

Typeface Design and Development – João Symington

Year – 2019

Ludema

Ludema™

Styles

Ludema™, 40pt

Ludema™ Regular

Ludema™ Bold

Ludema™ Black

Graphic Design Definition

Ludema™ Bold, 28pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term “graphic design” is used synonymously. Graphic designers create and combine symbols, images and text to form visual

Basic Characters

Ludema™ Regular, 64pt

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

Basic Characters

Ludema™ Bold, 64pt

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Basic Characters

Ludema™ Black, 64pt

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Symbols & Numerals

Ludema™ Regular, 64pt

¢ ¤ \$ € £ ¥ + - × ÷ = ≠ > < ≥ ≤ ±

≈ ~ ¬ ^ ∅ ∞ ∫ ∏ ∑ √ ∂ ‰ ‰ ‰ ◊ jam
type

@ & ¶ § © ® ™ ° | ! † ‡ €

Ludema™ Regular, 64pt

0 1 2 3 4 5 6 7 8 9

½ ¼ ¾ ⅛ ⅜ ⅝ ⅞

Punctuation & Greek Characters

Ludema™ Regular, 64pt

. , : ; ... ! ; ? ¿ · ● * # / \ () { } []

— — — — , ” “ ” ‘ ’ « » ‹ › ” ’

Ludema™ Regular, 64pt

Δ

Ludema™ Regular

22pt

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12pt

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The term graphic design was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome’s Trajan’s Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In “Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary”. This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the Rosetta Stone. “The Rosetta stone, found by one of Napoleon’s engineers was an advertisement for the Egyptian ruler, Ptolemy as the “true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men”. The Egyptians also invented papyrus, paper made from reeds found along the Nile, on which they transcribed advertisements more common among their people at the time. During the “Dark Ages”, from 500 AD to 1450 AD, monks created elaborate, illustrated manuscripts.

Ludema™ Bold

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Thanks

For more information, please contact us:

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