Project- II

Designing a tool to identify fonts

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Visual Communication
2011-2013

Role of **Typography** in Communication Design

Clarifying the message

Creating impact

Visual appeal

Supportive examples

THE TIMES OF INDIA

Introducing iPhone 3G S

SC gives half-nod to quota for 'backward' Muslims

Law to protect l could hit livin

Will Make It Hard To Repair Even Existing Property

BACK AND FORTH OVER 6 YRS

Hemmed In

Font Identification
Importance & Uses

Gaining knowledge and information of the font

Ability in application of the font

Aim

Improve the **ability** of a student to identify fonts

To gain **knowledge** and **information** about fonts

Target audience

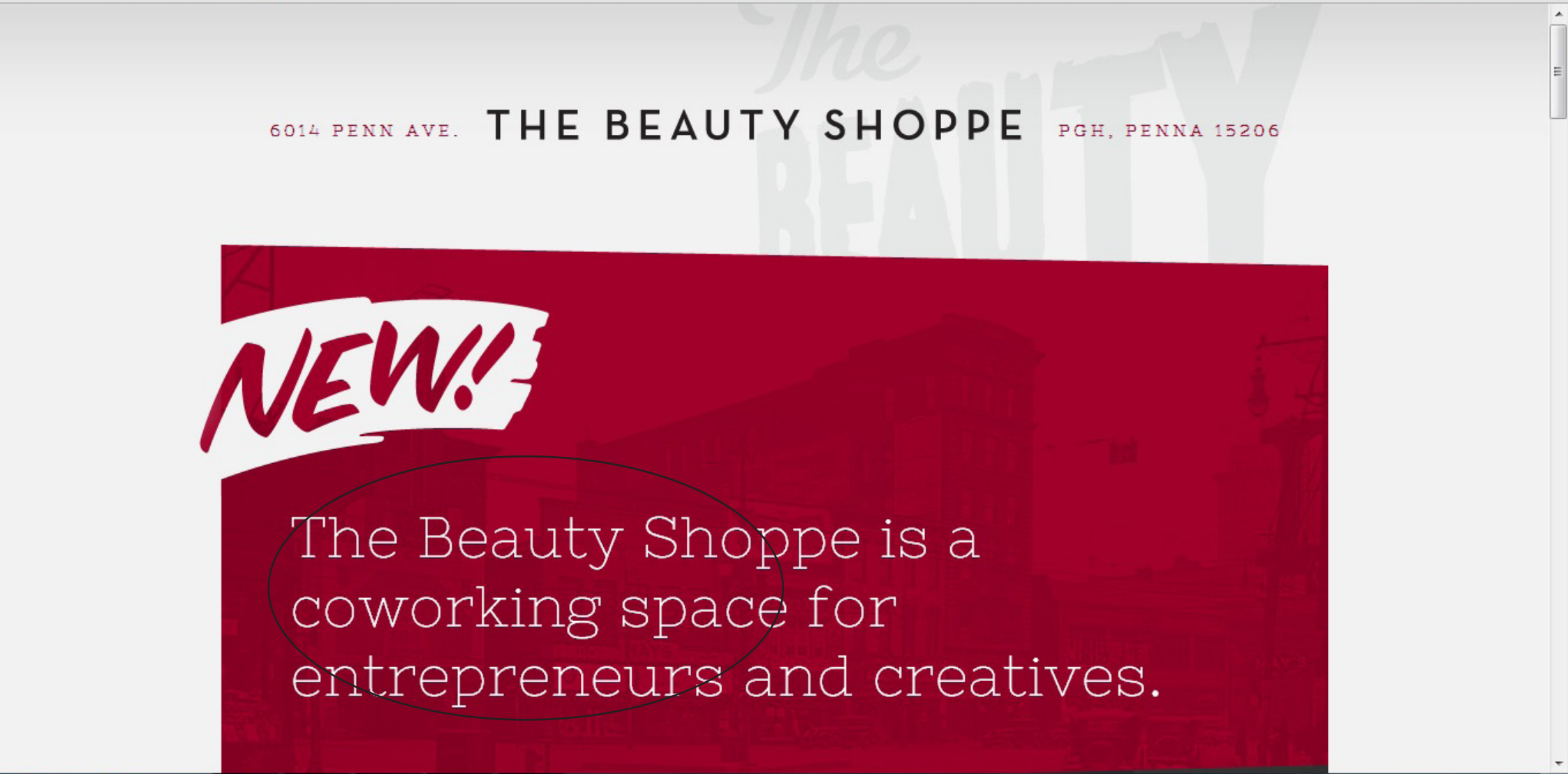
Typography students

as well as

Typo enthusiasts

What’s the font?
How to identify…?

Which font?


6014 PENN AVE.
THE BEAUTY SHOPPE
PGH, PENNA 15206
NEW!
The Beauty Shoppe is a coworking space for entrepreneurs and creatives.

1853). Rev. Foster wrote only a very general obituary for the *New Orleans Christian Advocate*. Her family was one of the first in Demopolis to be stricken with yellow fever, and she nursed her husband and several children who came down with the disease until she, weak from her ordeal, contracted the fever herself. "Her friends, however, apprehended no danger. Her illness seemed but slight. But one night she suddenly became worse, and in two hours breathed her last. She was not found without preparation. She died trusting in the promises of God in Christ Jesus."[8] She died on October 30, 1853.

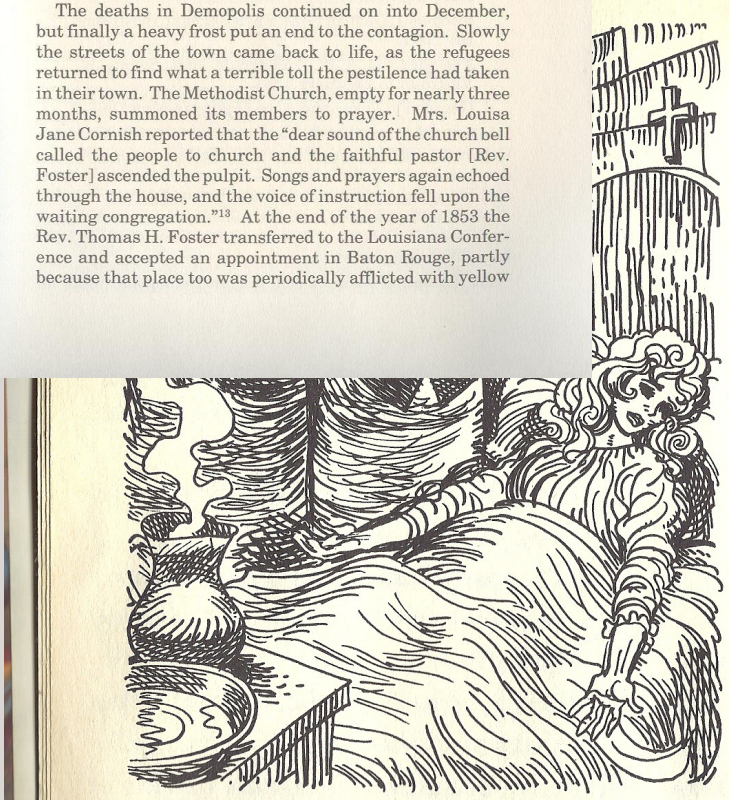
One of the saddest deaths in the congregation was that of Mrs. Elizabeth Curtis Traweek, wife of the hotel-keeper Ignatius A. Traweek. Her husband and a son also died of the fever, leaving six orphaned children. Mrs. Traweek was Elizabeth M. Curtis, daughter of Thomas Roe Curtis of Spring Hill and a granddaughter of the revered Revolutionary War soldier Samuel Curtis of Demopolis and Spring Hill. The Traweeks had been married in August 1834 by the Rev. John Collier. Her Demopolis pastor, Thomas H. Foster, wrote her obituary also and told of some unexplained difficulties in her life: "Her peculiar situation prevented her giving that attention to the ordinary duties of a member of the Church, which she so much desired, and which would have given greater enjoyment to her heart, and more completeness to her Christian character. She deeply regretted this, and never so much as in her last illness."[9] She died on the 16th of October, followed by her husband and one of their seven children.

Mr. William McAllister was one of those who did not get out of town soon enough; he died on the 14th of October at his plantation near Spring Hill. And when the terms of his last will and testament were revealed, the public learned of several extraordinary provisions: McAllister had ordered the freeing of his slaves (in 1850 he owned 40 slaves) and had directed his executor to provide for the transporting to the African nation of Liberia of any of the freed slaves who desired to go. Furthermore, the will provided for the care of

his wife, Mrs. Agnes McAllister, for the rest of her natural life—but as there were no children, the bulk of the entire estate was to become the property of the Alabama Conference of the Methodist Episcopal Church, South. McAllister's will was entirely a "Methodist" document, naming Lewis B. McCarty as executor and bearing the signatures of Lucius Wilcox, (the Rev.) John D. Fisher, and John W. Henley as witnesses.[10] The legacy was lucrative for the church; and when the North Alabama Conference split off from the Alabama Conference in the 1870s, there was a considerable squabble over how to divide the sizeable McAllister Fund.[11] The fine McAllister house on Strawberry Street near the church was purchased from the Alabama Conference in 1873 by Archibald Y. Sharpe, another member of the congregation.

The Rev. Mr. Foster's obituary for William McAllister was lengthy and filled with praise. Identified as a citizen of Demopolis and a member of its Methodist Church, McAllister was mourned as one whose "death is a sore calamity, not only to his surviving partner, who is left in all the loneliness of childless widowhood, but to the whole community." As if somehow aware of the inheritance soon to be lavished upon the church, Foster declared: "He loved God's ministers, God's people, and God's church, with no common love."[12]

The deaths in Demopolis continued on into December, but finally a heavy frost put an end to the contagion. Slowly the streets of the town came back to life, as the refugees returned to find what a terrible toll the pestilence had taken in their town. The Methodist Church, empty for nearly three months, summoned its members to prayer. Mrs. Louisa Jane Cornish reported that the "dear sound of the church bell called the people to church and the faithful pastor [Rev. Foster] ascended the pulpit. Songs and prayers again echoed through the house, and the voice of instruction fell upon the waiting congregation."[13] At the end of the year of 1853 the Rev. Thomas H. Foster transferred to the Louisiana Conference and accepted an appointment in Baton Rouge, partly because that place too was periodically afflicted with yellow



A Mother Dies in Childbirth.

CHAPTER 1

A Lonesome Childhood

In the workhouse of a parish in England, on a date long forgotten, a baby boy was born. His mother died in childbirth.

"The mother was so young and pretty! Who was she?" asked the doctor.

"I don't know," replied the nurse. "Someone found her lying in the street last night and brought her inside. She must have walked a long way because her shoes are all worn out. But no one knows where she came from."

"I guess she wasn't married," said the doctor. "There's no wedding ring on her finger." With that, the doctor left the baby in the care

How to identify...?

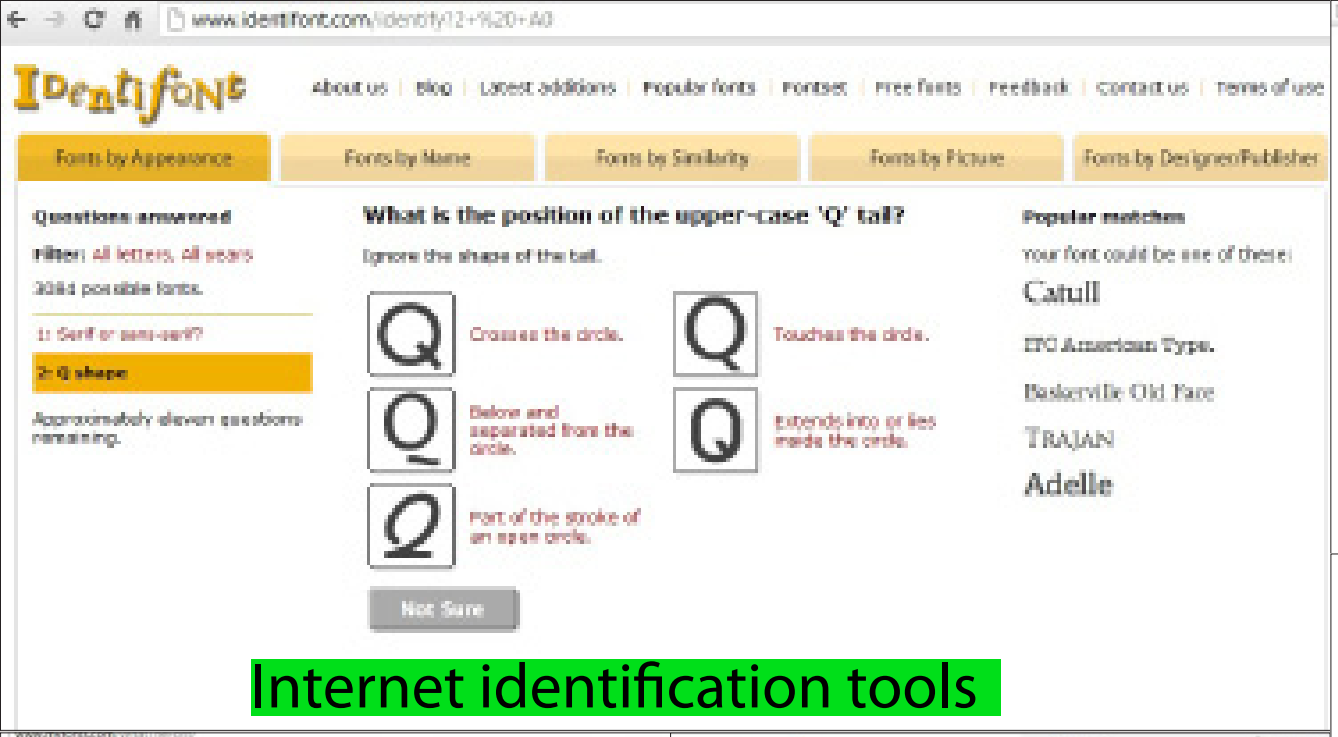
- Characteristics
- Attributes
- Identity
- Feel of the font

