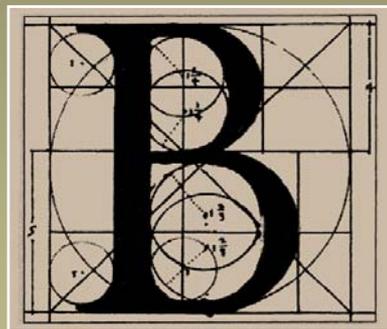


視覺風格與設計文化 (三)

理性與人文：視覺設計的啟蒙



教師 / 曾培育

視覺風格與設計文化（三）

理性與人文：視覺設計的啟蒙

題目與關鍵詞概說：

- 文藝復興（renaissance）

 - 人文主義（humanism） 理性主義（rationalism）

 - 宗教改革（reformation） 啟蒙運動（enlightenment）

- 出版業、思想傳播、海權與殖民

- 插畫、羅馬活字、書籍設計、設計美學

視覺風格與設計文化（三）

理性與人文：視覺設計的啟蒙

- 一、出版業擴張與近代歐洲興起：**15到17世紀**
- 二、書籍排版編輯與紋飾設計：**16到18世紀**
- 三、文藝復興的美術與插畫：**16世紀**
- 四、羅馬印刷字體的發展：**15到17世紀**
- 五、視覺設計的美學思維：**16到17世紀**

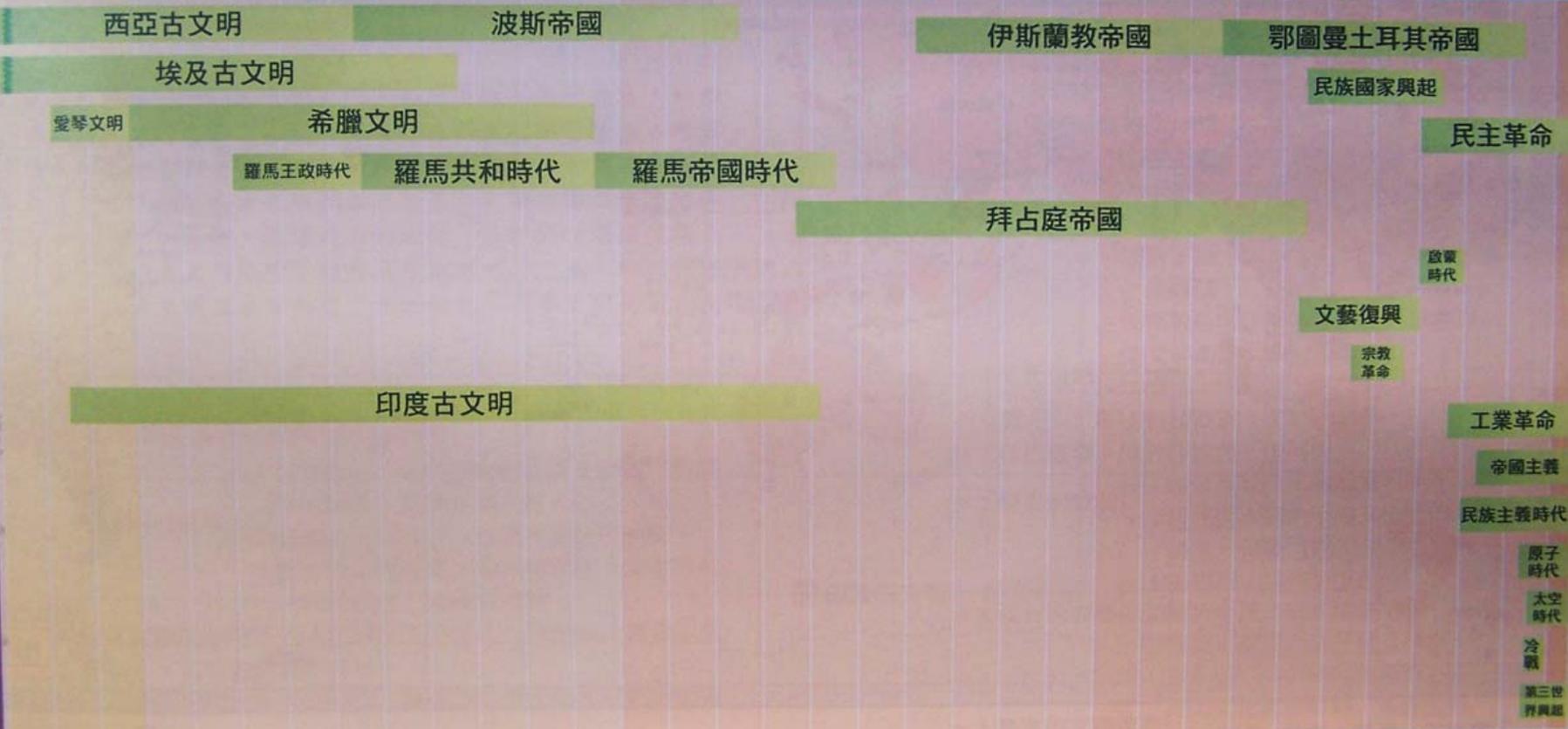
世界歷史簡表

中國歷史朝代

西元

世界大事

1912A.D.	1644A.D.	1368A.D.	1279A.D.	1127A.D.	960A.D. 907A.D.	618A.D. 589A.D.	420A.D.	317A.D. 265A.D. 220A.D.	25A.D. 8A.D.	208B.C. 221B.C.	770B.C.	221B.C. 206B.C.	1111B.C. 1046B.C. 871-840B.C.	傳說時代								
中華民國	清	明	元	南宋	北宋	唐	南北朝	東晉 西晉 三國	東漢 新	西漢	秦	東周 (春秋戰國)	西周	商	夏							
現代	近代	中古時代	上古時代																			
2000A.D.	1900A.D.	1800A.D.	1700A.D.	1600A.D.	1500A.D.	1400A.D.	1300A.D.	1200A.D.	1100A.D.	1000A.D.	900A.D.	800A.D.	700A.D.	600B.C.	500B.C.	400B.C.	300B.C.	200B.C.	100B.C.	1000B.C.	2000B.C.	3000B.C.

