The True Art of

Baskerville

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The True Art Of Baskerville

JB, WHAT DO YOU MEAN?

TRANSITIONS

DANCE

SHE IS A QUEEN

REALIST

THE TRUTH

Who is John Baskerville?

John Baskerville, who is pronounced to be one of the fathers in typography, was one of the talented and greatest designers in history. Baskerville had designed the typeface Baskerville hence because of his name. John Baskerville produced many works for books, poetry and bibles. However his typeface is a piece of art itself. By taking the time to study Baskerville as a typeface I have learned that his typeface is designed in such a quality like a fine, detailed print. Also like humans each letter has a specific characteristic and elegant quality to them. For my booklet I will use relative aspects to explain the typeface of Baskerville, so that you can learn how to identify his typeface, and as well learn how well this typeface is such a great font to use for graphic design, and as well as it's characteristics.

JB

PARADISE LOST.
A
P O E M.
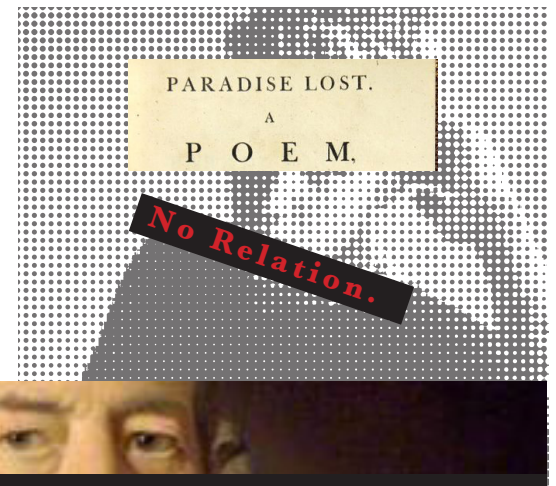
No Relation.

JOHN   BIEBER

Justin Bieber has no relation to John Baskerville. However I relate Justin Bieber not only because they have the same initials J.B. but also because the character. Beiber for being an inter-changing character himself, explains the voice the Baskerville typeface has to offer. From Justin Bieber's young innocent stage as a young pop artist, to a now grown character with an interesting personality. The quality of production where the letters of Baskerville, being shaped by hand, and created

from scratch, to now being synthesized to work on our modern day age computers. In contrast to the music generation of synthesizing voices from acoustic, where the Justin Bieber first started. However there is no relation to the both J.B. there is a relation to the art and craft to produce something of use and balace.