Existing tools for identification

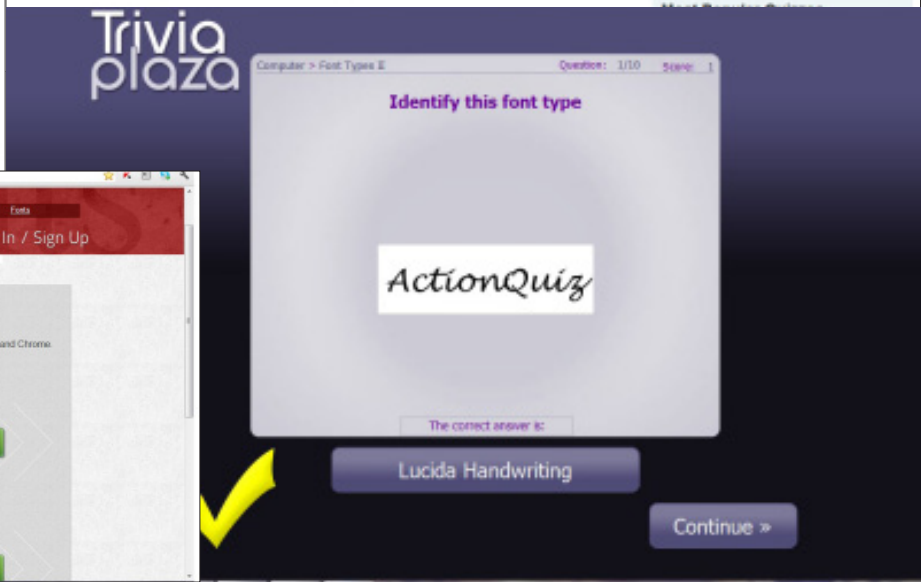
Internet identification tools.

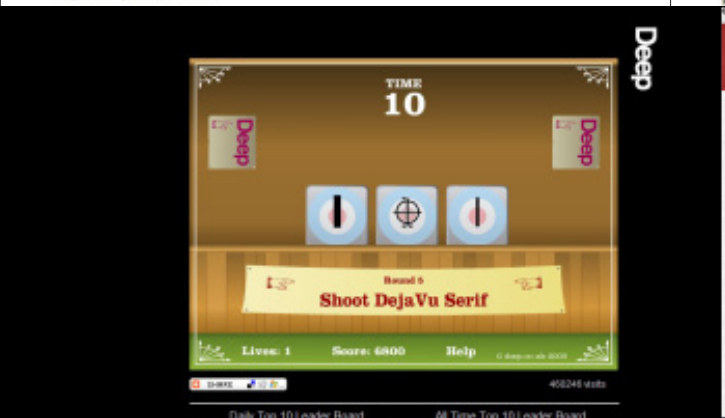
Print based tools.

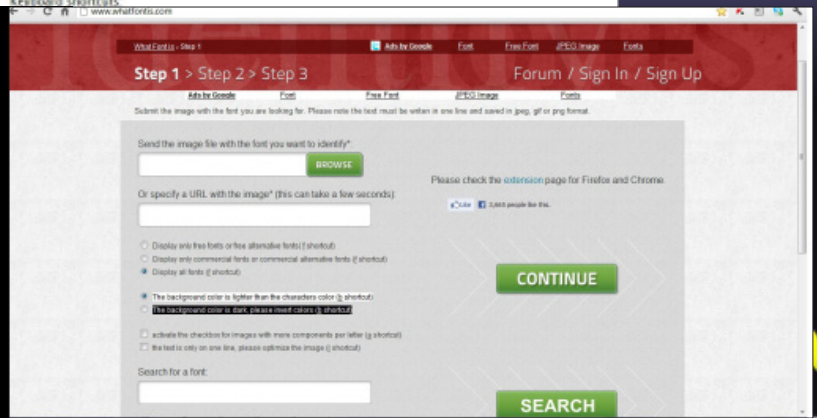
Identification, which is done
through talks and discussions.



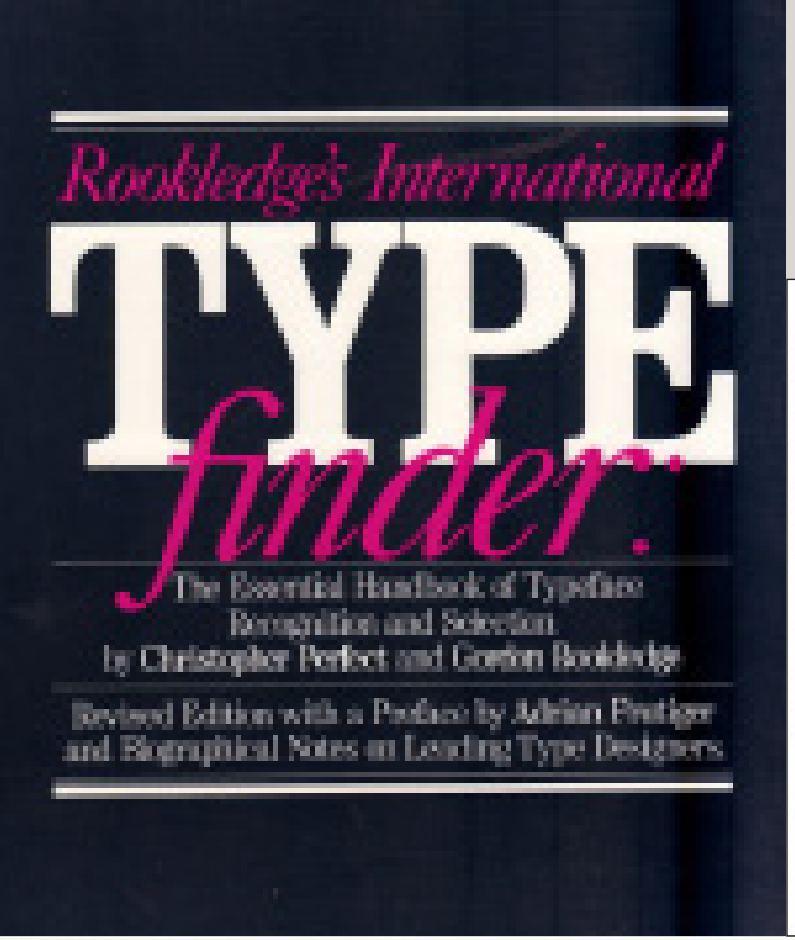
Internet identification tools

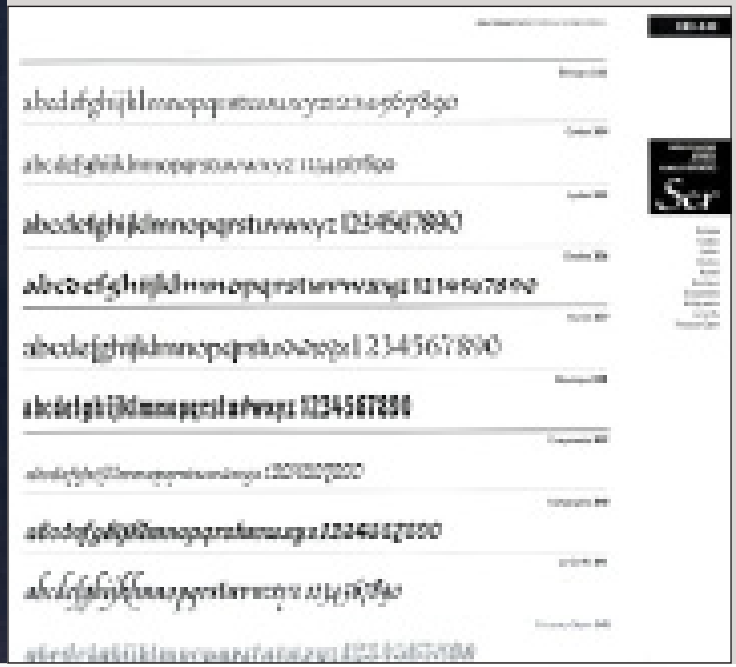


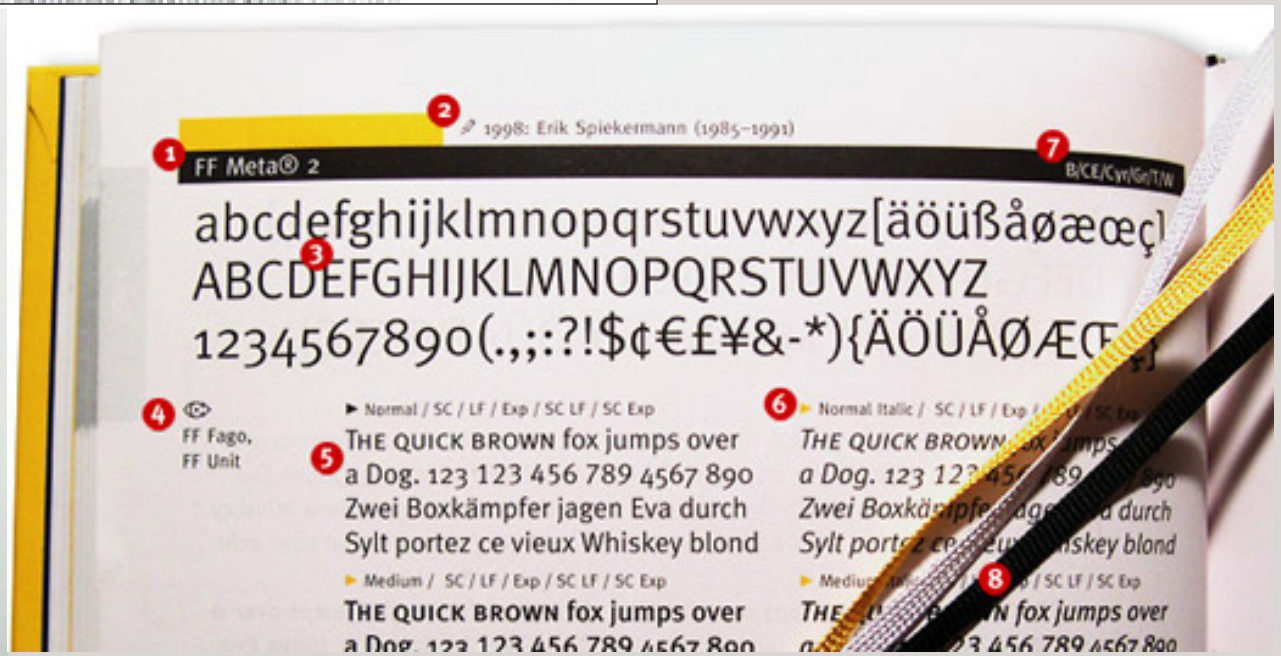




Print based tools







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For

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What font is this? only 1 character available... recreating a logo

Posted by jenspired in Type ID Board
17 Sep 2012 — 4:51am

All I have is the &... this is one of 4 fonts found in this very horrible logo i have been asked to recreate :/
I think it was created in the late 90's and in the US.
Thanks for your help.
jenny

Students ability to identify font

A study report- Questionnaire

Format of the questionnaire: M. C. Q

Questionnaire- 1

A Study Report- Questionnaire
for
Project 2- "Designing a tool to Identify fonts"

You are provided with 10 fonts in the following pages, identify each font by ticking in the box shown before the names or by writing the name in the space provided at the bottom of the sheet.