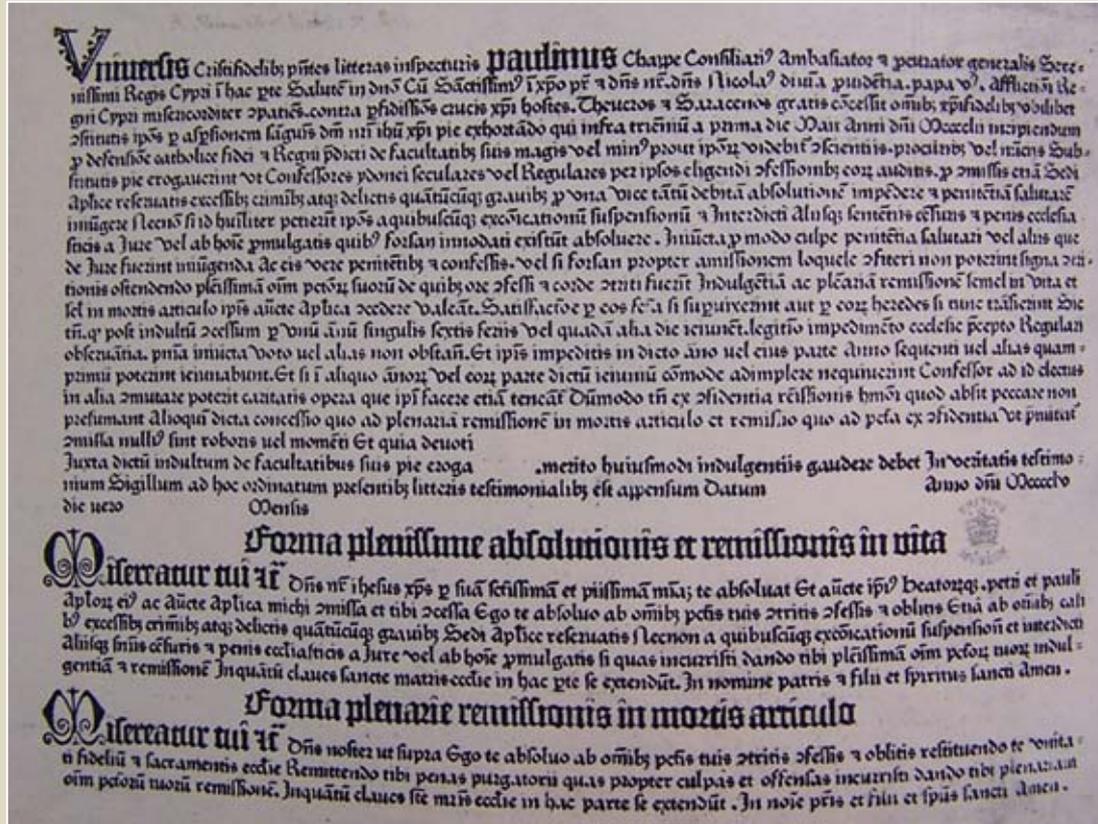


很久、很久以前，

上帝送給人類兩樣禮物，使人類擁有文明，

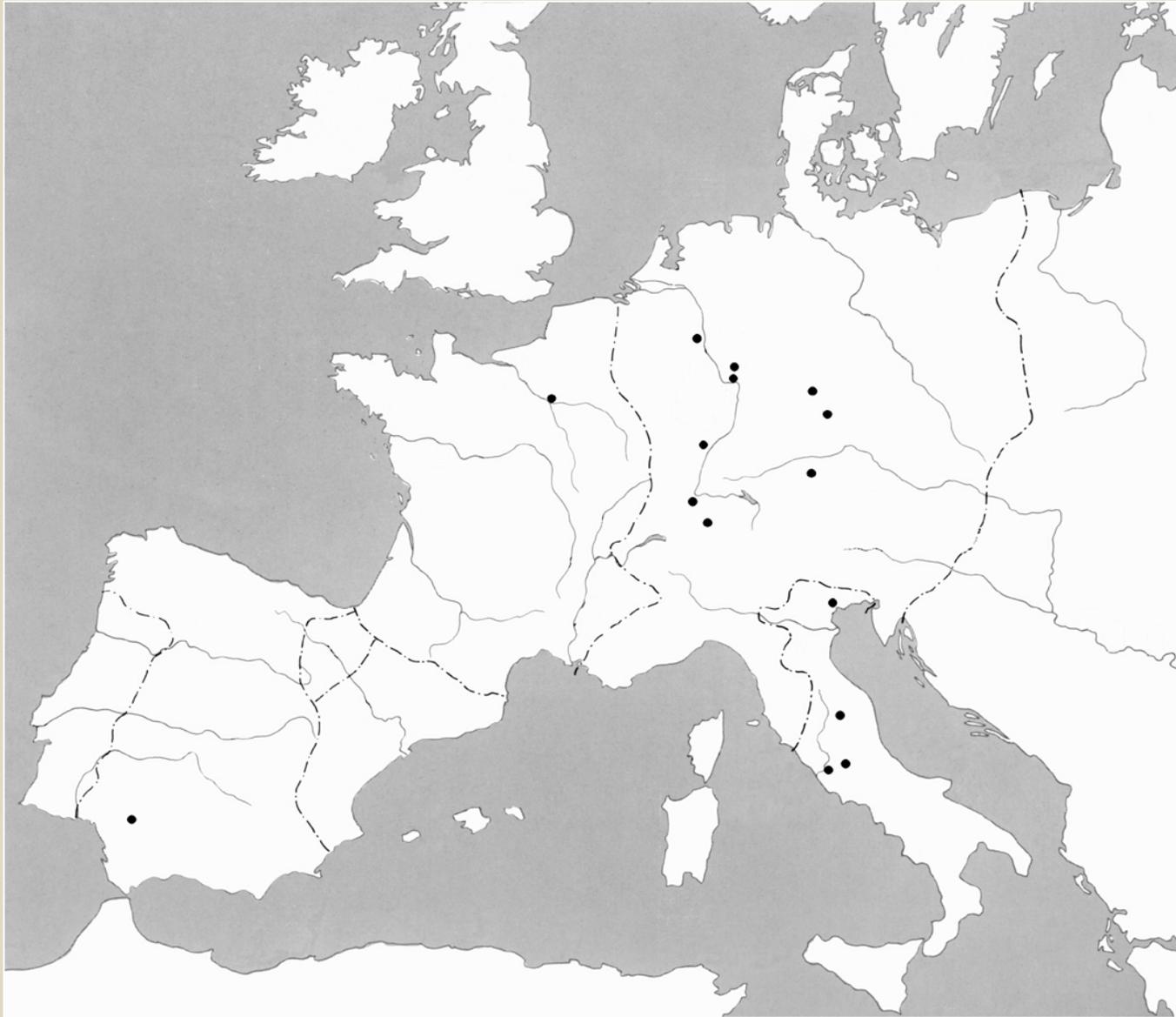
一樣禮物是「文字」，

另一樣禮物是「印刷」……



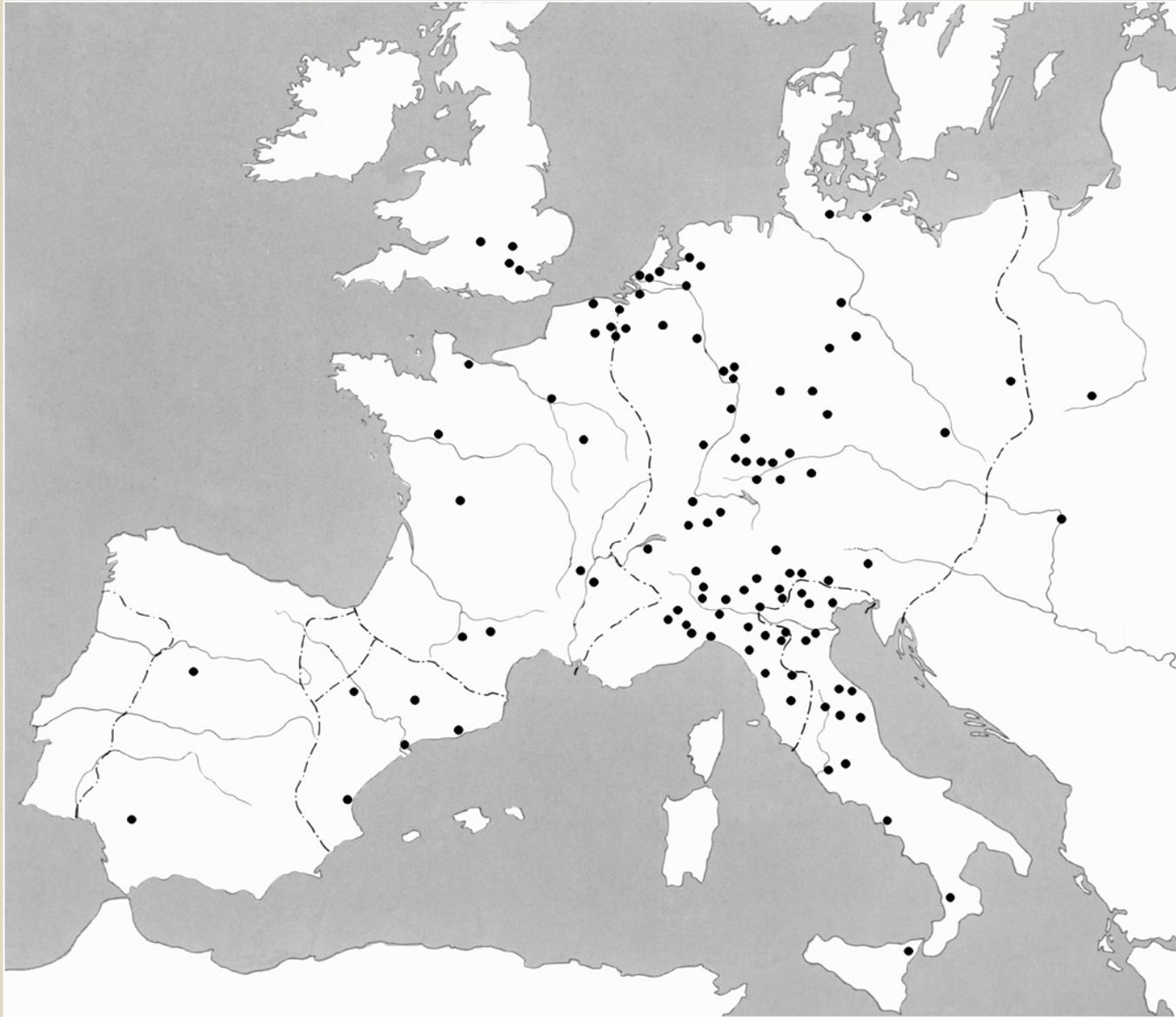
1454年，贖罪卷

出版業的擴張 公元十五世紀



1470
歐洲印刷城鎮

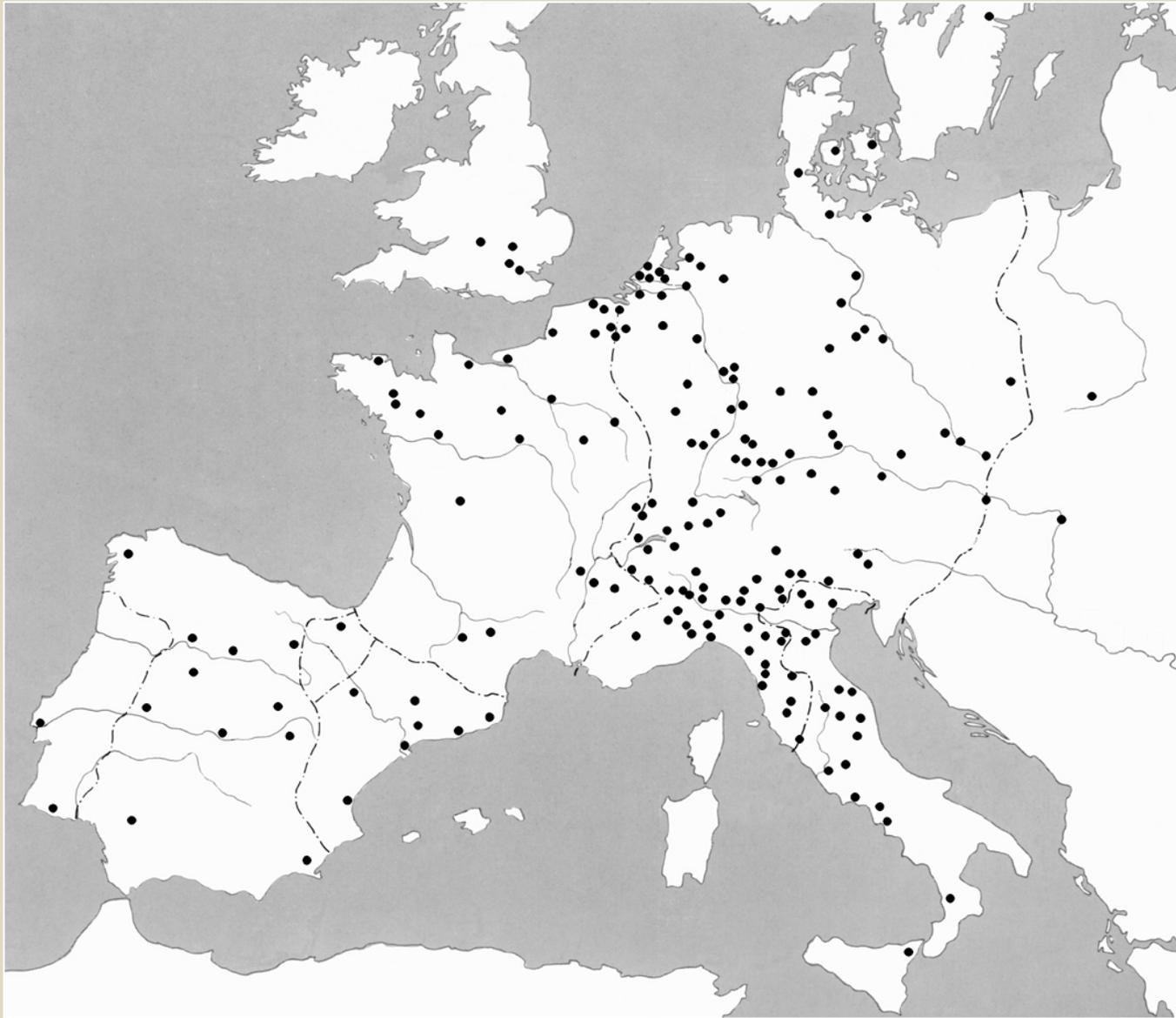
出版業的擴張 公元十五世紀



1480
歐洲印刷城鎮

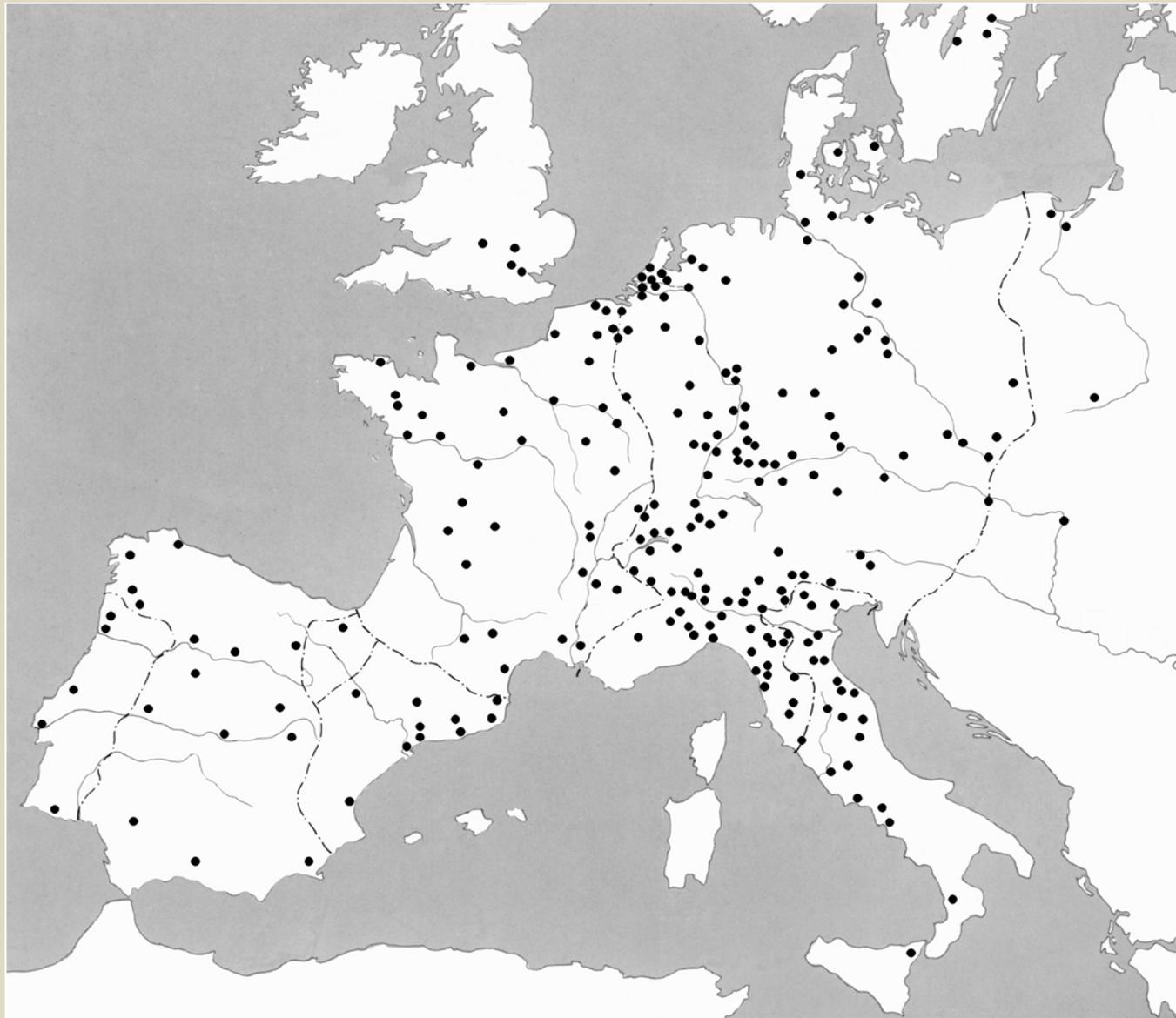
美因滋戰亂
印刷師的出走

出版業的擴張 公元十五世紀



1490
歐洲印刷城鎮

出版業的擴張 公元十五世紀

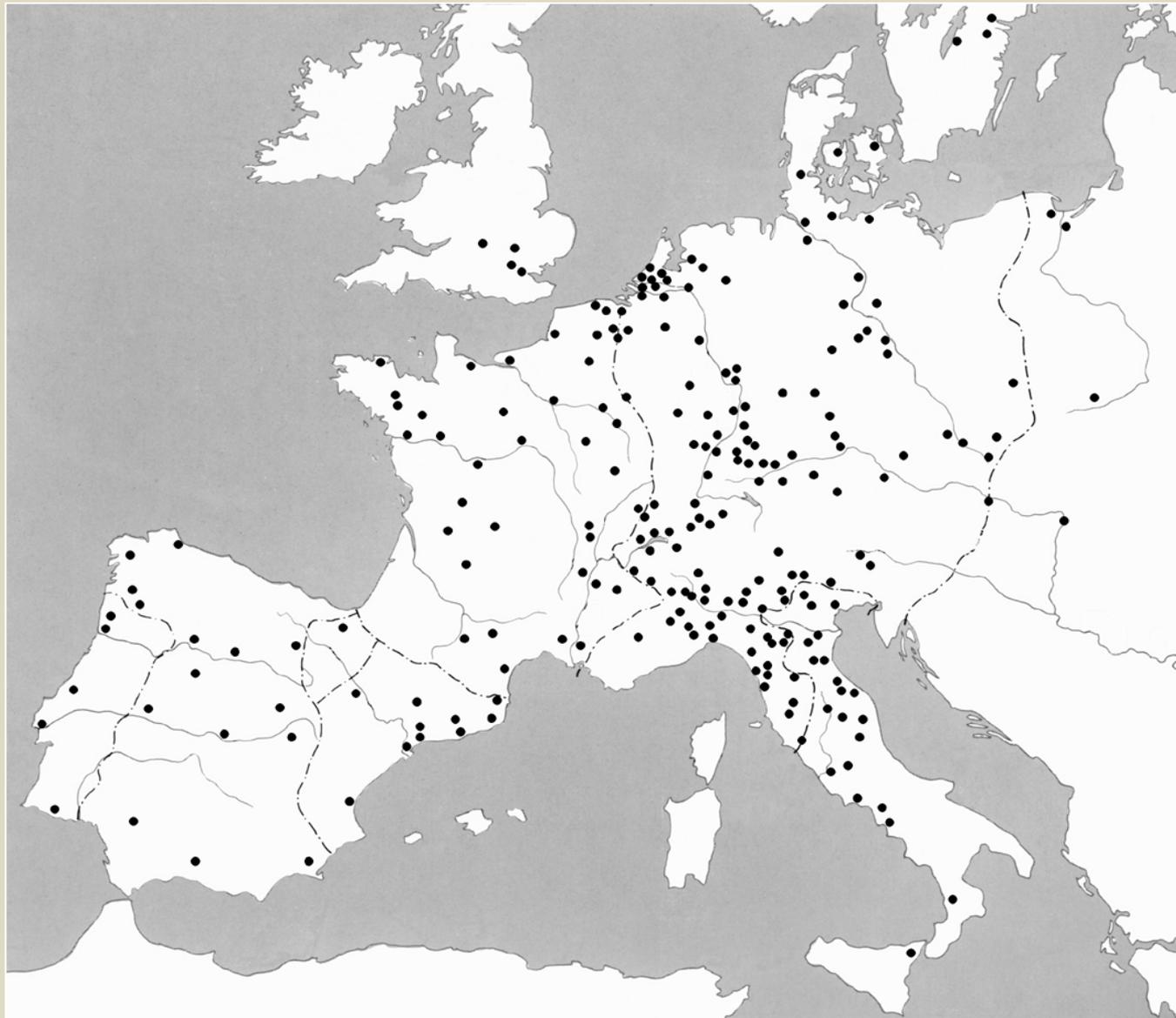


十五世紀歐洲
主要出版地區

義大利
德意志
尼德蘭
法蘭西
西班牙

1500
歐洲印刷城鎮

出版業的擴張 公元十五世紀



十五世紀歐洲
重點印刷城市

- 威尼斯
- 美因茲
- 羅馬
- 紐倫堡
- 科隆
- 巴黎

1500
歐洲印刷城鎮

出版業擴張與近代歐洲興起：15到17世紀

- 1、書籍定位改變：從藝術品轉為傳播媒體
- 2、人文與理性知識的普及
- 3、宗教改革
- 4、思想啟蒙
- 5、民主與科學

出版業擴張與宗教改革：16到17世紀

Passional Christi vnd



Christus.

Als Ihesus ist eyn weyten wege gangen / ist er müd worden.
Johan. 4. Da mir will nach folgen / der nem seyn Creutz vff
sich vnd folge mir. Mathei 16.
Er hat ym seyn Creutz selbst getragen vnd ist zu der stall die
Caluane gnant wirdt / gangen. 19.

Antichristi.



Antichristus.

Das capittel Si quis suadente vñ der gleychen heyge gnuß an
wie game der Papst das Creutz der wyderwartigkeye duldet / so
er alle die iheren / die hande an die pffaffen an lege vormaladeyet
vñ dan taußfel gibe Vnd also auch trege der Papst das Creutz
das ymen getaußte Christen vff yren a chßden tragen mußten.

