

# Questioni di carattere: informatica, scrittura e tipografia

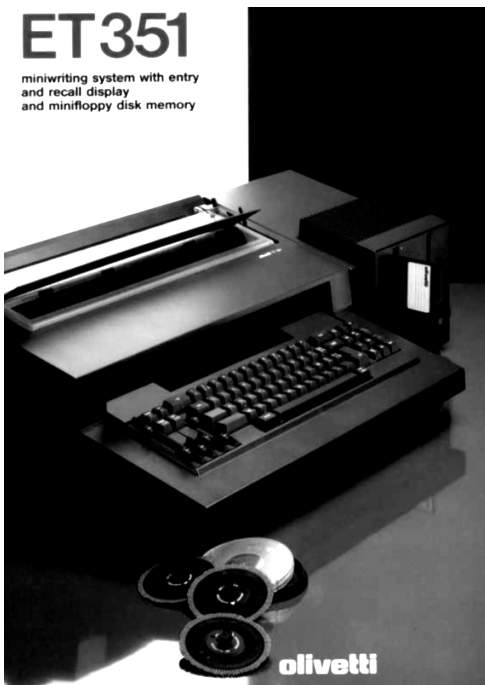
Storia dell'Informatica  
a.a. 2015/16

- Macchine da ufficio, lavori da ufficio
- Uno, alcuni, infiniti
- Siamo tutti tipografi
- Programmi per scrivere
- I calcoli della Lynotype

- Macchine per scrivere e calcolatrici
  - Dalla seconda metà dell'Ottocento agli anni '80
  - Poi arriva il pc e cambia tutto
  
- Ognun per sé
  - Spariscono o quasi dattilografia, stenografia, dettatura
  - Si scrive più piano, ma si recupera col copia-incolla
  
- Nuovi modi di impiegare il tempo
  - Impaginazione, formattazioni, tabelle e figure
  - E le presentazioni!

- La scrittura meccanica, la prima a fare il salto
  - Dagli uffici agli “studioli”
  - Le portatili sfiziose: Remington Portable #1 (1921), Corona Four (1924), Underwood Portable (1929), Remie Scout (1932), Royal Signet (1932), Olivetti MP1 (1932)...
  
- E personalizzata
  - Caratteri a spazio fisso (per lo più), ma distinti
  - A volte d'autore, come per la Graphika (1957) con il carattere disegnato da Cassandre (A.J.M. Mouron)

- Caratteri a disposizione
  - Uno, alcuni, infiniti (in pratica)



- Affidarsi al carattere per farsi riconoscere
  - Conseguenza della comunicazione stampata
  - La fortuna delle grandi fonderie della fine dell'800
  
- Esempi, innumerevoli
  - I caratteri di Peter De Walpergen & John Fell (1668) per la Oxford Press
  - Il Times New Roman di Stanley Morison (1929) per il Times di Londra
  - Il Garamond di Francesco Simoncini (1958) per Einaudi, poi usato anche da Sellario (!)

## □ Futura, Paul Renner (1927)

**Impossible.**

A Volkswagen can't boil over. It's physically impossible. The reason is obviously simple: the VW's rear engine is cooled by air, not water. Since air can't boil, neither can the car. If you had to, you could drive a VW all day at top speed through a desert. Or edge along in bumper-to-bumper traffic on the hottest day of the year.

You may get all steamed up, but not your Volkswagen. Chances are you'll appreciate the air-cooled engine even more in winter. Air can't freeze any more than it can boil. So you don't need anti-freeze. (You couldn't put any in a VW even if you wanted to; there's no radiator. And so no hoses to leak. No draining. No flushing. No rust!)

In the past, a few VW owners have been amused to find a perplexed gas station attendant with a bucket of water and no place to put it. But we've taken care of that in our '61 model. This year, a windshield washer is standard equipment. It uses water. Let the man fill it up.

©1961 VOLKSWAGEN OF AMERICA, INC.