Date: _____

User Information

Name: _____

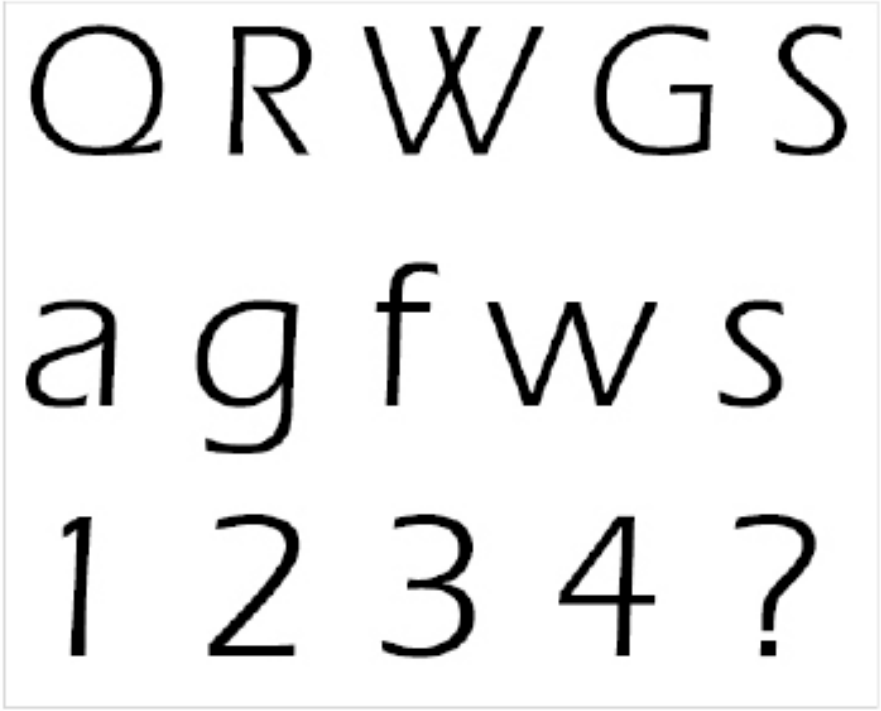
Sex: Male/ Female Age: _____

Occupation: _____

Educational Qualification: _____

College/ University/ Work place: _____

E mail ID: _____



☐ Lithos Pro ☐ Frisco Sans Serif

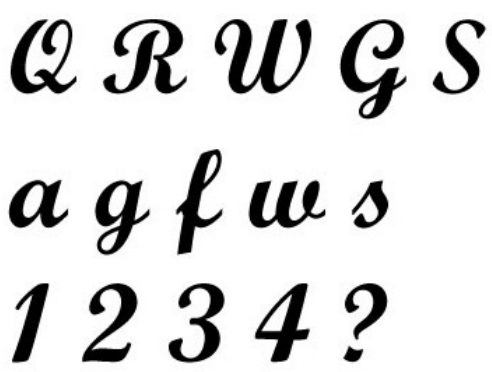
☐ Trebuchet MS ☐ Tekton Pro

☐ ITC Eras Std ☐ Myriad Pro

If any other, specify here_____

Online questionnaire

A Study Report- Questionnaire on Font Identification- 1



5. Identify the above font

- Ruling Script
- Dolly
- Mrs Eaves
- Script MT
- Palace Script
- Snell

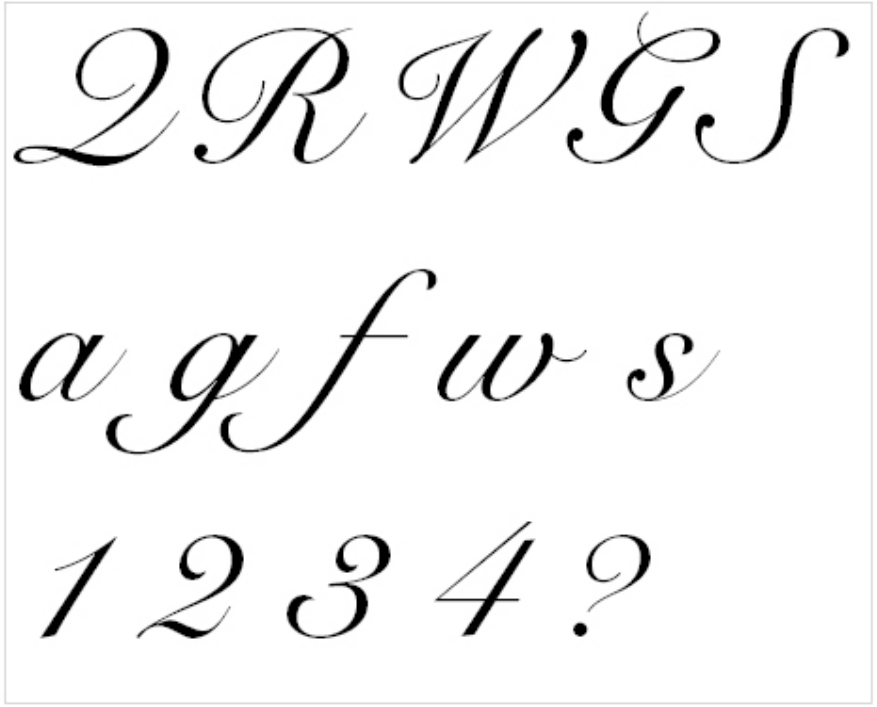
Other (please specify)

Prev Done

3. Identify the above font

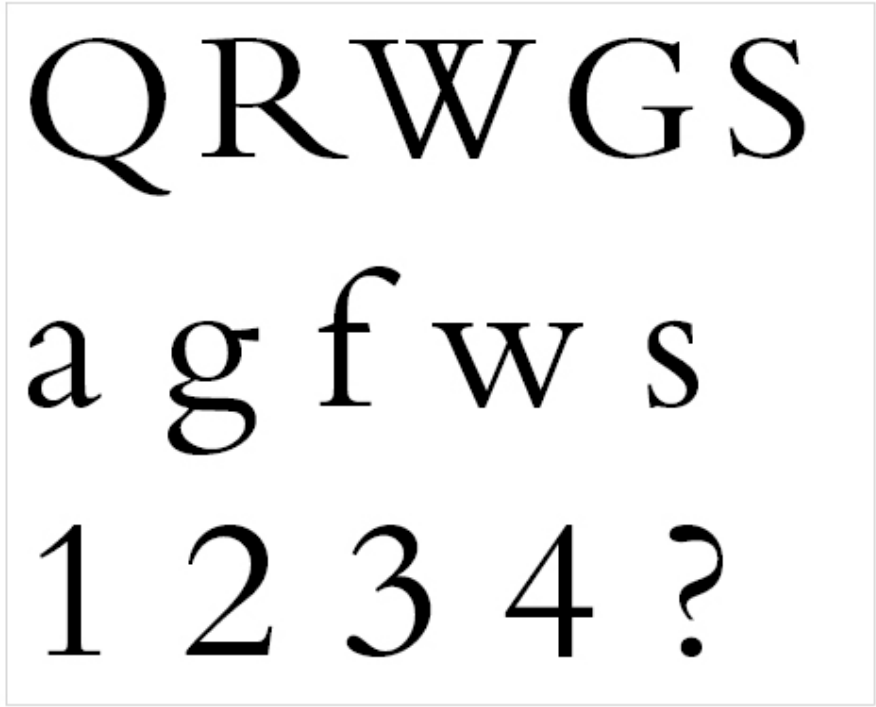
	Response Percent	Response Count
Snell	0.0%	0
Papyrus	0.0%	0
Brush Script	**100.0%**	**7**
Palazzo	0.0%	0
Palace Script	0.0%	0
Old Fashion Script	0.0%	0
Other (please specify)		0
answered question		**7**
skipped question		**0**

Questionnaire- Final



- ☐ Palace Script
- ☐ Old Fashion Script
- ☐ Brush Script
- ☐ Voluta Script Pro
- ☐ Snell
- ☐ Tucker Script
- ☐ Bickham Script Pro
- ☐ Shelley Script
- ☐ Ashley Script

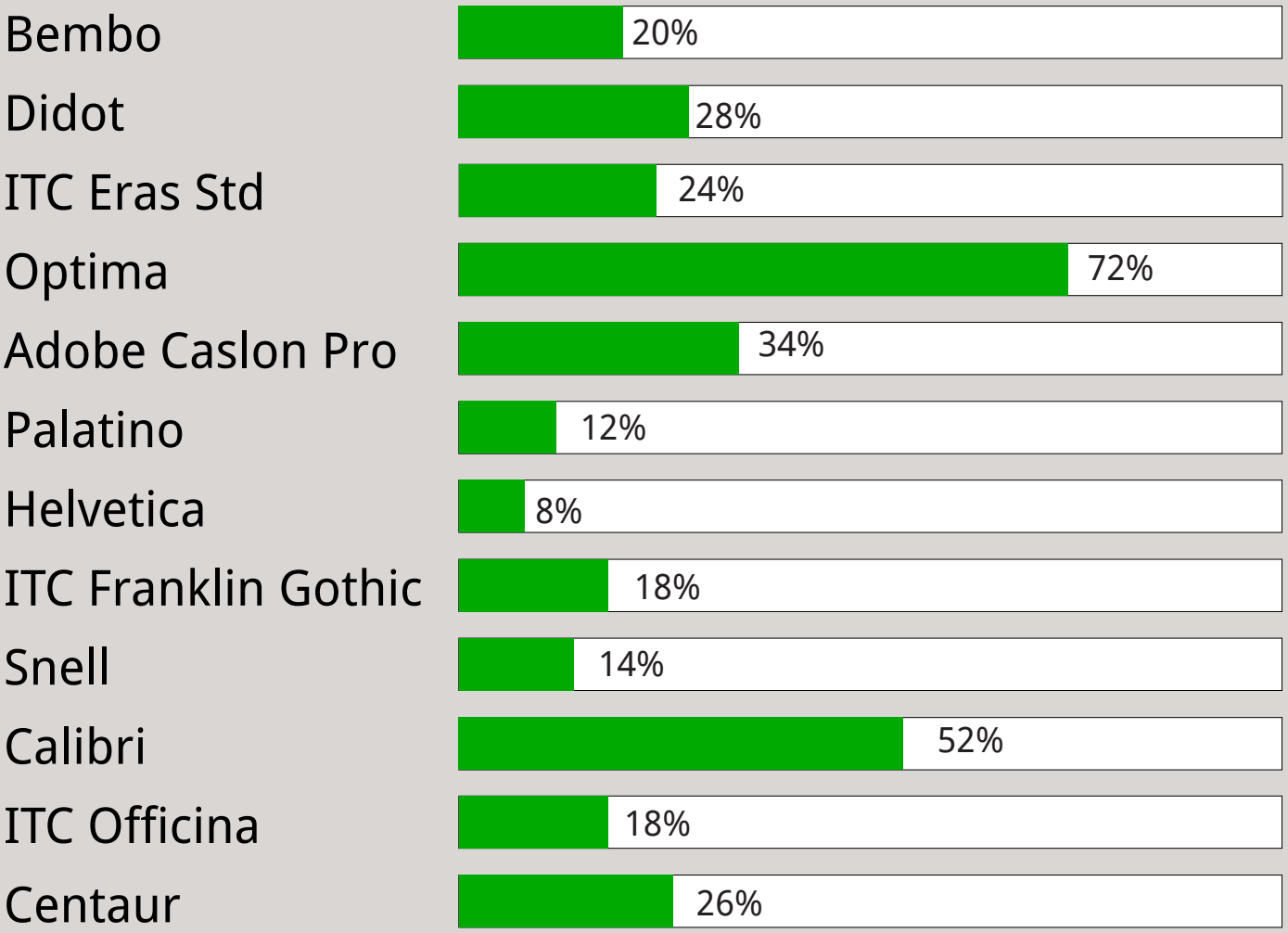
If any other, specify here_____



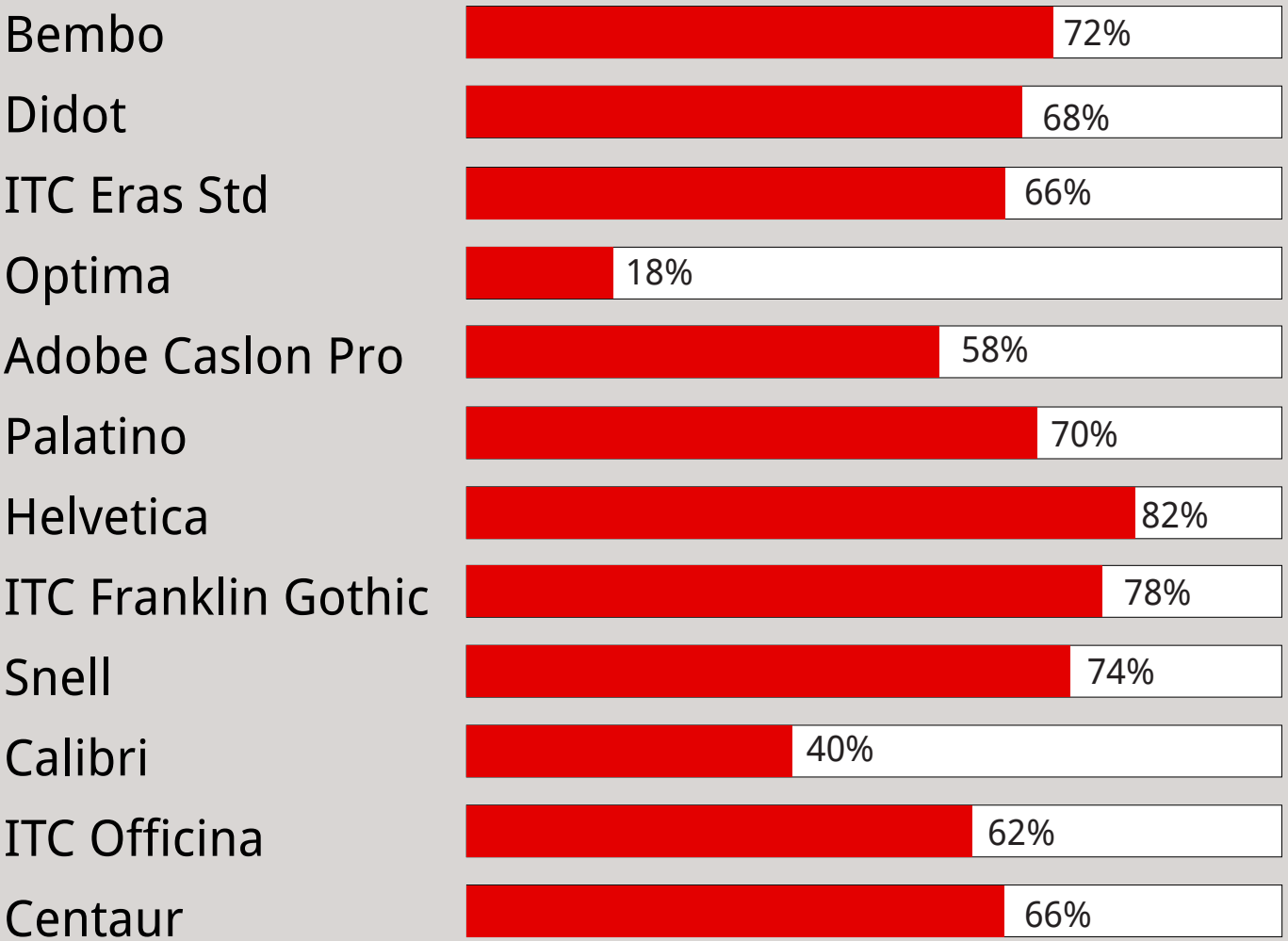
- ☐ Minion Pro
- ☐ Arno Pro
- ☐ Adobe Garamond Pro
- ☐ Aldus LT
- ☐ Didot LT
- ☐ ITC Berkley
- ☐ Amigo
- ☐ Bembo
- ☐ Adobe Caslon Pro