最初以當時手抄書籍為範本



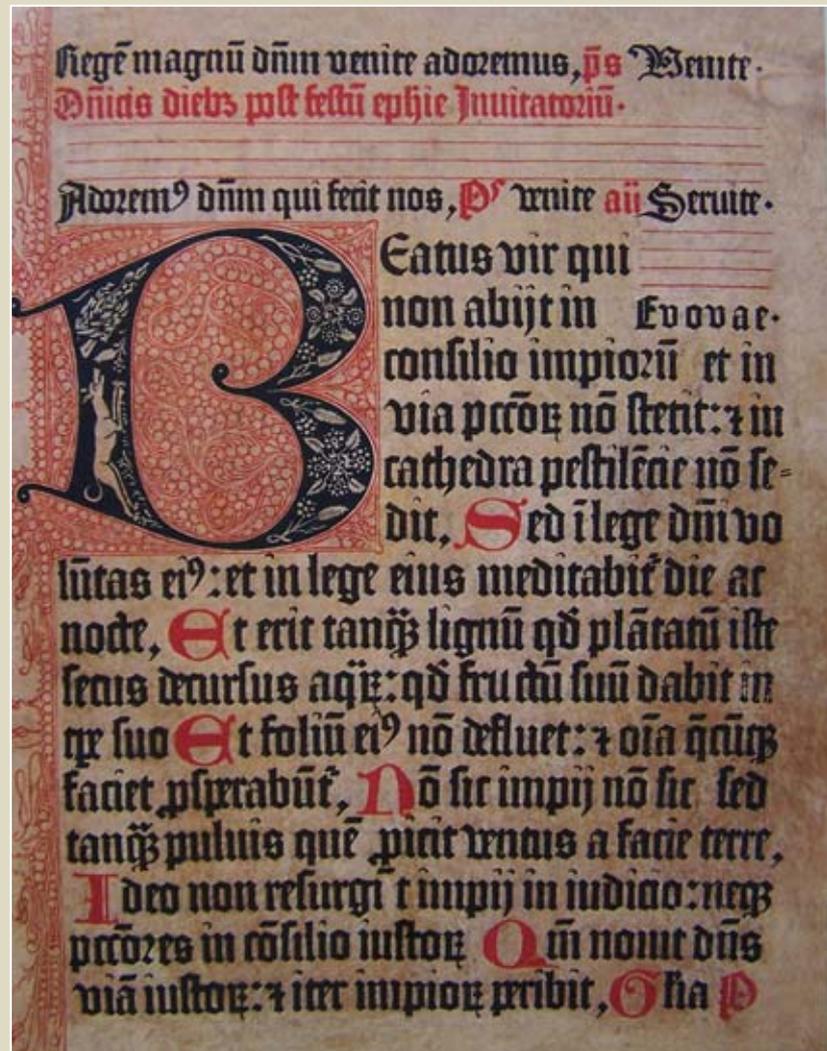
1455年，42行聖經

最初以當時手抄書籍為範本



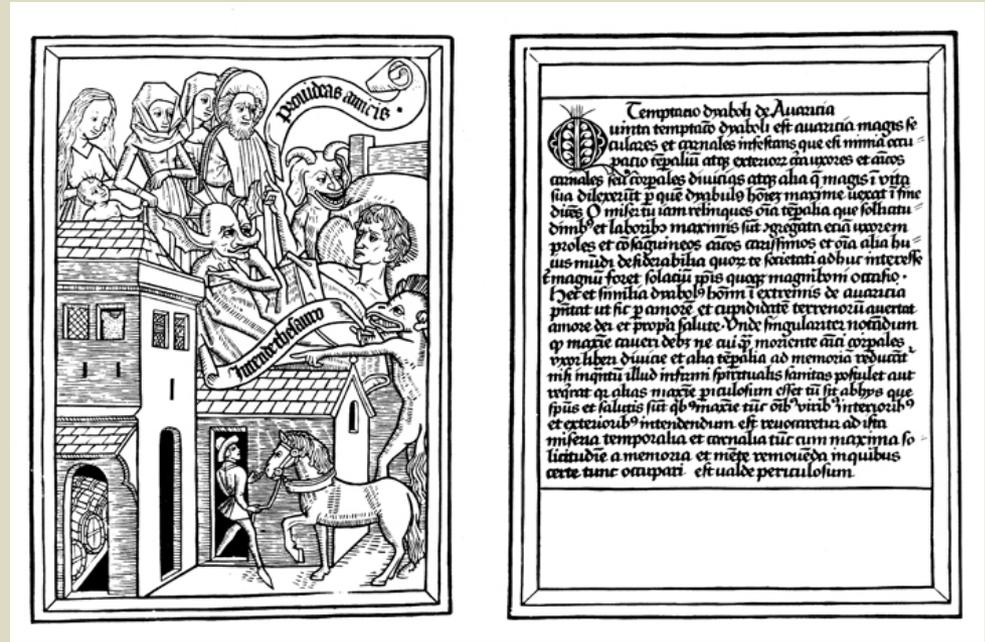
1498年，法國日課經

開始擺脫手抄書籍技術
以印刷思考書籍設計的
發展風格



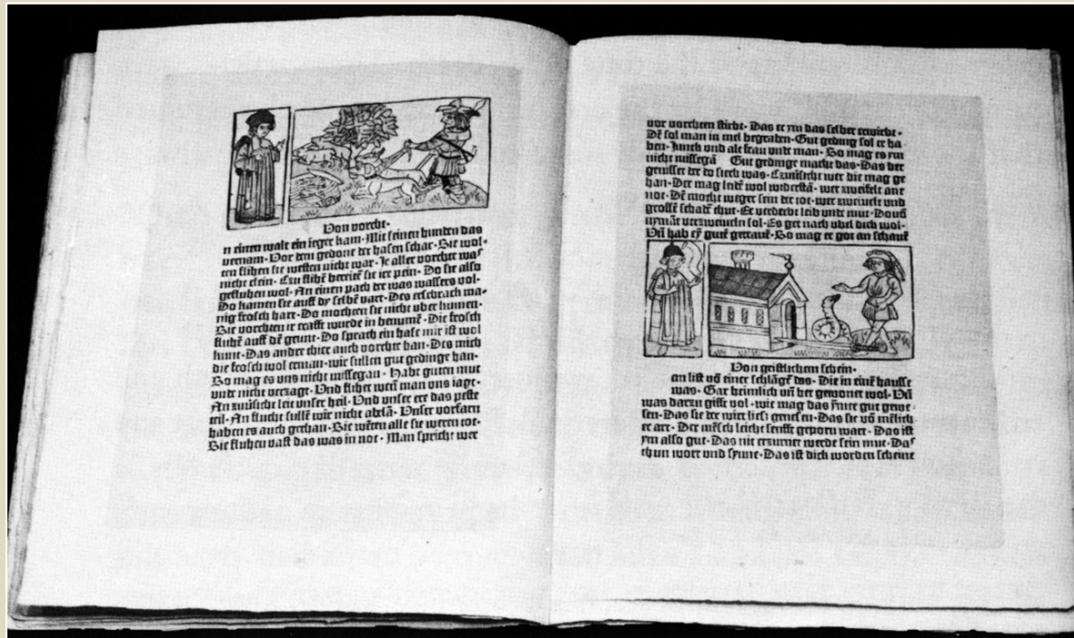
1457年，美因茲聖詩

書籍編排與紋飾設計 15-16 世紀



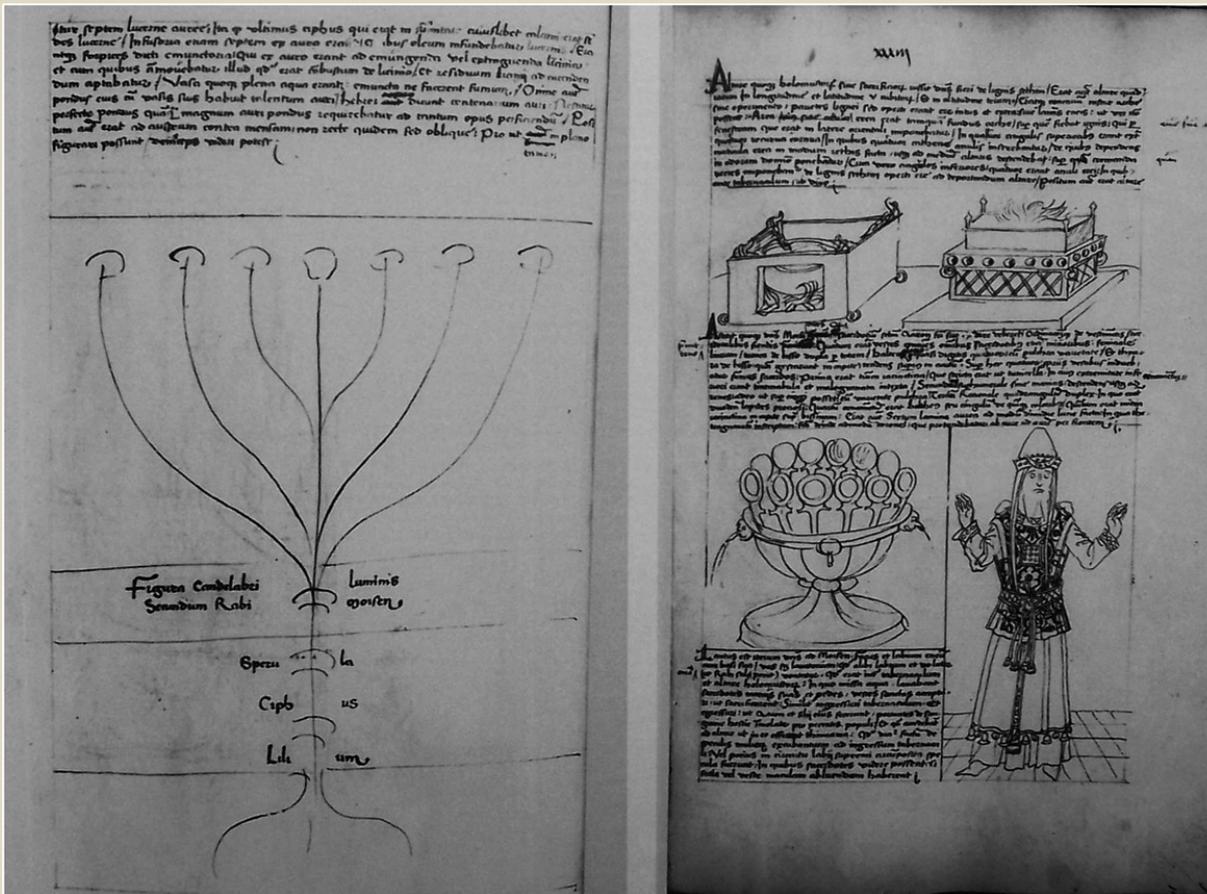
木刻版刷書，15世紀

木刻版與活字版的應用



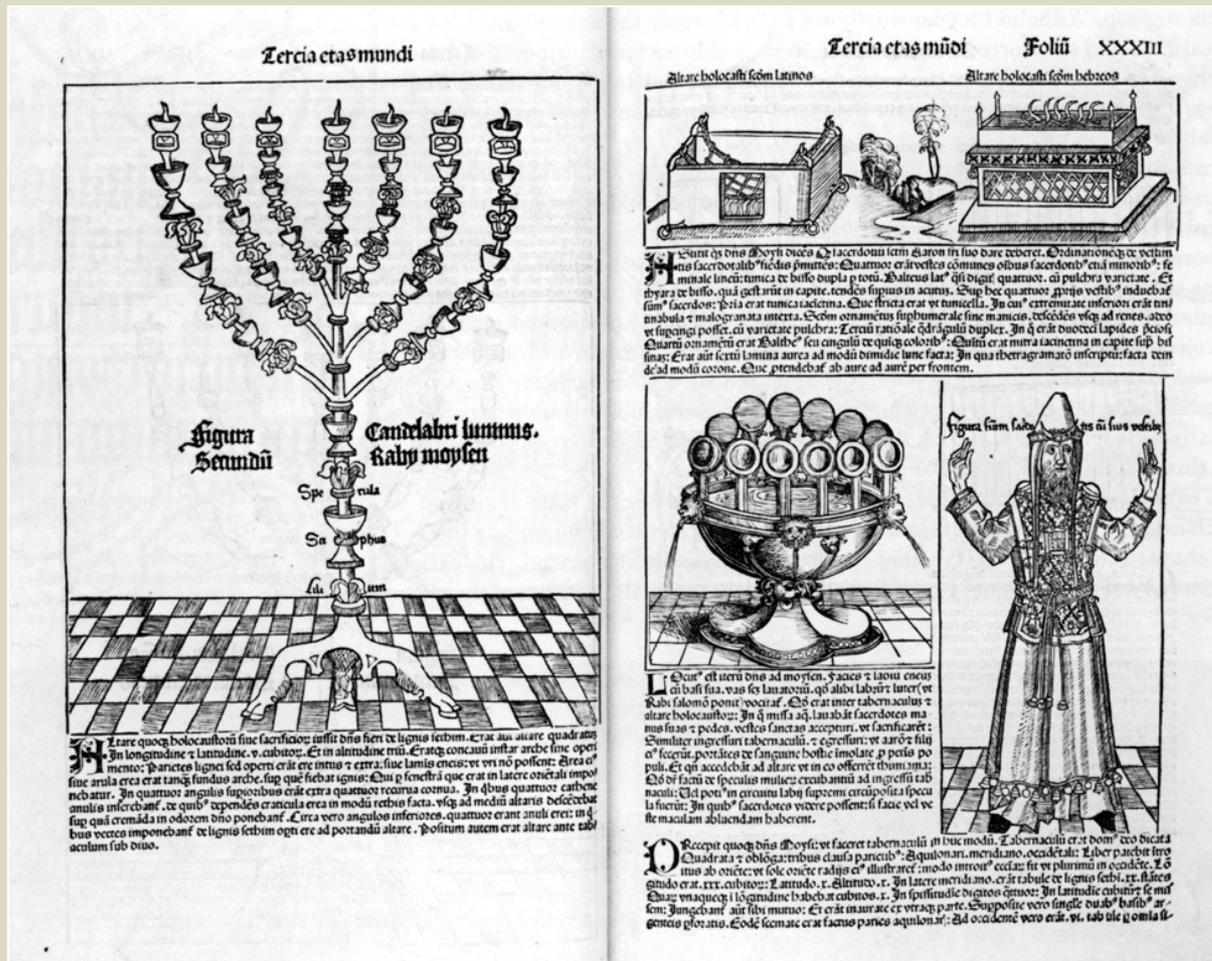
1461 首本插畫印刷書

紐倫堡的出版業，16世紀 克伯格與杜勒

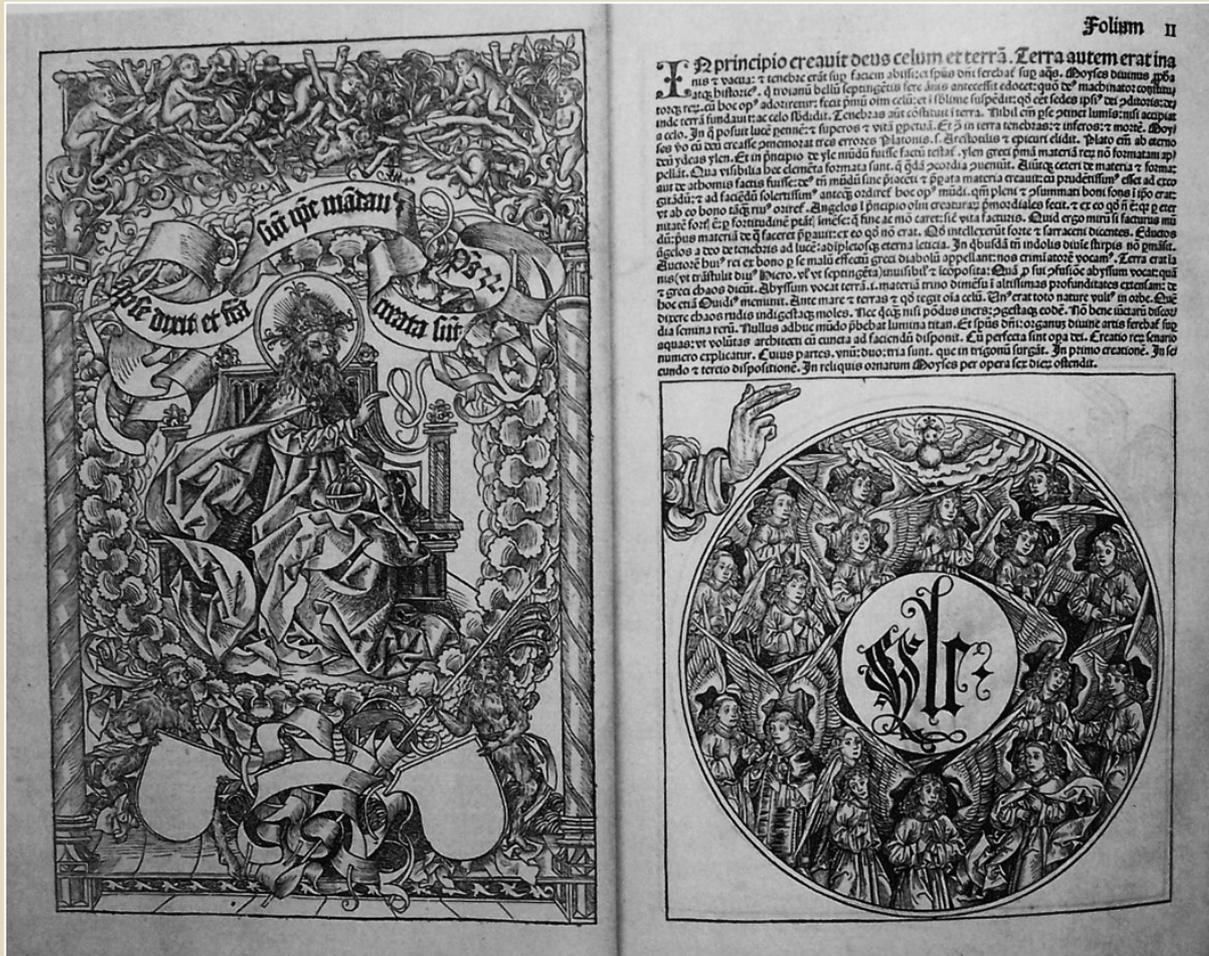


紐倫堡年誌的版面編排草圖 1493

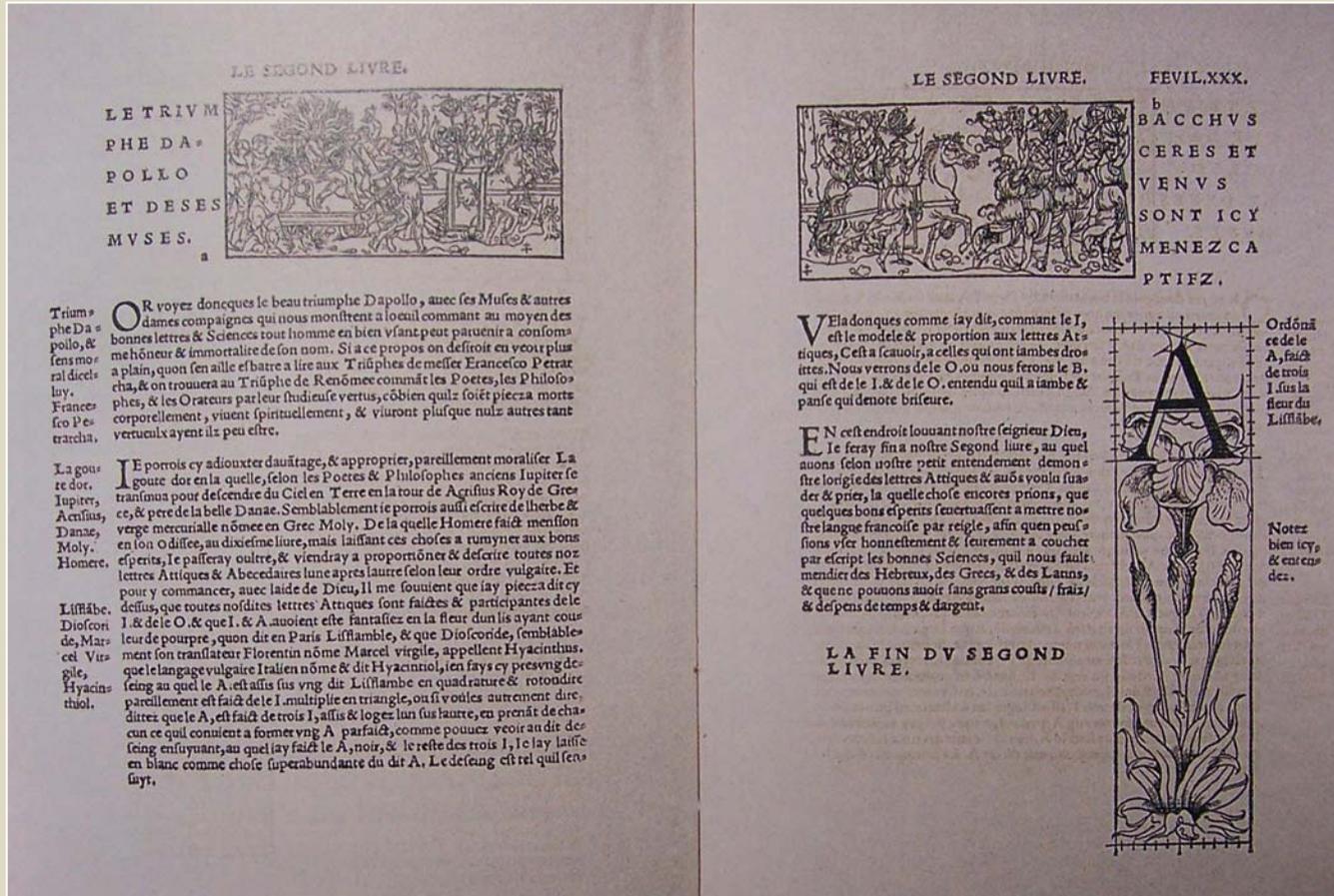
紐倫堡的出版業，16世紀 克伯格與杜勒



紐倫堡的出版業，16世紀 克伯格與杜勒



法國巴黎的出版業，16-17世紀



書籍編排與紋飾設計 15-16 世紀

倫敦報紙頁面，18世紀
裝飾字體，18世紀

THE
Universal Penman;
Or, the
Art of Writing
Made Useful
To the Gentleman and Scholar, as well
As the Man of Business
Explained

In all the useful, and ornamental Branches of Modern Penmanship, with some necessary Observations on the Excellency of the Pen, and a large Number of select Sentences in Prose and Verse, various Forms of Business, relating to Merchandize and Trade, Letters on several Occasions, accurate Specimens of the Oriental Languages, and Alphabets in all the Hands now practis'd

Written
With the friendly Assistance of several of the most Eminent Masters
And Engrav'd by Geo. Bickham

The Whole Embellish'd with beautiful Decorations for the Amusement of the Curious

LONDON:
Printed for, and Sold by, M. Craven at the White Horse without Newgate.

