Michael Beckwith

Interactive Multimedia

9/19/16

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**Snell Roundhand** is a Script font, which can also be described as Old style (as most script fonts can, since script is slowly dying as a form of writing) with tightly spaced kerning. It is a Serif font thanks to the ornate qualities of the script styling. This font feels classy, expensive, and a half-century or more old.

Three places I would use this font:

1. I would use this font on an invitation to a wedding or party that had a strict dress code because the font lends itself to lots of white space on the page which prevents the eye from tiring too easily.
2. I would use this font as a high class restaurant title font for the large words on a menu because it keeps the high class ambiance, but doesn’t need to be read for long periods of time.
3. I would use this font for headings of chapters in a historical novel to imply the age and historical subject matter.

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**Palatino Linotype** is a serif font that has an old style feel with wider kerning that helps ease the reader over long passages. The font feels simple, clean, and strong.

1. Palatino Linotype has a workman-like quality to it, similar to Times New Roman that lends itself to the longer passages in a pamphlet or flyer.
2. I would use Palatino Linotype for advertisements that were meant to be read up close and at a distance.
3. I would also use this for larger text, store names or advertisements because the typography can be easily seen and read from a distance.

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**Bodoni 72 Oldstyle** is a serif font that has an obviously oldstyle feel with tight kerning and which plays with descenders on the Q and some numerals. The font feels like a brownstone in NYC, classy, old, and tight up against it’s neighbor. I would use Bodoni 72 Oldstyle for the name of an up-scale alcohol like whiskey or vodka because it denotes high-class while also being succinct in space usage. I would use it to put a paragraph on a larger poster where you needed to show a block of text, but wanted the reader to move through it quickly, making it feel like a smaller block of text than it was. I would also use it for the text of a short story about the Regency time period.

Snell Roundhand

Designer: Matthew Carter Foundry: Linotype Classifications: Script, Formal Script

Big dwarves heckle my top quiz of jinx.

Pangram

**Big dwarves heckle my top quiz of jinx.** Bold

*Big dwarves heckle my top quiz of jinx* Italics

***Big dwarves heckle my top quiz of jinx*** Bold Italics

* fi - fl - ffi - ffl - Ligatures

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijlkmnopqrstuvwxyz1234567890!@#$%^&\*()\_+=,./

8/10

Eum nibh electram contentiones et. Est nihil aliquando interpretaris ex, in detracto officiis intellegebat vix. Agam qualisque mei ne, ne mei soluta scribentur voluptatibus. Ex eam aliquid deserunt perpetua. Vel consul intellegebat ad, vim in euismod legendos wtsanj incorrupte. Placerat consulatu dissentiunt pro an, eros a.

12/14

Amet veritus id sed. Mei altera ocurreret in vituperata in. Eos an utroque omittantur, sea in sint virtute concludaturque. Laudem est tempor option ea usu, cu eos dolorem sea maiorum laboramus. Eripuit similique eu.

16/18

Usu id nemore nominati intertaris. Legimus disputando ne nec, ne usu elit sanctus honestatis. Vis hinc ser omittam eu, stet suavitate an mea. Id est probo mediocre bus.

20/24

Id cum scripserit disputando, ea has postea elaboraret, sea agam explicari splendide ex quo. Vero vitae posi.

28

Lorem ipsum dolor sit amet, sit facer fi libris dissentiet ei, e pro ea nobis noster.

Palatino Linotype

Designer: Hermann Zapf Foundry: Linotype Category: Old style, Serif

Vamp fox held quartz duck just by wing. Pangram

**Vamp fox held quartz duck just by wing. Bold**

*Vamp fox held quartz duck just by wing. Italics*

***Vamp fox held quartz duck just by wing. Bold Italics***

Ligatures – None Accents – None

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890`~!@#$%^&\*()

8/10

Pri quod probo at. Mel utamur pericula incorrupte ut, eres mazim corpora epicurei ut has, no diam iriure equidem sea. Dicat inermis sed an, eligendi insolens eleifend ne his. Mea cetero hendrerit te, no ius brute des.

12/14

Te dolorem ullamcorper vel, usu ea rebu homero detraxit. Iudico minimum in sit, has facer deseruisse scriptorem id, porro adipiscing comprehensam a.

16/18

Ad vim summo euripidis, vis ea vocent admodum scaevola, his augue persius liber ae avisse et. Vel eu magna a.

20/24

Dicat inermis sed an, eligendi insolens eleife. Mea cetero hen a ie drerit te, no ius but.

28

Dolor percipit ex cum, vidit ullam.

Bodoni 72 Oldstyle

Designer: Giambattista Bodoni Foundry: Bodoni Category: Old Style, Serif

My ex pub quiz crowd gave joyful thanks.  Pangram

**My ex pub quiz crowd gave joyful thanks.  Bold**

*My ex pub quiz crowd gave joyful thanks.  Italics*

***My ex pub quiz crowd gave joyful thanks.  Bold Italics***

Ligatures – None Accents - None

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789`~!@#$%^&\*()-\_=+<>;’{},.?

8/10

Quis dico id vis, usu eu posse scripta ancillae. No nam alii suscipit asum comprehensam. Ex vide facilisi repudiare ius, graeci putant quo ad in a. Cum alii zril luptatum ne, no has vero interpretaris. Usura wisi utamur nominati ex vide facilisi eu posse scripta in se.

12/14

Ne eos nibh constituto efficiantur. Sea ut aliquid detraxit. Quo ut quando adipisci elaboraret. Te salutatus dissentias est, quem patrioque pri ex, vix facer iisque ea. Id sit agam mei.

16/18

Novum habemus torquatos ad nam. At has errem nemore lobortis, solet corpora per no, pro quis sea era quaestio salutandi te docientas.

20/24

Vis deserunt euripidis ex. Pri omnium omnesque ad. Ne partem indoctum eloquentiam mea.

28

Eam tractatos patrioque vituperata cu, cu vix vide lo.