

PROJECT 2.

Unserifed Times

19.04.2006

Berk Cankat

Elif Demet Kahraman >

Ezgi Bora

Gökçe Özcivelek

Gönenç Ilker Uyanik

Gözen Kolsal

Melis Bağatir >

Müge Celasun >

Oğuz Boduroğlu >

Onur Tatver

Sera Sade

Serhat Ayaaşlı

Serhat Şekerkiran

Tan Kanbay

Tuğçe Kaynak >

Zeynep Gürkan

Zeynep Zaim

TUĞÇE KAYNAK

A
B
C

DEFGHIJKL

MNOPQRSTUVWXYZ

&

abcdefghijkl
mnopqrst
vwxyz
0123456789

A
B
C

DEFGHIJKL

MNOPQRSTUVWXYZ

&

abcdefghijkl
mnopqrst
vwxyz
0123456789

MELIS BAĞATIR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

OĞUZ BODUROĞLU

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z

a b c d e f g h i
j k l m n o p q r
s t u v w x y z &

0 1 2 3 4 5 6 7 8 9

ELIF DEMET KAHRAMAN

E F B P R D as

A V W Y X ogce

I J L T H hmnu

K N M Z bdpq

C O Q G jirtfl

U S vywxzk

E F B P R D as

A V W Y X ogce

I J L T H hmnu

K N M Z bdpq

C O Q G jirtfl

U S vywxzk

E F B P R D as

A V W Y X ogce

I J L T H hmnu

K N M Z bdpq

C O Q G jirtfl

U S vywxzk

MÜGE CELASUN

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z a b c d f e
g h i j l k
m n o p r q
s t u v x w
y z

ESSAY

Stanley Morison (1889-1967) is a British typographer and journalist. He is the founder of the famous type 'Times New Roman' and his other types include Blado (1923) and Bembo (1929). Morison is mostly popular for doing some historical redesigns of types that were published by Monotype. The typeface 'Times New Roman' can be found everywhere from books, advertisements to newspapers. It also appears as the first choice when we choose the type tool in a design or in a word process programme. His work is everywhere around us. It is nearly impossible for us to not to see his work everyday. However, since it is too familiar to us that it generally goes unnoticed.

Morison, after leaving the school when his father abandoned his family, became an editorial assistant on Imprint magazine in 1913. The Catholic religion influenced him in the area of printing. He had a keen interest in the hymn book and other Catholic writings. His first typographic work was done for the Church. After being imprisoned in First World War, he became a design supervisor at the Pelican Press in 1918. During 1919, with the help of The Pelican Press Morison produced his first study on typography, and published a book named 'The Craft of Printing: Notes on the History of Type Forms'. In this book Morison tried to determine the relationship of Caslon and the Didots to Jenson and Aldus, and also discussed the relationship between calligraphy and typography.

He was the founder of the Fleuron Society, a place which discussed typographical matters (Fleuron meaning a typographical flower or ornament). He edited the journal called 'The Fleuron' from 1925 to 1930. The quality of the printing of this journal was considered as an exceptional printing. The Fleuron was published entirely in 1936. During this time he wrote one of his famous essays named 'First Principles of Typography' which appeared in Encyclopedia Britannica in 1929. Morison designed book covers for the Victor Gollancz publishing house, with this he started of a long association with the Cambridge University Press.

From 1923 to 1925 he was a writer and an editor for the Penrose Annual, which was a graphics arts journal. He was a graphic consultant for Monotype Corporation from 1923 to 1967, where he extended his research of historic typefaces. With these researches he greatly influenced typography. Morison was also a consultant for 'The Times' newspaper from 1929 to 1960. In 1931, he criticized the quality of the printing so he was commissioned by 'The Times' to produce a new typeface that can be easily read. He developed this typeface with the graphic artist Victor Larsent. Times New Roman was first used by 'The Times' newspaper in October 3rd, 1932. Times New Roman is one of the first types with a generous x-height. Even though it was originally created for printing of the newspapers, it became popular and was used for books on Monotype, Linotype and Intertype-setting-machines. He designed Times in a way that nearly every kind of text could be set. This is why, Times is still the most spread printing type of our days.

Between 1935 and 1952 he edited the 'History of the Times'. Also between 1945 and 1948 he was the editor of the 'Times Literary Supplement'. He was in the editorial board of Encyclopedia Britannica from 1961 until his death. His publications and designs inspired artists like Eric Gill and Jan van Krimpen and in my opinion, they are still inspiring us all.