1743.

The MARYLAND GAZETTE,
EXPIRING:
In ^{our} Hopes of a Resurrection to LIFE again.

[XXIst Year.] THURSDAY, October 10, 1765. [N^o. 1066.]

WE are sorry, heartily sorry, to acquaint the Public in general, and our good Customers in particular, That this GAZETTE will not any longer be Published [for some Time] for Reasons already given, which cannot but be known. It is true, it might have liv'd Three more Weeks, before that Dooms-Day, the dreadful First of November; but as this Week's Paper [O^r. 1066.] compleats the Year with all our old Customers, as well as finishes the Seven Years PARTNERSHIP in it, between the PRINTERS, and that dismal Day being near at Hand, it ceases Now.

A Paper by Way of POSTSCRIPT, SUPPLEMENT, or APPENDIX, to this GAZETTE, is design'd to be Printed each Week, (without any Charge to the Customers, in order to Publish some Advertisements, &c. &c.) until the above Time.

BOSTON, September 23.

IN Capt. Halse from London, is come about 12 boxes of Stamped Paper, designed for the Use of this Province, New Hampshire, and Rhode-Island:—sole for Connecticut: no fact were to be forwarded in a Vestil bound to New-York. Capt. Halse was guarded in by the Jamaica Sloop of War and Gale Cutter, and now remains at Anchor in King Road under their Protection: The said these desirable Stamps are to be lodged at the Cable, and there to remain till further Orders from Home, there being at present no Demand here for such a superfluous Commodity.

On a Motion made and seconded, it was unanimously Voted, That the Hon. James Otis, Esq; the Moderator, the Hon. Samuel Welles, Esq; the Honourable Harrison Gray, Esq; the Honourable Royall Tyler, Esq; Joshua Heathwa, Esq; John Rowe, Esq; and Mr. Samuel Adams, be a Committee to draw up and transmit, by the first Opportunity, to the Right Honourable General CONWAY, now one of his Majesty's Principal Secretaries of State, and to Colonel ISAAC BARRE, a Member of Parliament, several Addresses, humbly expressing the sincere Thanks of this Metropolis of His Majesty's ancient and loyal Province of the Massachusetts-Bay for their noble, generous, and truly patriotic Speeches, at the last Session of Parliament, in Favour of the Colonies, their Rights and Privileges: And that correct Copies of the same be desired, that they may be deposited among our most precious Archives. Also voted, That those Gentlemen's Pictures, as soon as they can be obtained, be placed in Faneuil Hall, as a Standing Monument, to all Posterity, of the Virtue and Justice of our Benefactors, and a lasting Proof of our Gratitude.

Acted. WILLIAM COOPER, Town Clerk.

It is reported that Sir GEORGE SAVILE, Sir WILLIAM B. &c. and some others, Members of Parliament, spoke in Favour of the Colonies as well as General CONWAY and Mr. BARRE, but it is only the Speeches of the latter Gentlemen that have as yet been seen in Print.

The happy Prospect of the great PETR's being again, under His Majesty, at the Head of Affairs, affords the strongest Hopes, that the Grievances, which the Nation and her Colonies are under, will be redress'd, and that the Liberties of America will be restored. It is the Opinion, however of some, that we ought to rejoice with Caution, for until the Eyes of the People at Home can be cleared from the Dull which has of late been shown into them, the Stamp-Act, so truly, looking to the Colonies, will remain a Favourite with them. A repeal of the Act is not certainly to be depended upon, therefore every prudent and sensible Expectant in our Power, must still be said, to bring out, if possible, to success an EVELING.

NEWPORT, September 23.

A Gentleman of Veracity and Knowledge in England writes, that he is assured, from an undoubted Authority, that the new Ministry are determined to be very favourable to the Colonies, in particular with regard to the Extension of their Commerce.

HARTFORD, September 23.

Last Wednesday Afternoon, a large Company of able-bodied Men came to Town (on Horseback) from the Eastern Parts of this Government, and informed those who were willing to join them, that they were on their Way to New-Haven, to demand of the Stamp Officer of this Colony to resign his Office, that a Number of their Companions, were gone to reside at Branford, and that they had all agreed to rendezvous at Branford, the next Day (Thursday) and that they should tarry in Town that Night; they then dispersed to different Parts of the Town for Lodging. In the Evening, Advice was received, that Mr. Ingersoll was on the Road to this Place, that he would be in Town the next Day, and that he intended to apply to the Assembly for their Protection; and it being conjectured, that he might come to Town in the Night, so that the Mob, who he had heard were on their Way to pay him a Visit if it was agreed that a Watch should patrol the Streets all Night, to prevent his coming in unannoyed, but they made no Discoveries. On Thursday Morning, the whole Body, including a considerable Number from this Town, set off, on their intended Expedition, and in about an Hour met Mr. Ingersoll at the lower End of Weatherfield, and let him know their Business; he at first refused to comply, but it was insisted upon, that he should resign his Office of Stamp-Master, he disapproved to his Countrymen; after many Populists, he delivered the Resignation mentioned before, which he read himself in the Hearing of the whole Company; he was then desired to pronounce the Words, LIBERTY AND TRADE, three Times, which he having done, the whole Body gave three Cheers; Mr. Ingersoll then went into a Tavern, and dined with several of the Company; After Dinner the Company told Mr. Ingersoll, that he was bound to Hartford, they would escort him there, which they did, to the Number of almost Five Hundred Persons on Horseback. After they arrived in Town, Mr. Ingersoll again read his Resignation in Public, when three Cheers more were given, and the whole Company immediately dispersed without making the least Disturbance.

Mr. Ingersoll's (alias *Nygma's*) Resignation.

Weatherfield, September 19, 1765.

I DO hereby promise, that I will never receive any Stamp'd Papers, which may arrive from Europe, in Consequence of an Act lately pass'd in the Parliament of Great-Britain, nor officiate in any Manner as Stamp-Master, or Distributor of Stamps, within this Colony of Connecticut, either directly or indirectly. And

I do hereby notify the Inhabitants of this his Majesty's Colony of Connecticut, (nowwithstanding the said Office of Truth has been committed to me) not to apply to me, ever after, for any such stamped Papers, hereby declaring, that I do resign said Office, and execute their Prizes of my own free Will and Accord, without any Requisition, or mental Reservation.

In Witness whereof I have hereunto set my Hand.

J. INGERSOLL.

PHILADELPHIA October 5.

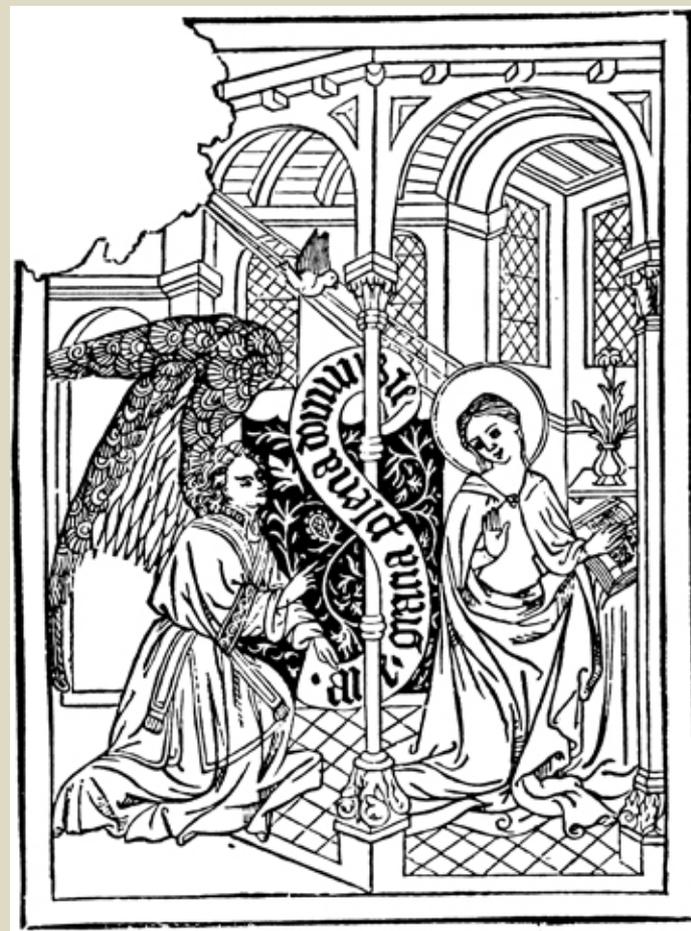
We hear that the STAMP'D PAPER for this Province is arrived in Cape-Holland, who lies at New-Castle under the Protection of one of his Majesty's Ships of War. It is impossible to conceive the Conjunction this melancholy News has d'fill thro' this City—Sage, Reflection and Grief, appeared painted in every Countenance, and the mournful Language of *wee and all our* Inhabitants seems to be FAREWELL FAREWELL LIBERTY—AMERICA, AMERICA!—Oh, woe! Doomed by a premature Sentence to SLAVERY!—Was it thy Loyalty—Thy Filial Obedience—Thy Exhausted Treasures—And the Rivers of Blood shed by Thy Sons, in extending the GLORY of the BRITISH ARMS, pro- voked Thy Mother-Country thus unjustly to involve Thee in Distress, by Teasing from Thee the Darling Privileges of Thy Children!—Oh, was it the Perfidy—But I cannot proceed—Thy Tears of Grief and Sorrow stop my Pen!

—O! MY COUNTRY, MY COUNTRY!

At a Meeting of the Lawyers at the Supreme Court, held at Perth-Amboy, on the 20th ult. like true Sons of Liberty, and Lovers of their Country, the Chief Justice having proposed the following *Stipos*, agreed and came into the under mentioned *Resolves*, which will always redound to their Honour

First, Whether if the Stamp should arrive, and be placed at the City of Burlington, by or after the first of November, they would, as Franchisees, agree to purchase them, or any of them, for the necessary Proceedings in the Law?

Resolved, by the whole Body N. C. they would not, but rather suffer their private Interest, to give Way to the Public Good, protesting at the same Time against all indecent or riotous Behaviour, which they will discountenance, by every Means in their Power, to preserve Order, and by a solemn Refusal to make use of the Stamp, and other quiet Methods, endeavour to obtain a Repeal of the Law.