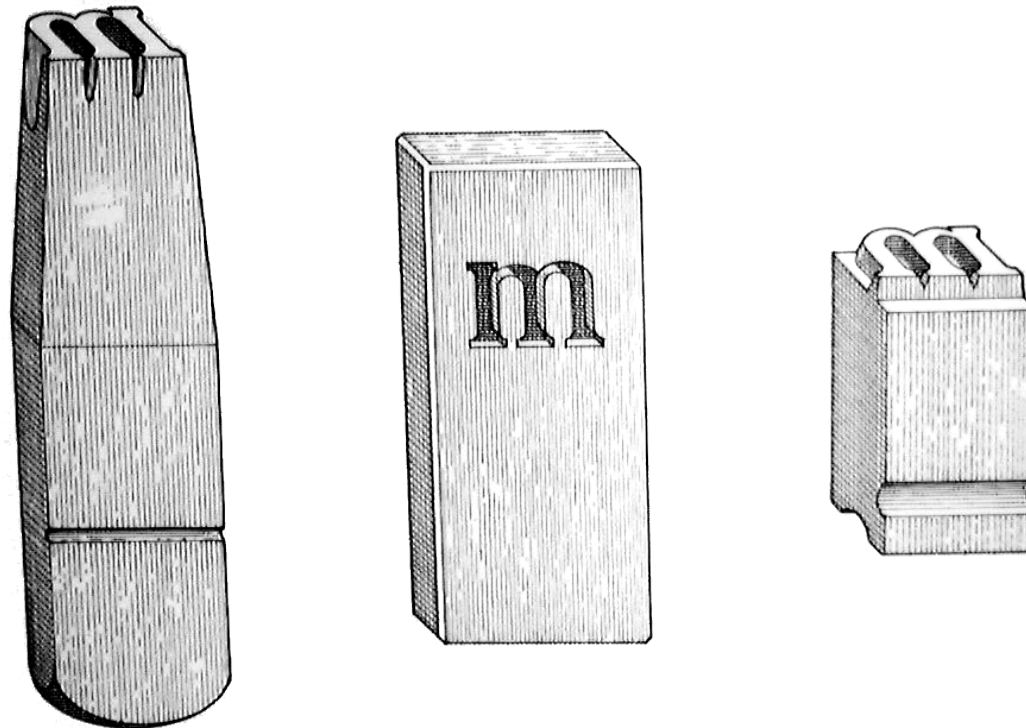
**The new Golf from \$25,990\*. A drive less ordinary.**

With new technology, new engines and a contoured, muscular body shape, the new German built Golf can't help but make a grand entrance. Under the bonnet, options abound: including a 7-Speed DSG transmission and your choice between petrol and diesel engines. Boasting even greater fuel economy and lower CO2 emissions, the new Golf delivers an impressive combination of performance and fuel economy. Contact your local Volkswagen dealer today and experience a drive less ordinary. SMS your postcode to 199 21 992 to find your nearest dealer.

**Des Auto.**

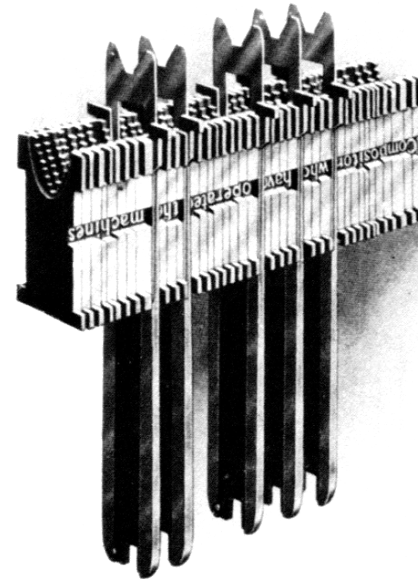
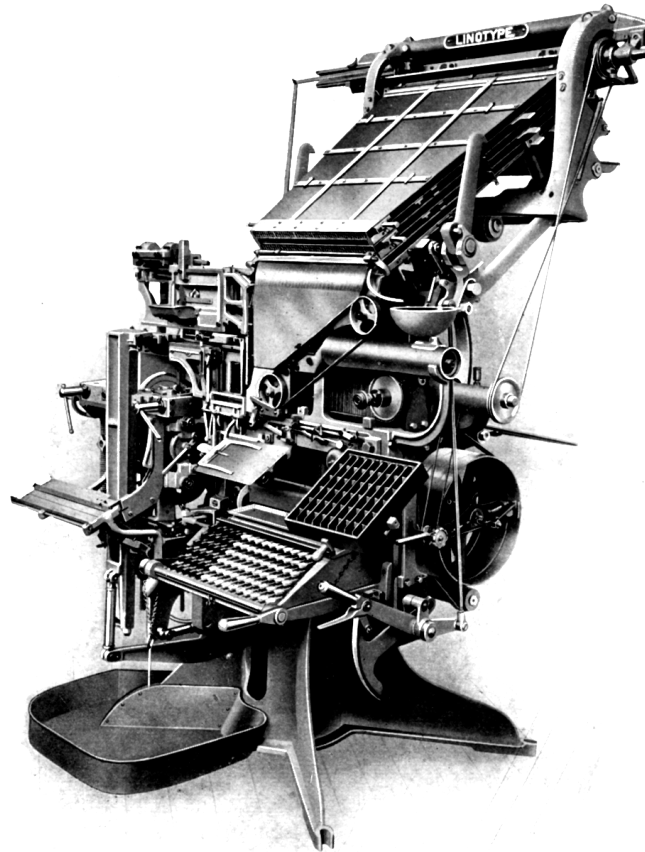
\*MSRP for Golf 1.9 TSI Trendline 4 speed manual, including dealer delivery and statutory charges. Vehicle pictured features optional Comfort package: \$27,120.00 and optional metallic paint: \$267,870. MSRP does not cover available add-on accessories. MSRP varies by region. Volkswagen Group website.

