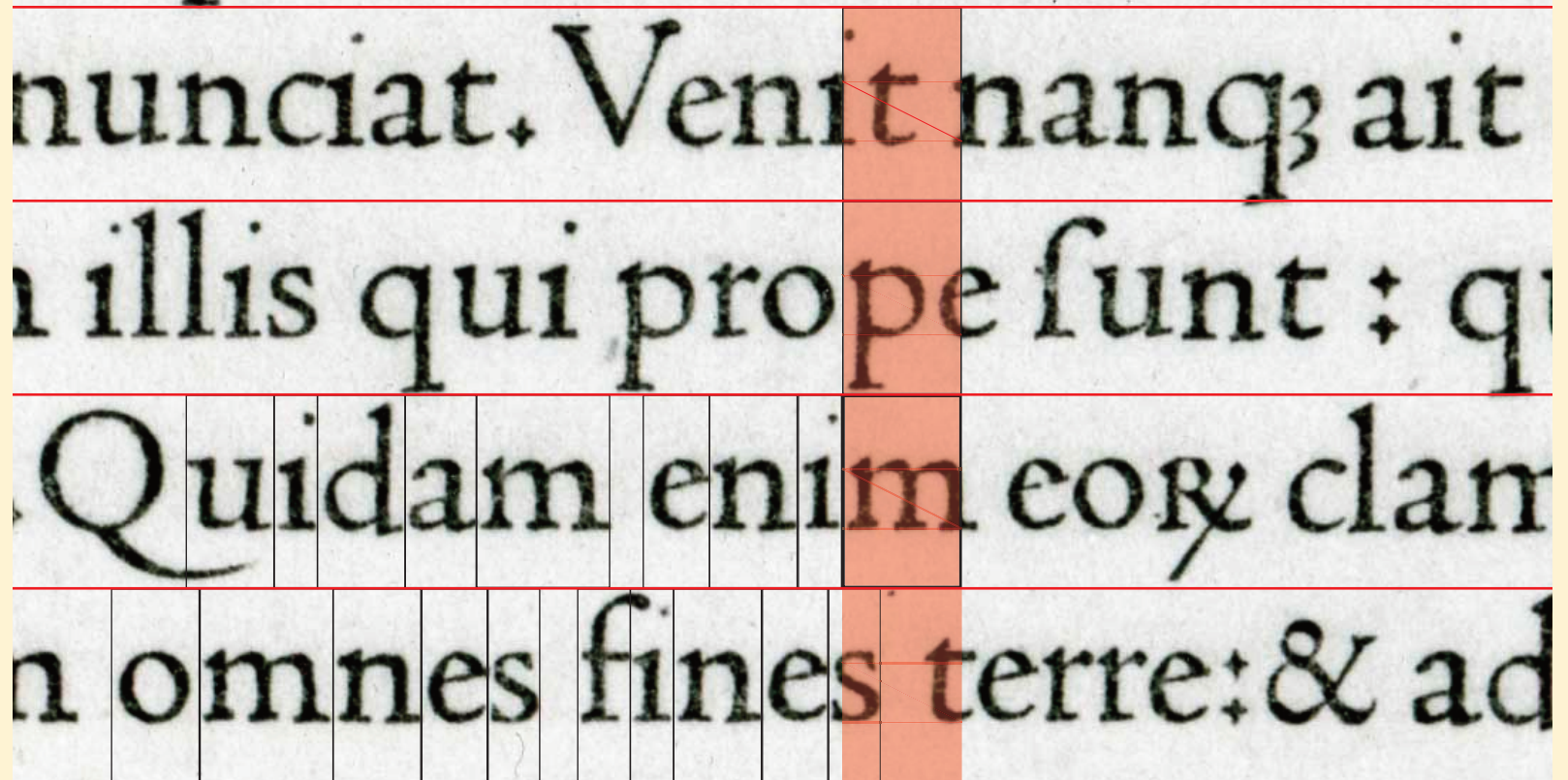
Roman type is the result of the standardization in the Renaissance of the Humanistic minuscule to the type production process.

On the Origin of Patterning in Movable Latin Type

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



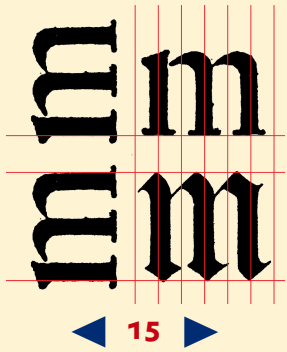
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



Jenson's type from *De Præparatione Evangelica* shows a limited number of widths ...

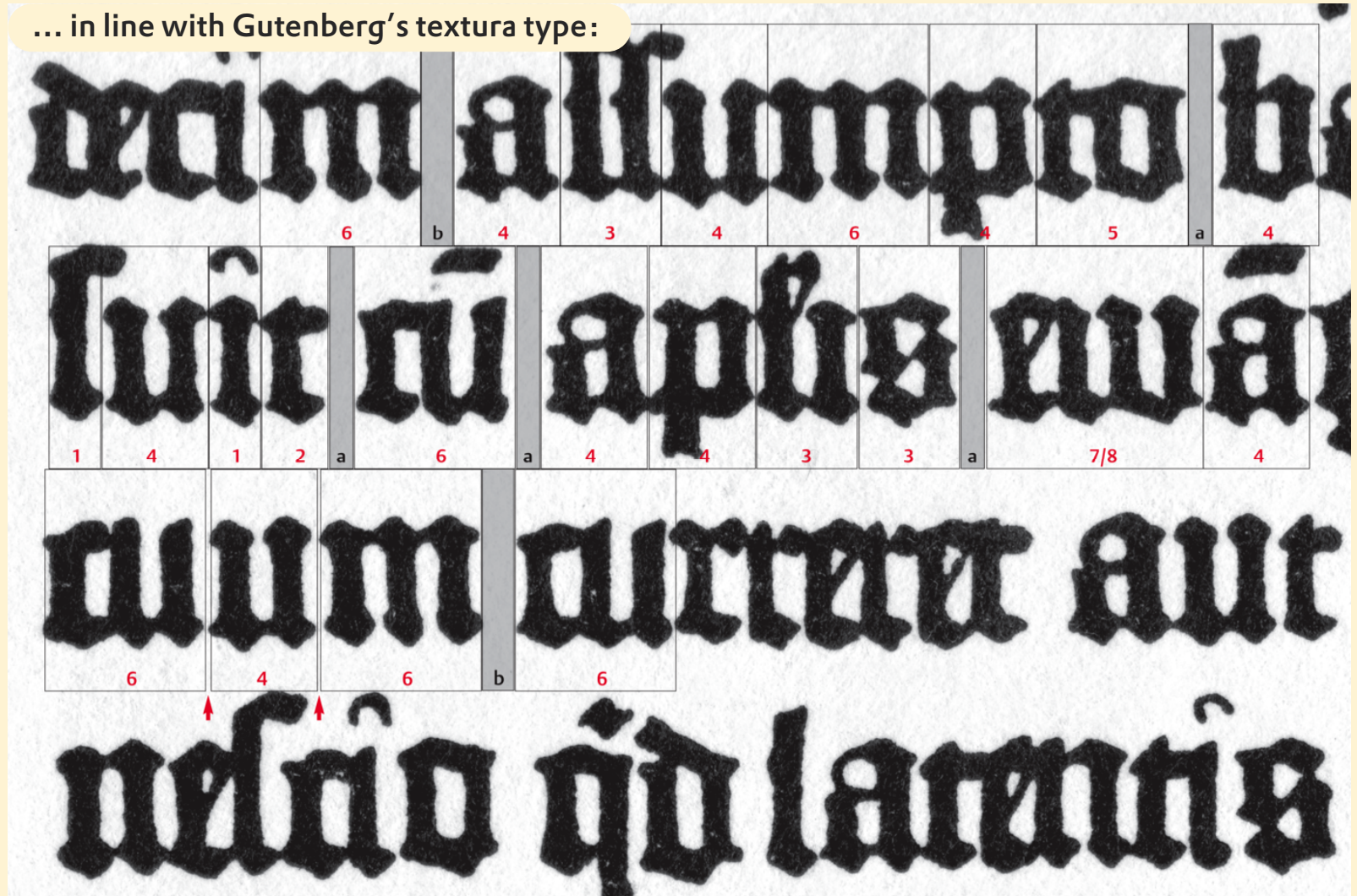
APPLICATION OF ARCHETYPAL PATTERNS [...]

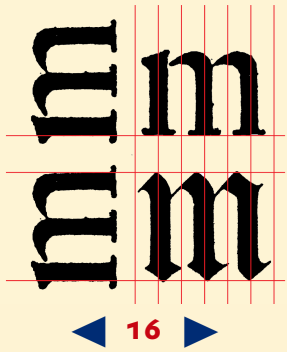
FRANK E. BLOKLAND



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

... in line with Gutenberg's textura type:



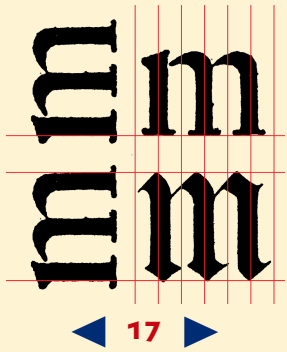


3. RESEARCH QUESTIONS

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 **Research questions**
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

– How and why were the structures of textura type translated to roman type?

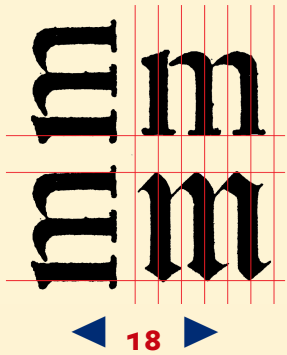
– How and why were the handwritten models standardized for roman type?