木刻版印插畫聖像圖，14世紀

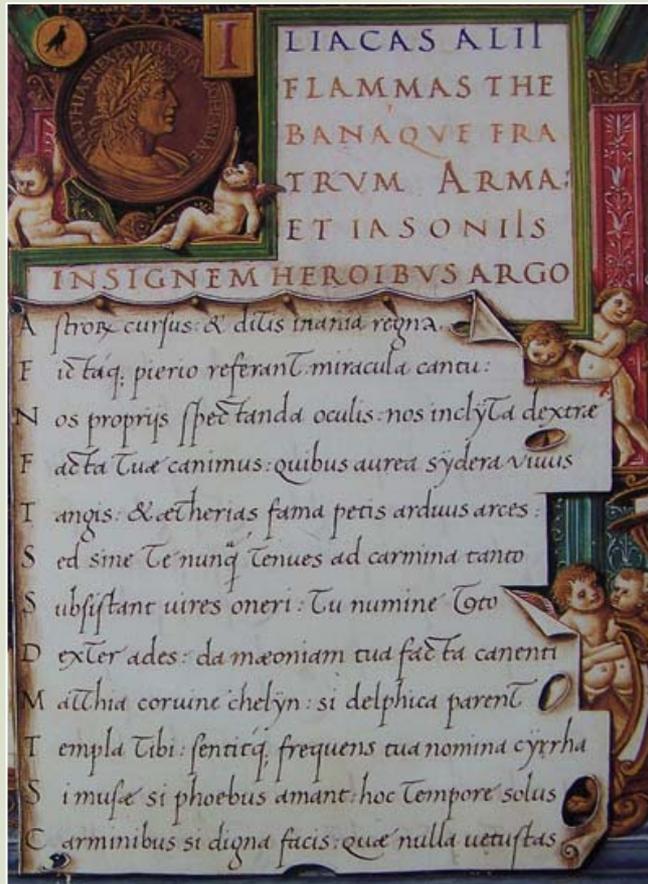


木刻版印插畫書，1463 班堡

文藝復興的美術與插畫 16世紀

義大利文藝復興

手抄書籍的插畫設計



北方文藝復興

紐倫堡印刷書的插畫

杜勒 啟示錄 1498

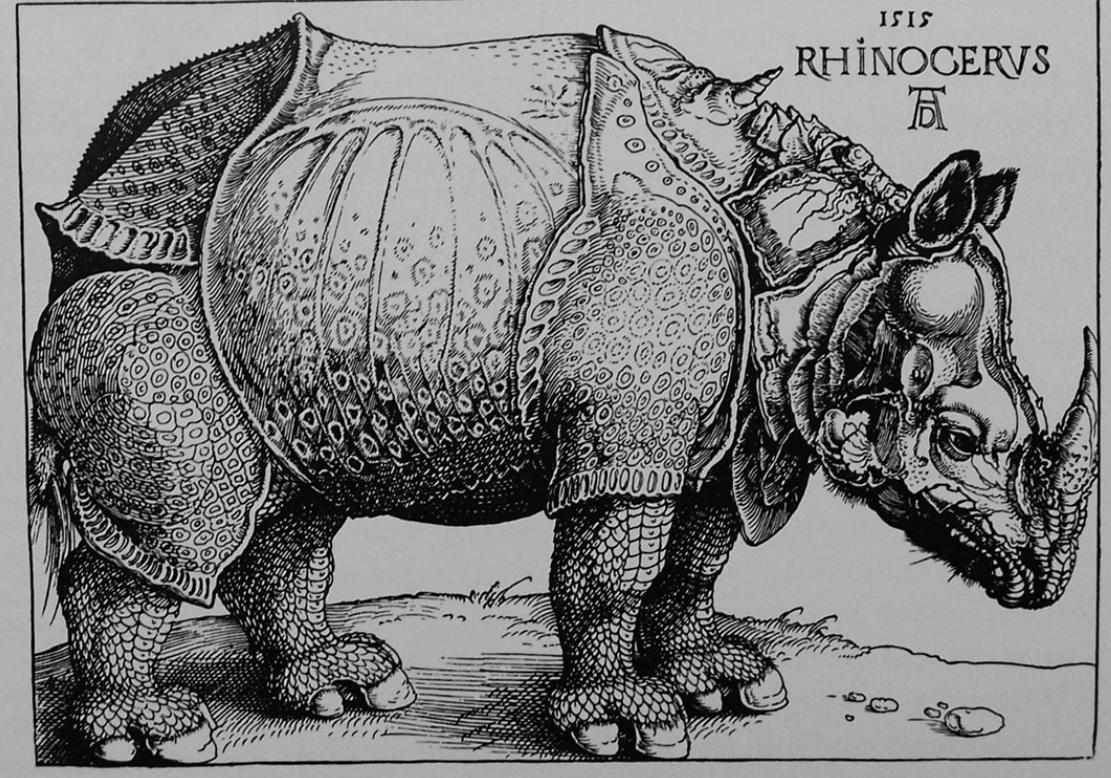


北方文藝復興

紐倫堡印刷書的插畫

杜勒 動物圖鑑

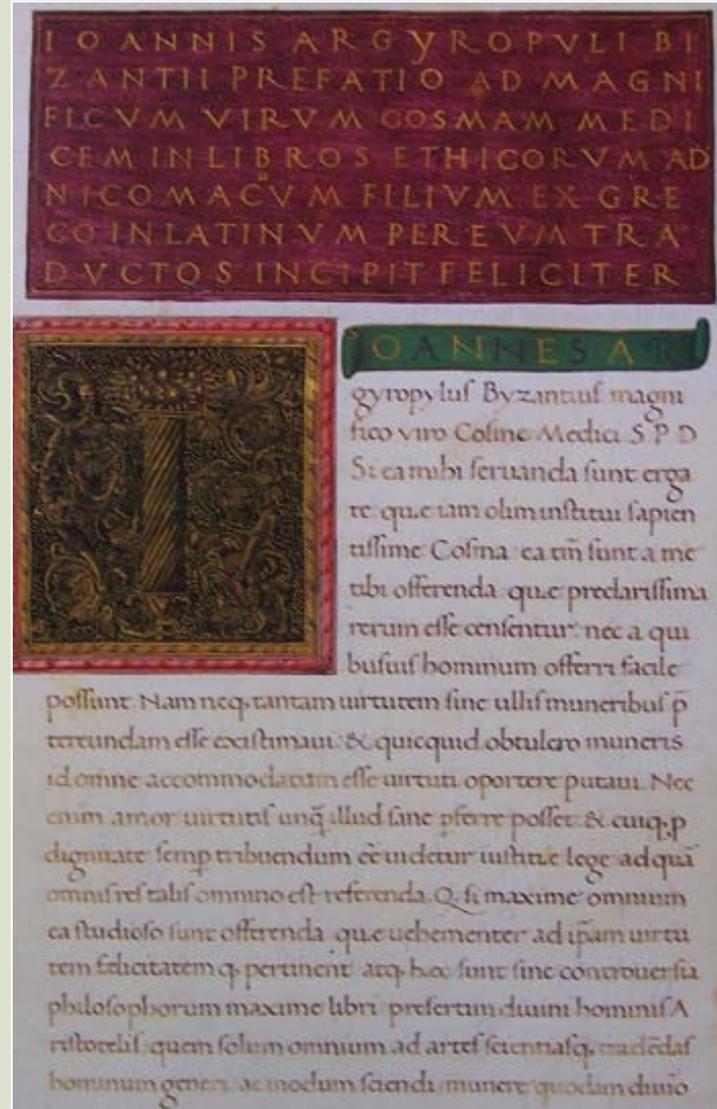
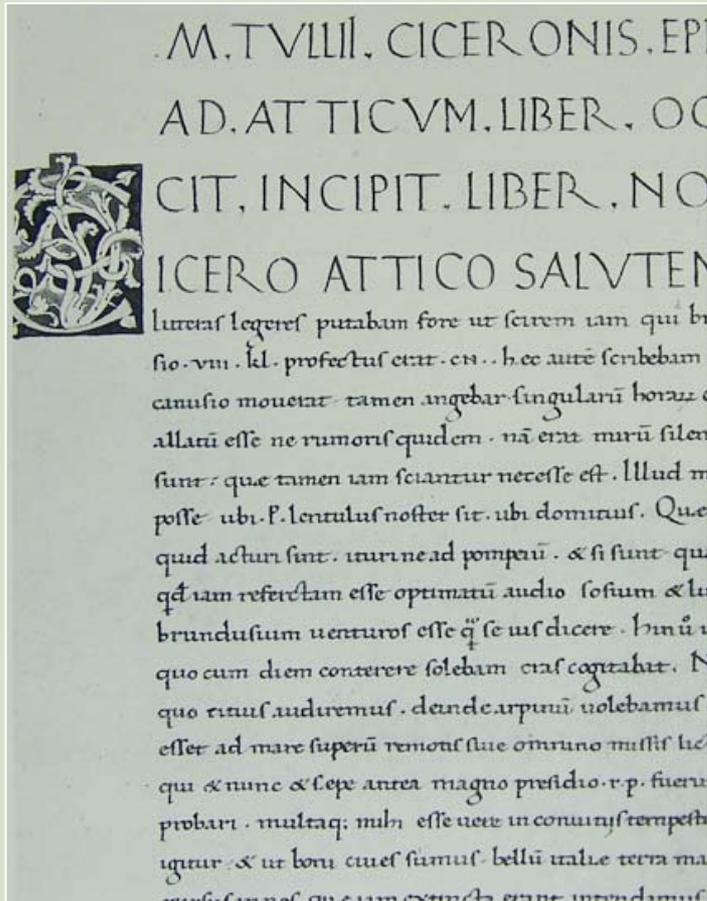
Nach Christus gepart. 1513. Jar. Abt. 1. May. Hat man dem großmechtigen Kunig von Portugall Emanuel gen Lyfabe na piacht auß India/ an sollich lebendig Thier. Das nennen si Rhinocerus. Das ist byt mit aller seiner gestalt Absonderlic. Es hat ein farb rote ein gespach die Schildetro. Und ist vñ dicken Schalen vberlegt fast fyt. Und ist in der groß als der Schfand zber nyderrechtiger von paynen/ vnd fast werh afftig. Es hat an scharff starck horn von auff der nase/ Das begynnt es albey zu wegen wo es bey slaynen ist. Das dößig Thier ist des Schd hng todt freydt. Der Schffand furcht es fast vbel/ darn wo es In ankumbt/ so laufft Im das Thier mit dem topff zwischen dyt so idem payn vnd reyft den Schffand vnden am pauch auf vi erwidrigt In/ des mag er sich mit erwaren. Darn das Thier ist also gewapent/ das Im der Schffand nichts lan thun. Sie sagen auch das der Rhinocerus Schnd/ fraydig vnd Listig sey



羅馬活字的形成 公元十五世紀

義大利文藝復興

人文主義書寫體



羅馬活字的形成 公元十五世紀

義大利文藝復興

人文主義書寫體

Atu sit. Ac de partibus quidem
argumentationis satis nobis dictū
videtur. Illud autem uolumus p
be intelligi: nos tenere aliisq; ra
tionibus tractari argumentationes
in philosophia multas & obscuras: de
quibus certum est artificium cō
stitutum. Verum illa nobis ab usu

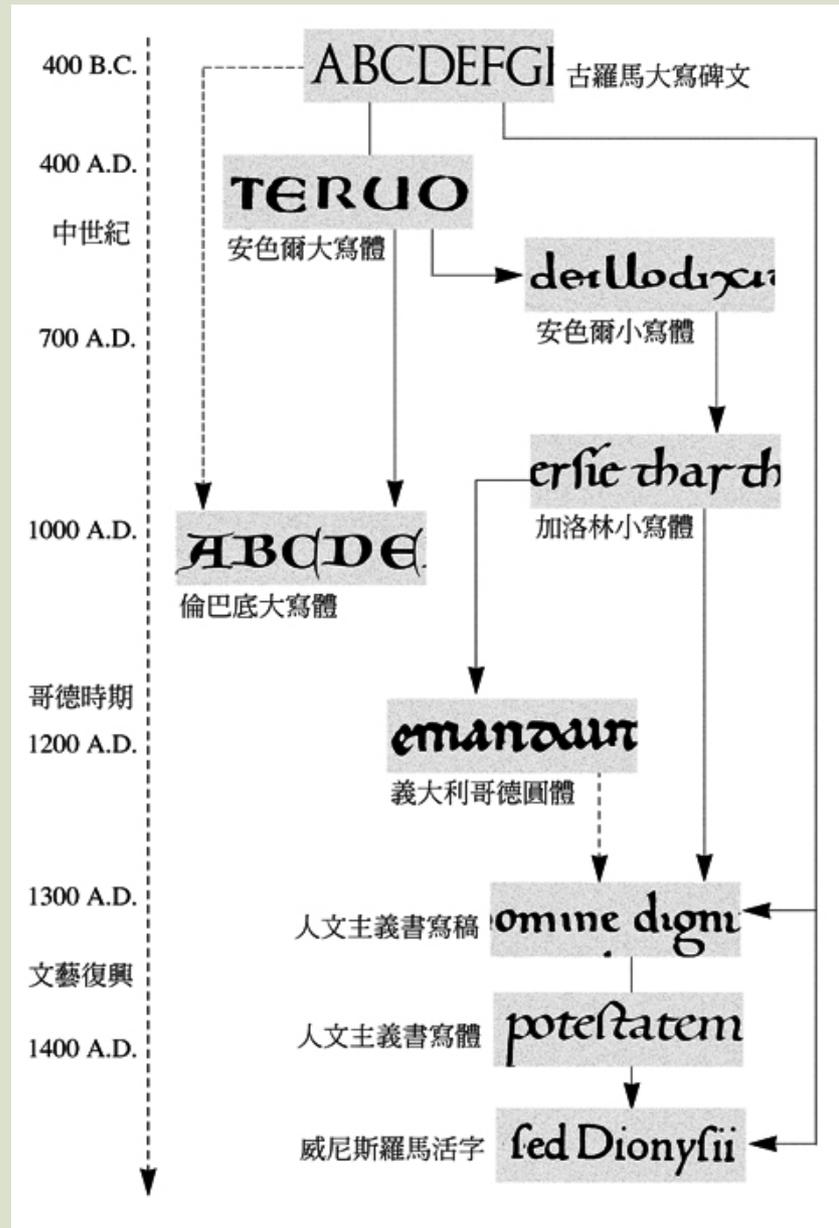
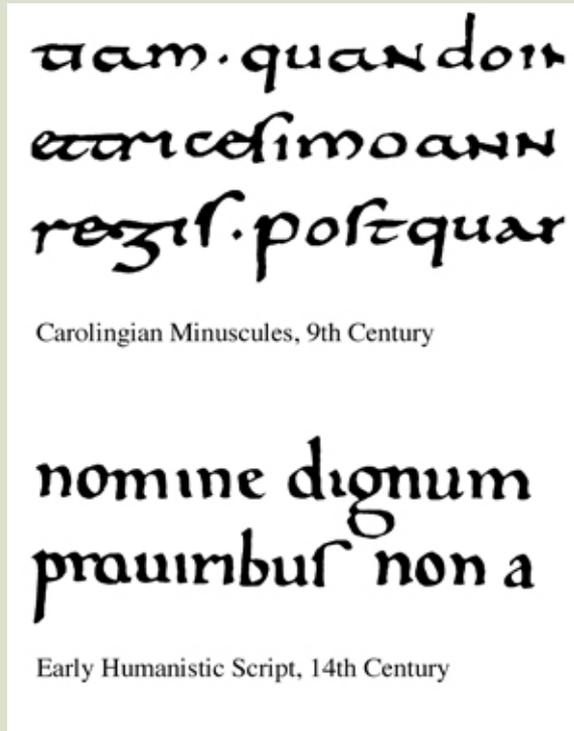
quid uos tempora r. p. de armatis hominibus: quid il
lus confessio de ui: quid nostra decisio de equitate: qd
ratio interdicti de iure admoneant ut iudicetis.

M. TVLLII CICERONIS DE AGRARIA LEGE I
CONTRA PVLLVM . TR. PL. INCIPIT . L. I.
F E L I C I T E R .
VAE RES APERTE PETEBATUR EA
nunc occulte circumulis oppugnatur: dicent
enā x viri id quod & dicitur a multis & saepe
dictum est. Post eosdem consules regis alexandri testam
to regnū illud. p. r. esse factum. Dabunt igitur alexan
driā clam petentibus uis: quibus aptissime pugnantibus
restitit. haec p deos imortales utrum esse uobis consi

羅馬活字的形成 公元十五世紀

義大利文藝復興

人文主義書寫體



義大利印刷業的建置

uāt auctoritatē: cū potius humanis
 ctamus. ne nihil apud istos agamus
 ramus testimonia. qbus illi possint
 sibillas plurimi et maximi auctore
 ppollodorus; Erithreus: nostroy
 et nobilem preter ceteras. Erithre
 idē ut de citi ac populari sua glori
 a senatu eē missos refert. ut huius
 et ea consules Curio et Octavianu
 ito Catulo restituti: ponēda curarē
 deo huiusmōi uersus reperūtur. Ζ
 ερα μαιωμ τοισ ακακοισ ακ
 α μισθομ τοισ δε κακοισ ο
 ιρωμ. id est icorruptibilis et con
 nū pferens. iustis multo maiorē m
 iurorem excitans. Rursus alio loc

1464 蘇比亞克

Plutarchus in libro que ο ποση ψυχωρ και
 σωματωρ αμθρωποισπερι ενφνιων και
 αρετην διαφορα. id est quantū inter hoies
 animi corpisq; ingēio atq; uirtutibus interfit:
 conscripsit: scite subtiliterq; ratiocinatum Py/
 thagoram philosophum dicit: in repertenda:
 modulādaq; statui lōgitudinis eius pstantia.
 Nam quum fere cōstaret curriculum stadii: quod est Pisis: apud
 Iouem Olympium: Herculem pedibus suis metatum: idq; fecisse
 longū pedes ducentos: cetera quoq; stadia in terris grece ab aliis
 postea instituta: pedum quidem esse numero ducentorum: sed tñ
 esse aliquātilum breuora: facile intellexit: modū spatiūq; plāte
 Herculis: rōe proportōis habita: tanto fuisse: q̄ aliorum pcerius:
 quanto olympicum stadium longius esset q̄ cetera. Comprehensa
 autem mensura herculani pedis: secundū naturalem membrorum
 omniū inter se competentā modificatus est. Atq; ita id collegit:
 quod erat cōsequenti: cāto fuisse Herculem corpore excelliorē: q̄
 alios: q̄nto olympicū stadiū ceteris pari numero factis anteciret.

Ab Herode Attico cōsulari uiro tempestiue deprompta in
 quendam iactatum & gloriosum adolecētem: specie tantū
 philosophie sectatorē uerba Epicteti stoici: qbus festiuiter
 a uero stoico scitūxit uulgus loquacium nebulonum: qui se
 stoicos nuncuparent. ¶ Caput. ii.

Herodes Atticus uir & greca facundia & consulari honore
 preditus: accersēbat sepe nos: quum apud magistros atbenis
 essemus: i uillas eius urbi pximas: me & clarissimū uirū Serulianū:
 complurisq; alios nostrates: qui roma in greciam: ad capiendum
 ingenu cultum cōcesserant. Atq; ibi tunc quum essemus apud eū
 in uilla cui nomē est Cephysia: & estu ānti: & sidere autumni fla/
 grātissimo: propulsabamur caloris incommoda: lucorum umbra
 ingentiū longis ābulacris: & mollibus: etiū posticū refrigerātibus
 lauacris nitidis: & abundis: & collucētibus: totiusq; uille uenustate

1469 羅馬

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羅馬活字的造形基礎

1469

Johann van Speyer

1470

Nicolas Jenson

1486

Erhard Ratdolt

1495 1499

Aldus Manutius

feliciter uiuant: quod deos se
ipsum eorum regem in omni
sit corpus est omne fugiendi
Iuppiter de celo & terra: aut f
isti uolunt: qui neque a corpo
mortales colere uideantur: n
fateantur. Non ergo ad beati
pora: sed corruptibilia: graui
bonitas dei: sed qualia esse cor

S Ed necesse est inquit
teneat: uel cogat ad terram: &
illi homines in terra erant nem
obtinuit. Sed quia & ad hoc r
quo ascendit in caelum: uel p
sunt: intueantur paulo atten
efficit: ut ex metallis que in a

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Aldus Manutius

tinētes maiores suos imitari cona
enim id scrutādum nobis modo
pietate successit:foelice hac hæred
coniunctus quum geminos genu
dicitur abstinuiffe. Ab isto natus
prouētum Israel etiam appellatu
uirtutis usū. Iacob eīm athletā &
quam appellationē primū habuī
pro pietate labores ferebat. Quu
speculationis fruebat' bonis:tūc
premia beatitudinēq; ultimam q
hominem enim qui deum uideat
iudæorum tribus pfectæ sūt. Inn
fortitudine prudentia pietateq; c
scripturæ uerba historice confide
interpretāt':de qbus multi cōscrij