If any other, specify here_____

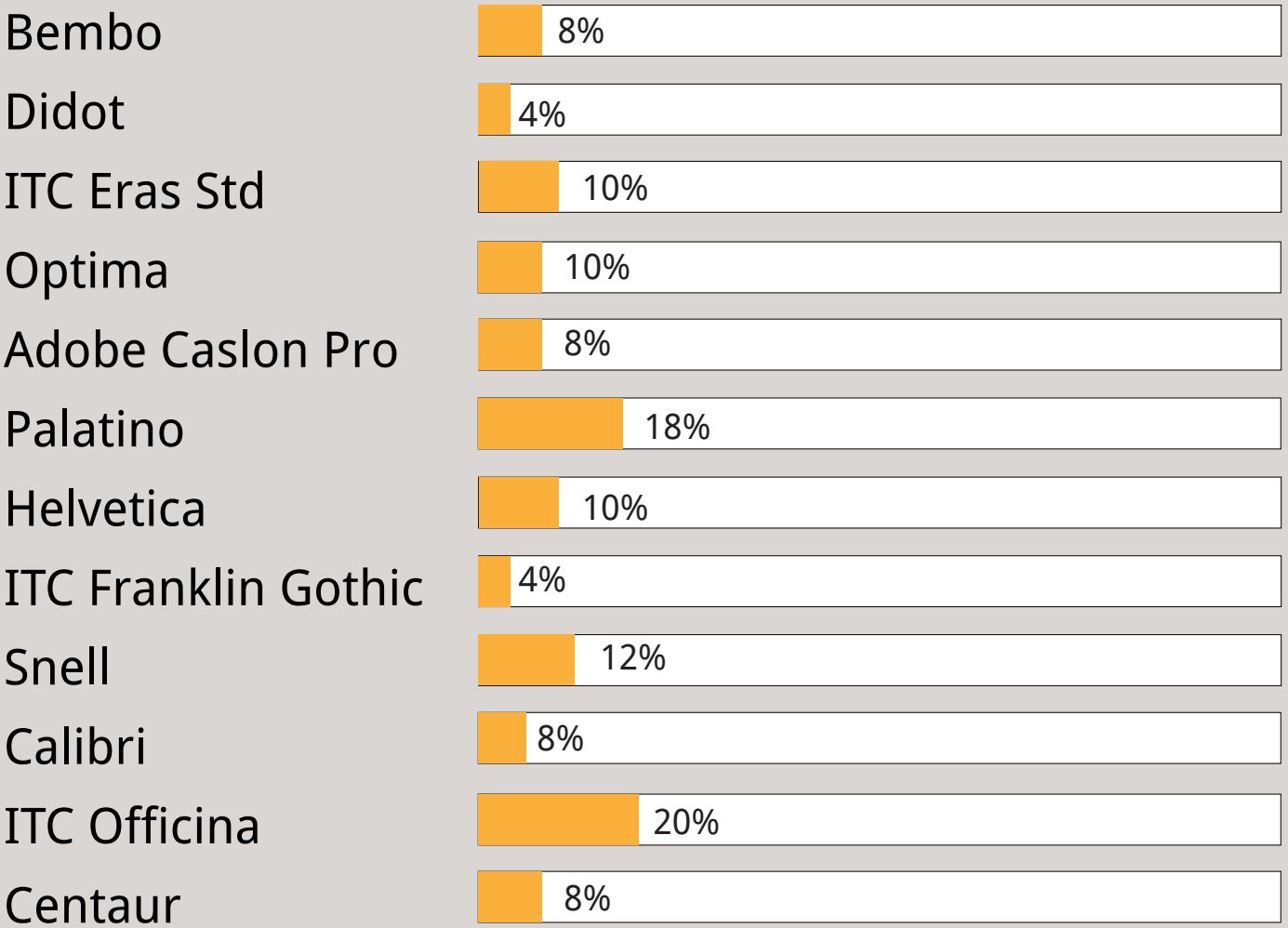
Result analysis- Correctly answered



Incorrectly answered



Unanswered


Bembo
8%
Didot
4%
ITC Eras Std
10%
Optima
10%
Adobe Caslon Pro
8%
Palatino
18%
Helvetica
10%
ITC Franklin Gothic
4%
Snell
12%
Calibri
8%
ITC Officina
20%
Centaur
8%

Observations

Recognizes the font which is used frequently

Confined to a particular set of fonts

Identification of fonts is helpful and necessary

End solution

Game Design on font identification

Game?

Visuals

Not much of text

Self exploration by the user

Process of identification

How to identify a font?

Things to look upon during identification

Process of identification

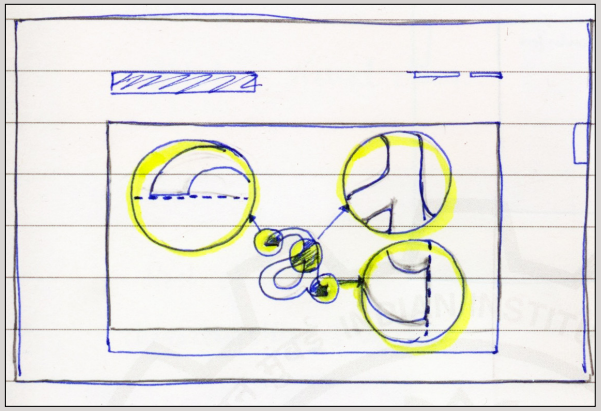
How to identify a font?

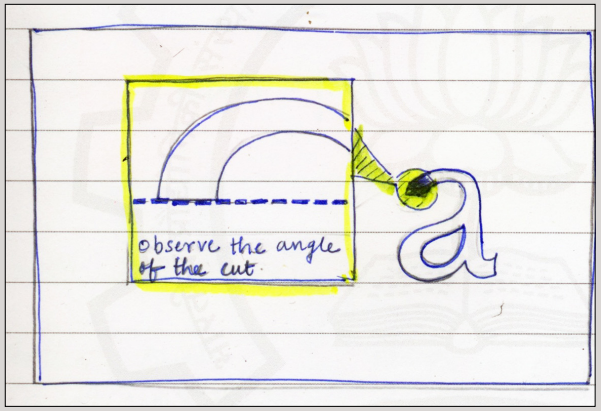
Things to look upon during identification

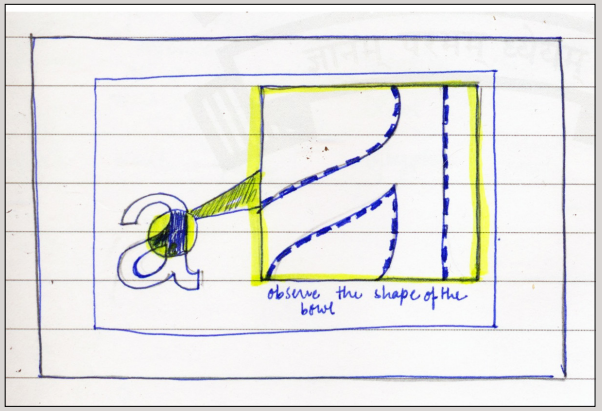
- Characteristics
- Form of the letter
- Comparison with the similar font
- Primitives or final look of the font