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 **Research questions**
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

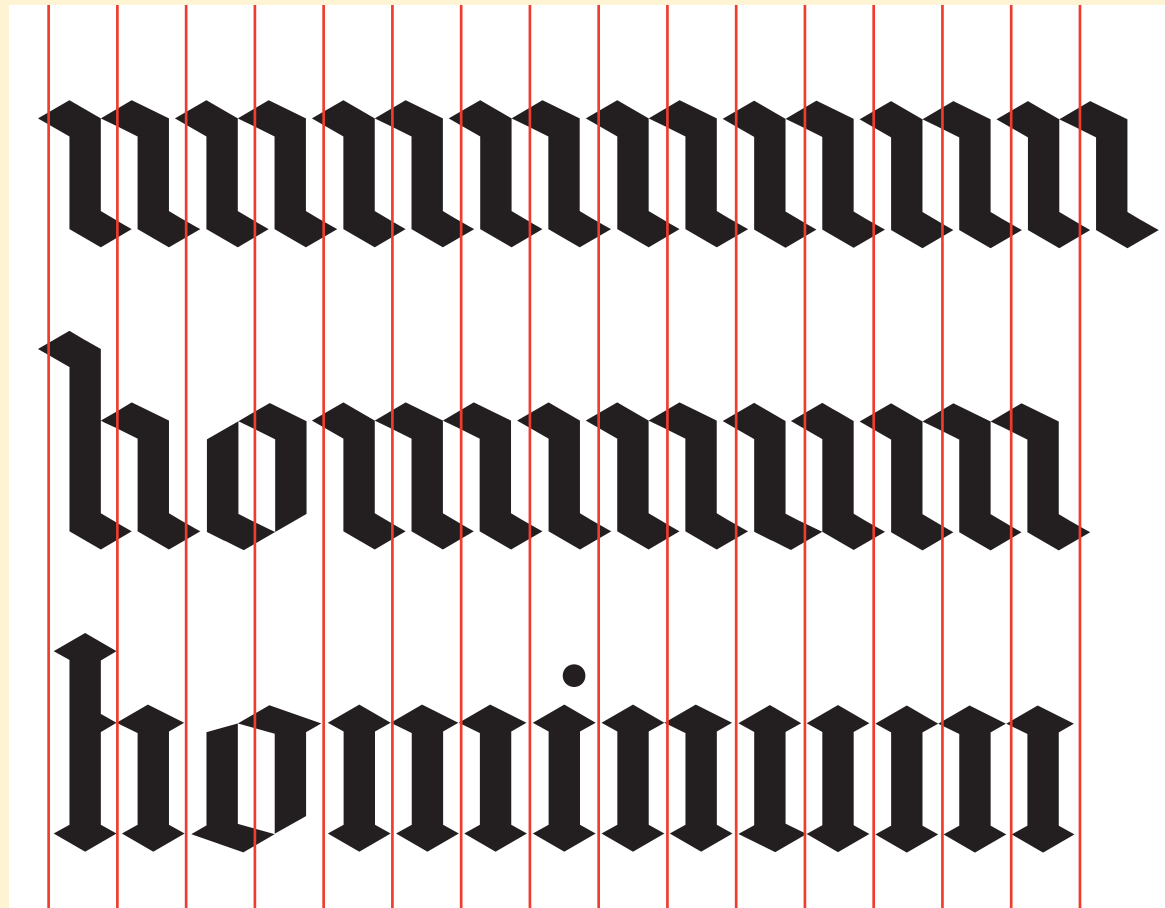
– To what extent was the Renaissance font production systematized? Did the punchcutters for instance apply relatively sophisticated forms of unitization?

– Is it – after mapping this standardization – possible to analyze and reproduce related parts of the type design process artificially?

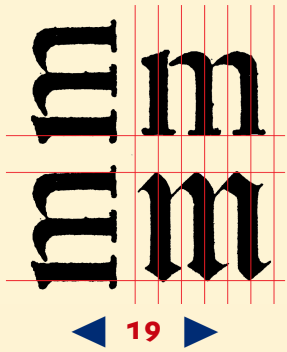


4. STANDARDIZATION

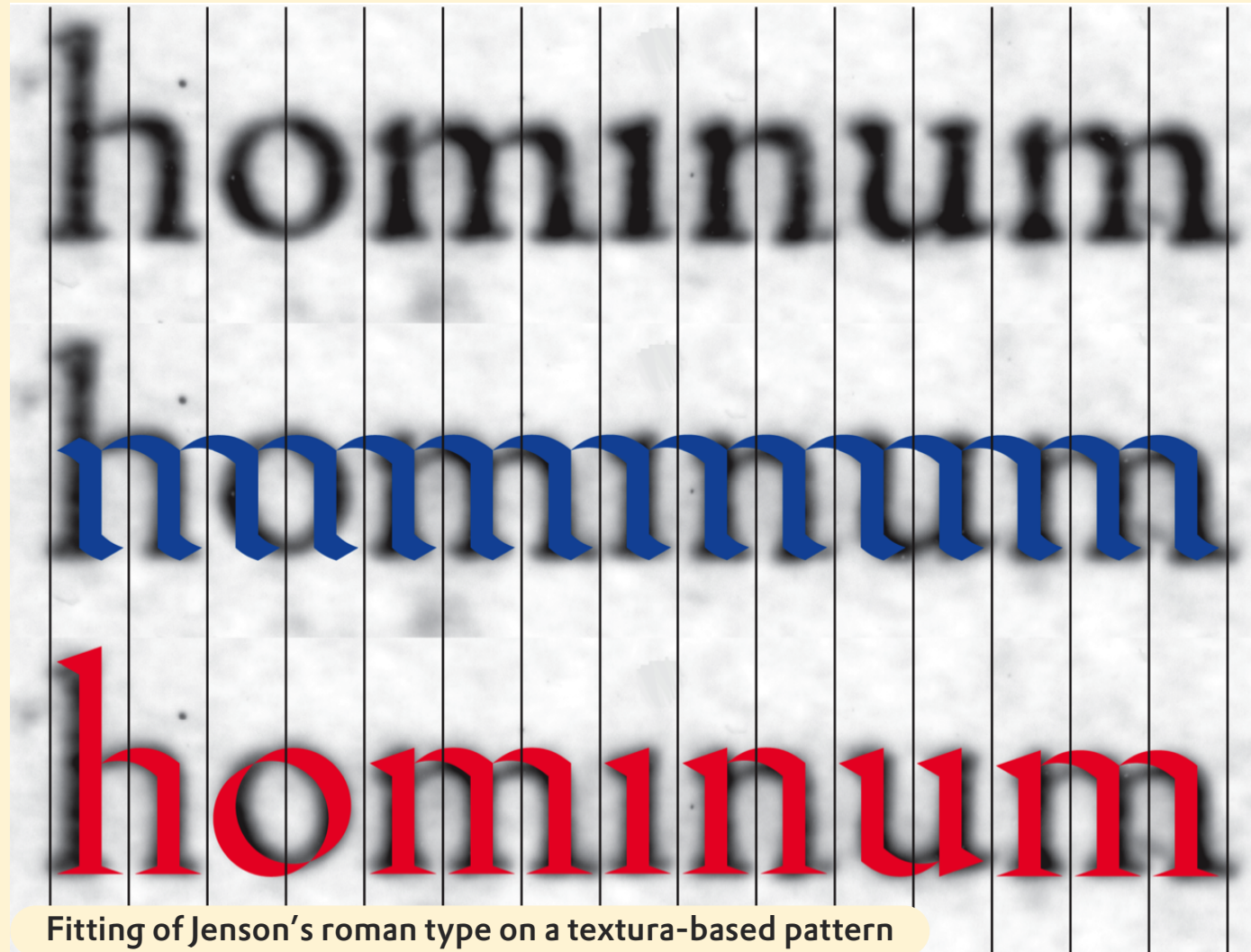
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



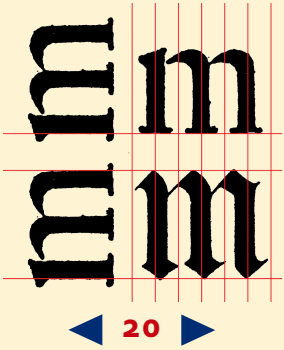
Textura type can mostly be fitted by placing the side bearings exactly in between the stems; space of the o in the bottom line is corrected by extending the horizontally stressed strokes



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

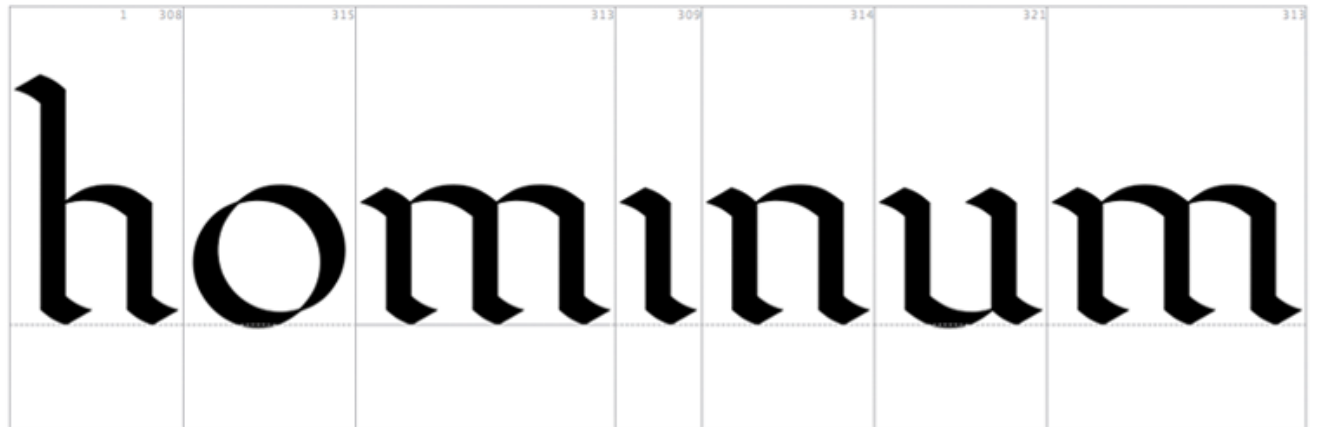
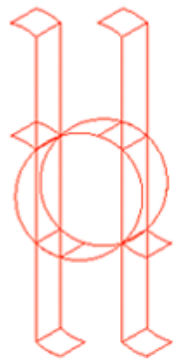
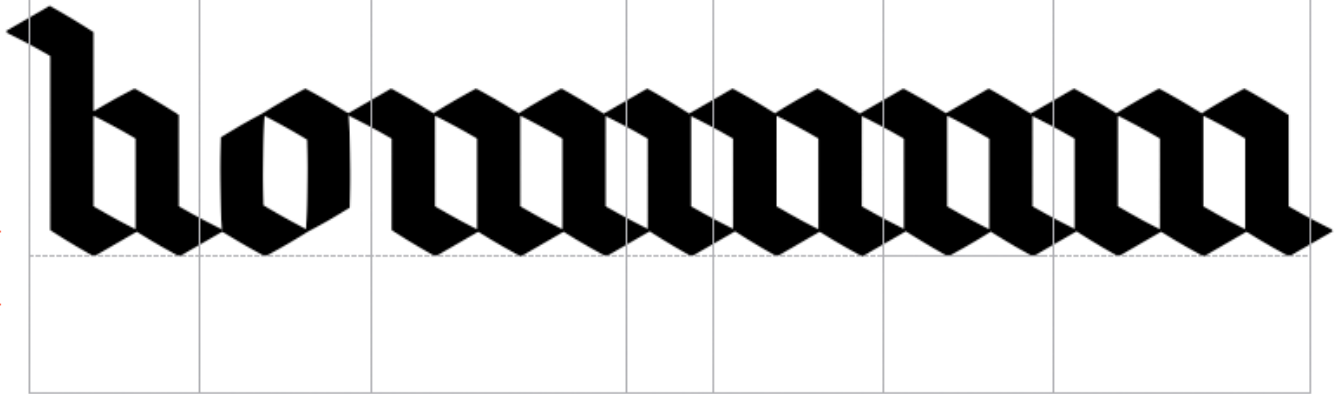
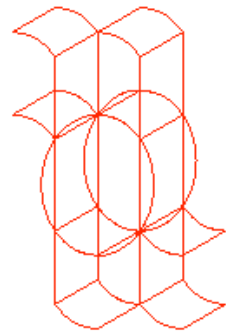