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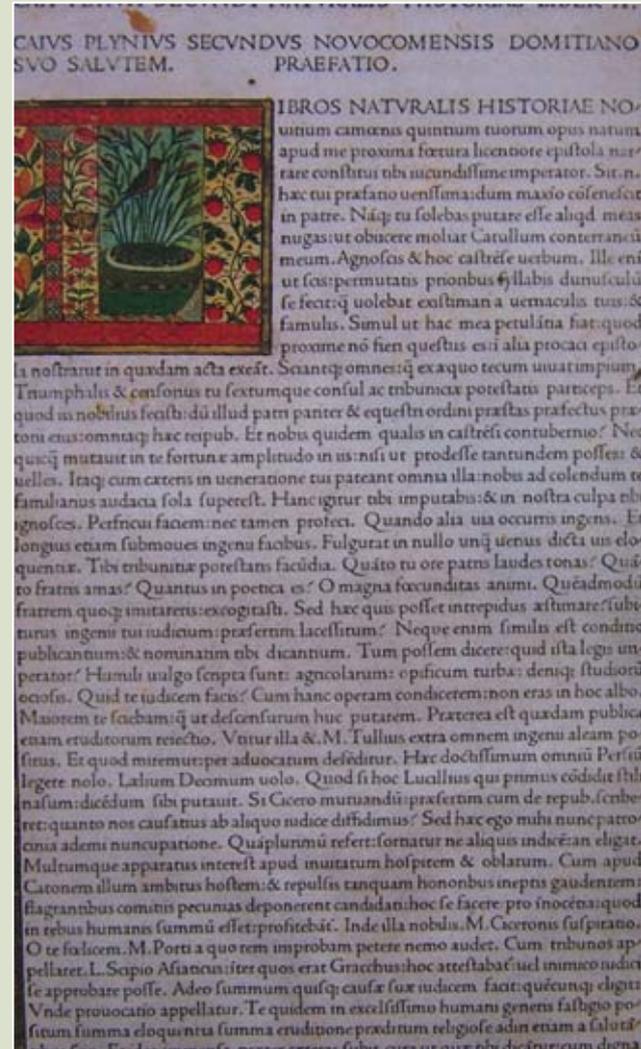
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1486

Erhard Ratdolt

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Aldus Manutius



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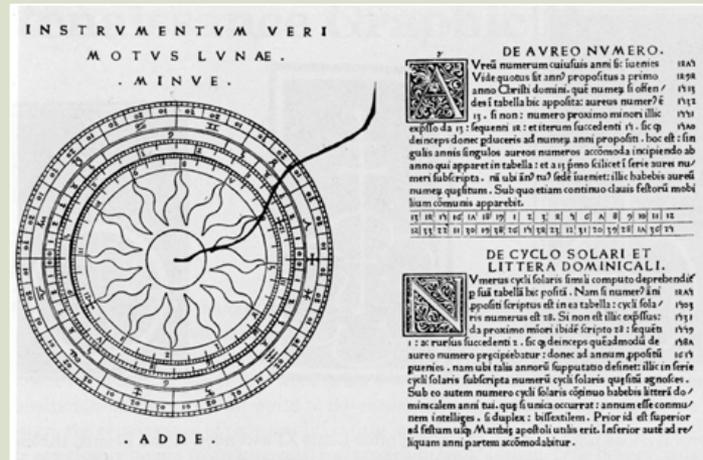
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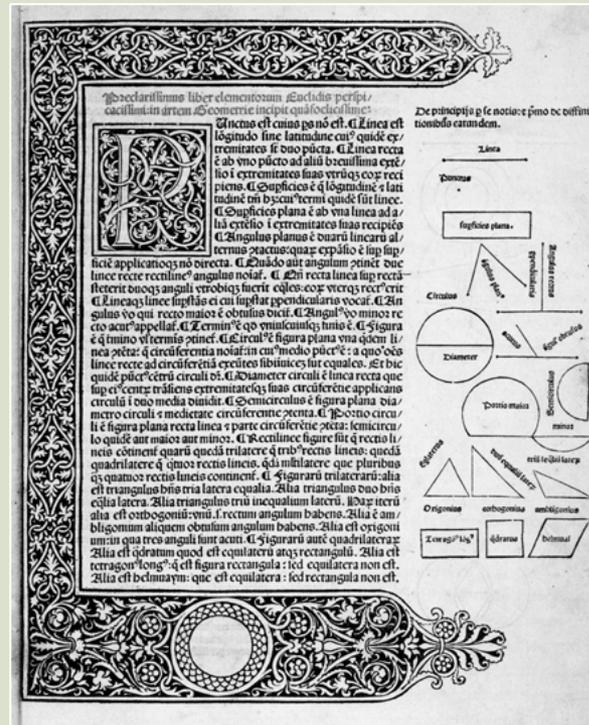
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Erhard Ratdolt

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Aldus Manutius



1476



1482

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Nicolas Jenson

1486

Erhard Ratdolt

1495 1499

Aldus Manutius

Est homini uirtus fuluo precio
Ingenium quondam fuerat pre
Miramurq; magis quos muner
Quam qui corporeis emicuere
Si qua uirtute nites ne despice
Ex alia quadam forfitan ipse n

Nemo suę laudis nimium letetur hoc
Ne uilis factus post sua fata gemat.
Nemo nimis cupide sibi res desider
Ne dum plus cupiat perdat & id qu
Ne uę cito uerbis cuiusquam credit
Sed si sint fidei respice quid moneat
Qui bene proloquitur coram sed po
Hic crit inuisus bina q; ora gerat

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Aldus Manutius



ue maria
gr̄a plena
dominus
tecū bene
dicta tu in mulierib⁹
et benedictus fruct⁹
uentris tui : ihesus
christus amen.

Gloria laudis resonet in ore
omniū Patri genitoq; proli
spiritui sancto pariter Reful
tet laude perhenni Labori
bus dei vendunt nobis om
nia bona. laus: honoz: virtus
potētia: ⁊ gratia: actio tibi
chūste. Amen.

Hinc deū sic ⁊ vines per secula cun
cta. Prouidet ⁊ tribuit deus omnia
nobis. Proficat absque deo null⁹ in
orbe labor. Illa placet tell⁹ in qua
res parua beati. De facit ⁊ tenuis
luriantur opes.

Sifozuna volit fies de r̄betoz consul.
Si volit hec cadem fies de cōsule r̄betoz.
Quicquid amor iussit nō est cōrēdere nūi
Regnat et in dominos ius habet ille suos
Hira dara ē v̄tēda dara ē sine fenere nobis.
Adurua: nec cerra perfoluēda dic.

Illus ⁊ ara docuit quod sapit omnis homo
Bre animos frangit ⁊ firmas dirimit v̄ibes
Arte cadunt turca arte leuatur omus
Arbitua ingenio quēstia est gloria multis
P̄ncipio obla sero medicina paratur
Cum mala per longas consuulere moras
Sed propterea nec te venturas differ in horas
Qui non est hodie cras minus aptus erit.

Non bene pro toto libertas ⁊ cenbur auro
Hoc erit ille bonum patiens otiose opes
P̄ncipio anima est bonas ⁊ cenbur in libertas
Quoniam semper auro quocūq; de p̄ncipio
Summa perit laus perit illa summa auro
Summa perit deatra summa missa iouis
In loca nonnunquam fides aeterna gētib⁹
De prope curritis flammis man si equa

Quisquis abes scripta qui mentem fortibus istis
Ut noxia abhibea protinus istud opus
Tuo: eugulente ratib⁹ germanas Erharbas
Leterias ⁊ illos ordine quasiq; facti
Iste quibus vena labio impresso in v̄ibe
Thalico ⁊ p̄ncipio nunc p̄ncipio auro
Chique etiam vena ceterba signa figurā
Aurea qui prima nunc monumenta p̄ncipio
Caus etiam manibus proptis v̄ibicūq; figurā
Et opus incōtēda bedalia aler erit

Mobus benedecat qui t̄minare v̄ibe
⁊ regnat ⁊ m̄n. ⁊ h̄nc f̄lōi b̄co est r̄m̄ enb⁹
Ite regna celo ⁊ m̄n r̄ga angelo
rum o m̄na f̄lōi v̄ngnam v̄iat r̄le
v̄ibicū o m̄na. ⁊ m̄ est p̄ncipio m̄
⁊ ḡm̄. ⁊ m̄n̄ n̄ n̄ r̄ f̄lōi p̄ncipio ḡm̄
r̄be p̄ncipio d̄m̄n̄ in p̄ncipio n̄ m̄n̄
m̄n̄ r̄be d̄m̄n̄ in sancta f̄lōi ⁊ r̄ ḡm̄
ofus in m̄n̄ r̄be f̄lōi p̄ncipio l̄r̄

Et mod̄ prope facit t̄m̄n̄ ab̄ f̄m̄ omnia f̄m̄n̄
f̄m̄n̄ ignōm̄ a f̄m̄ n̄ b̄m̄n̄
Ergo pars v̄m̄n̄ non quām̄ f̄m̄n̄ auro
Iste m̄n̄ f̄m̄n̄ f̄m̄n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ m̄n̄ f̄m̄n̄ m̄n̄ p̄ncipio
⁊ d̄m̄n̄ quām̄ b̄m̄n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ f̄lōi d̄m̄n̄ f̄m̄n̄ quām̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄

Deus ad m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄

Est homini virtus fuluo preciosior auro:
Ingenium quondam fuerat preciosius auro.
Miramurq; magis quos munera mentis adomāt:
Quam qui corporeis emicuerit bonis.
Si qua virtute nites ne despicie quenquam
Ex alta quadam forsitan ipse nitet

Nemo sue lauda numum l̄r̄etur bonore
Ne uilis factus post sua fara gemat.
Nemo namus cupide tibi res desiderat uillas
Ne dum plus cupiat perdat ⁊ id quod habet.
Ne ut cito uerbas casualiquam credulo blandas
Sed si sint fides respice quid moneant
Qui bene proloquatur coram sed postea praue
Huc erit inuisus tibi q; ora gerat

Pax plenam uerbum opus pax lumina laborum
pax belli exat ⁊ pax n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄

⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄
⁊ m̄n̄ n̄ m̄n̄ n̄ m̄n̄ n̄ m̄n̄

Indicis character ⁊ diuersar manerū
impressioni paratarū: Finis.

Erhardi Ratdolt Augustensis viri
solertissimū: p̄ncipio ingenio ⁊ m̄n̄
fica arte: qua olim Venetijs excelluit
celebratissimus. In imperiali nunc
orbe Auguste vindelico: laudatissi
me impressioni dedit. Annoq; salu
tis. M. CCCC. LXXXV. Calē.
Aprilis Sidere felici compleuit.

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1495 1499

Aldus Manutius

explicabo; non tanq̄ recensetur.
tur; cum illum multa in umbra fec
comperissem; ita initium interp
eum feci. PETRVS BEMBV
VS. Diu quidem p̄ter hic sedes:
ripa haec uirens; quam populi tu
densissimae inumbrant; & fluuius
quanto frigidior est fortasse, q̄ sit sa
BERNARDVS BEMBV PA
Ego uero fili nuspiam esse libentiu
q̄ in hac cum ripae, tum arborum
etiam fluminis amoenitate: neq; es
uereare, nequid nobis frigus hoc n
praesertim in tanto aestatis ardore
fecisti tu quidem p̄bene; qui m

1495 Bembo

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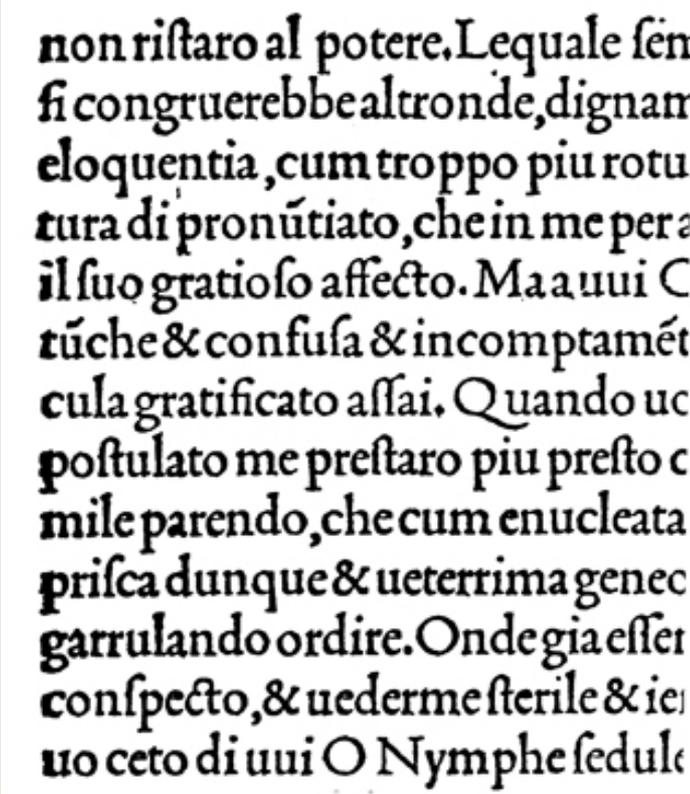
Nicolas Jenson

1486

Erhard Ratdolt

1495 1499

Aldus Manutius



non ristarò al potere. Lequale se
fi congruerebbe al tronde, dignam
eloquentia, cum troppo piu rotu
tura di pronútiato, che in me per
il suo gratioso affecto. Ma a uui C
túche & confusa & incomptamét
cula gratificato assai. Quando uc
postulato me prestaro piu presto c
mile parendo, che cum enucleata
prisca dunque & ueterrima gene
garrulando ordire. Onde gia esser
conspetto, & uederme sterile & ier
uo ceto di uui O Nymphe sedule

1499 Poliphili

羅馬活字的形成 公元十五世紀

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羅馬活字的造形基礎

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Johann van Speyer

1470

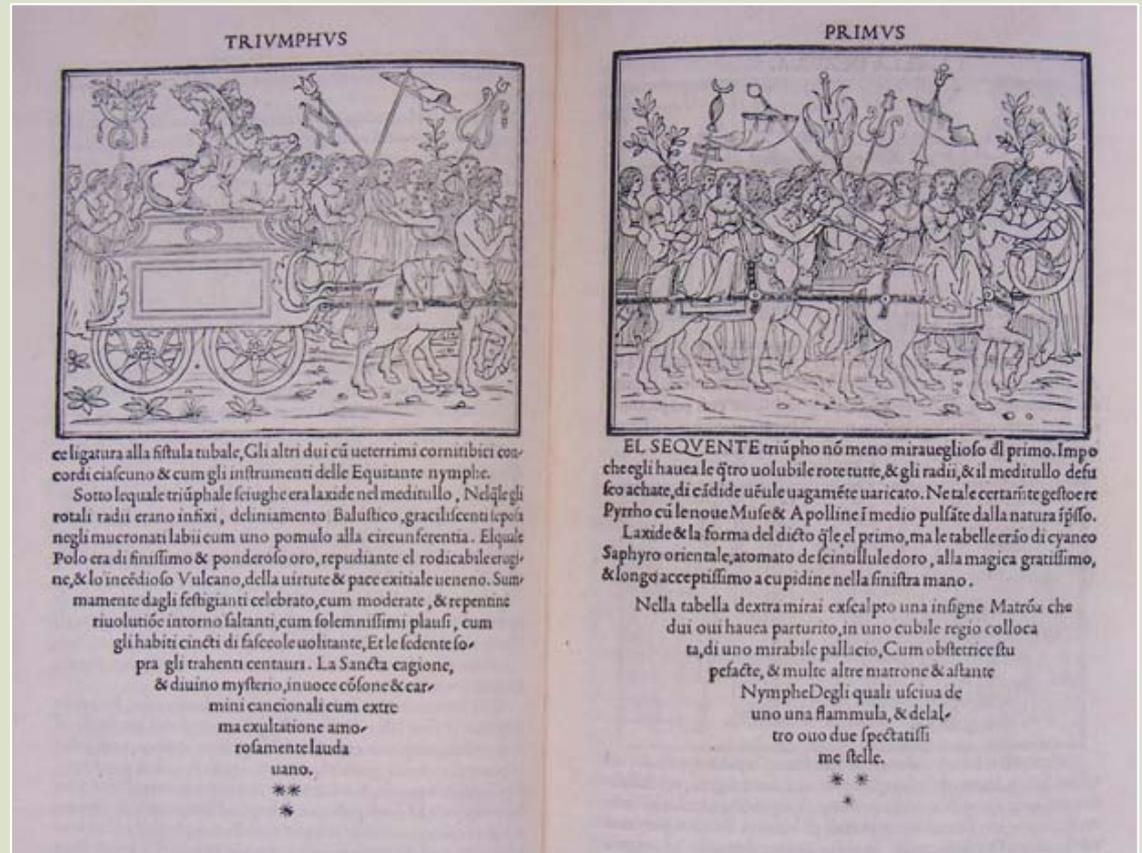
Nicolas Jenson

1486

Erhard Ratdolt

1495 1499

Aldus Manutius



1499 Poliphili

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1469

Johann van Speyer

feliciter uiuant: quod
ipsum eorum regem ir
fit corpus est omne fu
Iuppiter de celo & terr
isti uoluit: qui neque

Speyer

tinētes maiores suos
enim id scrutādum n
pietate successit: foeli
coniunctus quum ge
dicitur abstinuisse. A

Jenson

Est homini uirtus fulu
Ingenium quondam fu
Miramurq; magis quo
Quam qui corporeis e
Si qua uirtute nites ne

Ratdolt

1470

Nicolas Jenson

1486

Erhard Ratdolt

Ego uero fili nuspiam effeli
q̄ in hac cum ripae, tum ar
etiam fluminis amoenitate
uereare, nequid nobis frigu
praesertim in tanto aestati
fecisti tu quidem p̄rbene;