- Punzone, matrice e tipo, dal 1455 (circa)





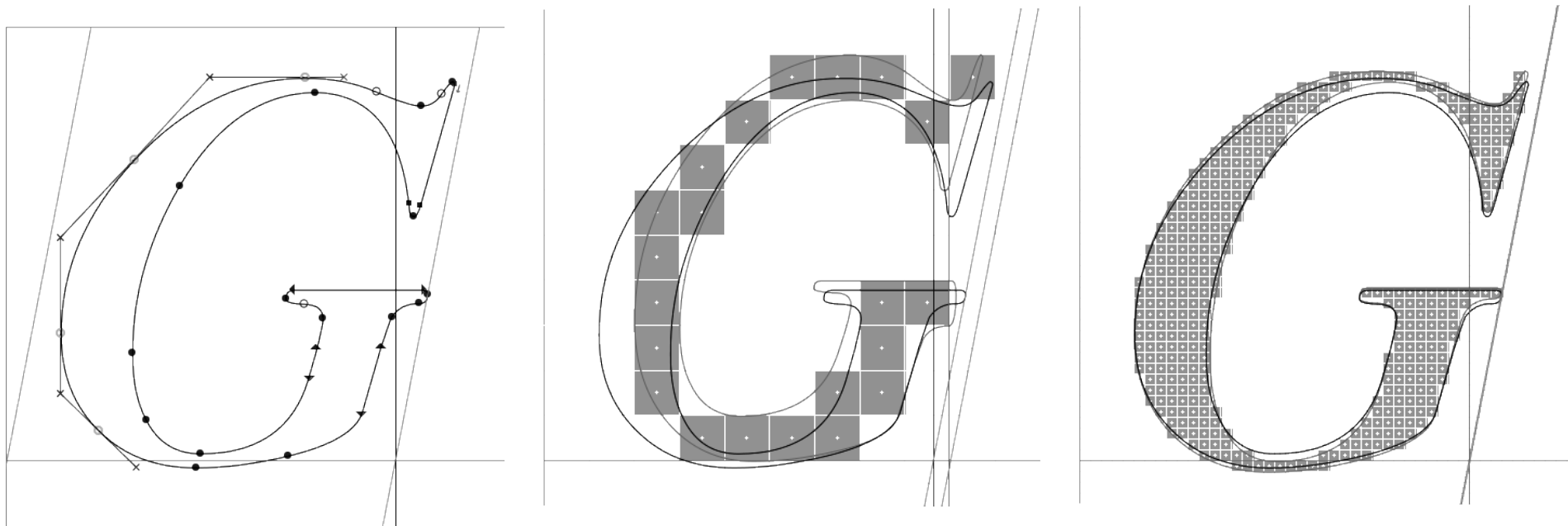
- Line o' Type, Mergenthaler, dal 1884



- Mergenthaler, VIP Linofilm, dal 1954



- Metafont, Donald Knuth, dal 1979-84



- Maximilien Vox
- Classificazioni
  - Association Typographique Internationale, (ATypI), 1962
  - British Standard BS 2961, 1961



## □ Classical

- Humanistic      Humanistic      Aa Bb Cc Dd Ee
- Garalde          Garalde          Aa Bb Cc Dd Ee
- Transitional     Transitional     Aa Bb Cc Dd Ee