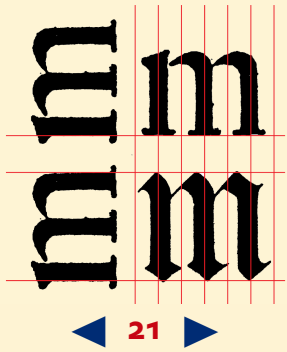
Fitting of Jenson's roman type on a textura-based pattern



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

Morphologic relationship between textura and Humanistic minuscule:





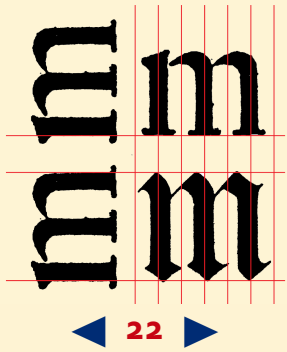
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

HvK's matrices for *Canon Flamande* and *Parangonne Flamande* in rows



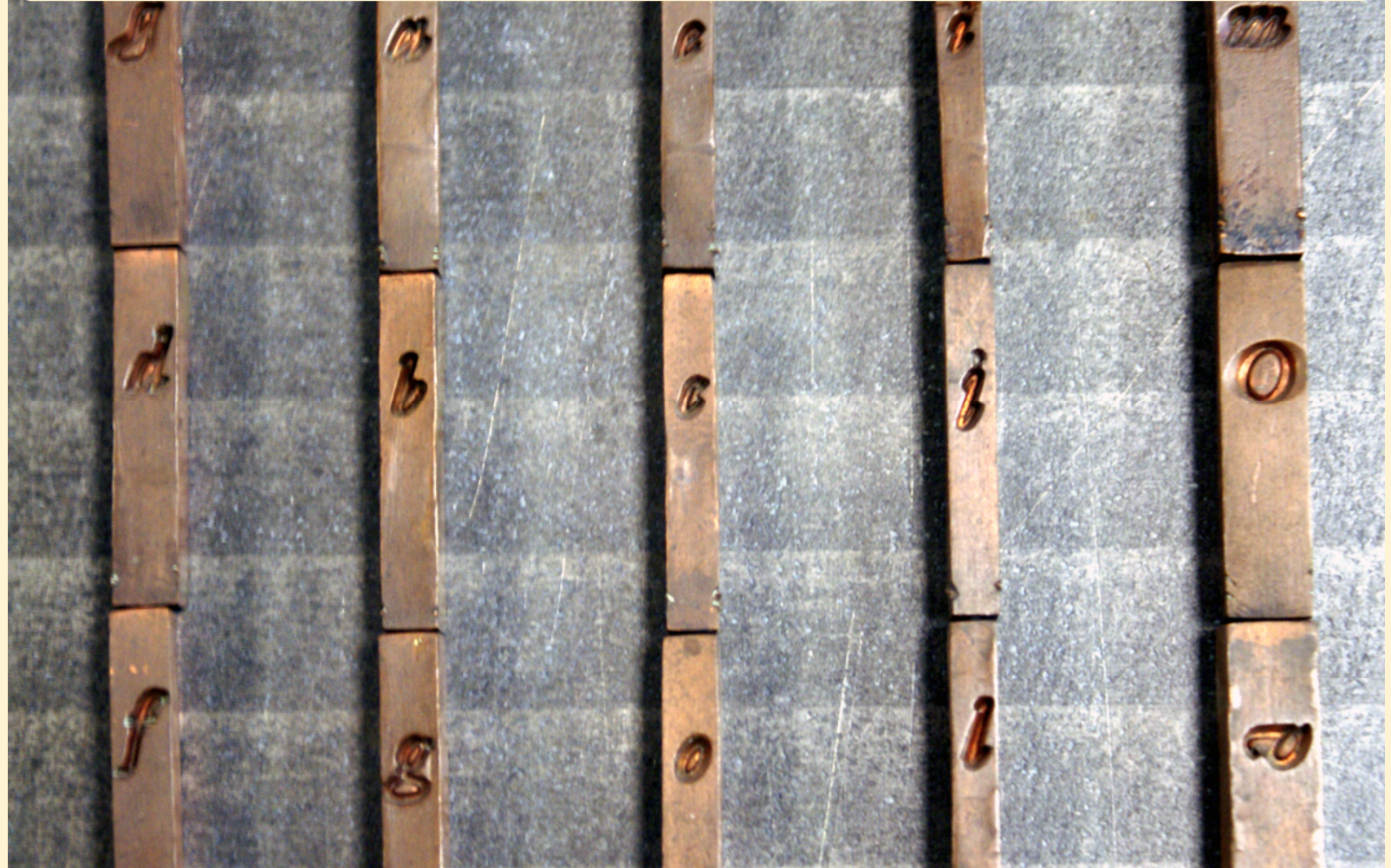
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



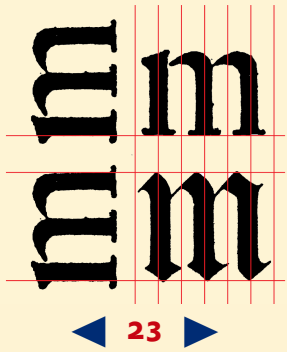
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

Rows of justified matrices of Granjon's *Ascendonica Cursiva*



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



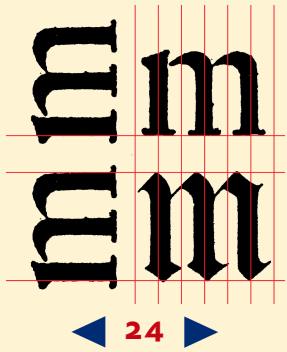
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



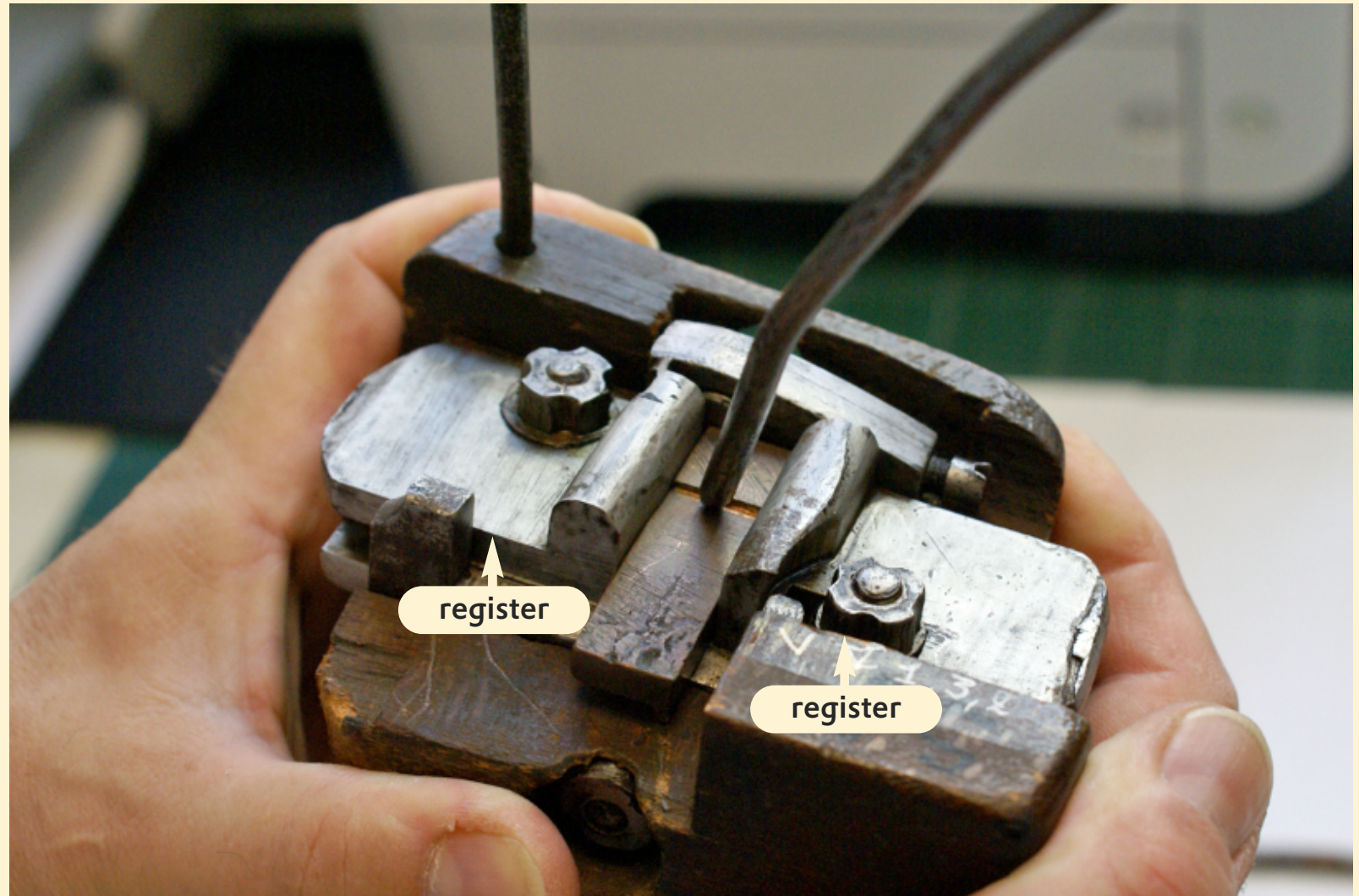
Raw strikes of
Granjon's
Ascendonica Cursive



APPLICATION OF ARCHETYPAL PATTERNS [...]

