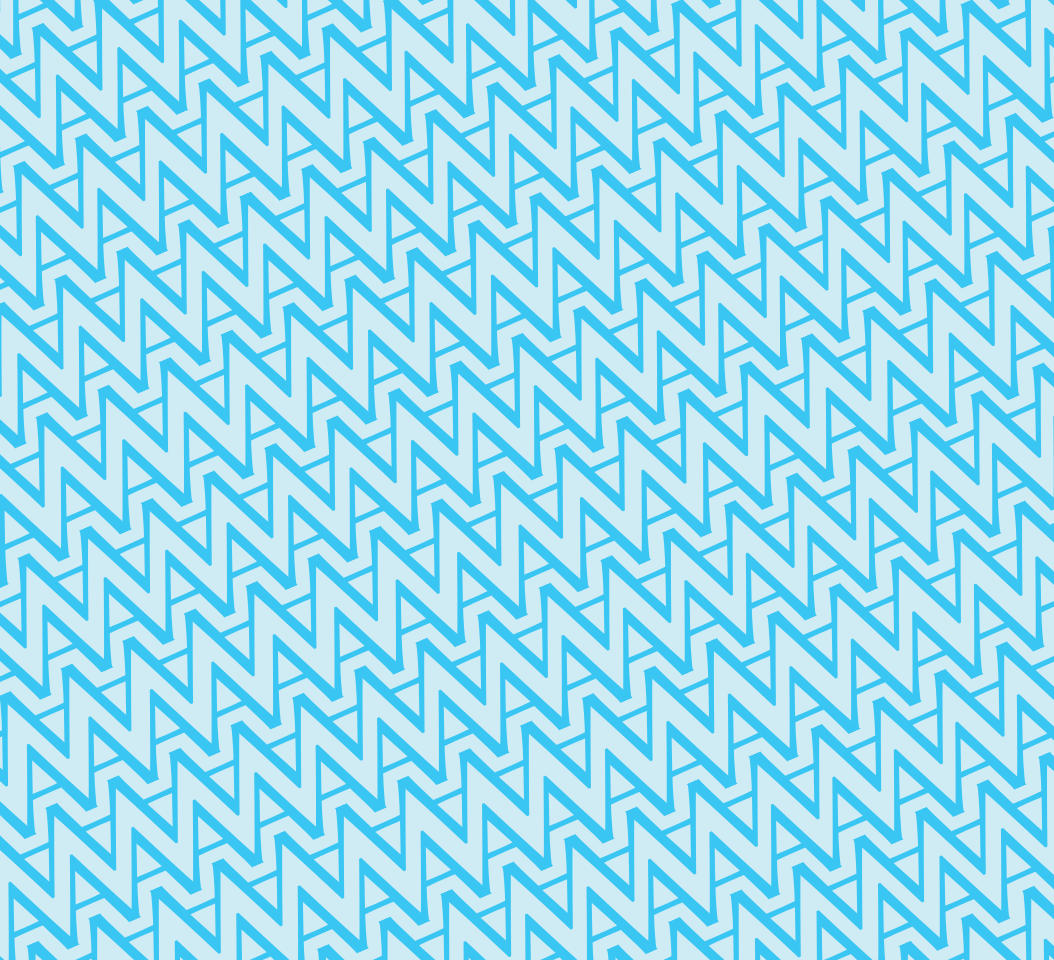




OPTIMA

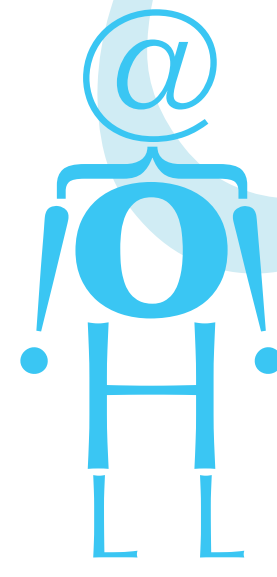
CHILDRENS TYPE SPECIMEN
ACTIVITY BOOK

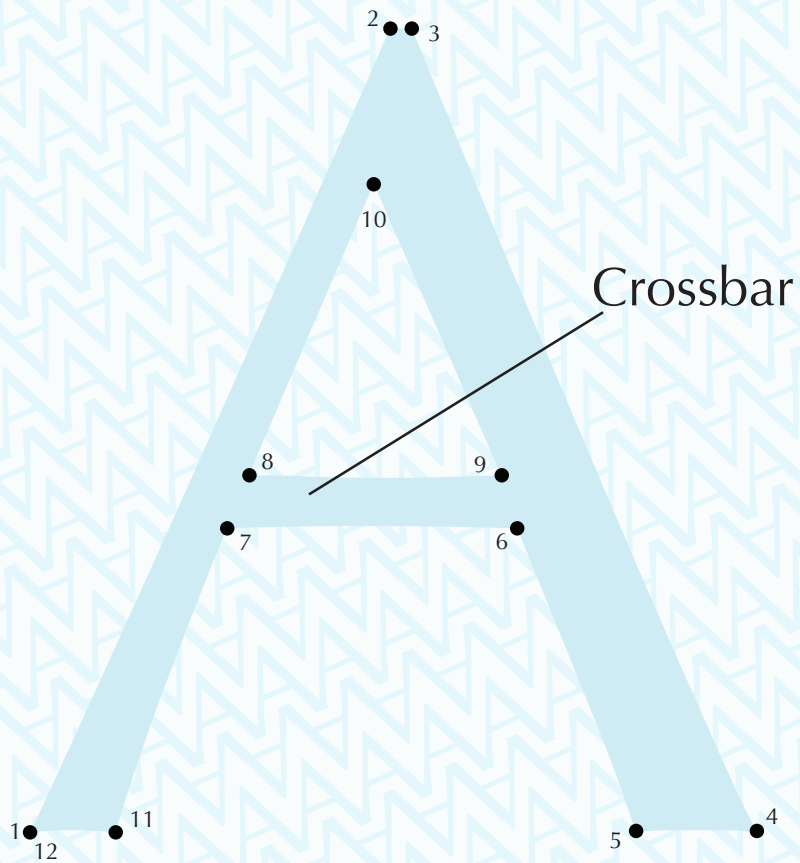
A great way for
children to learn
about **typography**
and what makes
a typeface unique!



