

The image features a dark grey background with several large, overlapping, abstract shapes. A prominent shape is a thick, red, curved band that forms a partial circle on the left and a larger, more complex shape on the right. Another thick red band curves across the bottom. Thin, white, curved lines and a white-outlined polygonal shape are scattered throughout the composition, creating a layered and dynamic visual effect.

Baskerville & Cochin

JB  
Baskerville



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Baskerville is a transitional typeface created by John Baskerville in the 1750's in Birmingham, England, inspired by the typeface ordered by King Louis XIII of France in 1692, Romain du Roi, and as part of an ambitious project to create books of the best possible quality. They are a refinement of the more traditional, old-style types by William Caslon. He increased the contrast between thick and thin strokes, sharper serifs, and with more circular curved strokes. His own handwriting influenced the design of the numbers, the swash on the capital Q, and some of the capital letters in the italic version.

Unfortunately, the designer's English contemporaries rejected his new typefaces and complained they strained their eyes. His work was much more appreciated by Bodoni in Italy, Fournier in France, and Benjamin Franklin in the newly created United States, who admired him greatly and later bought a handful of Baskerville type to use for federal government publishing.

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Not long after, all Baskerville types fell into obscurity to be rediscovered at a bookstore by Bruce Rogers, a book and type designer that also was a printing adviser for Harvard University Press. Rogers used recommended its use, causing a revival to the typeface in the 20th century.

Baskerville is an elegant book typeface that is still in

use today for research and academic publications in addition to poetry books.

Baskerville design can be seen as a bridge that balances classic elegance with modern clarity and practicality that is still considered to be a legitimate representation of eighteenth-century rationalism and neoclassicism.



Cochin

Cochin is an unusual and elegant transitional typeface originally created in 1912 in France by George Peignot for the Deberny & Peignot foundry based on the copperplate engravings by 18th Century French designer Charles-Nicolas Cochin.

Its creation took place and became popular at the same time as the typographical Neorenaissance movement, at the beginning of the 19th century. Although it is still very much used and well known today.

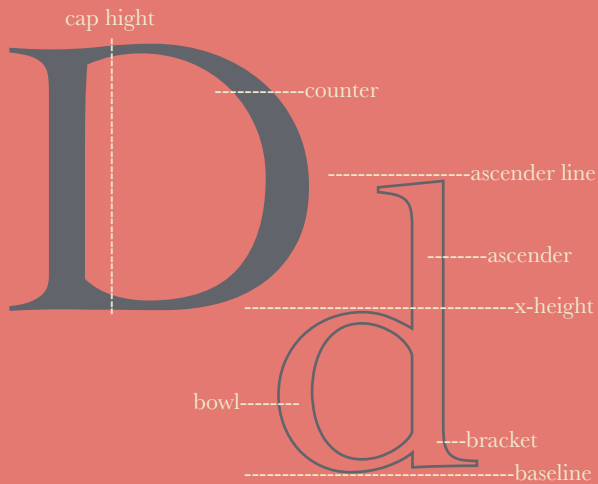
In 1977 a new version of it was redesigned and adapted by Matthew Carter. This version is known as a system font on macOS. Cochin is now published by Linotype and Adobe.

This typeface has been used in *Harry Potter* book covers and *The Spiderwick Chronicles* by Holly Black and Tony DiTerlizzi. *Editorial Nascimento* in Santiago de Chile has used it in many important publications including the works of Gabriela Mistral and Pablo Neruda. It is also often used for wedding invitations, business cards, and reproductions of old texts.



0123456789

The Baskerville font is modern and classic. Its circular round letters have a more vertical axis. Highly modulated strokes that include thick strokes and thinner refined lines to produce a crisp, high contrast finish, with sharp serifs, and regular consistent letterforms that make it very legible and still an excellent choice for book design.



vs.



Cochin is an unusual typeface with a disparity of shapes that render it less useful in mainstream publishing. The uppercase letters are wide in appearance, with a squarish quality, and the lowercase letters have very low x-height, long ascenders, sharp bracketed serifs, and delicate design. This makes Cochin unique and contemporary.

0123456789



descender

serif

stem

arm

leg

spine

hook

ball terminal

vertex

diagonal stroke

tail

hairline

teardrop

crossbar

terminal

axis

eye

finial

shoulder



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**Typography 1**