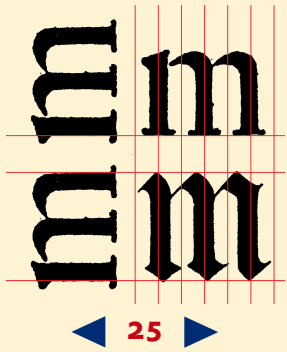
FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



FACE FORWARD CONFERENCE DUBLIN, 12 DECEMBER 2015

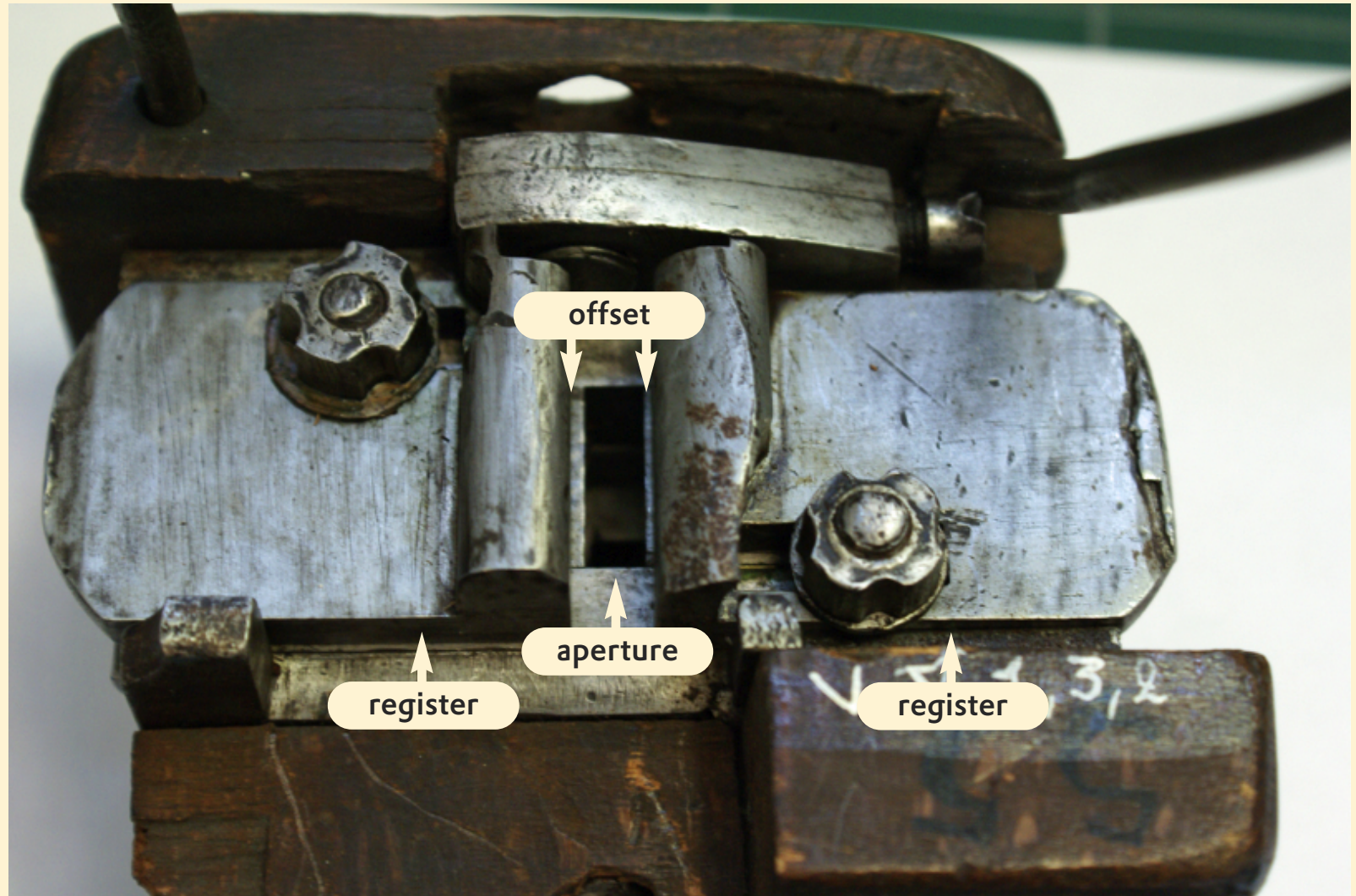
register



APPLICATION OF ARCHETYPAL PATTERNS [...]

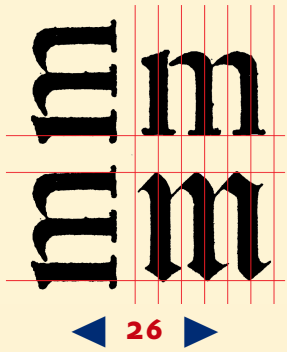
FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



FACE FORWARD CONFERENCE DUBLIN, 12 DECEMBER 2015

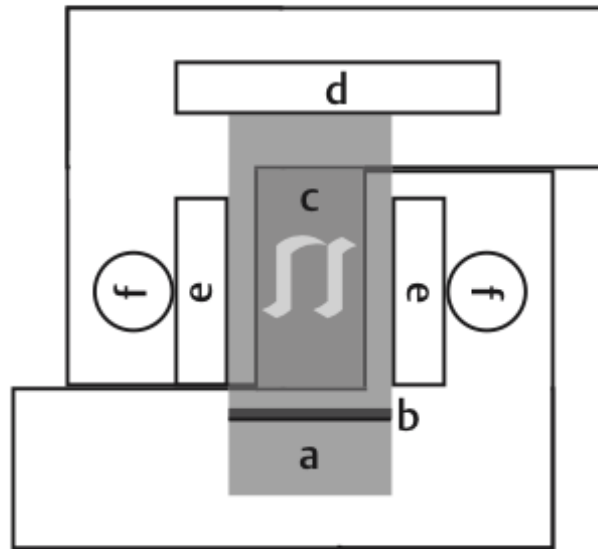
register



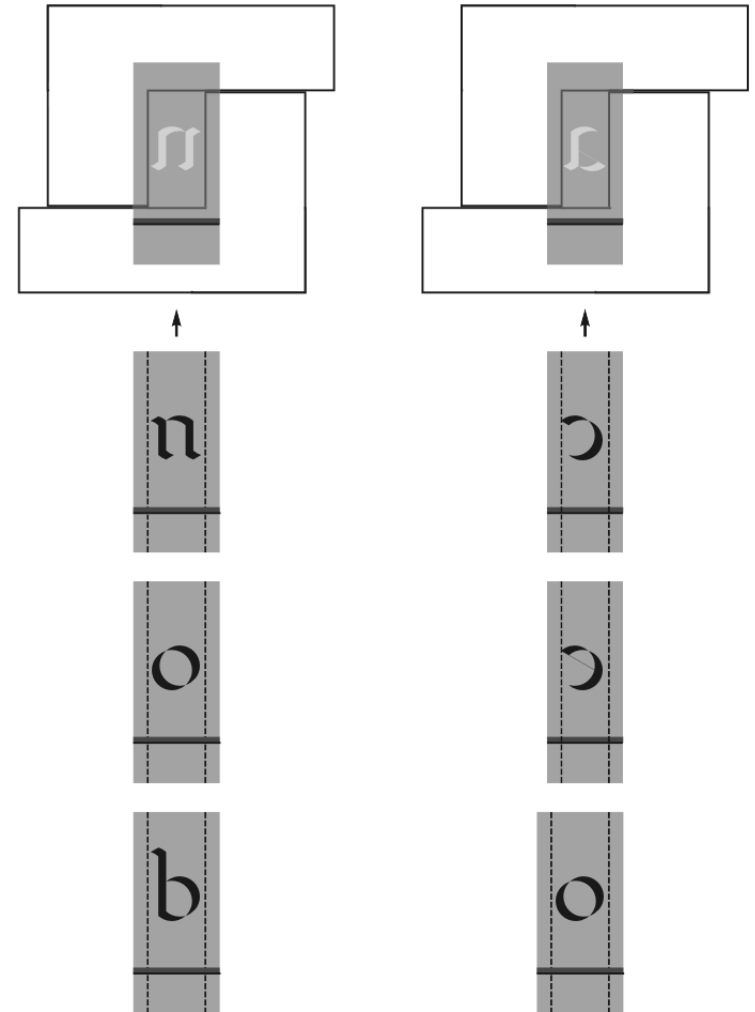
APPLICATION OF ARCHETYPAL PATTERNS [...]

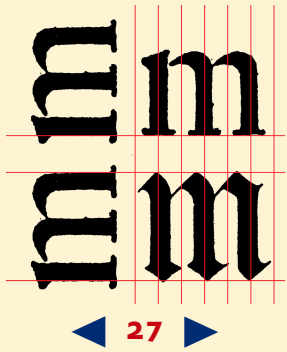
FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



a = matrix
 b = nick (for orientation)
 c = body
 d = stool
 e = register
 f = nut (for fixing register)

