

HISTORY OF VISUAL COMMUNICATIONS

PODCAST 4

CREATION OF THE PHONETIC ALPHABET

Name various theories for the origin of the Phoenician alphabet?

On what principle was the Phoenician alphabet based?

What did the letters start with?

What attributed to the success of the alphabet?

What long term effects did the alphabet have on social structures of other civilizations?

The alphabet's simple appearance of its characters had what effect on class divisions?

What was the most notable change in the Greek alphabet?

Why is the Greek alphabet considered the world's first true alphabet?

How else is the Roman alphabet known?

Name two distinct styles of lettering that were used?

What is a serif?

Where did serifs originate?

How did serifs contribute to type design?

What is the baseline?

What is a descender?

How did the institution of the baseline contribute to type design?