## □ Modern

- Didone            Didone            Aa Bb Cc Dd Ee
- Mechanistic      **Mechanistic**    **Aa Bb Cc Dd Ee**
- Lineal
  - Grotesque        Grotesque        Aa Bb Cc Dd Ee
  - NeoGrotesque    Neo-Grotesque    Aa Bb Cc Dd Ee
  - Geometric        Geometric        Aa Bb Cc Dd Ee
  - Humanistic        Humanistic        Aa Bb Cc Dd Ee

## □ Calligraphic

- Glyphic
- Script
- Graphic
- Blackletter
- Gaelic

GLYPHIC

AA BB CC DD EE

*Script*

*Aa Bb Cc Dd Ee*

**GRAPHIC**

**AA BB CC DD EE**

**Blackletter**

**Aa Bb Cc Dd Ee**

**Gaelic**

**AA Bb Cc Dd Ee**

## □ Senza classe

- Ornated
- Monospaced
- Bitmap

**ORNATED**

**AA BB CC DD EE**

Monospaced

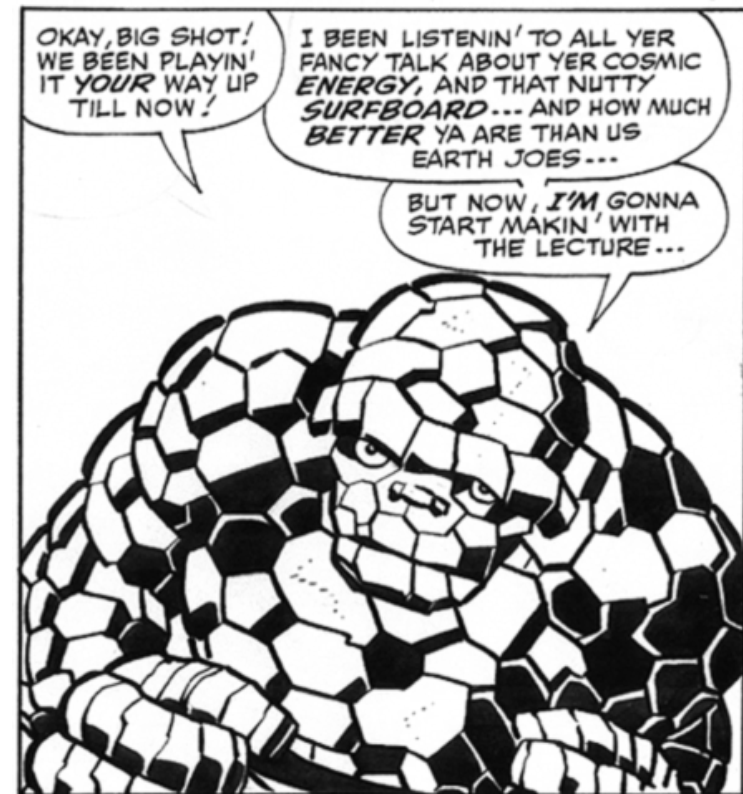
Aa Bb Cc Dd Ee

**Bitmap**

**Aa Bb Cc Dd Ee**



- Gaspar Saladino (DC), Sam Rosen (Marvel)



## □ Personaggi

- Claude Garamond (1545 ca)
- Jean Jannon (1620 ca)
- Cardinale Richelieu (1627 ca)
- Imprimerie Nationale (1900 ca)
- Beatrice Warde  
(aka Paul Beaujon)
- Stanley Morison  
(The Fleuron  
& Monotype, 1926)





## □ Elaborazione di testi

- Format, IBM, fine anni '60
- Bravo, Xerox Alto, wysiwyg, 1974
- T<sub>E</sub>X (Knuth, 1978) & L<sup>A</sup>T<sub>E</sub>X (Lamport, 1985)
- MacPublisher (1984), Aldus PageMaker (1985)
- Periferiche: martelletti, aghi, laser, inkjet