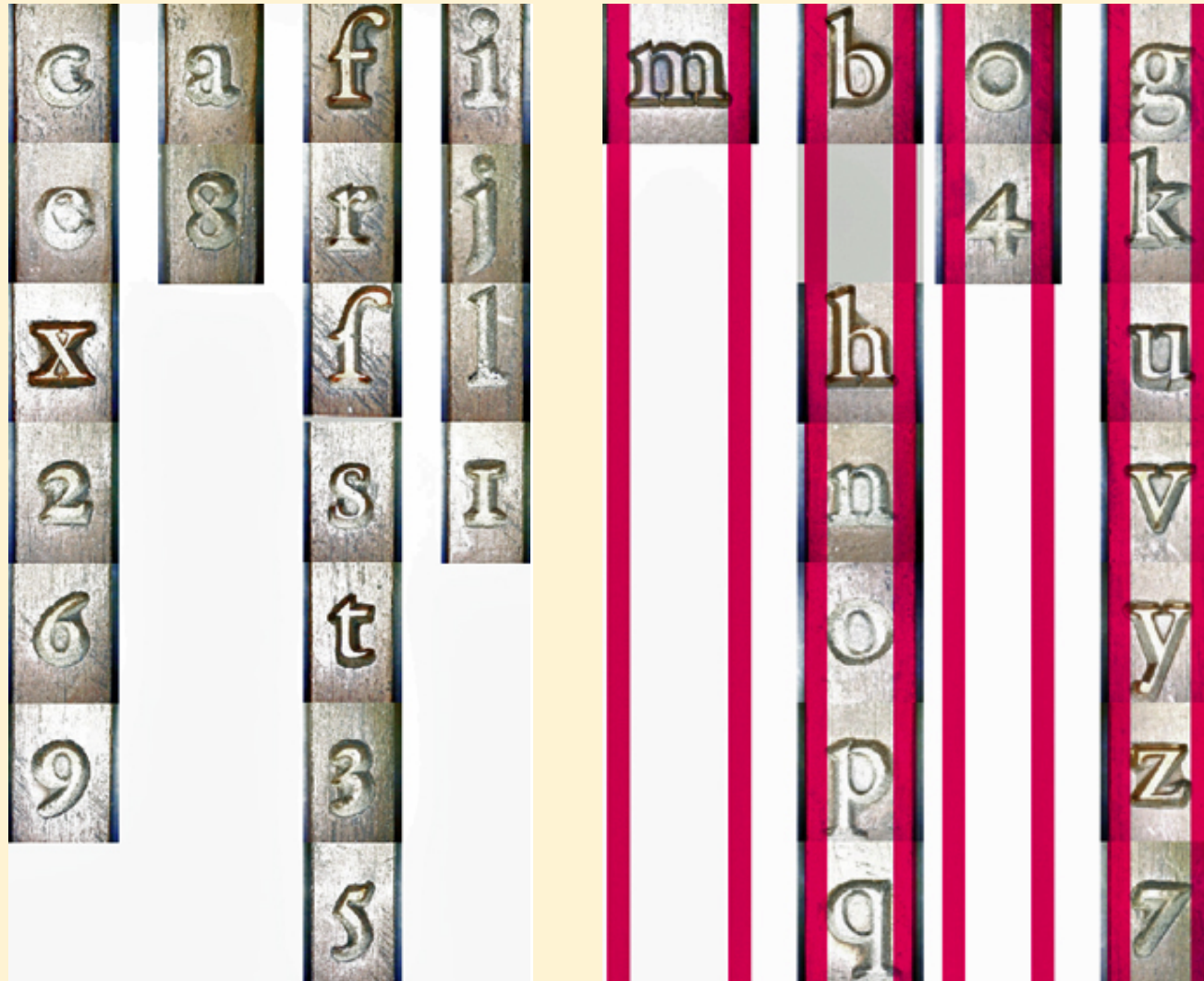




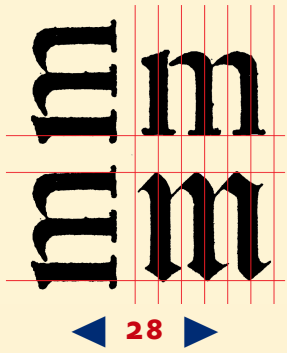
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



Granjon's *Gros Paragon* matrices in rows with lines that indicate the setting of the registers

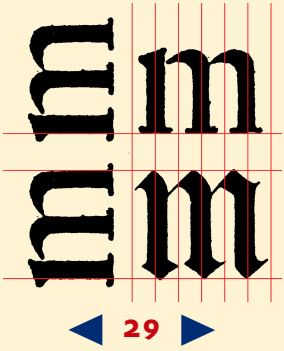


- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 **Standardization**
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

n	n	n	n	n	i	A	B	n	n
b	h	p	v	j	D	C	n	h	
d	k	q	x	l	G	B	o	k	
g	o	u	y	t	H	E	v	x	

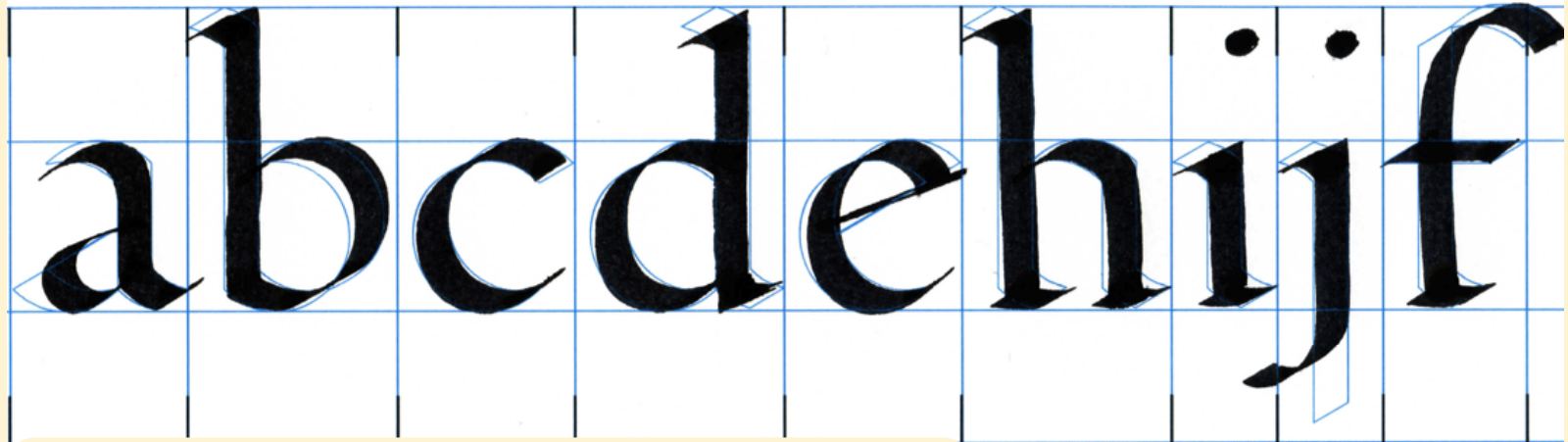
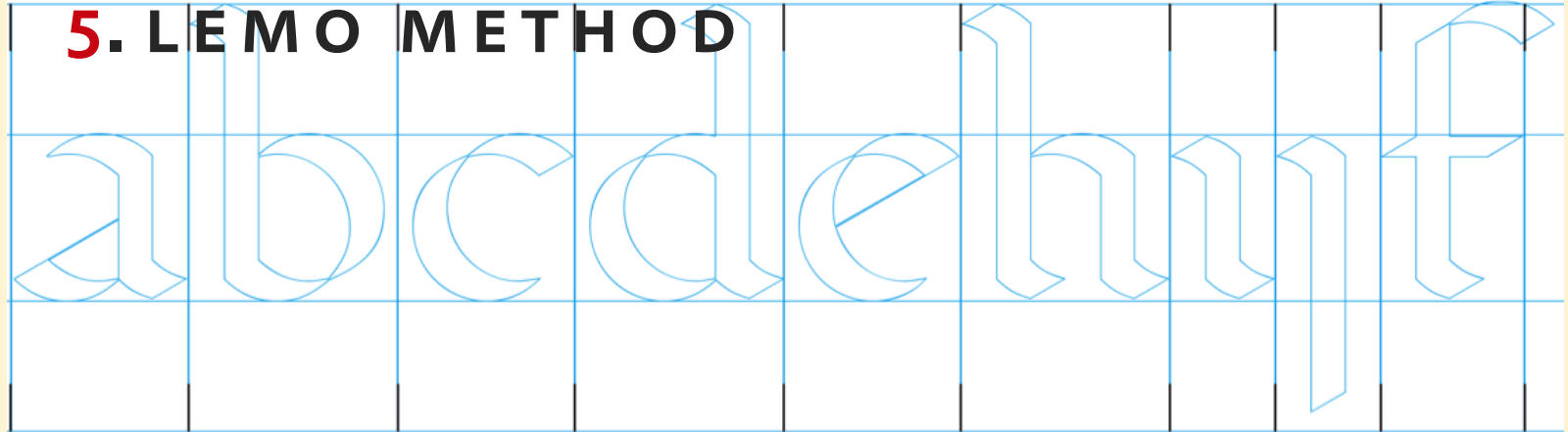
Monotype's adjustments are related to those of the archetypal models

Times New Roman | Bembo Book: identical point size

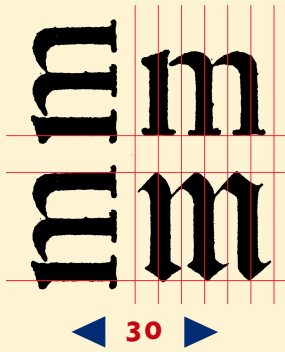


- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 **LeMo Method**
- ▶ 6 Unitization
- ▶ 7 Cadencing

5. LEMO METHOD



Humanistic minuscule moulded in standardized widths



APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 **LeMo Method**
- ▶ 6 Unitization
- ▶ 7 Cadencing

Metrics Window

abcdefghijklmnopqrstuvwxyz

Char Number GuideLines Size 120 AFM New Save KernClass All members

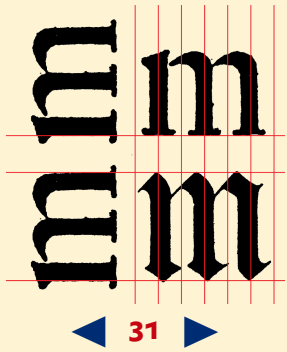
abcdefghijklmnopqrstuvwxyz

Char	a	b	c	d	e	f	h	i	j	k	m	n	o	p	q	v
Char#:	301	302	303	304	305	306	308	309	310	312	313	314	315	316	317	321
TW	433	511	433	511	433	304	511	257	257	257	763	511	511	511	511	511
LSB	-48	1	45	-48	54	18	-5	2	-83	5	-8	9	-44	12	-45	12
RSB	-22	22	21	3	-10	-100	0	-4	57	-18	-1	-1	26	23	2	8
Lock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kern	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

abcdefghijklmnopqrstuvwxyz

Char	a	b	c	d	e	f	h	i	j	k	m	n	o	p	q	v
Char#:	301	302	303	304	305	306	308	309	310	312	313	314	315	316	317	321
TW	433	511	433	511	433	304	511	257	257	257	763	511	511	511	511	511
LSB	55	8	-40	34	-40	32	7	25	-72	7	25	25	39	17	-41	15
RSB	-1	31	25	-5	0	-139	7	5	-45	5	5	5	39	32	-5	-4
Lock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

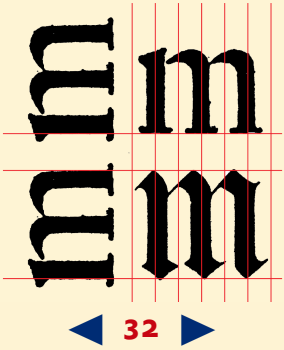
Roman type as result of further formalization and adaptation of details to the widths



in de hemel bad de lachende
aap in de boom om een fijne
banaan

in de hemel bad de lachende
aap in de boom om een fijne
banaan

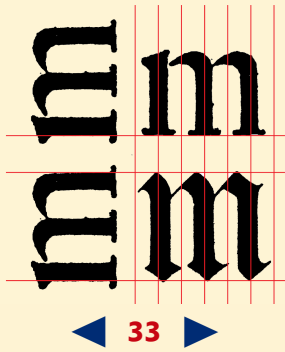
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 **LeMo Method**
- ▶ 6 Unitization
- ▶ 7 Cadencing