Process of identification

Characteristics

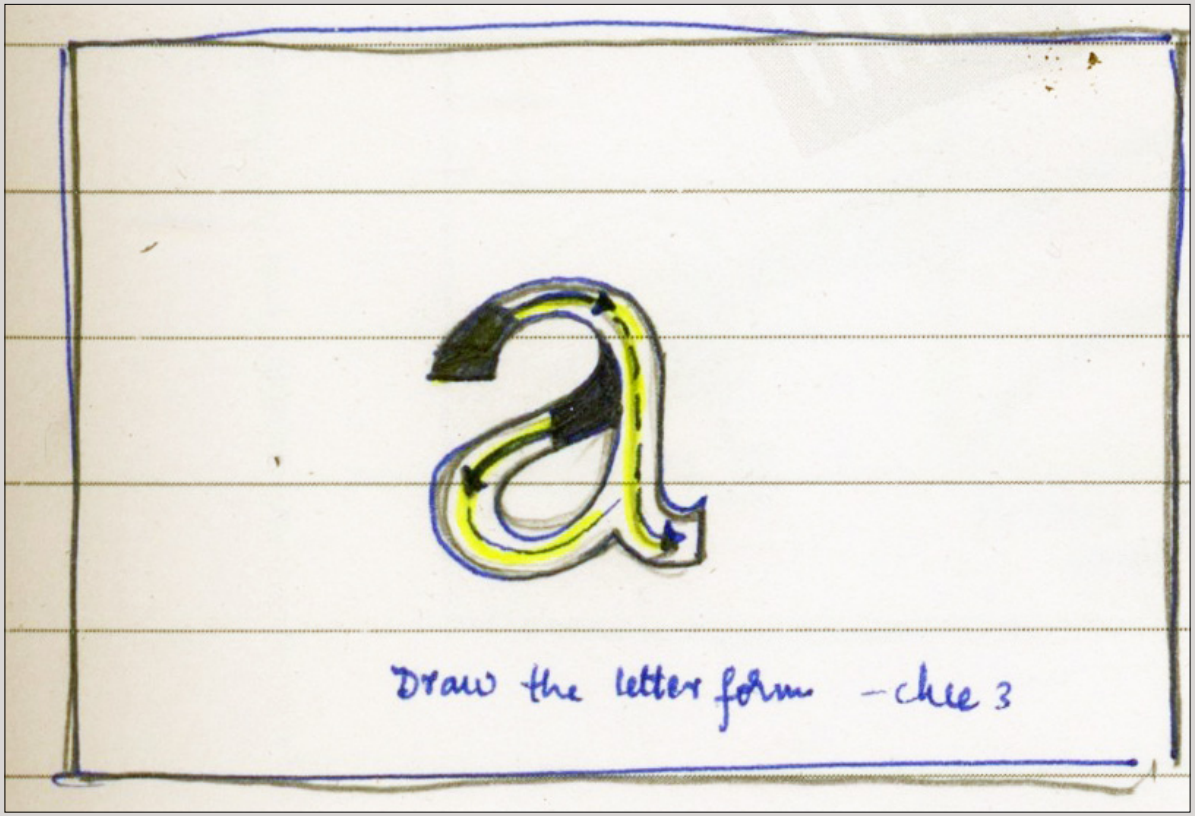






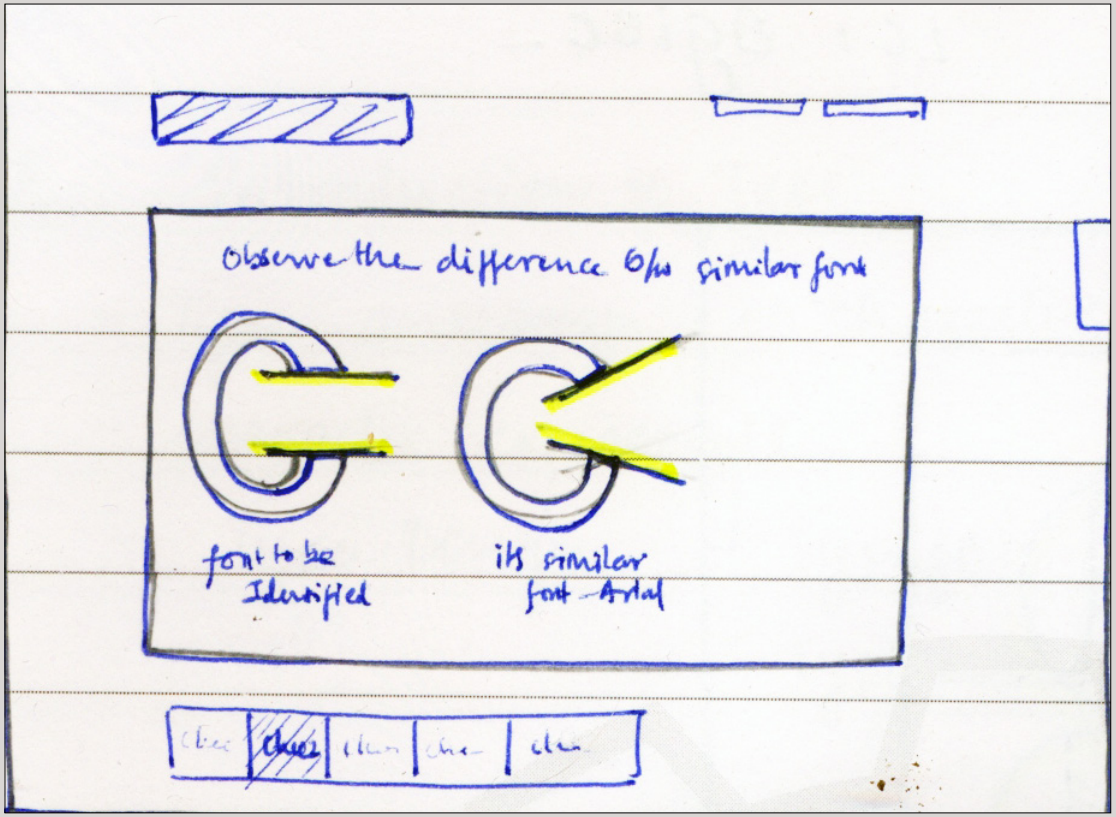
Process of identification

Form of the letter



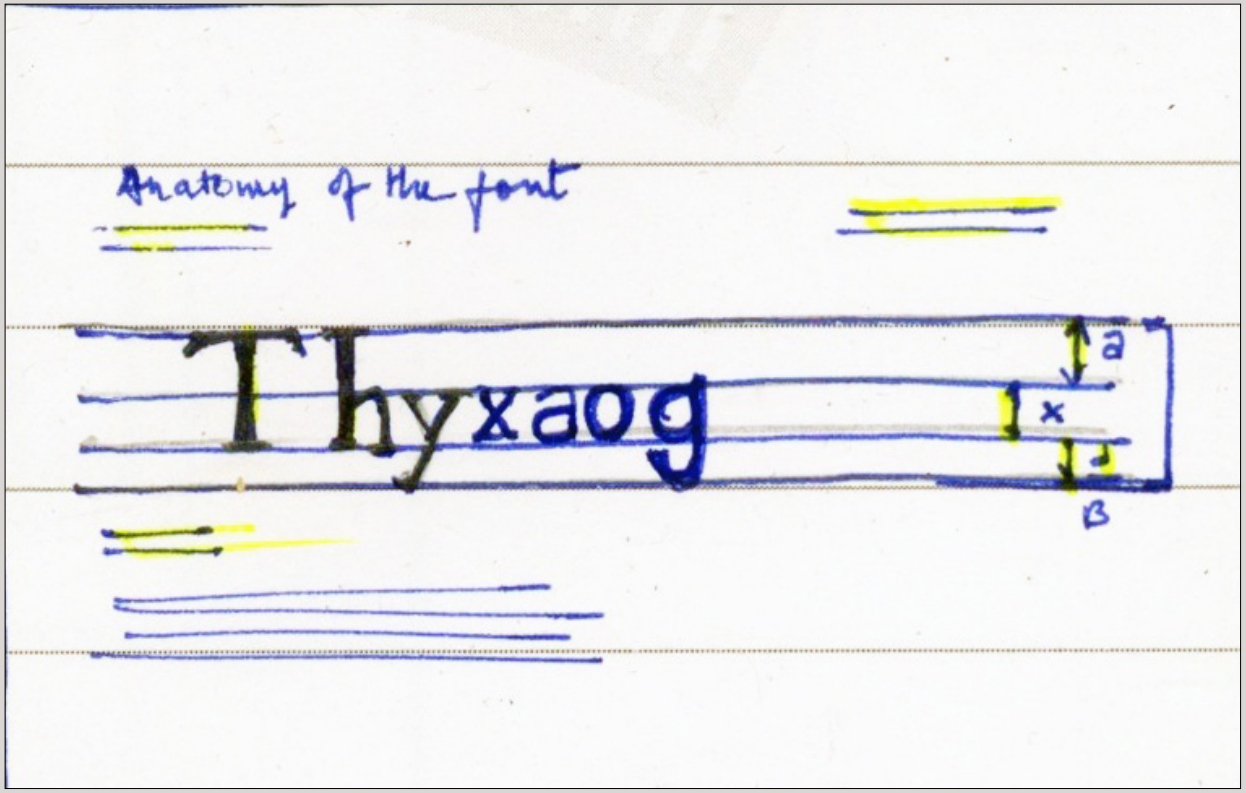
Process of identification

Comparison to the similar font



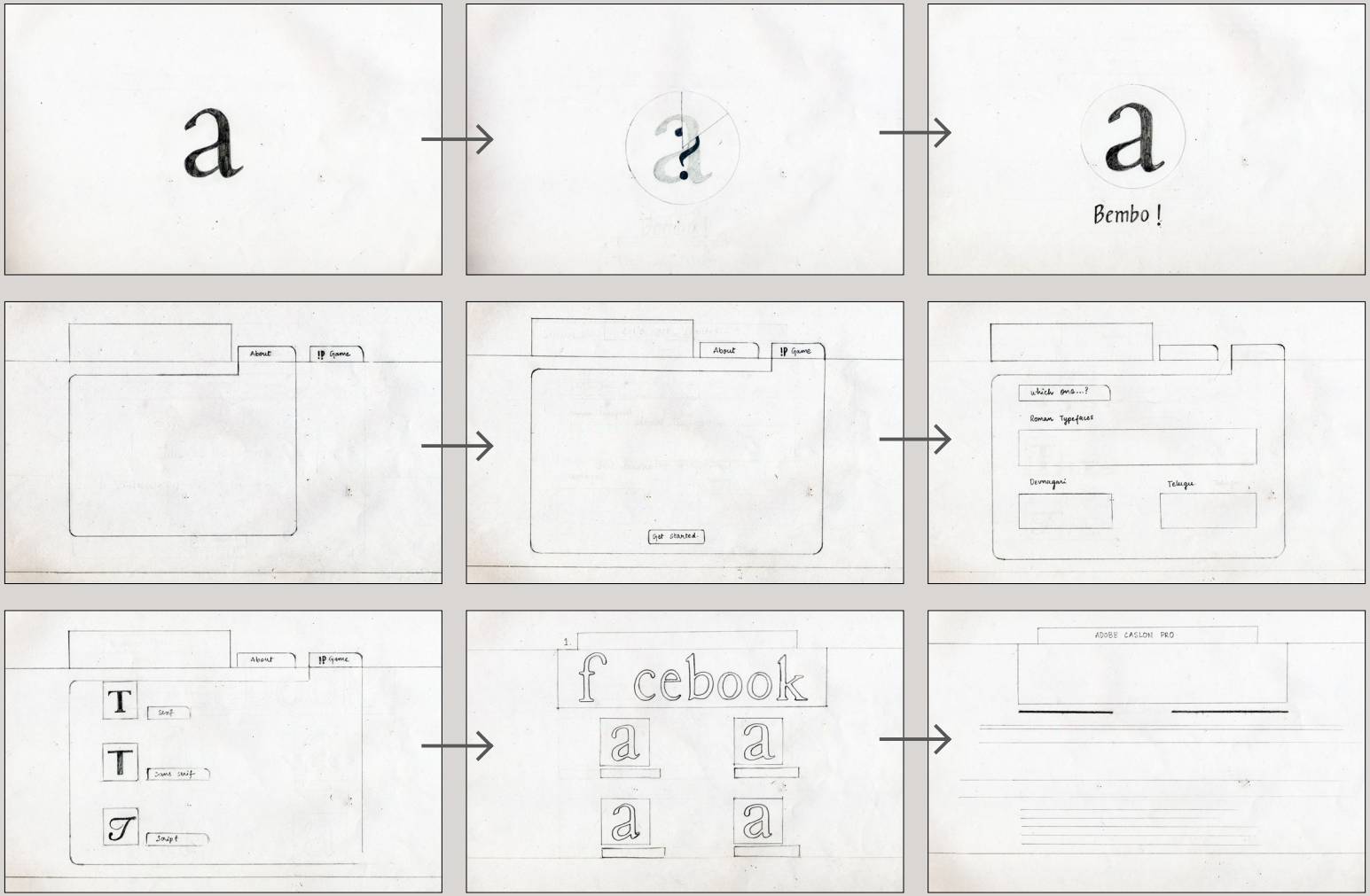
Process of identification

Primitives of the font

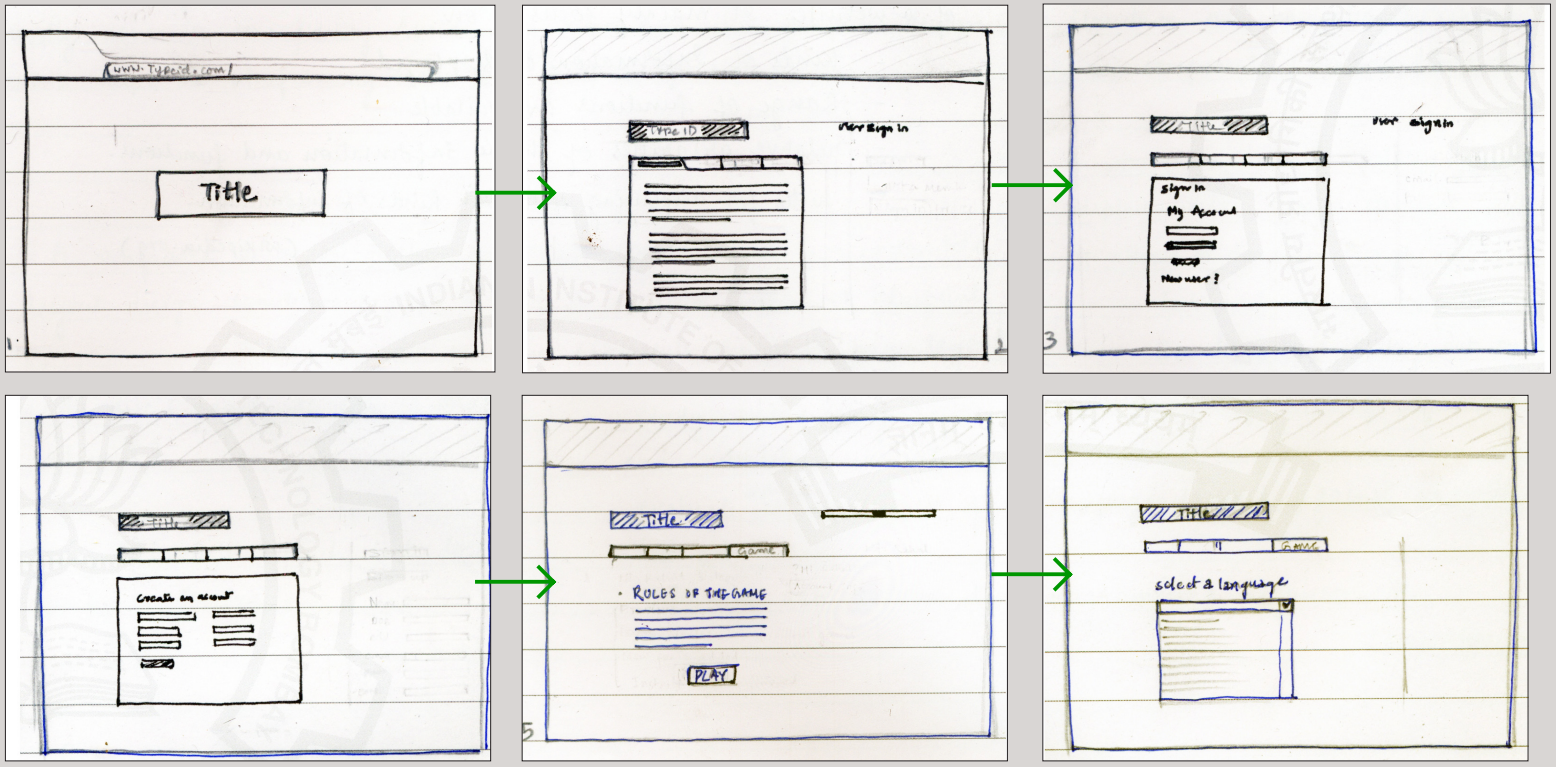


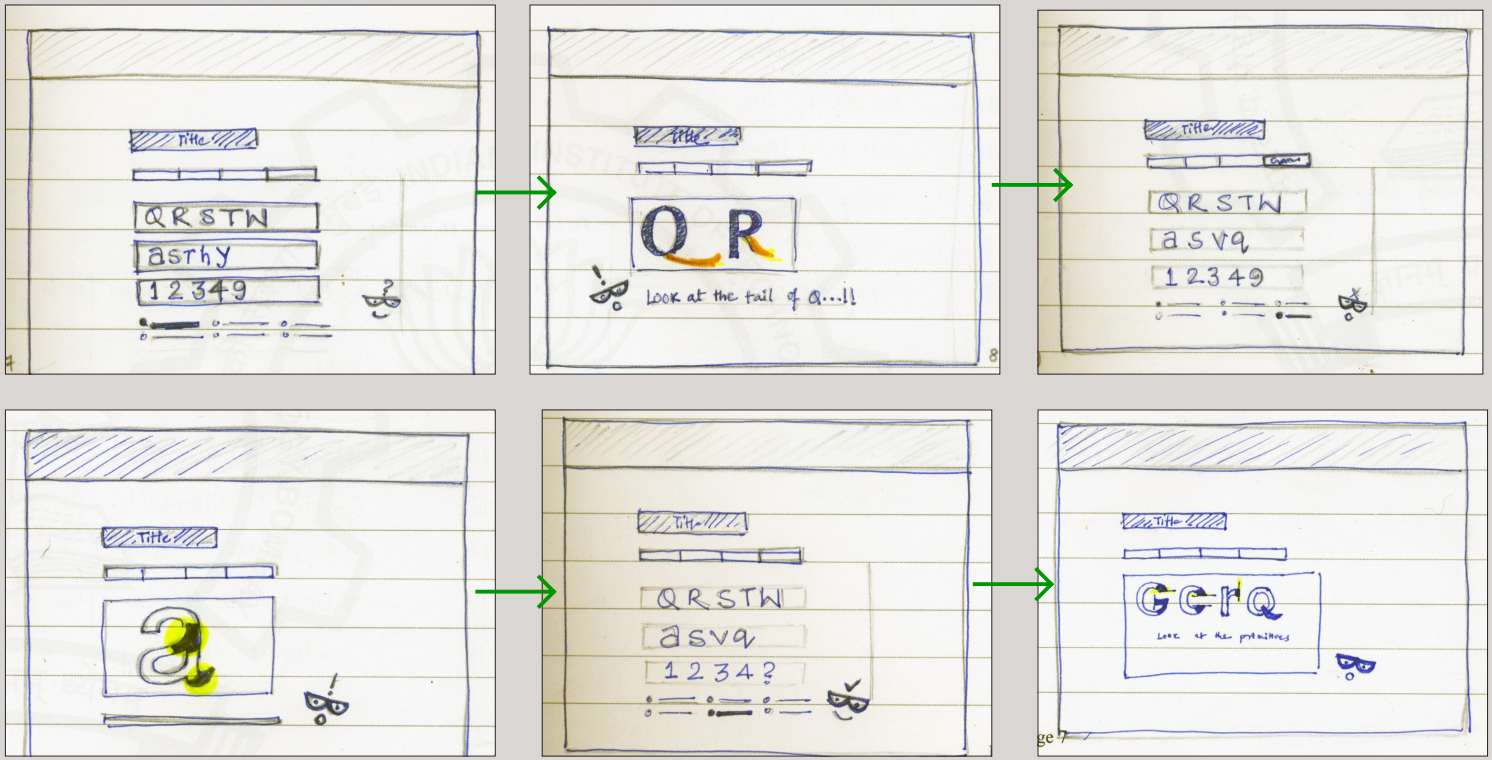
Design **Concepts**

Concept 1



Concept 2


www.Typeid.com
Title
TYPE ID
sign in
My Account
select a language
PLAY


Title
QRSTW
asthy
12349
Title
QR
Look at the tail of Q...!!
Title
QRSTW
asvq
12349
Title
Title
QRSTW
asvq
1234?
Title
GCrQ
Look at the primitives