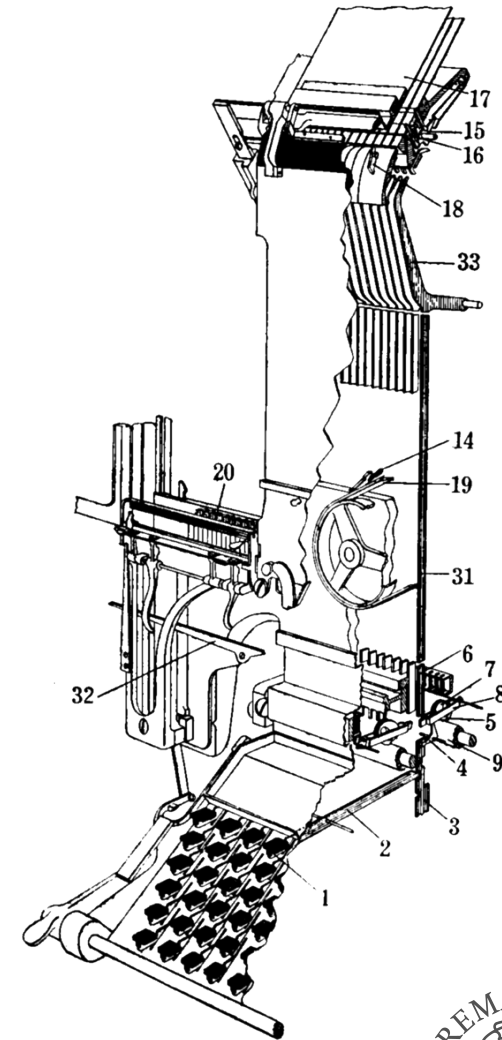
## □ Le applicazioni che tutti conoscono

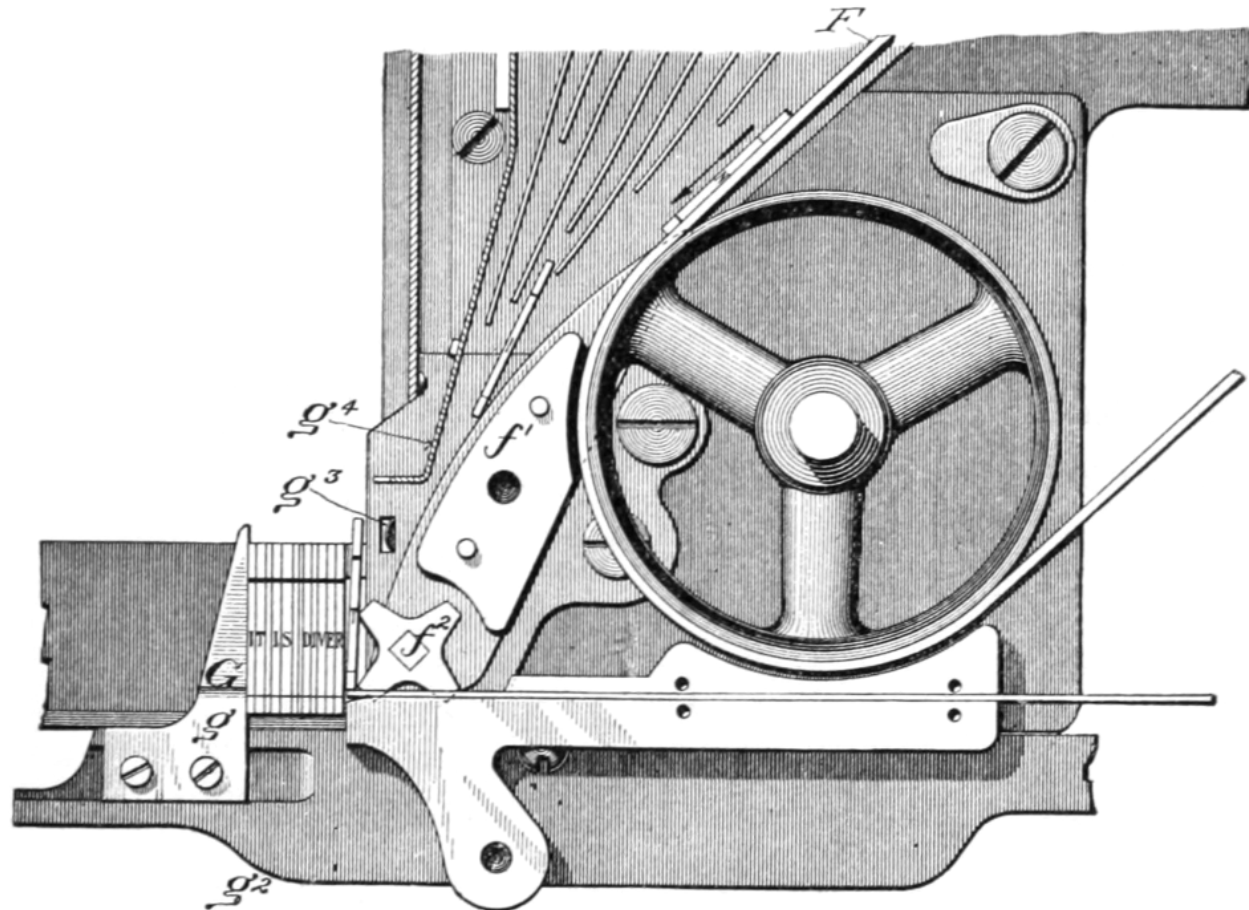
- Stabili dai primi anni '90
- Interleaf (1985), Framemaker (1986)
- MS Word 6 per Mac e Windows (1993)
- Writer di Star/Open/Libre Office (1999-2000-2010)