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 **LeMo Method**
- ▶ 6 Unitization
- ▶ 7 Cadencing

bdghijklmnpquvwxyzfaceorft
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Stem interval, standardized widths, weight, and contrast (flow) as starting point



APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 **LeMo Method**
- ▶ 6 Unitization
- ▶ 7 Cadencing

the quick brown fox jumps over the lazy dog universele verklaring van de rechten van de mens preamble overwegende dat erkenning van de inherente waardigheid en van de gelijke en onvervreembare rechten van alle leden van de mensengemeenschap grondslag is voor de vrijheid gerechtigheid en vrede in de wereld

BN Model

the quick brown fox jumps over the lazy dog universele verklaring van de rechten van de mens preamble overwegende dat erkenning van de inherente waardigheid en van de gelijke en onvervreembare rechten van alle leden van de mensengemeenschap grondslag is voor de vrijheid gerechtigheid en vrede in de wereld

BN Model minus 6

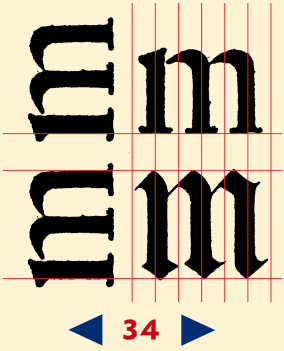
the quick brown fox jumps over the lazy dog universele verklaring van de rechten van de mens preamble overwegende dat erkenning van de inherente waardigheid en van de gelijke en onvervreembare rechten van alle leden van de mensengemeenschap grondslag is voor de vrijheid gerechtigheid en vrede in de wereld

BN Model minus 12

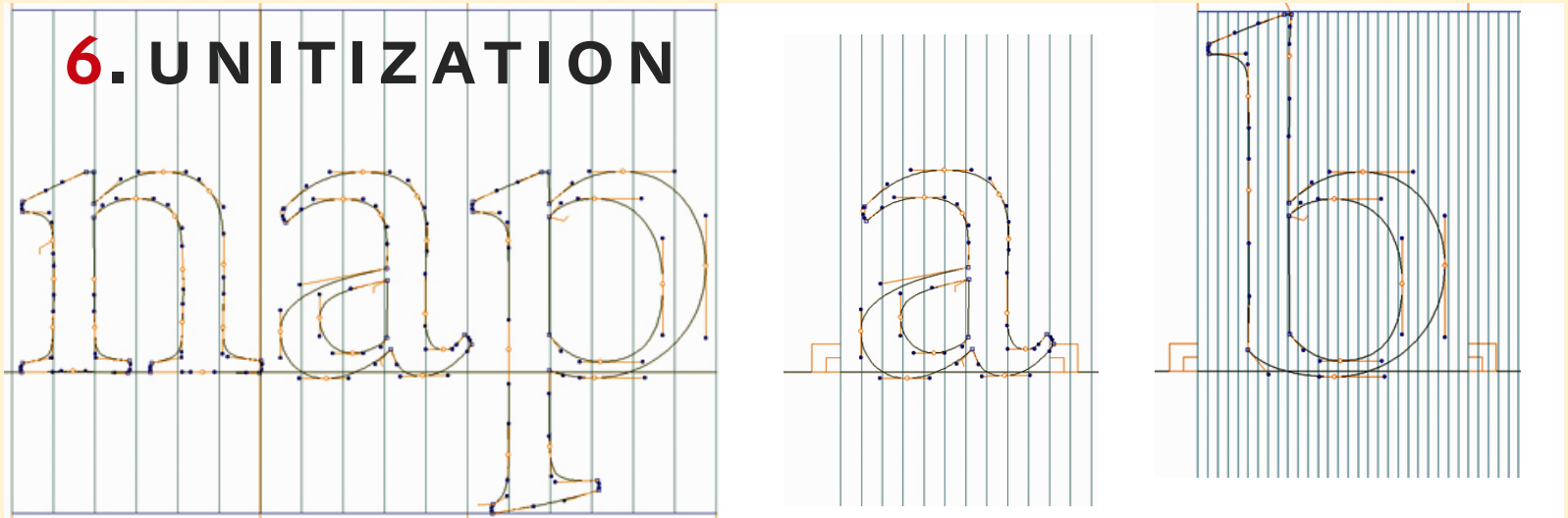
the quick brown fox jumps over the lazy dog universele verklaring van de rechten van de mens preamble overwegende dat erkenning van de inherente waardigheid en van de gelijke en onvervreembare rechten van alle leden van de mensengemeenschap grondslag is voor de vrijheid gerechtigheid en vrede in de wereld

BN Model minus 18

Stem interval, standardized widths, weight, and contrast (flow) as starting point



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 **Unitization**
- ▶ 7 Cadencing



in de hemel bad de lachende
aap in de boom om een fijne
banaan

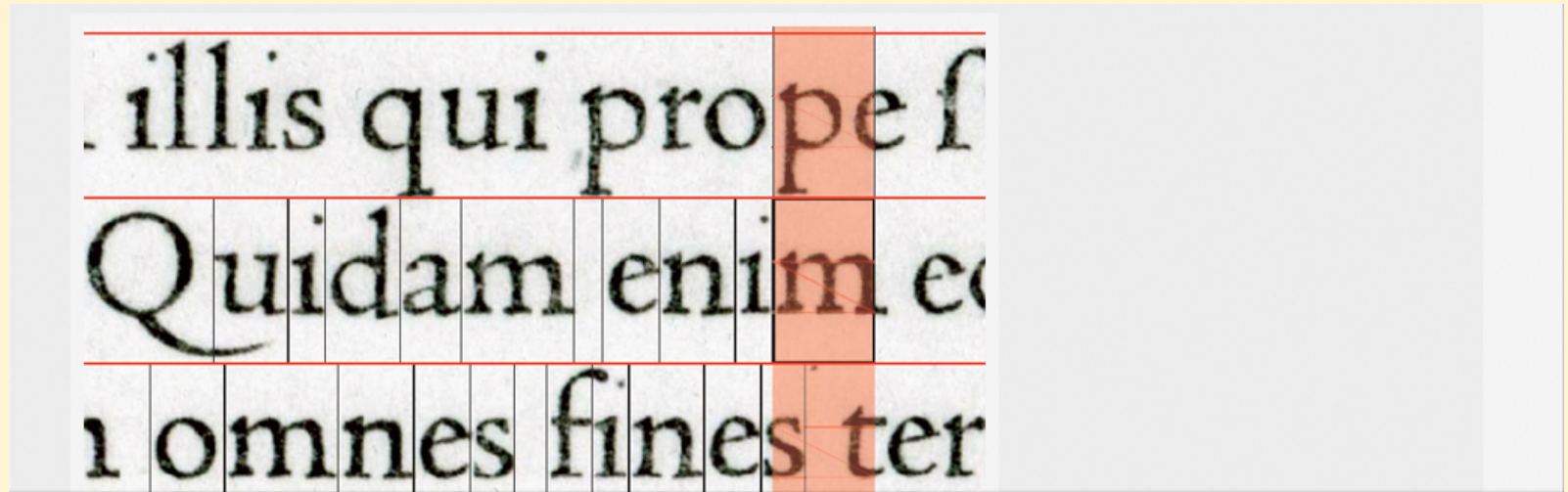
Grid-fitted letters and spacing

APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing



Bezier Master

Fitting of Jenson's roman type based on unit-arrangement system

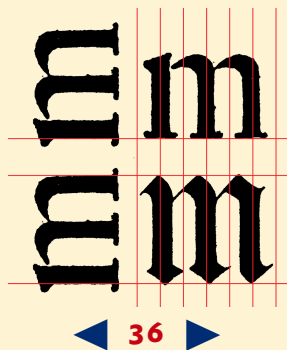
Metrics Window

ui prope Quidam enim

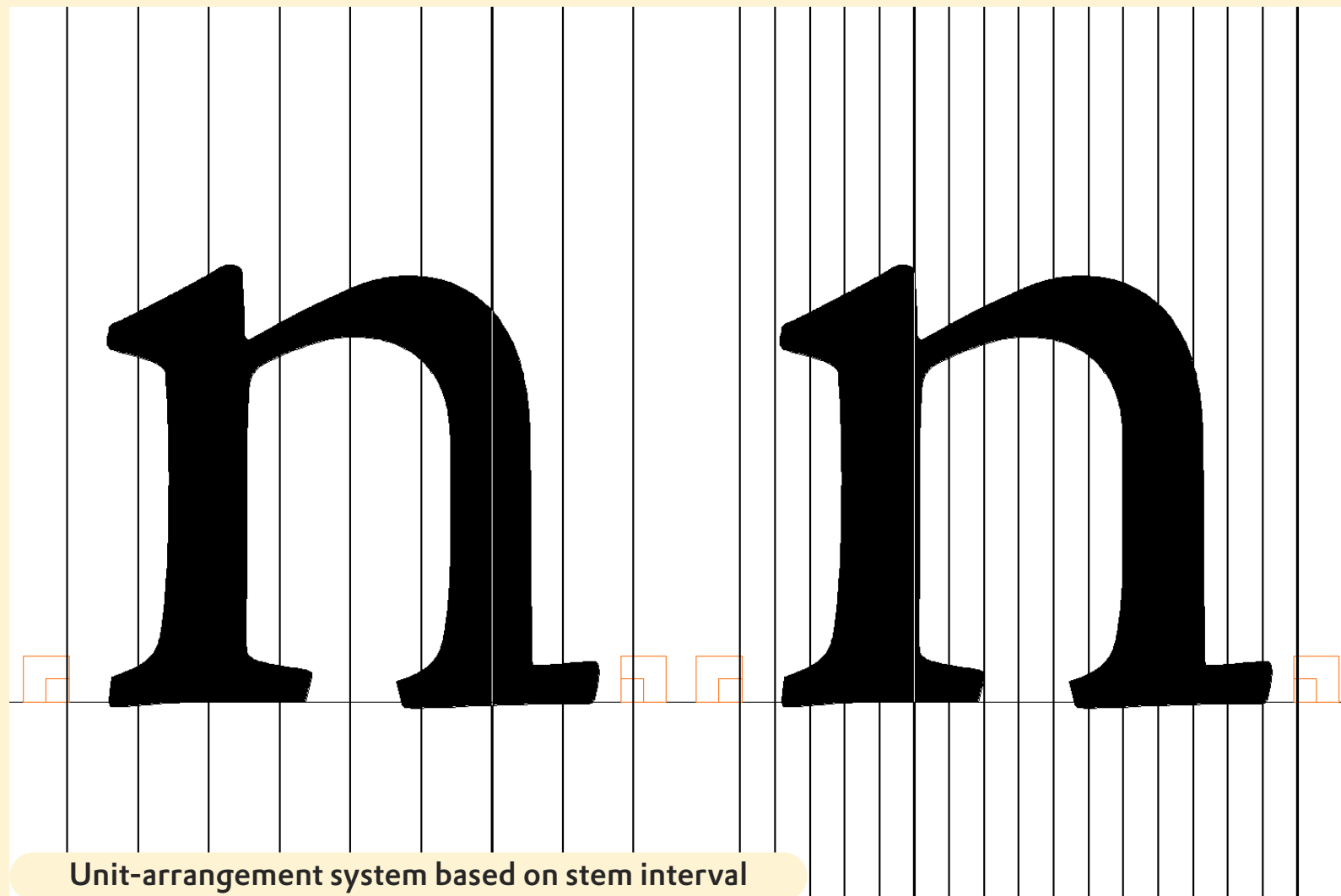
Char Number GuideLines Size AFM KernClass All members