Bembo

non ristarò al potere. Leq
fi congruerebbe altronde,
eloquentia, cum troppo
tura di pronūtiato, che in
il suo gratioso affecto. Ma

Poliphili

1495 1499

Aldus Manutius

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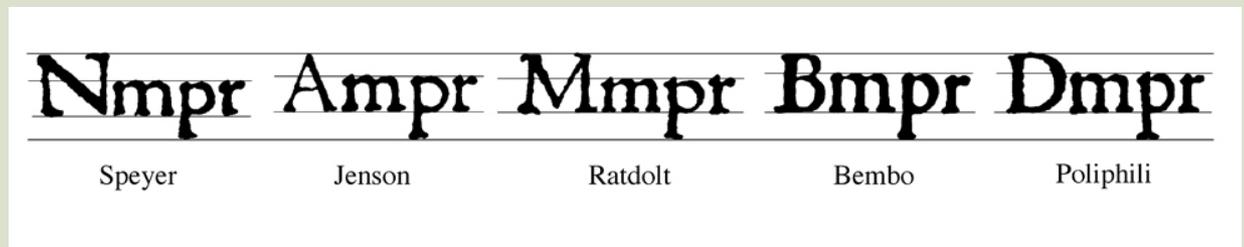
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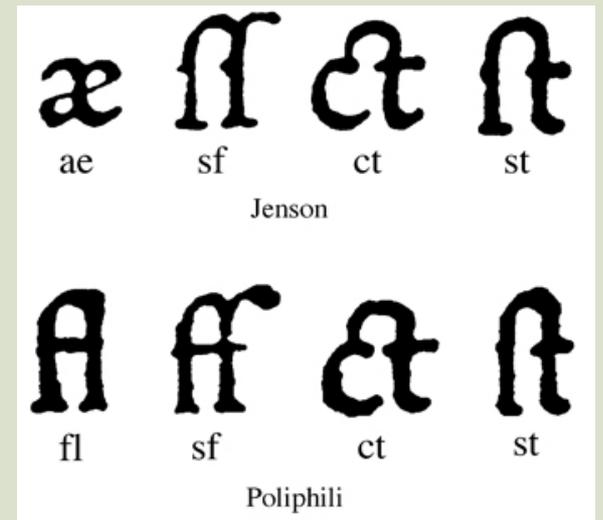
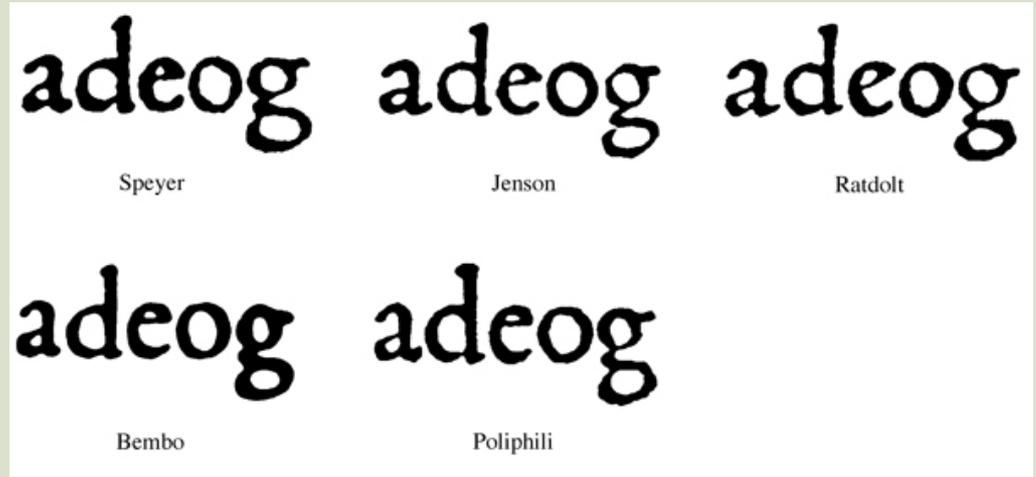
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tinētes maiores suos imitar
enim id scrutādum nobis
pietate successit:foelice hac
coniunctus quum gemino
dicitur abstinuiffe.Ab isto

Italian Roman

mihī testimonio fuerunt
ta salute iussus me esset ia
te mihī esset:quia noui ar
nere.quod meditabar.Se

Netherland Roman

naiores suos imitari
scrutādum nobis r
successit:foelice hac
tus quum gemino
bstinuiffe.Ab isto

Italian Roman

Formosā resonare
O melibœe deus r
Namq̄ erit ille mil
Sepe tener nostris

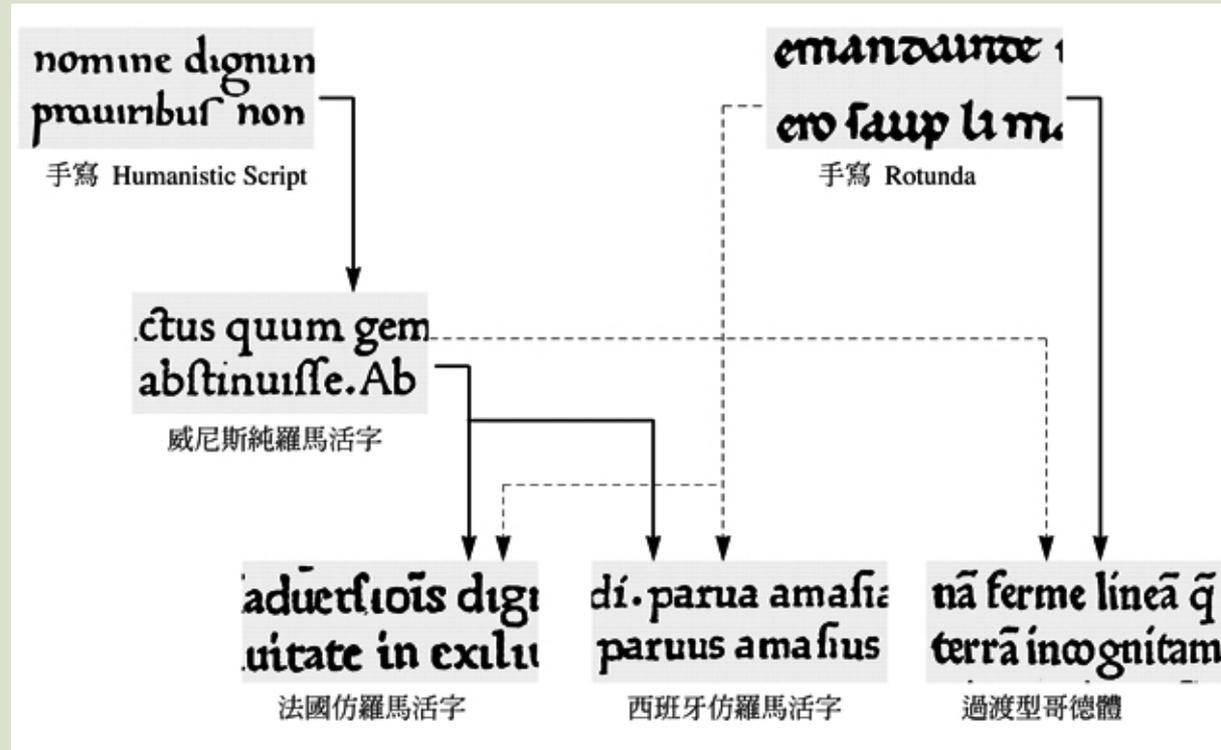
Franch Roman

tionē significare uo
nisi corpus nulla pc
it:triplici dimēsiōn
t:eaq̄ esse dicunt ic
Non enim p̄cussus

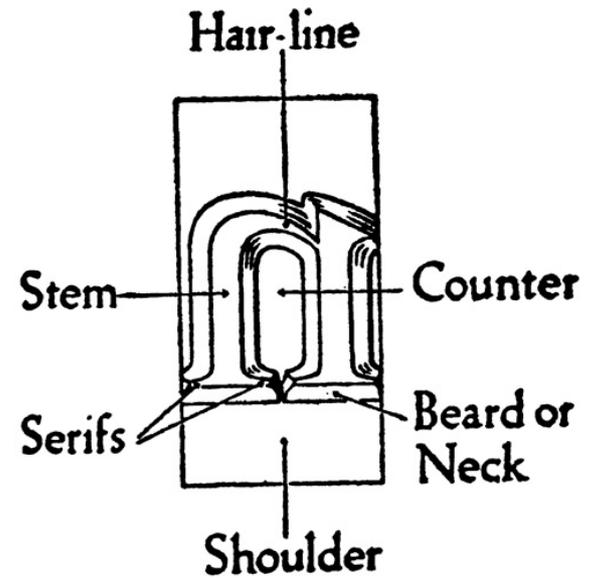
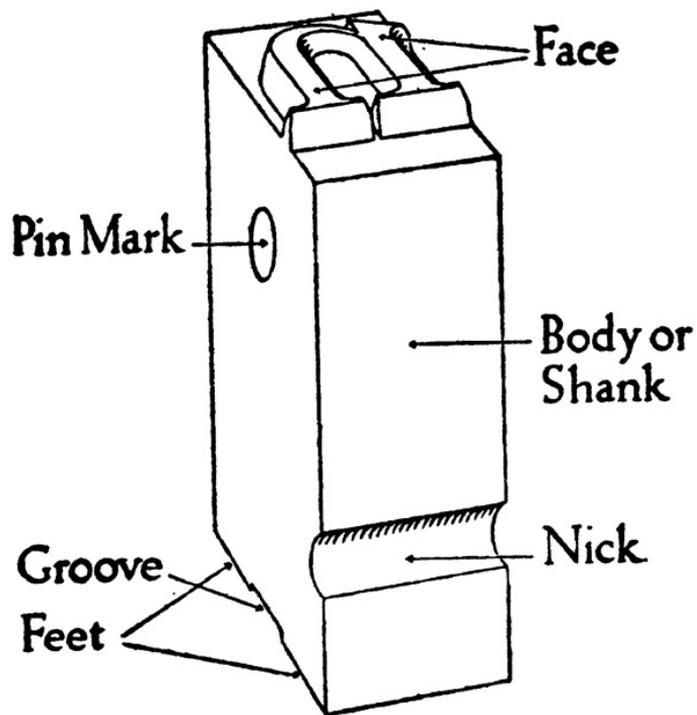
Spanish Roman

Benedicta sit sancta trinitas
atq̄ īdiuisa vnitas cōfite
bim̄ ei quia fecit nobiscum
mīsericordiā suā ⁊ B̄ndicam⁹ patrē

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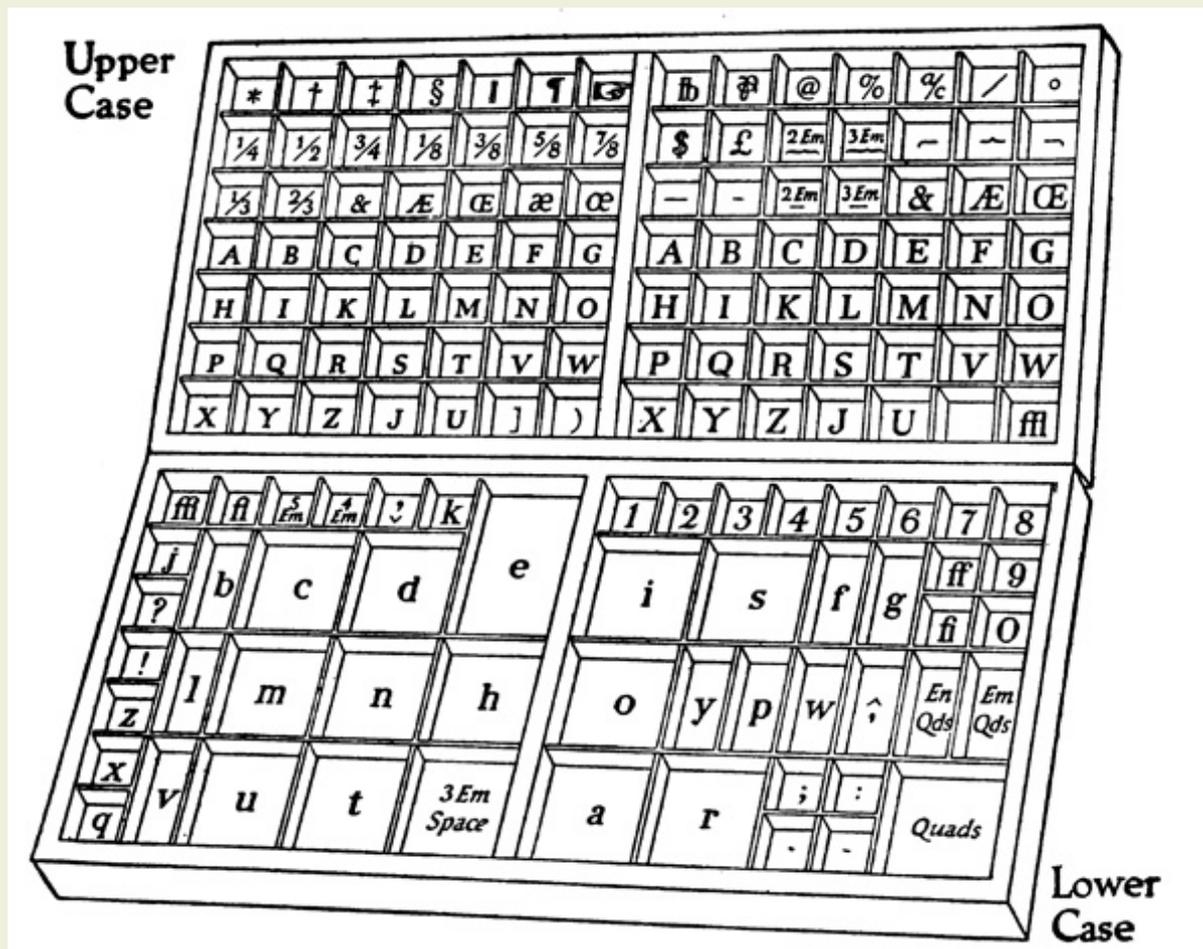


活字造形的規格化與設計方法



視覺設計的美學思維 公元十五、十六世紀

活字造形的規格化與設計方法



視覺設計的美學思維 公元十五、十六世紀

文藝復興時期

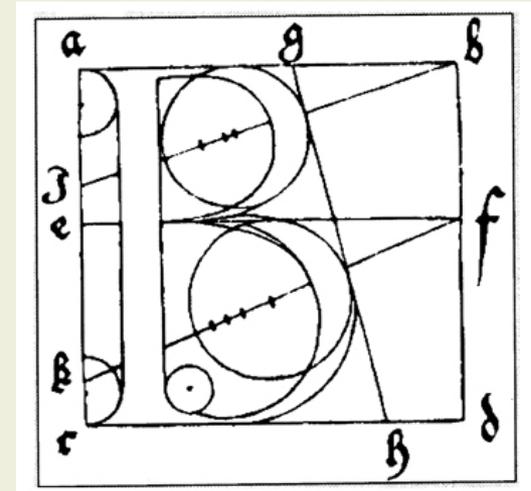
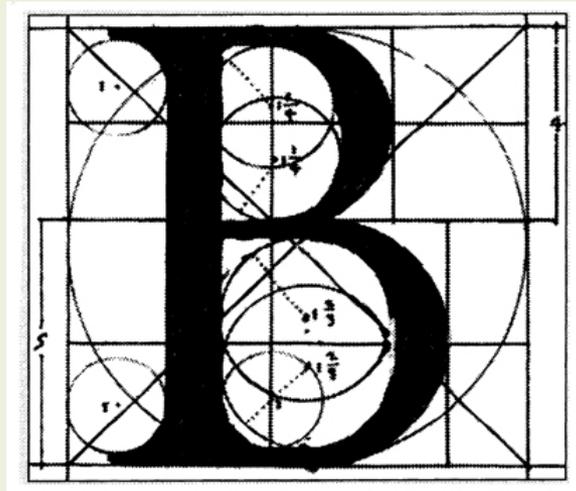
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方言文化