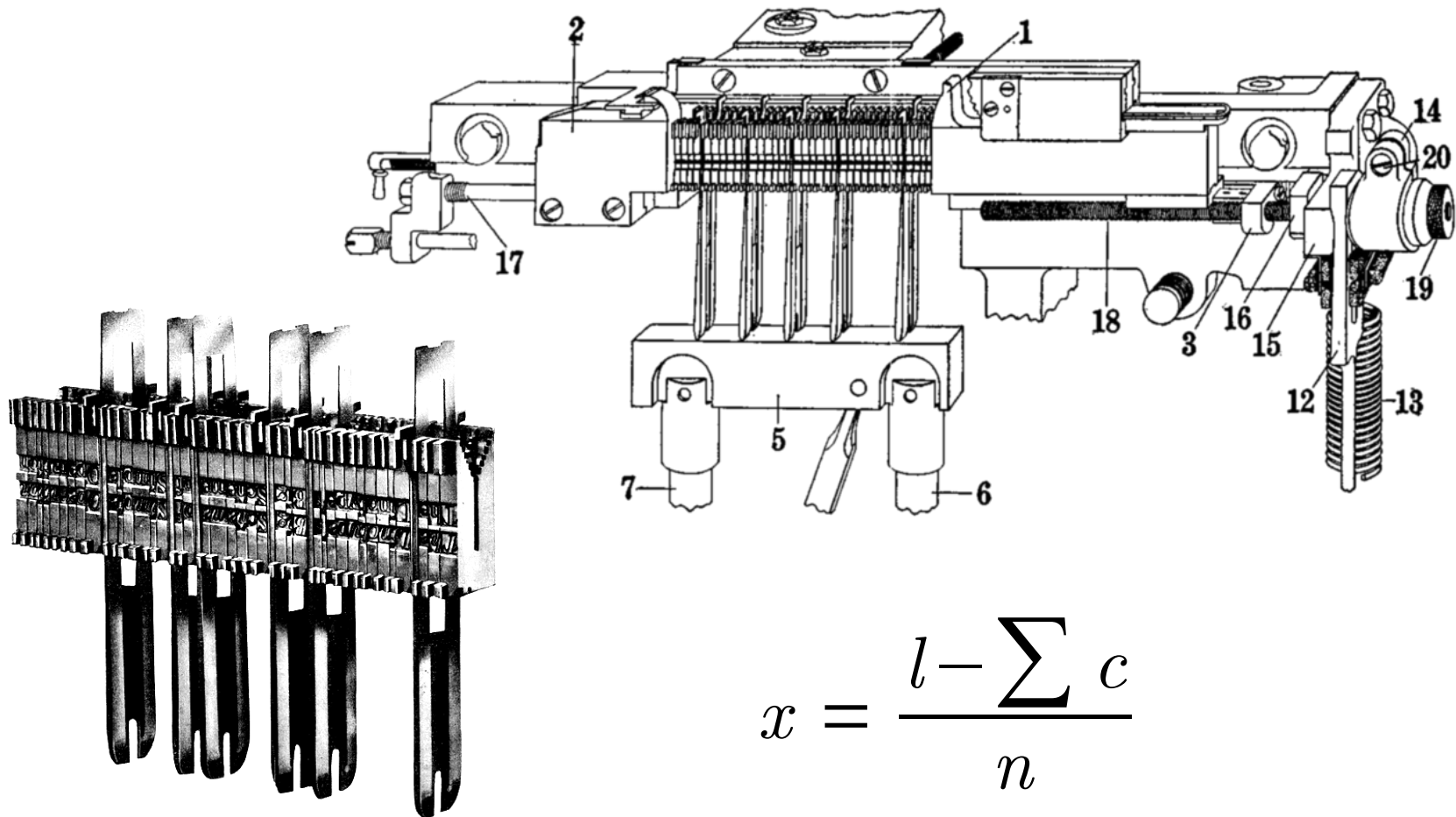
- Elaborazione di testi
  - Compone
  - Giustifica
  - Fonde una linea (slug)
  - Recupera e riordina
  - Nel 1886 una rivoluzione
  