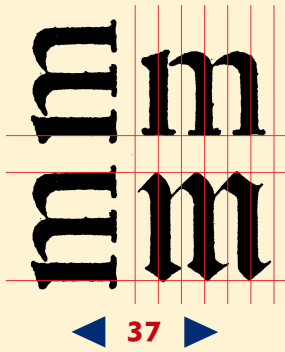
illis qui prope. Quidam enim

i	l	l	i	s	jac	q	u	i	jac	p	r	o	p	e	jac	Q	u	i	d	a	m	jac	e	n	i	m
309	312	312	309	319	395	317	321	309	395	316	318	315	316	305	395	117	321	309	304	301	313	395	305	314	309	313
284	280	280	284	280	12	500	500	284	12	510	285	504	510	280	12	210	500	284	504	280	700	12	280	500	284	700



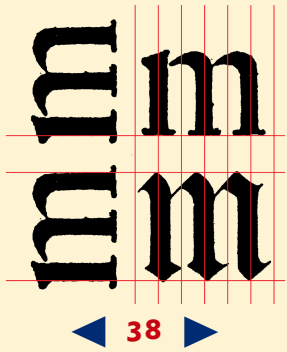
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 **Unitization**
- ▶ 7 Cadencing



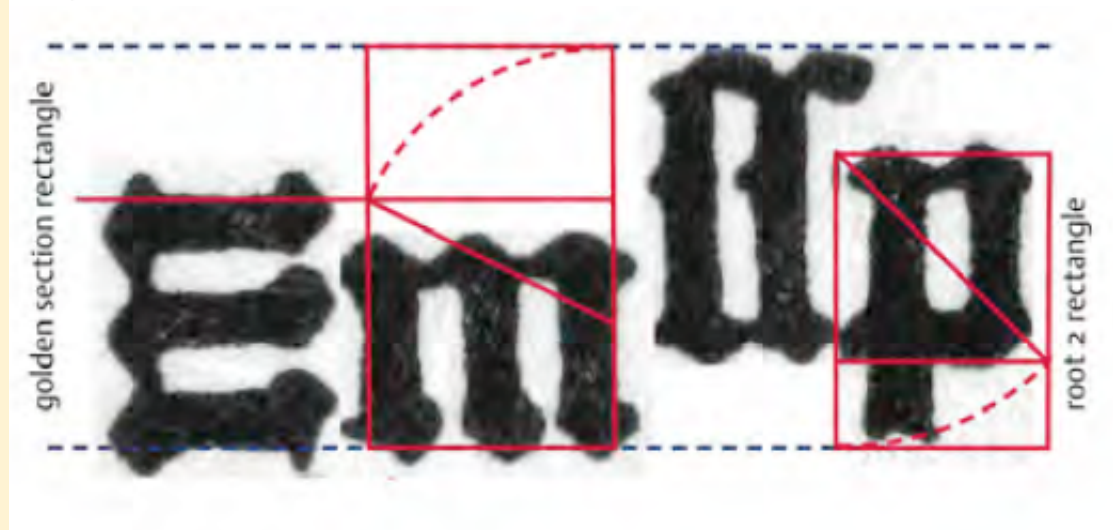
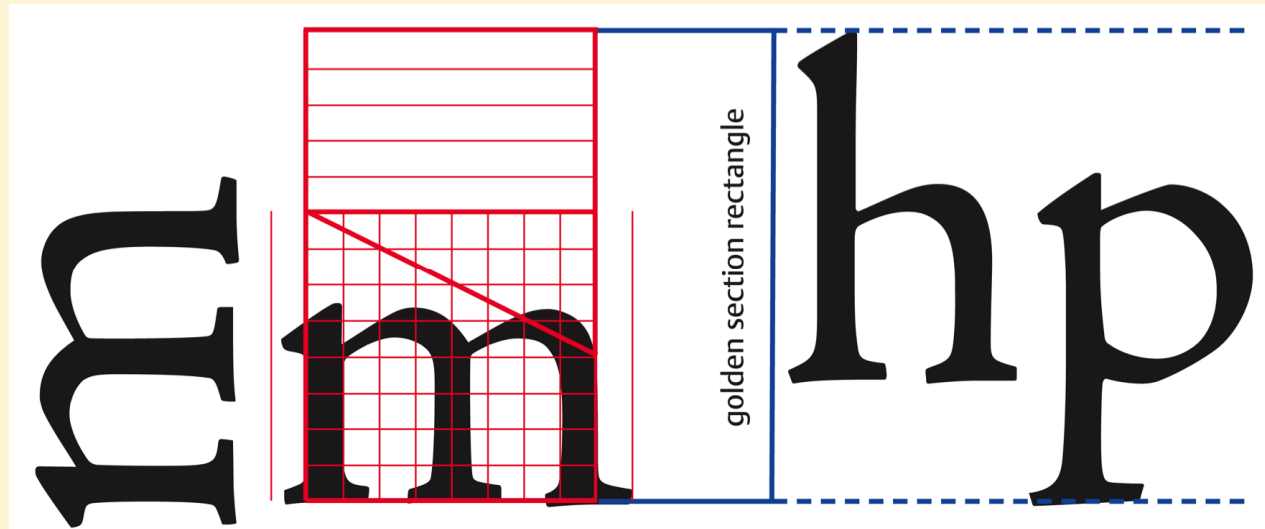


- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

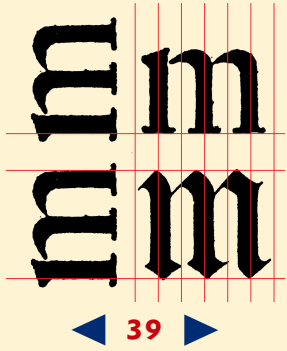




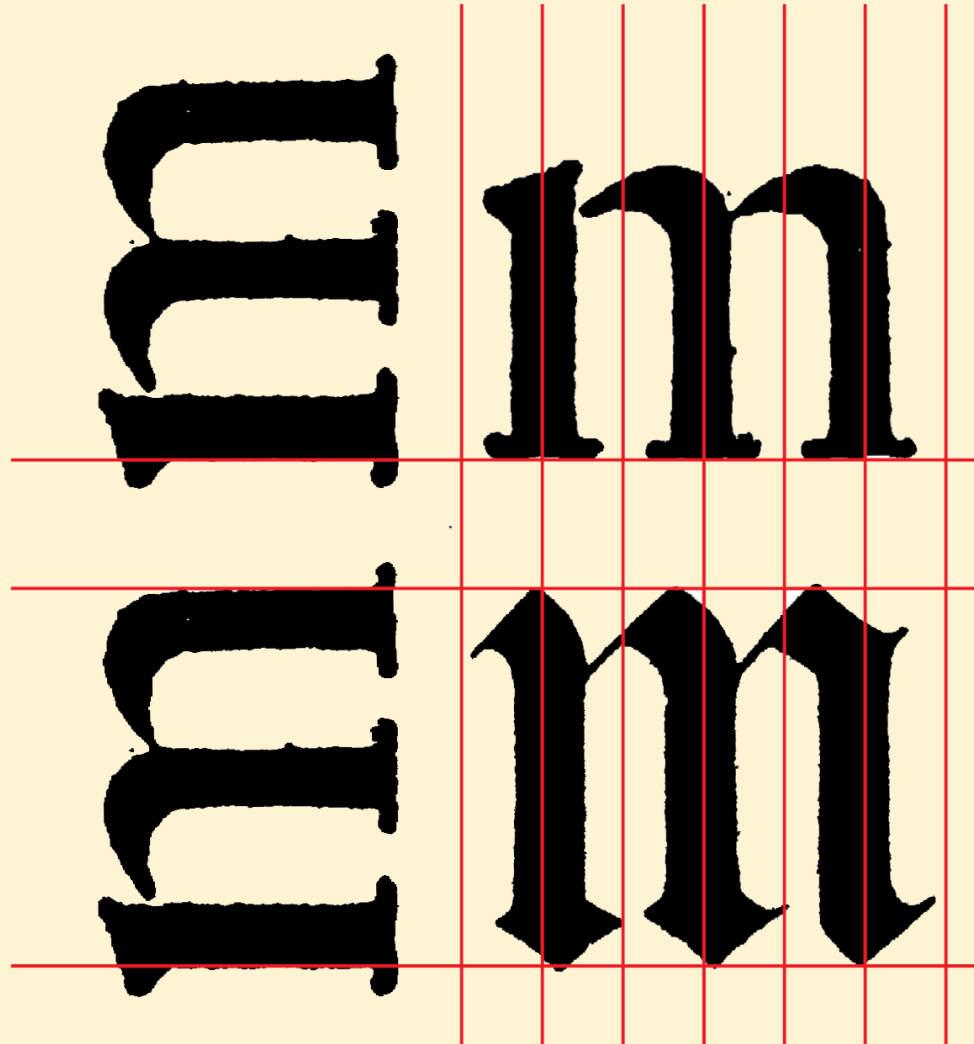
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 **Unitization**
- ▶ 7 Cadencing



