

DESIGN HISTORIES

Vocabulary terms

Week 3, October 12th and 13th

Alphabet:

A set of visual symbols or characters used to represent the elementary sounds of a spoken language.

Pictograph/Pictogram:

A symbol or diagram which communicates ideas or information through pictures.

Syllabary:

A series or set of written characters each one of which is used to represent a syllable.

Phonetic:

Representing speech sounds by means of symbols.

Rebus:

A visual device that uses combinations of illustrated pictures that represent phonetic sounds to depict words and/or phrases.

Codex:

An ancient manuscript text with bound pages. Codexes are considered the precursor to the modern book.

Parchment:

A stiff, flat, thin material made from the prepared skin of an animal and used as a durable writing surface in ancient and medieval times.

Punch:

A steel rod whose tip has been carved with the negative shape of a letterform which is used to stamp matrices into copper. The matrices are then used as a mold for casting type.

Blackletter or Textura:

A script used throughout Western Europe from approximately 1150 until the 17th century characterized by repeating heavy vertical strokes.

Humanism:

An outlook or system of thought attaching prime importance to human rather than divine or supernatural matters. Humanist beliefs stress the potential value and goodness of human beings, emphasize common human needs, and seek solely rational ways of solving human problems.