- Non è la prima
  - Il Composer di James Paige con Mark Twain finanziatore
  - Mai però maturato



- Tastiera
  - 90 tasti
  - Minuscole, simboli, maiuscole
  - ETAOIN SHRDLU
- Magazzino
  - 90+1 canali per le matrici
  - Tutti i caratteri tranne i *pi*
  - Scatola per le bande spaziatrici
- Binario assemblatore

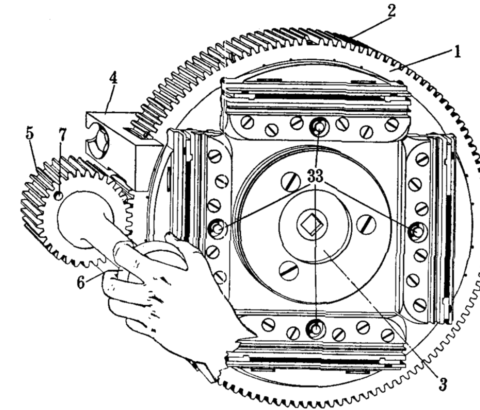
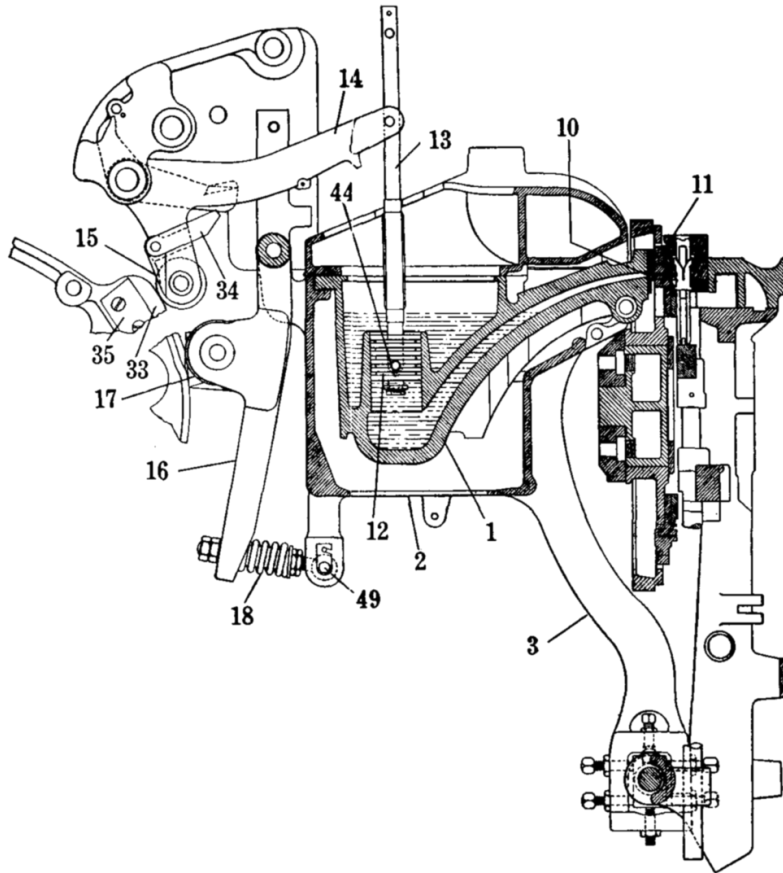