Final **Design concept**

‘Design concept 2’

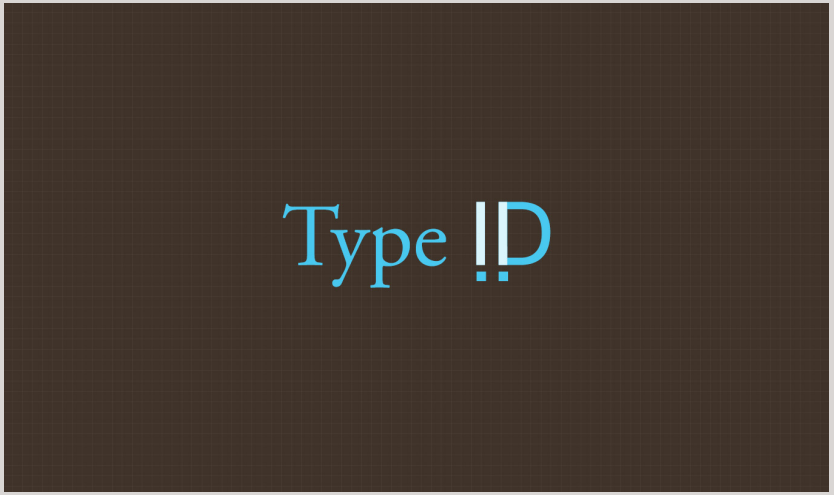
Player gets more knowledge and information about the font with the help of visual clues.

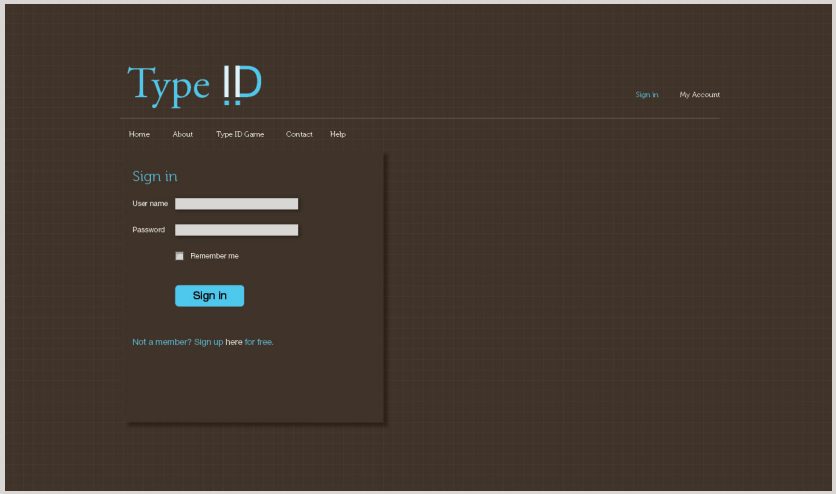
Name & Logo of the Game

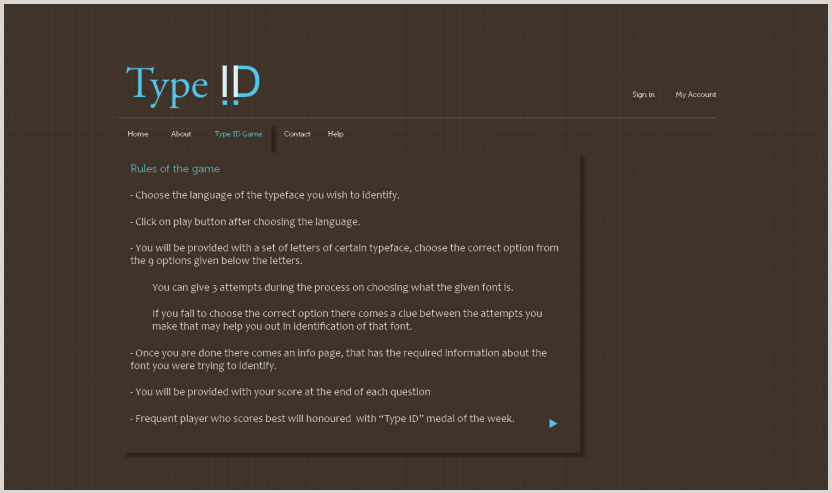
“Type ID” which is derived from the line
“Typeface Identification”.

Font used for the word ‘Type’ is Adobe Garamond Pro,
because the serifs of upper case ‘T’ and
for ‘ID’ Univers LT Std.

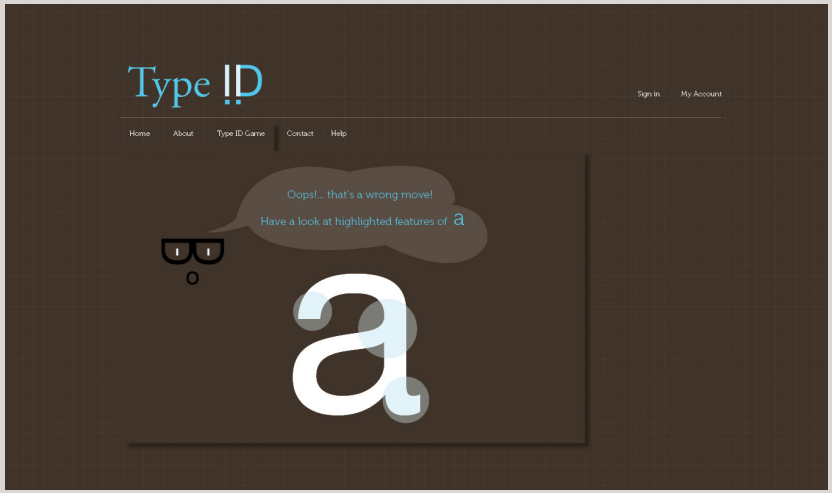
Digitized screens of Concept 2





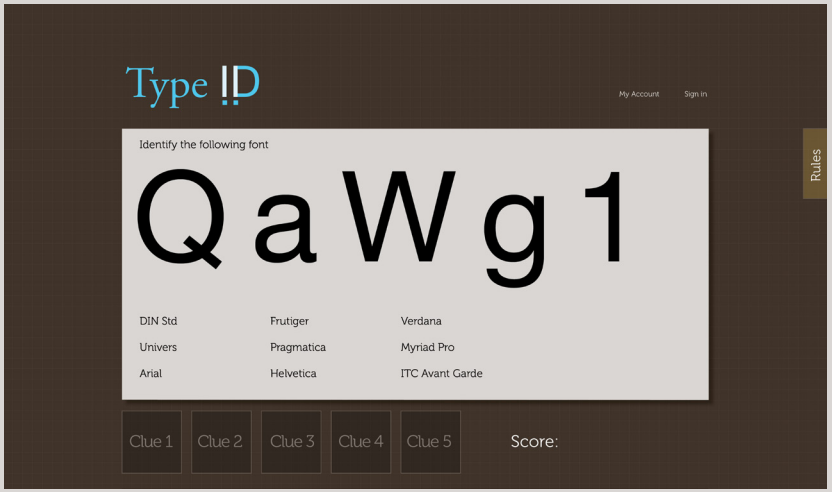

Type ID
Sign in
My Account
Home
About
Type ID Game
Contact
Help
Rules of the game
- Choose the language of the typeface you wish to identify.
- Click on play button after choosing the language.
- You will be provided with a set of letters of certain typeface, choose the correct option from the 9 options given below the letters.
You can give 3 attempts during the process on choosing what the given font is.
If you fail to choose the correct option there comes a clue between the attempts you make that may help you out in identification of that font.
- Once you are done there comes an info page, that has the required information about the font you were trying to identify.
- You will be provided with your score at the end of each question
- Frequent player who scores best will honoured with "Type ID" medal of the week.

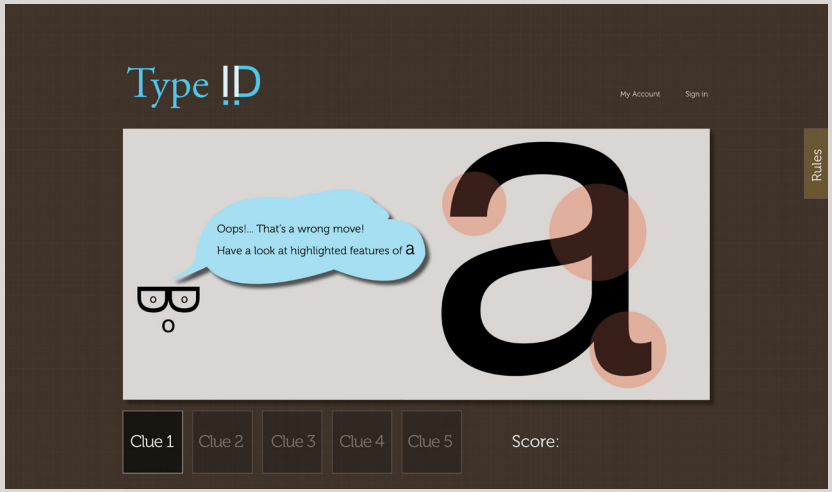
Type ID
Sign in
My Account
Home
About
Type ID Game
Contact
Help
Identify the font given below, from the options given.
QWRGk
agfse 1234?
DIN Std
Frutiger
Verdana
Univers
Pragmatica
Myriad Pro
Proxima Sans
ITC Avant Garde
Arial

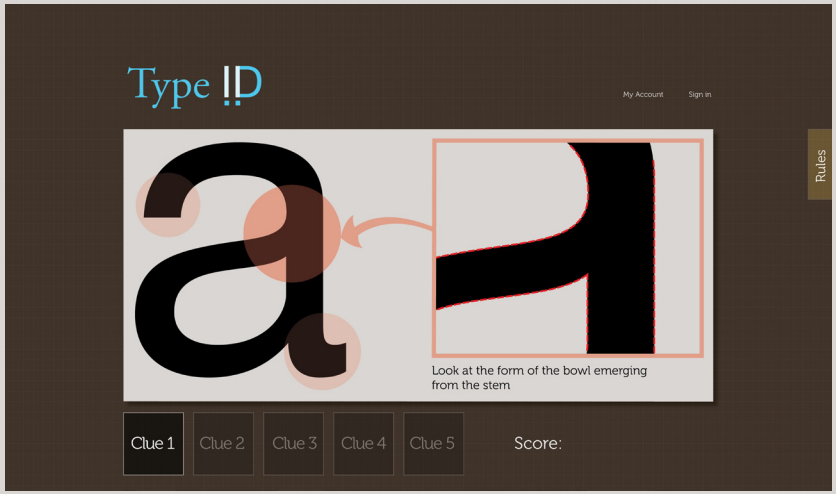

Type ID
Sign in
My Account
Home
About
Type ID Game
Contact
Help
Oops!... that's a wrong move!
Have a look at highlighted features of a