Anatomy Of Type

Just like the body, type is made up by anatomy. It is very important to understand anatomy when comparing different fonts. The **crossbar** is a horizontal stroke found in letters like A, H, e and f. The **bowl** is a curved line that creates an enclosed area. The area inside the bowl is called the **counter**. Both are found in letters like O, B, d and q.

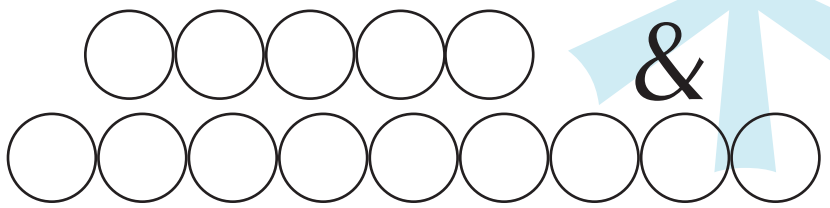




What was the name of the first US type foundry?

Find the UPPER CASE letters and fill them in, in order, to find the answer.

Before technology, typefaces had been used for machines that would take stamps of the letters made out of materials like wood or metal. In the year 1476, William Caxton introduced the printing press which used those letters to print words for books, newspapers and posters instead of needing to write them all by hand. Type foundries were useful because they made the letter stamps in different fonts so whatever was being printed could have a better design.



- ITALIC*
- OBLIQUE
- ROMAN
- MEDIUM
- DEMI
- BOLD**
- BLACK**
- EXTRA BLACK**
- OPTIMA
- OPTIMA
- OPTIMA**
- OPTIMA
- OPTIMA
- OPTIMA
- OPTIMA

DIRECTIONS: Match the word "optima" with the correct member of the font family

DRAW THE ALPHABET



The form of the letters in the typeface “optima” are very unique. It stands out because it has swelled terminals. Terminals are the ends of straight or curved strokes that don't have serifs. It was the first German typeface not based on the standard baseline alignment and was designed for the high x-height. The proportions of the ascenders and descenders are in the “Golden Section”.

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

ALPHABET

CROSSBAR

PARAGRAPH

ANATOMY

LIGATURE

TYPEFACE

BOWL

OPTIMA

TYPOGRAPHY

Learn more about the vocabulary

ALPHABET - a set of letters or symbols in a fixed order, used to represent the basic sounds of a language; in particular, the set of letters from A to Z.

ANATOMY - a study of the structure or internal workings of something.

BOWL - the fully closed, rounded part of a letter

CROSSBAR - the horizontal stroke in letters

LIGATURE - two or more letters combined into one character

OPTIMA - german typeface designed by Hermann Zapf

PARAGRAPH - a distinct section of a piece of writing, usually dealing with a single theme and indicated by a new line, indentation, or numbering

TYPEFACE - a particular design of type

TYPOGRAPHY - the style and appearance of printed matter

OPTIMA 1958

Modern and Classic

Optima is overused in the cosmetics market because it is very elegant and has a smooth visual flow. It was created to be a roman typeface without serifs, and is very unique because it was designed with an oblique and *italic* option, while most typefaces only have one or the other. An oblique typeface is a roman typeface that is skewed at a certain degree (usually 8-12), but an italic typeface is an entire new design drawn at a slant to create a more cohesive and natural look. The designer was inspired by letters in a florance medieval church tombstone to create optima, but he had no paper, so he sketched the letters on a blank banknote. This font is used a lot by graphic designers because of its humanist yet classy quality, and was even used for engraved names on a vietnam memorial, and in the Asian Art Museum of San Francisco. Its family holds 13 typefaces and supports atleast 33 languages including Spanish, Swedish, Slovak, and German, increasing its usability.

ABOUT THE DESIGNER

– Hermann Zapf –

Hermann Zapf was born on November 8th, 1918, in the second largest city in germany called Nuremberg. He lived a long life in Darmstadt, Germany, dying at the age of 96 on June 4th, 2015. At a young age, after WWI, Zapf lost two siblings to the spanish flu, but was lucky enough to have schooling. In school he was interested in technical subjects and left school with hopes to pursue a career in electrical engineering. Zapf and his older brother were heavily into technology and experimented with technology building a crystal radio and an alarm system for their house. While he was young he first got involved with type by making cipher alphabets to secretly communicate with his brother. Lithography became his backup plan, recommended by a teacher who noticed his drawing skills, when he was unable to attend an institution. He went on to design his first typeface in 1938. Around 1939, his father, after being unemployed, was sent to Dachau concentration camp (the first Nazi camp), and Zapf himself was summoned on multiple occasions to the war efforts in the time of WWII. Luckily for Zapf, a developed heart condition combined with his own



clumsiness and discoordination landed his a military desk job and an early dismissal. After the war he started teaching calligraphy, and in 1951, married Gudrun von Hesse, who also taught calligraphy.