

Giambattista

ball-shaped terminal

hairline strokes/serifs

unbracketed serifs

large contrast thick/thin

cupped top serif

ovular counter

gradual weight transition

vertical stress

A B C D E F

M N O P Q R

Y Z 1 2 3 4

! @ # \$ & ?

1790

Originating in

DIDOT | BODONI | FILOSOFIA
MODERN

Sarah Titus Leah Tessier Lauren Hoehn

Known as, “The father of Modern type,” Giambattista Bodoni was an Italian publisher and typographer who continuously evolved and differed his designs throughout his long career (Christensen n.pag). In 1740 he was born into a family of printmakers living in Saluzzo, Italy, and he grew up eager to learn the family trade. In 1770 he opened up his own type foundry (G. Bodoni p.2), which later gave way to the creation of a new, Modern typeface series; Bodoni.

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B Giambattista Bodoni

{1740-1813}

The craftsmanship of Bodoni’s work was unmatched, and according to *Illuminating Letters* he was hired in 1790 by Duke Ferdinand of Parma to establish a premier royalty press (p.2). Here he created the Bodoni typefaces, which were made to exhibit unique & beautiful letterforms that concluded the work of his Idol, Baskerville (*Families of Type* p.5). Preceding his death in 1813, Bodoni contributed numerous other typefaces to the modern class; Bauer Bodoni, Bodoni Poster & Linotype Gianotten, and so on.

Didot noticeably influences Bodoni’s typeface, however subtle differences can be identified between the two modern designs. In Bodoni, the meeting of a hairline & serif (top of a U or W) is bracketed; whereas Didot’s is not. Bodoni’s typeface also shows a more gradual transition in its stroke weight, having slightly thicker hairlines versus Didot’s typeface. Deciding how to apply Bodoni’s typeface can be challenging since hairlines are thin and legibility can be an issue. The typeface should be used in large-scale text, with equal & adequate leading. Although it is not effective for general applications, when used to provide an elegant & sophisticated impression it performs.

“The father of modern type...”