Fqs
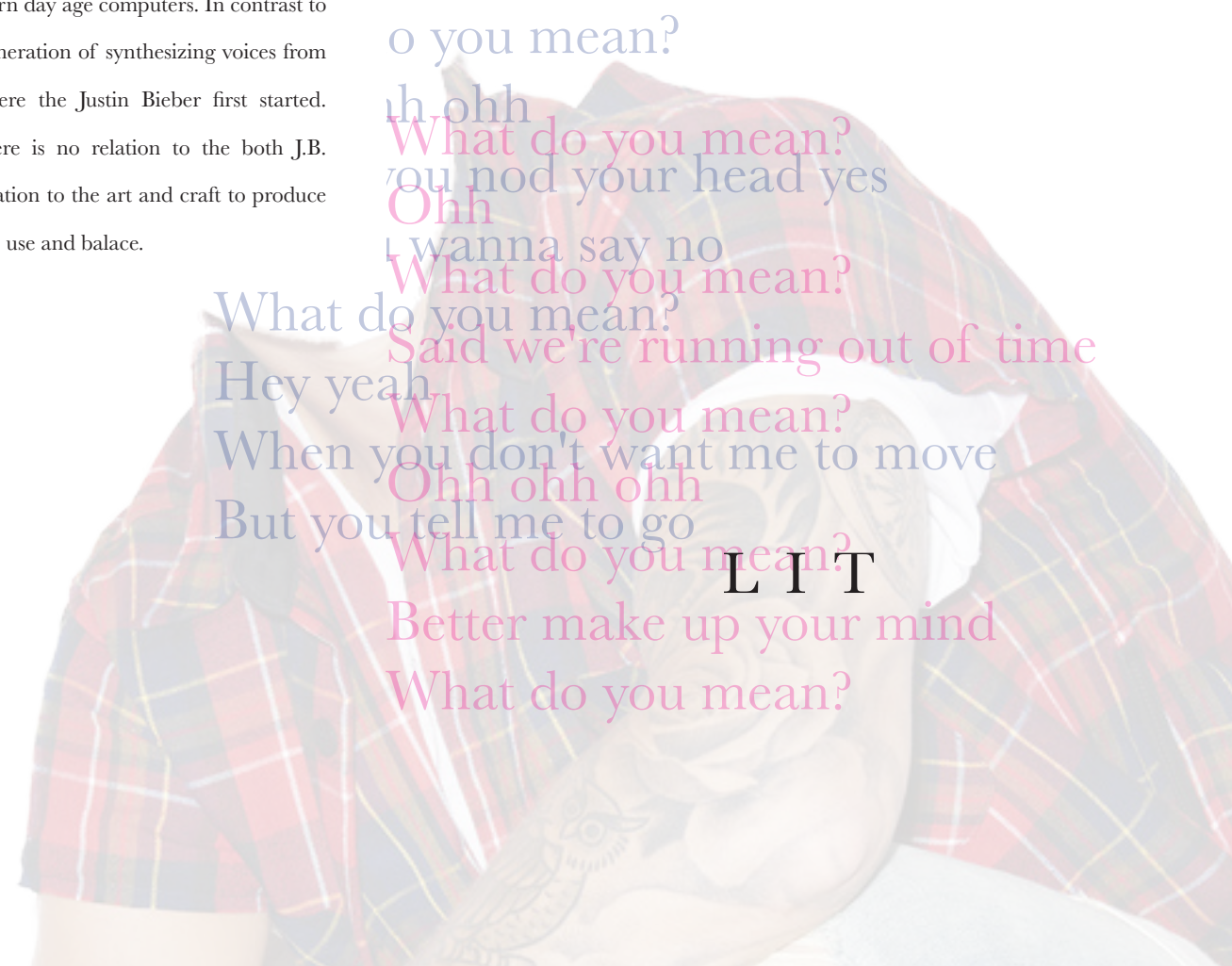
o you mean?
uh ohh
What do you mean?
you nod your head yes
Ohh
I wanna say no
What do you mean?
What do you mean?
Said we're running out of time
Hey yeah
What do you mean?
When you don't want me to move
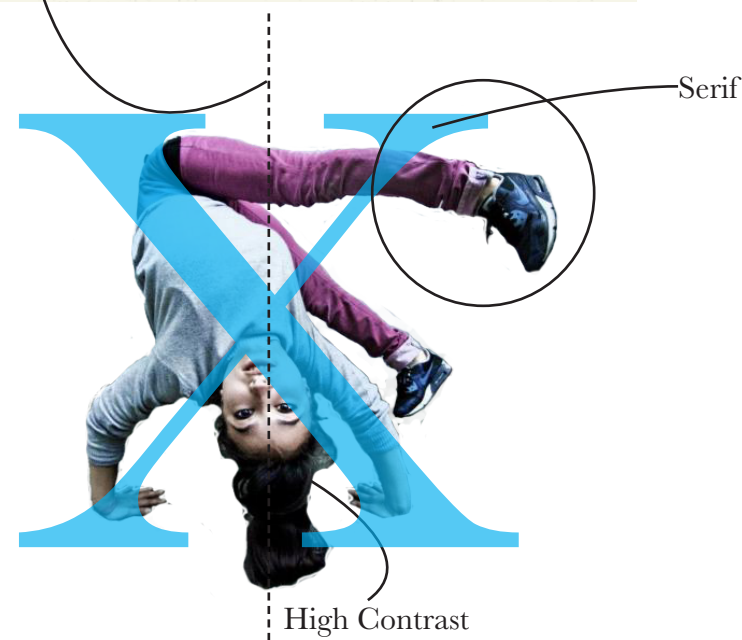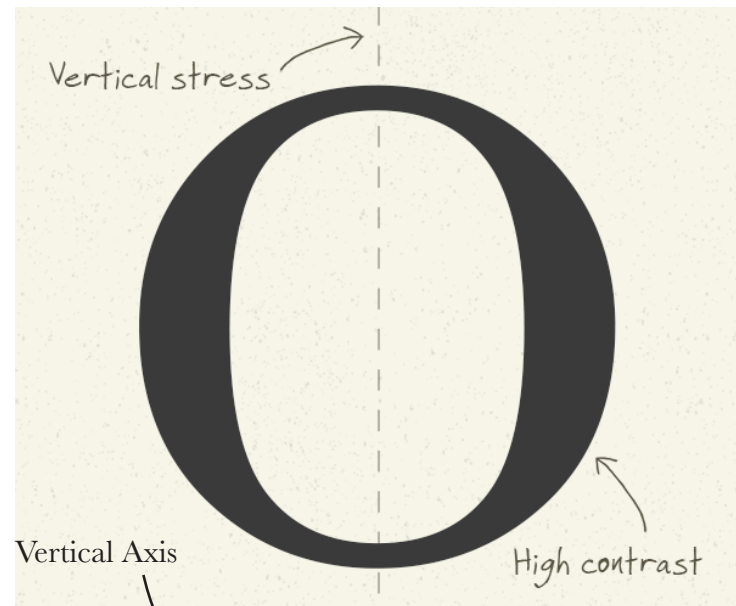Ohh ohh ohh
But you tell me to go
What do you mean?
Better make up your mind
What do you mean?