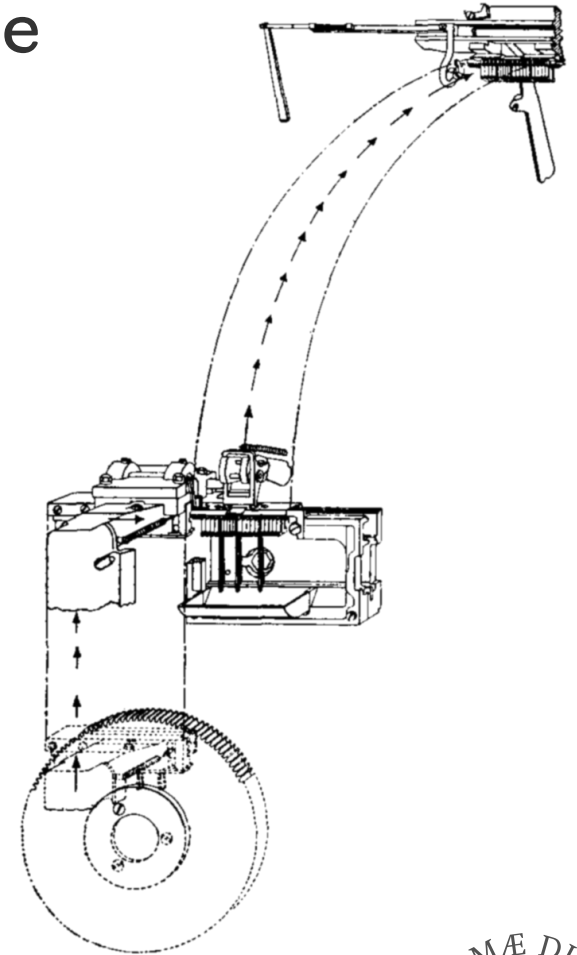
$$x = \frac{l - \sum c}{n}$$

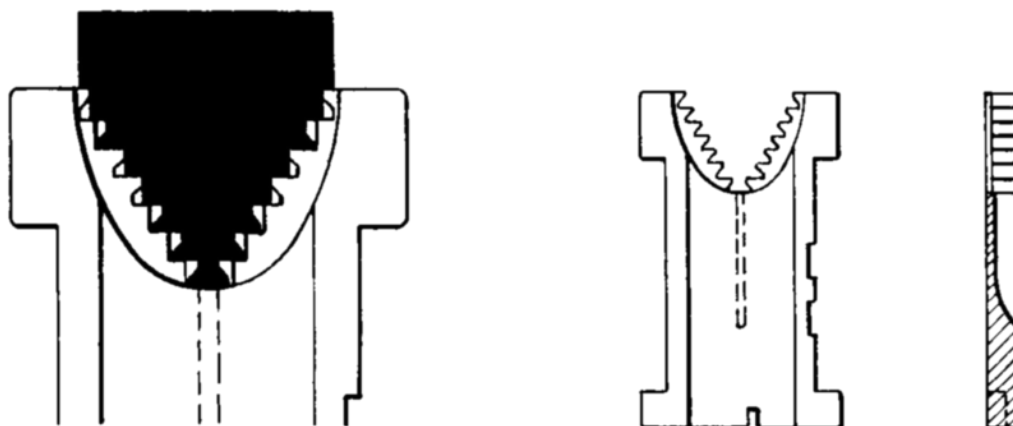
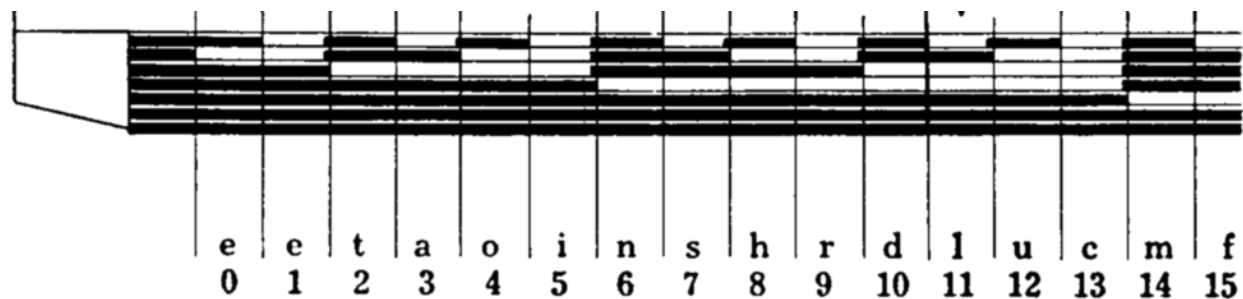
## □ Crogiolo e disco di fusione





- Recuperare i pezzi dopo la fusione
  - Le matrici dei caratteri
  - Le barre spaziatrici
  
- Riporli per riusarli
  - Ogni pezzo nel proprio magazzino
  - Le matrici anche nei giusti canali







- R. Bringhurst, “The Elements of Typographic Style” 4° ed., Hartley & Marks, 2013
- S. Loxley, “Type – The secret history of letters”, I.B. Tauris & Co, 2004
- G.A. Cignoni, “Questioni di Carattere”, Museo della Grafica Pisa, 9 maggio – 2 giugno 2014