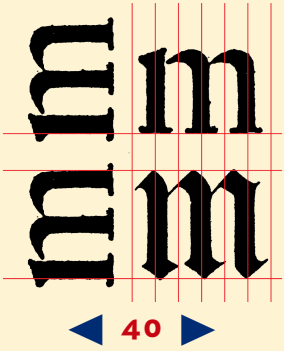
Horizontal grid translated into vertical direction and vertical proportional relationship between roman and textura type



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 **Unitization**
- ▶ 7 Cadencing

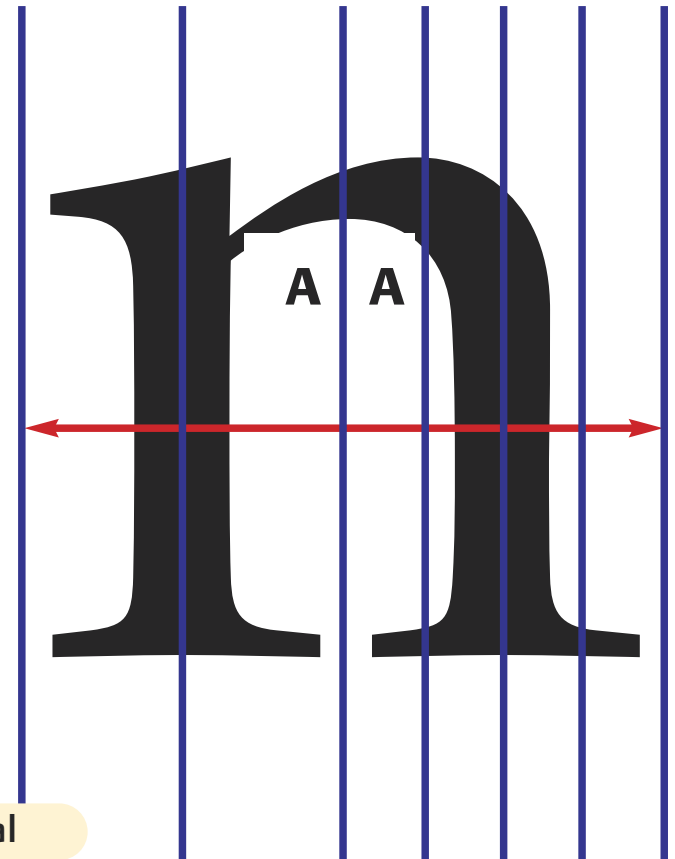
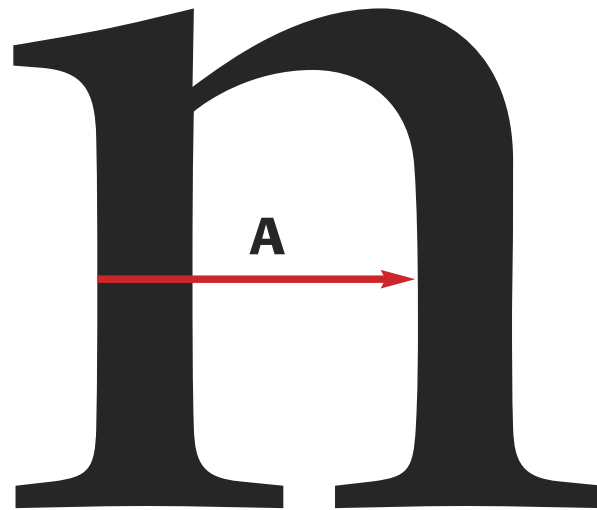


Van den Keere's
Gros Canon Romain
and *Canon Flamande*

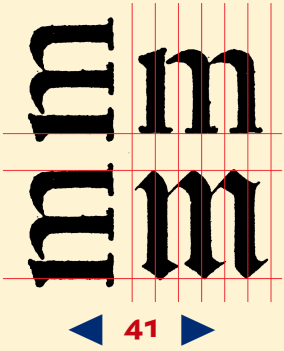


7. CADENCING

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 **Cadencing**



Unit-arrangement system based on stem interval



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

omnibus

a

omnibus

b

omnibus

c



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

omibue

fence posting

a

omibue

fence posting/unit correction 16 n-units

b

omibue

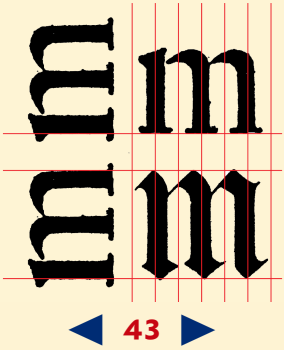
fence posting/unit correction 32 n-units

c

omibue

Adobe Jenson fitting

d

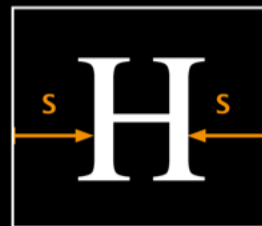


- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

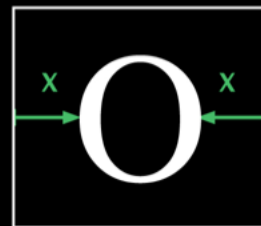


Stem Interval

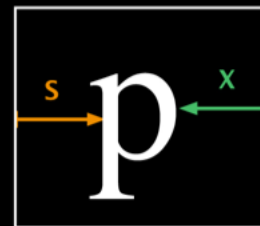
Definitions of the Sidebearings



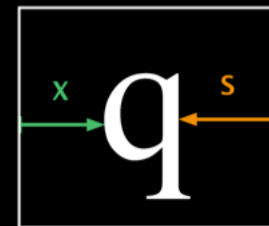
stem / stem



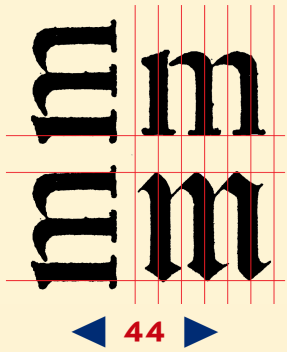
extreme / extreme



stem / extreme



extreme / stem



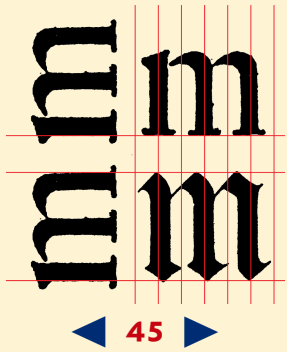
APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

Uses 18 units from stem to stem on the n,
resulting in 36 units in total

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

A extreme 0 extreme 0
B stem 8 extreme 3
C extreme 3 extreme 2
D stem 8 extreme 3
E stem 8 extreme 2
F stem 8 extreme 2
G extreme 3 stem 8
H stem 8 stem 8
I stem 8 stem 8
J stem 6 stem 8
K stem 8 extreme 0
L stem 8 extreme 2
M stem 8 stem 8



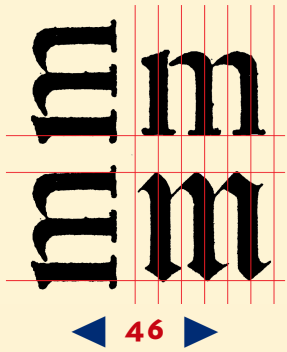
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 **Cadencing**

Original: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

The invention of printing from movable types was one of the chief events affecting the history of European civilization. The task of duplicating texts without variance was impossible before Gutenberg equipped the scholar with the accuracy of type. Prejudiced connoisseurs in the fifteenth century deplored the new mass production of books, but men of letters eagerly hailed the printing press as a method of disseminating knowledge in permanent form; and the earliest printed books soon rivalled in beauty, as they superseded in economy, the fine manuscripts of their day. The invention of Printing from movable types was one of the chief

Cadence: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

The invention of printing from movable types was one of the chief events affecting the history of European civilization. The task of duplicating texts without variance was impossible before Gutenberg equipped the scholar with the accuracy of type. Prejudiced connoisseurs in the fifteenth century deplored the new mass production of books, but men of letters eagerly hailed the printing press as a method of disseminating knowledge in permanent form; and the earliest printed books soon rivalled in beauty, as they superseded in economy, the fine manuscripts of their day. The invention of Printing from movable types was one of the chief



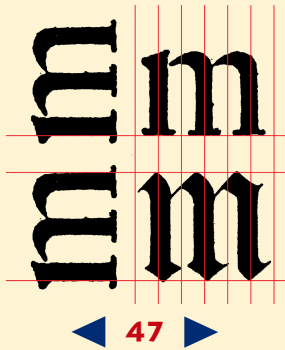
- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

Original: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

The invention of printing from movable types was one of the chief events affecting the history of European civilization. The task of duplicating texts without variance was impossible before Gutenberg equipped the scholar with the accuracy of type. Prejudiced connoisseurs in the fifteenth century deplored the new mass production of books, but men of letters eagerly hailed the printing press as a method of disseminating knowledge in permanent form; and the earliest printed books soon rivalled in beauty, as they superseded in economy, the fine manuscripts of their day. The invention of Printing from movable types was one of the chief events

Cadence: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

The invention of printing from movable types was one of the chief events affecting the history of European civilization. The task of duplicating texts without variance was impossible before Gutenberg equipped the scholar with the accuracy of type. Prejudiced connoisseurs in the fifteenth century deplored the new mass production of books, but men of letters eagerly hailed the printing press as a method of disseminating knowledge in permanent form; and the earliest printed books soon rivalled in beauty, as they superseded in economy, the fine manuscripts of their day. The invention of Printing from movable types was one of the chief



APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 **Cadencing**





- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 **Cadencing**

The quick brown fox jumps
over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps
over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Original fitting (top) and fitting generated with Kernagic

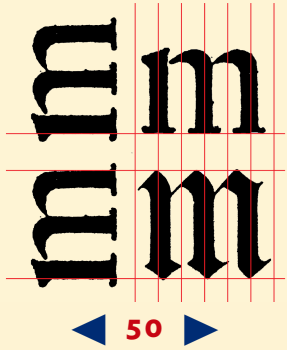


APPLICATION OF ARCHETYPAL PATTERNS [...]

FRANK E. BLOKLAND

- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

The screenshot displays the Ls Cadencer software interface. The main window shows a large 'a' character with a grid overlay and control points. The left sidebar contains various settings for the font 'DTL Haarlemmer', including grid steps, v-size, and auto-spacing options. The bottom of the interface shows a keyboard layout with various typographic symbols.



- ▶ 1 Perception
- ▶ 2 Hypothesis
- ▶ 3 Research questions
- ▶ 4 Standardization
- ▶ 5 LeMo Method
- ▶ 6 Unitization
- ▶ 7 Cadencing

Application of archetypal patterns in the present-day type design practice and related education

www.lettermodel.org