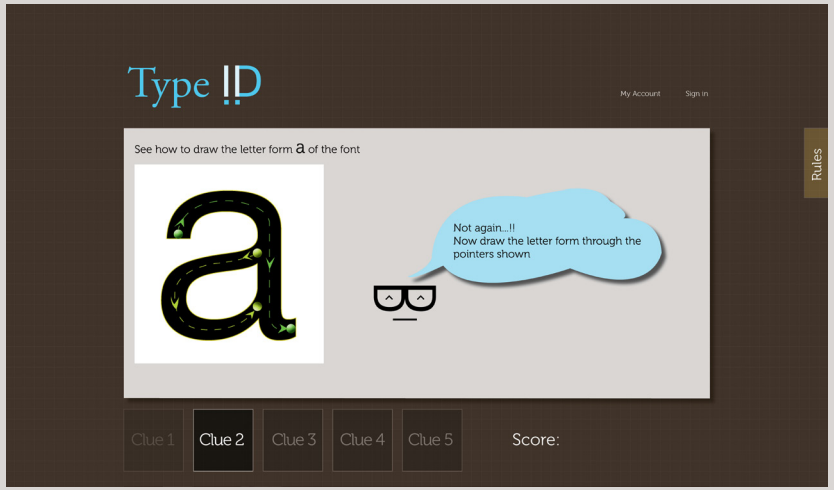
Layout iterations of Concept 2

Iteration 1

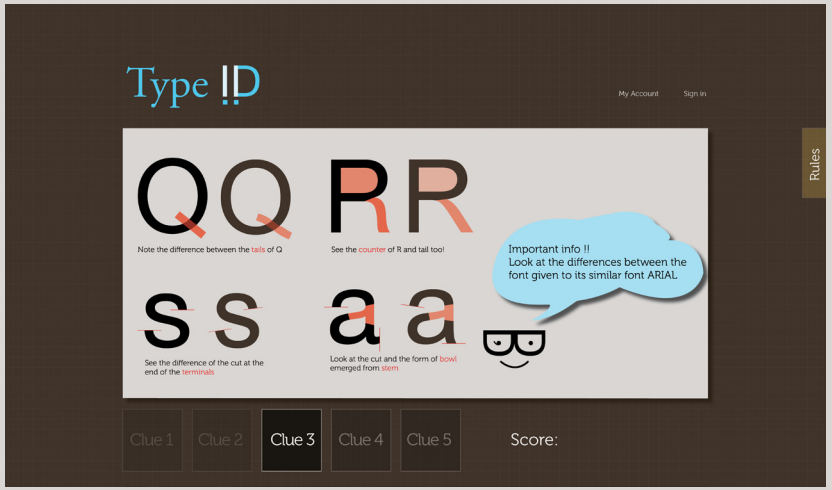


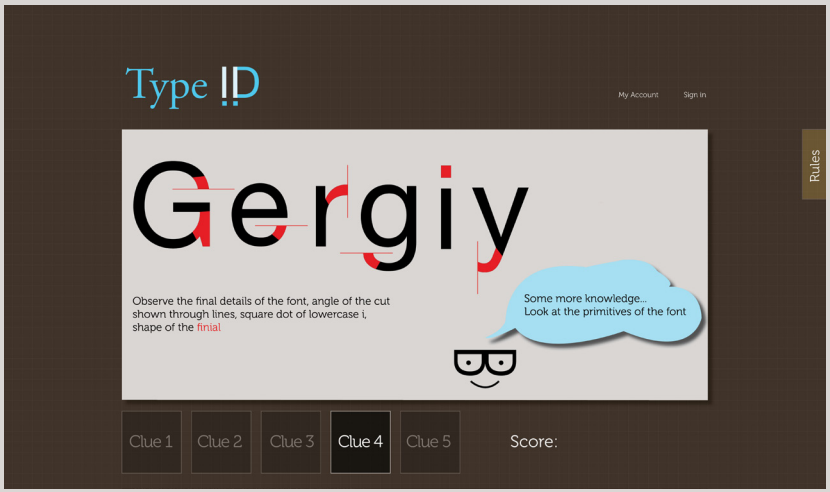


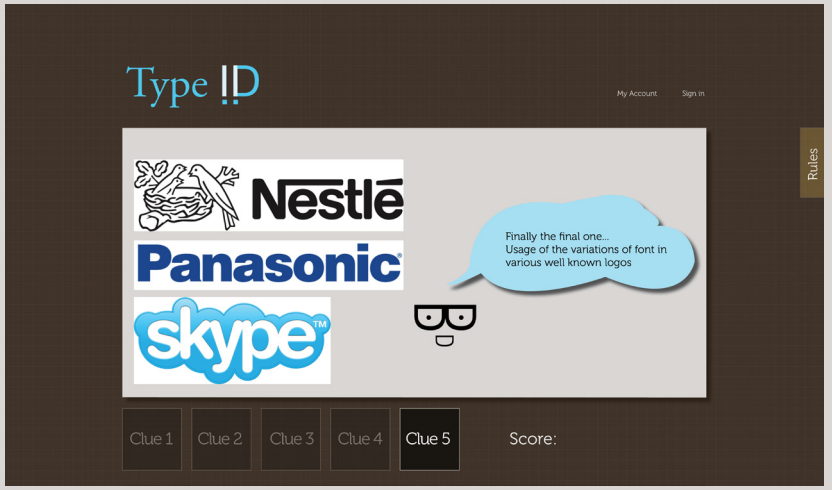




Iteration 1

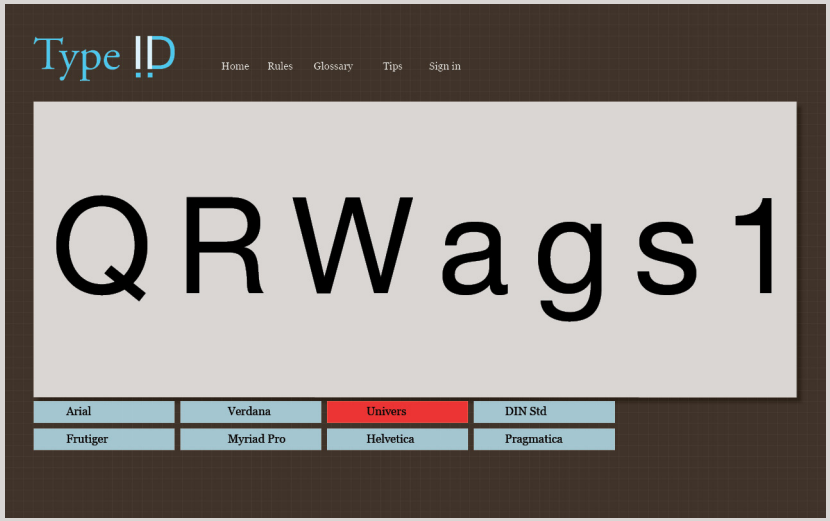

Type ID
My Account
Sign in
Rules
QQ
RR
Note the difference between the tails of Q
See the counter of R and tail too!
Important info !!
Look at the differences between the font given to its similar font ARIAL
s s
a a
See the difference of the cut at the end of the terminals
Look at the cut and the form of bowl emerged from stem
Clue 1
Clue 2
Clue 3
Clue 4
Clue 5
Score:

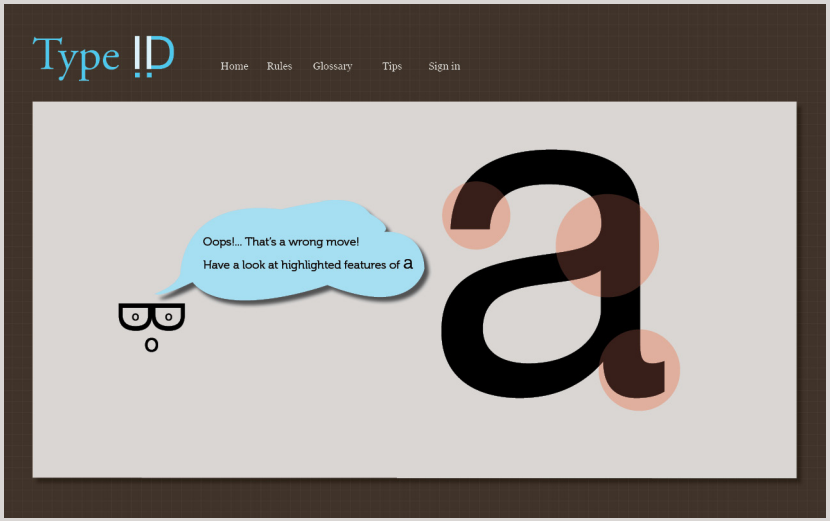

Type ID
My Account
Sign in
Rules
Gergiy
Observe the final details of the font, angle of the cut shown through lines, square dot of lowercase i, shape of the finial
Some more knowledge...
Look at the primitives of the font
Clue 1
Clue 2
Clue 3
Clue 4
Clue 5
Score:

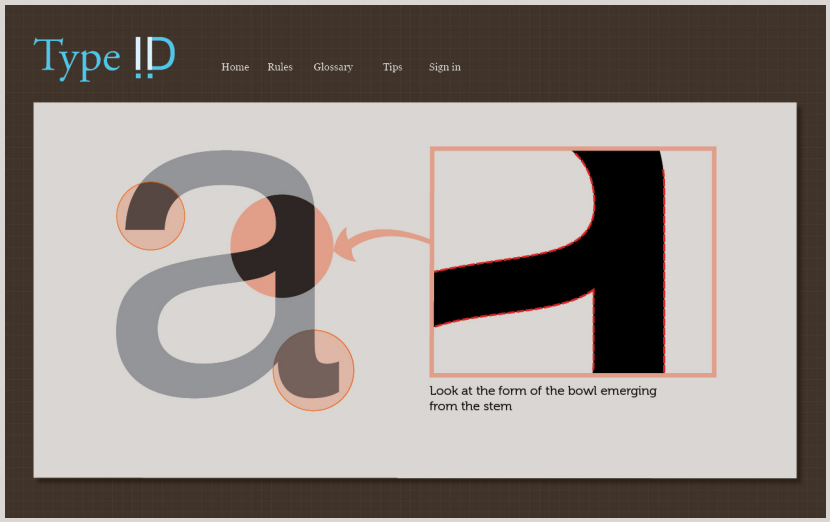

Type ID
My Account
Sign in
Rules
Nestlé
Panasonic
skype
Finally the final one...
Usage of the variations of font in various well known logos
Clue 1
Clue 2
Clue 3
Clue 4
Clue 5
Score:

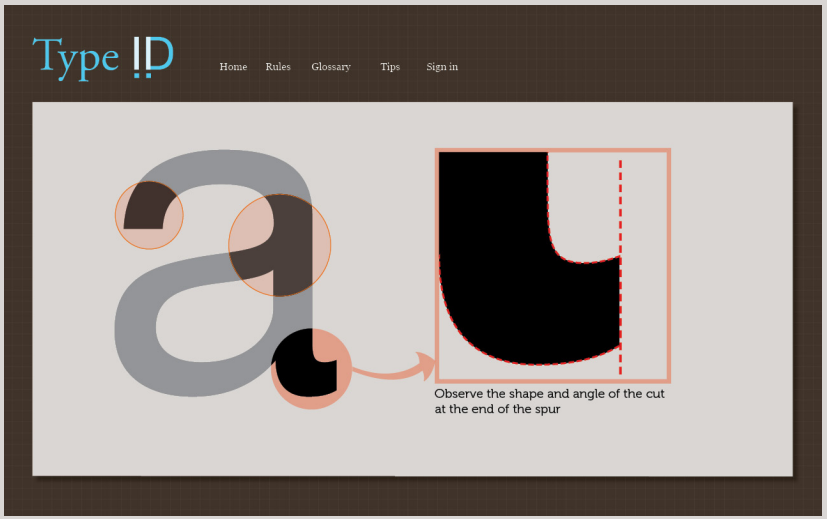
Type ID
My Account
Sign in
Rules
Helvetica
Category: Sans Serif
Classification: Neo-grotesque Sans Serif
Designer: Max Miedinger, Eduard Hoffmann
Foundry: Haas Typefoundry
Year of release: 1957
Anatomy of font
Handgloves
A
X
B
D
A: Ascender X: X-height B: Baseline D: Descender
Variations of Helvetica: Helvetica Neue
Swiss 721 BT
Helvetica World

Iteration 2


Type ID
Home Rules Glossary Tips Sign in
QRWags1
Arial
Verdana
Univers
DIN Std
Frutiger
Myriad Pro
Helvetica
Pragmatica

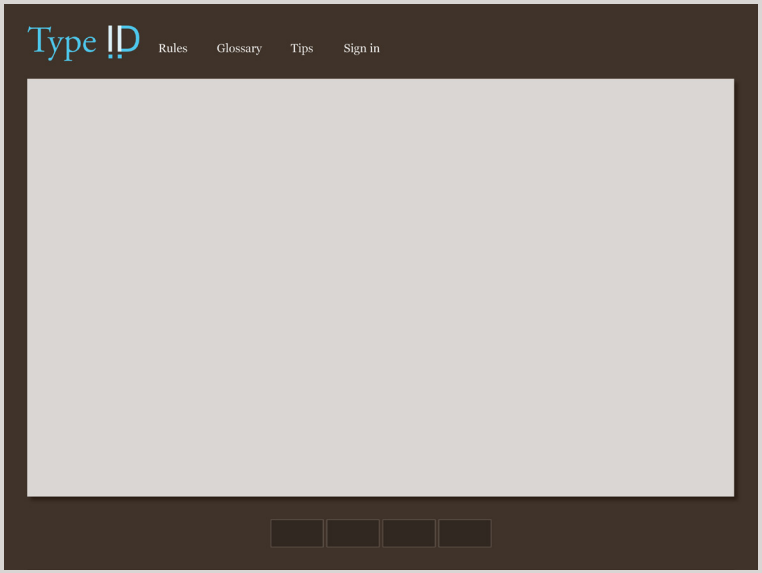

Type ID
Home Rules Glossary Tips Sign in
Oops!... That's a wrong move!
Have a look at highlighted features of a

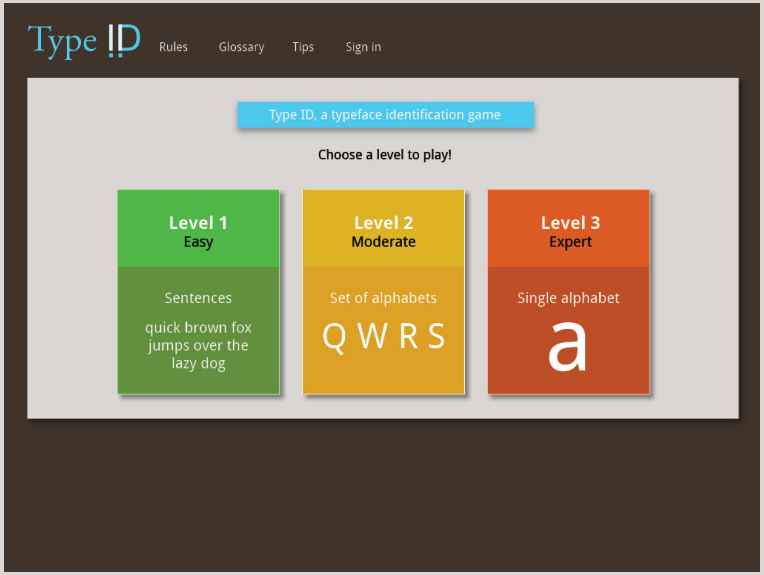

Type ID
Home Rules Glossary Tips Sign in
Look at the form of the bowl emerging from the stem