LIT

T R A N S I-T I O N S

Vertical stress

O

Vertical Axis

High contrast

Serif

X

High Contrast

Like all dancers, not just B-Boys and B-Girls. Transitions are important, especially to get into the next move, or SET as they call it in dance. Sets like Baskerville are transitional especially when it the increases its contrast, serifs, weights, and all flows together. However what makes this such a transitional type also, is that Baskerville is one of the fonts that are clean, detailed, and very machined liked. Like break dancers and hip hop dancers, paying attention to detail, hitting that beat, being very precise is key and Baskerville typeface is definitely that typeface.

Q

Basker ville

g

Are these Ligatures?

Or are these
dance partners?

Baskerville does something wonderful with the ligatures, because they are designed in ways, which are beautifully connected to each other. This while studying the mechanics of Baskerville type and its ligatures, you can easily associate them as they are partners joint together, as what defines what a ligature is. Ligatures are defined as to bind, tie, and make things tight. This not only shown in typography, but also in music. Baskerville is designed not only to have a machinelike quality but also a beautiful essence and italic dancing figure line almost poetic and musical at the same time.

fff

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

these are her subjects in the court

Beautiful
Orgasmic
Oral
Brilliant
Sexy

Queen Anne of Great Britian

She is the Queen and she is **Bold**

The queen is an iconic symbol that is **beautiful**, **modest**, **kind**, and **strong** at the same time. This makes a queen bold and stand out from the rest. The Baskerville typeface is just like that. She is definitely beautiful, and stands out on its own. She is up right and poise. Other typefaces look up to her, and use her as an example of for the newer generation of type. She is of purity like Queen Anne (1665-1714) of **Great Britain**, she was one of the first queens to develop a union between two parties the Whigs and Tories. Like the Baskerville type it is the mark in between Calson type and Bodoni. As many other typefaces look up to the queen Baskerville type, Didot and other typefaces were influenced and bound to follow. She is strong, and bold, like a queen, but also has royalty like qualities.

FAKES!

ATTENTION!

Legit Realist

This is a typeface that is exactly what it is. It is proud of its characteristics. It represents in every shape or form what it is and what it stands by. This is the boss; therefore this is the original that is Baskerville. The term of realist is everything that is real, and the typeface is real. It has genuine qualities, and a substantial reputation to being the cleanest, most detailed typeface in typography. Baskerville typeface should be proud of what it is, and definitely the realist type in history. Supreme

Real

T R U T H

Truth be told. Baskerville is a true typeface that set the turns for the generation of typography. This is one of the purist, and highest contrast type for its time. No one during this century was producing a type like Baskerville, because it holds its own, and there is only one true Baskerville. The passion, love, and time that John Baskerville put into developing this type, shows a truth that he is a master printer and designer, with the evidence of lines and precision are so detailed that this type looks like it was produced by a machine or even in modern day computers. Therefore this is a true typeface, and is by far profound for its truth. It's art and a true vision of typography. Baskerville.

"

REAL

transitional

dance partners

truth

Bold"

17
06 17
    75

In the world of type design history, the previous style is the one often called old-face or oldstyle and the subsequent style is called modern. Thus, transitional describes a letterform that shares features with both the old-face letter and the modern letter.

Sources

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