希臘人文

理性美學

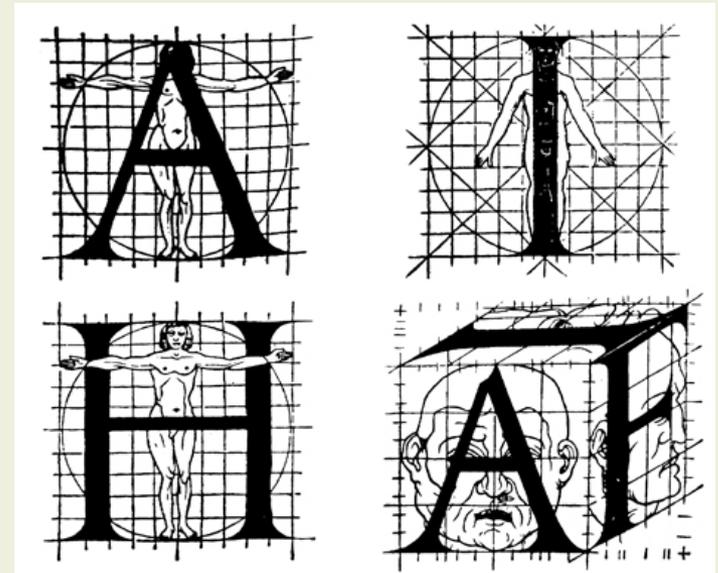
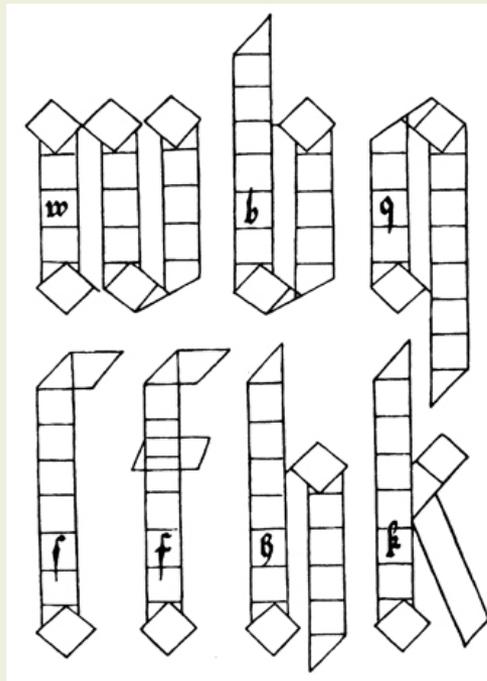
君權專制



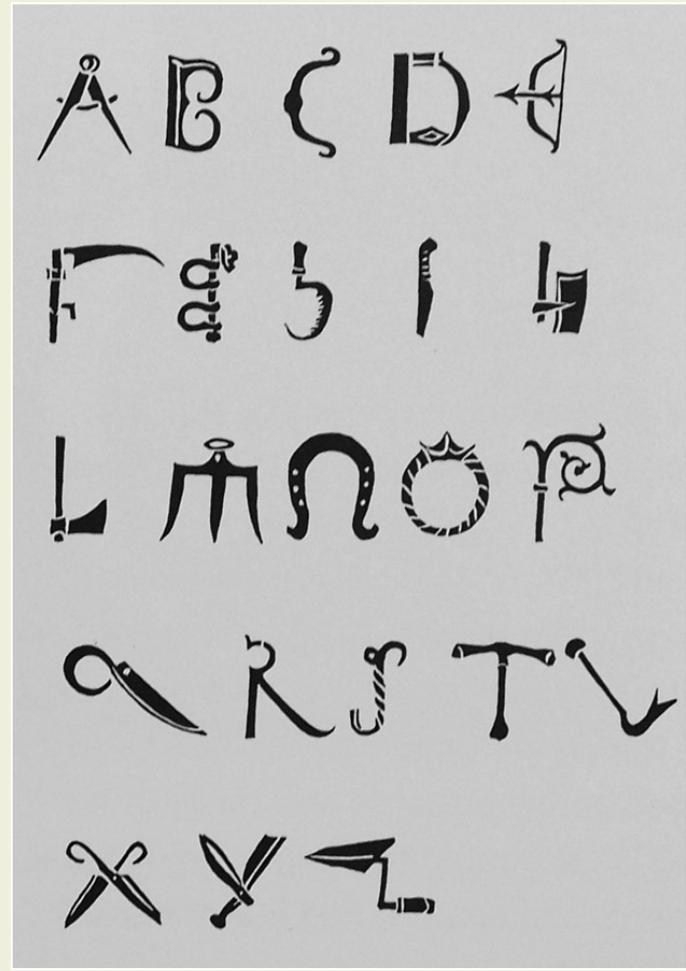
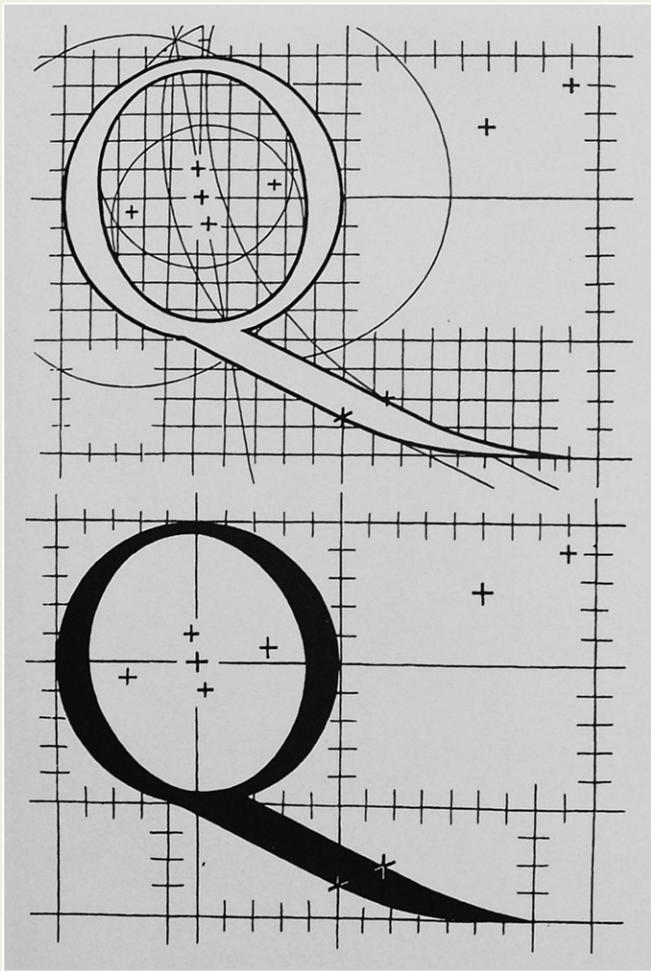
Giovanni

Duere

Tory



Tory 文字美學



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Duere

Tory

Garamond

Garicum vt fungus nascitur in arboribus glandiferæ præsertim arbores hoc ferunt. phorum quoq; prouenit colore candido. Eri- gus albus, odoratus, antidotis efficax, in sur- ribus nascens, nocte relucens. Signum hoc e- nebris decerpitur. Dioscorides author est i- caudicibus nasci, quadam putrilagine. Sun- esse stirpis cuiusdam existiment. Quibusda- telligitur similis laerpitio, textu raro ac so- uo genera constituunt. fœminam, quam & cursu, pectinatim digesto: mas rotundus, c- tu suo spissior. Vtriq; gustus initio dulcis, n-



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文學、數學

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理性美學

君權專制

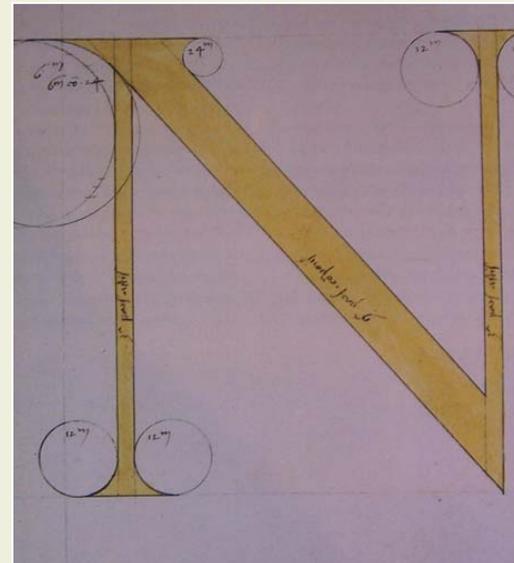
Fuit hic (vt Annales ferunt) Oth
ab insigni pietate magnitudinēq
o pernobilis classico excitus, ad fa
n contendit, communicatis scili
ibus cū Guliermo Montifferrati
tate corporis, Longa spatha voc

Giovanni

Duere

Tory

Garamond



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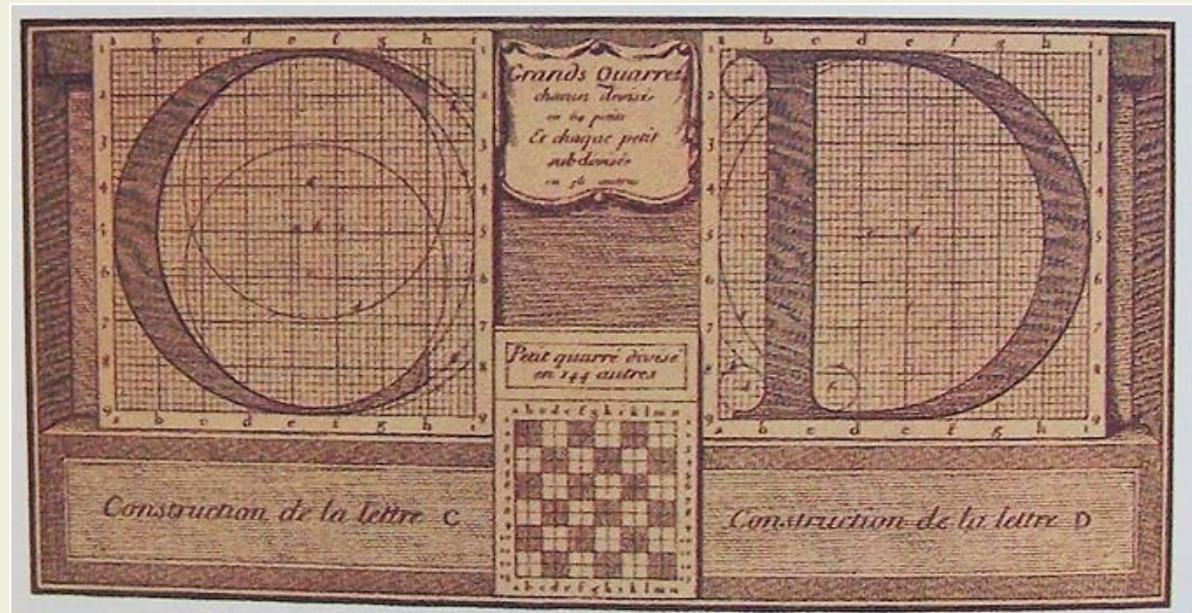
君權專制

Giovanni

Duere

Tory

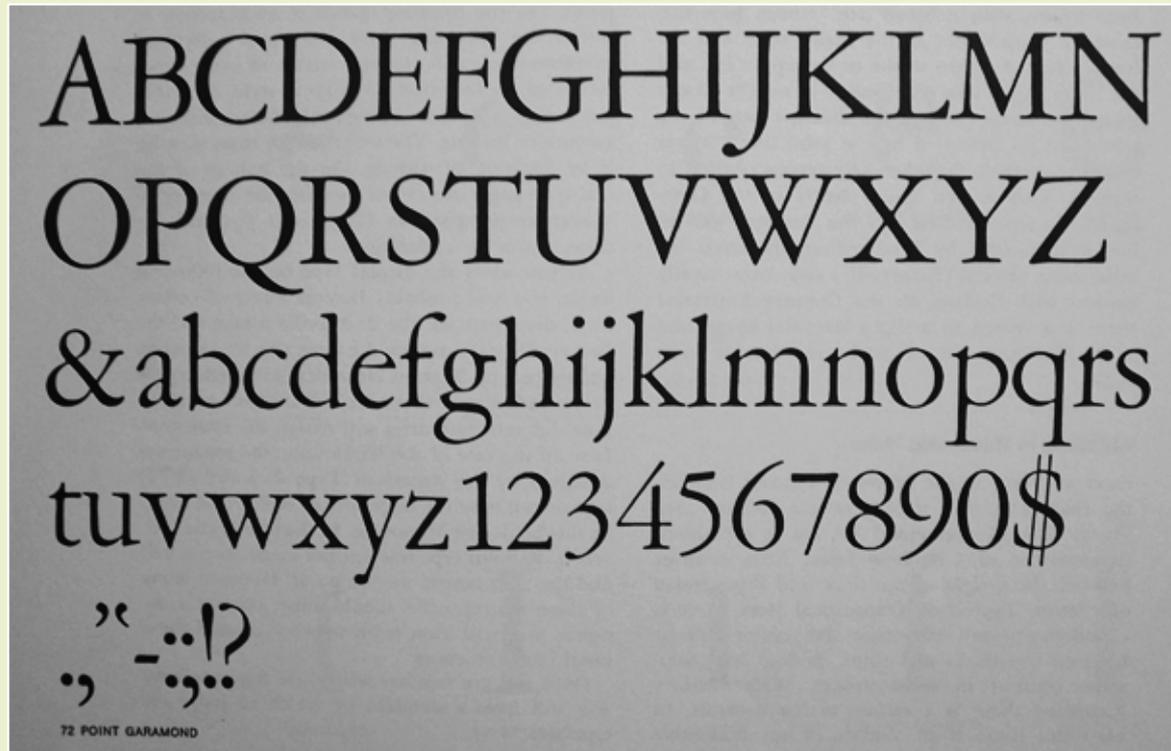
Garamond



後記：近代羅馬活字家族 公元十八世紀

羅馬活字三大家族

舊型羅馬體 十五世紀開始



羅馬活字三大家族

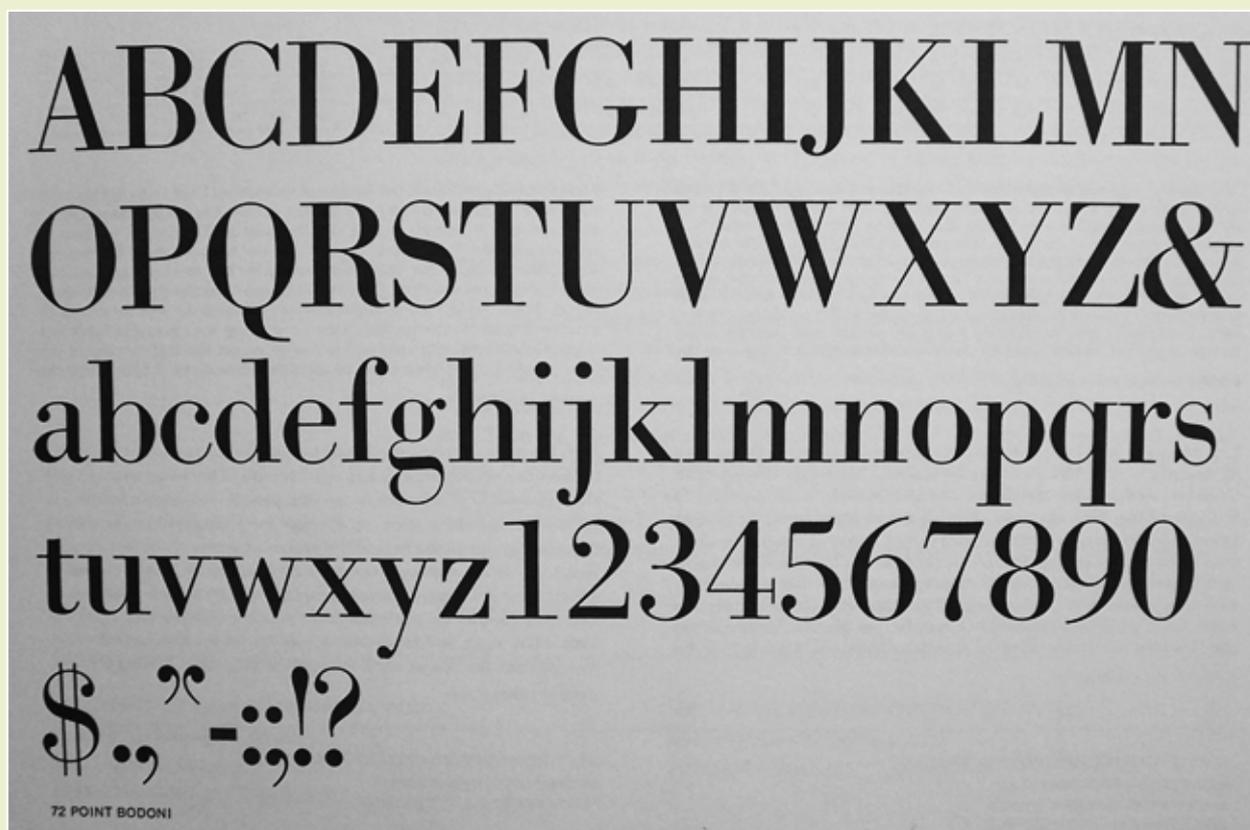
過渡型羅馬體 十八世紀初開始



後記：近代羅馬活字家族 公元十八世紀

羅馬活字三大家族

現代型羅馬體 十八世紀末開始



羅馬活字主要家族

Baskerville

Baskerville

Fournier

Fournier

Times New

Roman

Times New

Roman

西方活字主要家族

Black Letter

Old Style

Transitional

Modern

Slab Serif

Sans Serif

Decorative

Script

印刷是一種媒體，

印刷的歷史就是人與媒材的一段故事，

在故事中，

它慢慢發展出本身的藝術形式……