Type ID
Home Rules Glossary Tips Sign in
Observe the shape and angle of the cut at the end of the spur

Iteration 3

Type ID
Rules
Glossary
Tips
Sign in

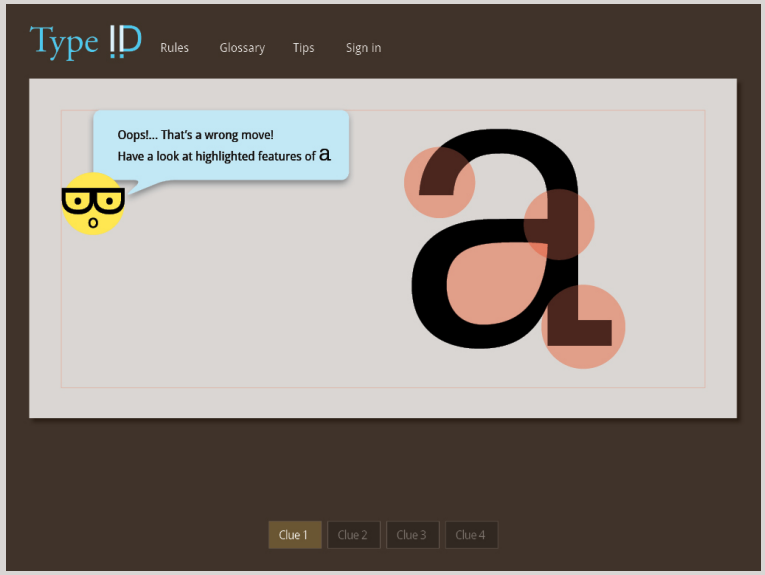

Type ID
Rules
Glossary
Tips
Sign in

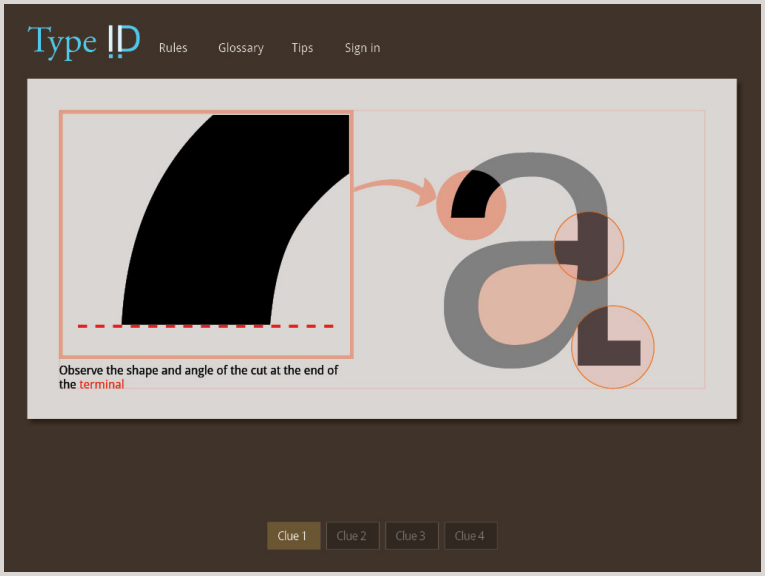

Type ID
Rules
Glossary
Tips
Sign in
Type ID, a typeface identification game
Choose a level to play!
Level 1
Easy
Sentences
quick brown fox jumps over the lazy dog
Level 2
Moderate
Set of alphabets
Q W R S
Level 3
Expert
Single alphabet
a

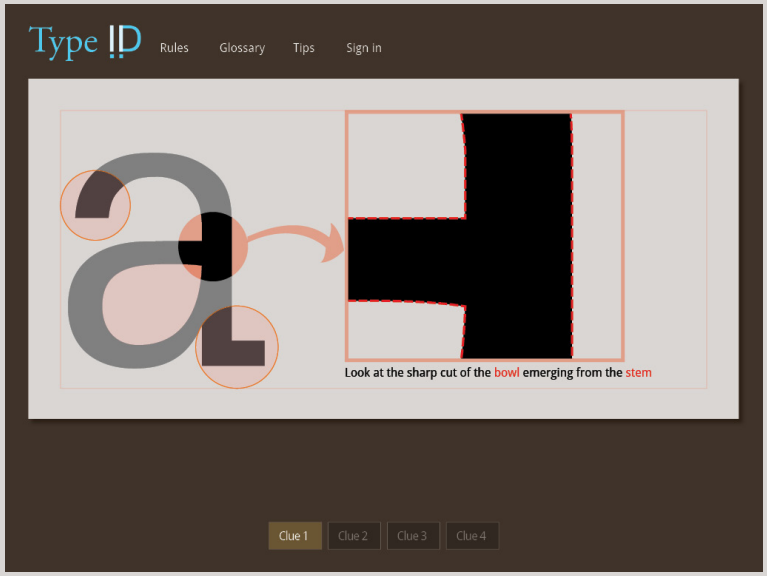
Type ID
Rules
Glossary
Tips
Sign in
QWag1
Glypha
Serifa
Frutiger
Helvetica
Museo Slab
Rockwell
Chaparral Pro
Egyptian slate book
Clue 1
Clue 2
Clue 3
Clue 4

Iteration 3

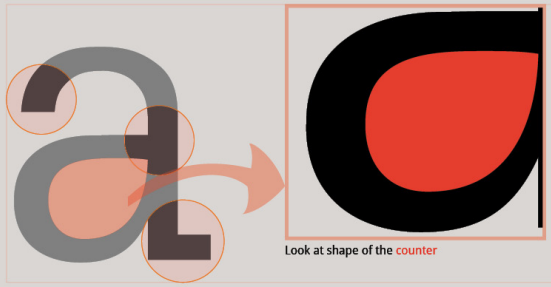
Type ID
Rules
Glossary
Tips
Sign in
QWag1
Glypha
Serifa
Frutiger
Helvetica
Museo Slab
Rockwell
Chaparral Pro
Egyptian slate book
Clue 1
Clue 2
Clue 3
Clue 4


Type ID
Rules
Glossary
Tips
Sign in
Oops!... That's a wrong move!
Have a look at highlighted features of a
Clue 1
Clue 2
Clue 3
Clue 4


Type ID
Rules
Glossary
Tips
Sign in
Observe the shape and angle of the cut at the end of the terminal
Clue 1
Clue 2
Clue 3
Clue 4


Type ID
Rules
Glossary
Tips
Sign in
Look at the sharp cut of the bowl emerging from the stem
Clue 1
Clue 2
Clue 3
Clue 4

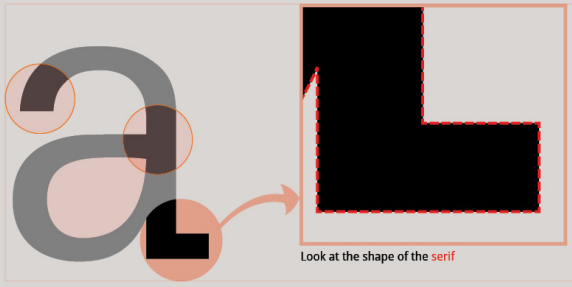
Type ID Rules Glossary Tips Sign in



Look at shape of the counter

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in



Look at the shape of the serif

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

TDpf4*

Glypha	Serifa	Frutiger	Helvetica
Museo Slab	Rockwell	Chaparral Pro	Egyptian slate book

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

Try again...!!
See the form of the letter R of the font

G

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

M J h r &

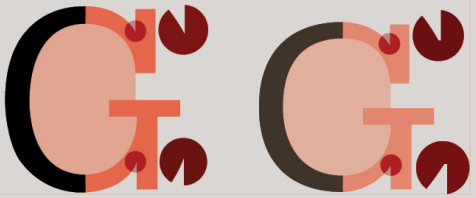
Glypha	Serifa	Frutiger	Helvetica
Museo Slab	Rockwell	Chaparral Pro	Egyptian slate book

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

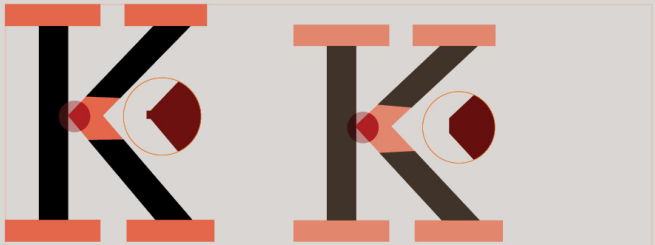
Important info !!
Look at the differences between the font given to its similar font SERIFA

Note the difference between the counters, shape of the spur and terminal



Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in



Look at the difference between the serifs, also notice the difference in height of both the letter form at same point size

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

Notice the arm of both the lower case f's

Look at the spine of both the lowercase s

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

EBjox3

Glypha	Serifa	Frutiger	Helvetica
Museo Slab	Rockwell	Chaparral Pro	Egyptian slate book

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

Some more knowledge...
Look at the primitives of the font

RCGOQS

Observe the final details of the font, shape of the serif, counters of uppercase O and Q, tail of Q, spine of S

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

AKryl?

Glypha	Serifa	Frutiger	Helvetica
Museo Slab	Rockwell	Chaparral Pro	Egyptian slate book

Clue 1 Clue 2 Clue 3 Clue 4

Type ID Rules Glossary Tips Sign in

Glypha

Category: Slab Serif
Classification: Clarendon

Designer: Adrian Frutiger
Foundry: Stempel type foundry
Year of release: 1977

A: Ascender M: Meanline X: X-height B: Baseline D: Descender

Glypha is a square-serif type that works well in both text and display applications. It is unusual for a slab serif in that the stroke weights vary slightly.

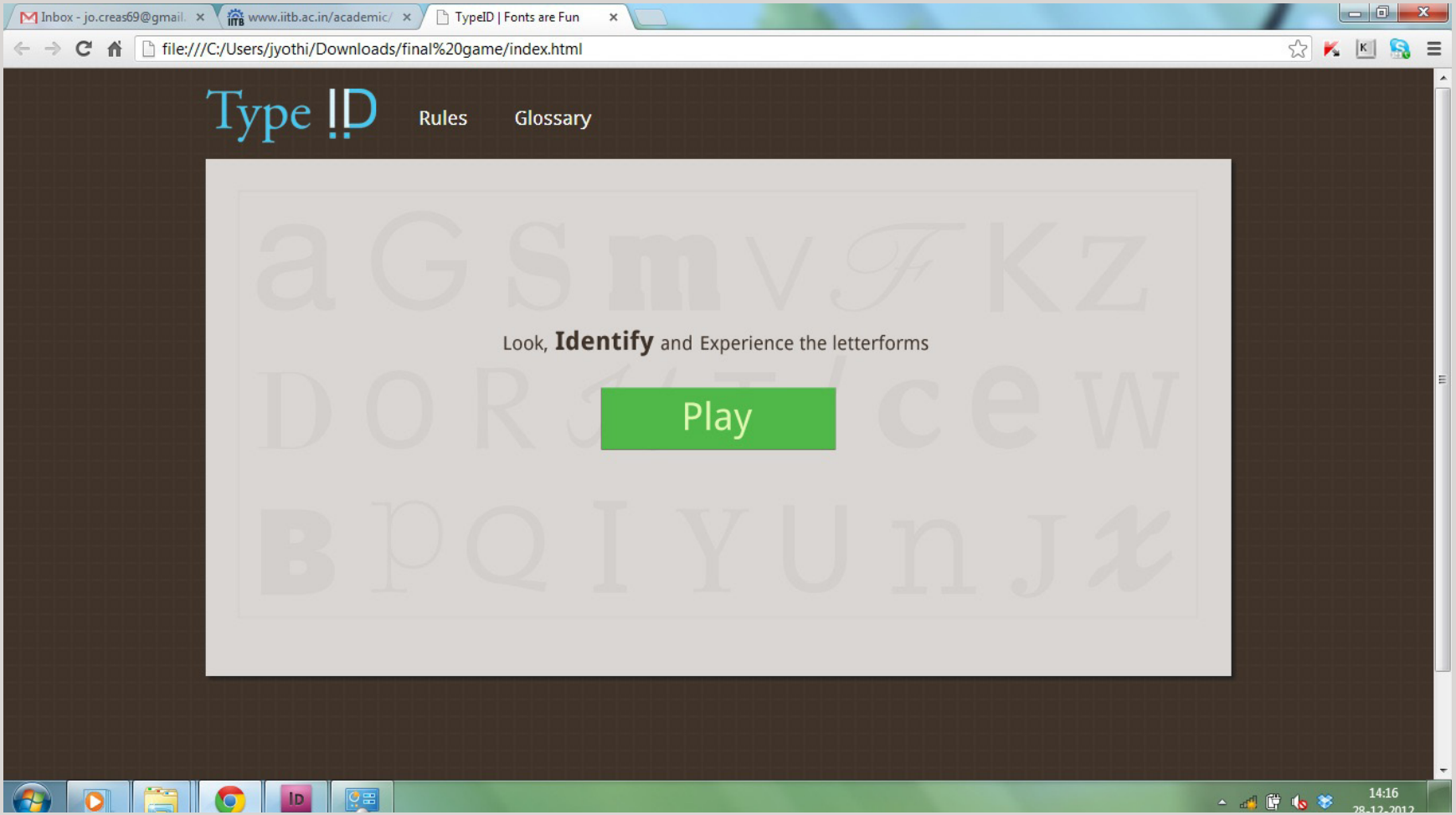
Glypha is highly legible and its relatively condensed proportions make it usable for magazine work or other projects that have space restrictions.

Final functions of the website

Type ID
Rules
Glossary
Clue screens
Score

Final **output**

Screen shot of the game played online



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