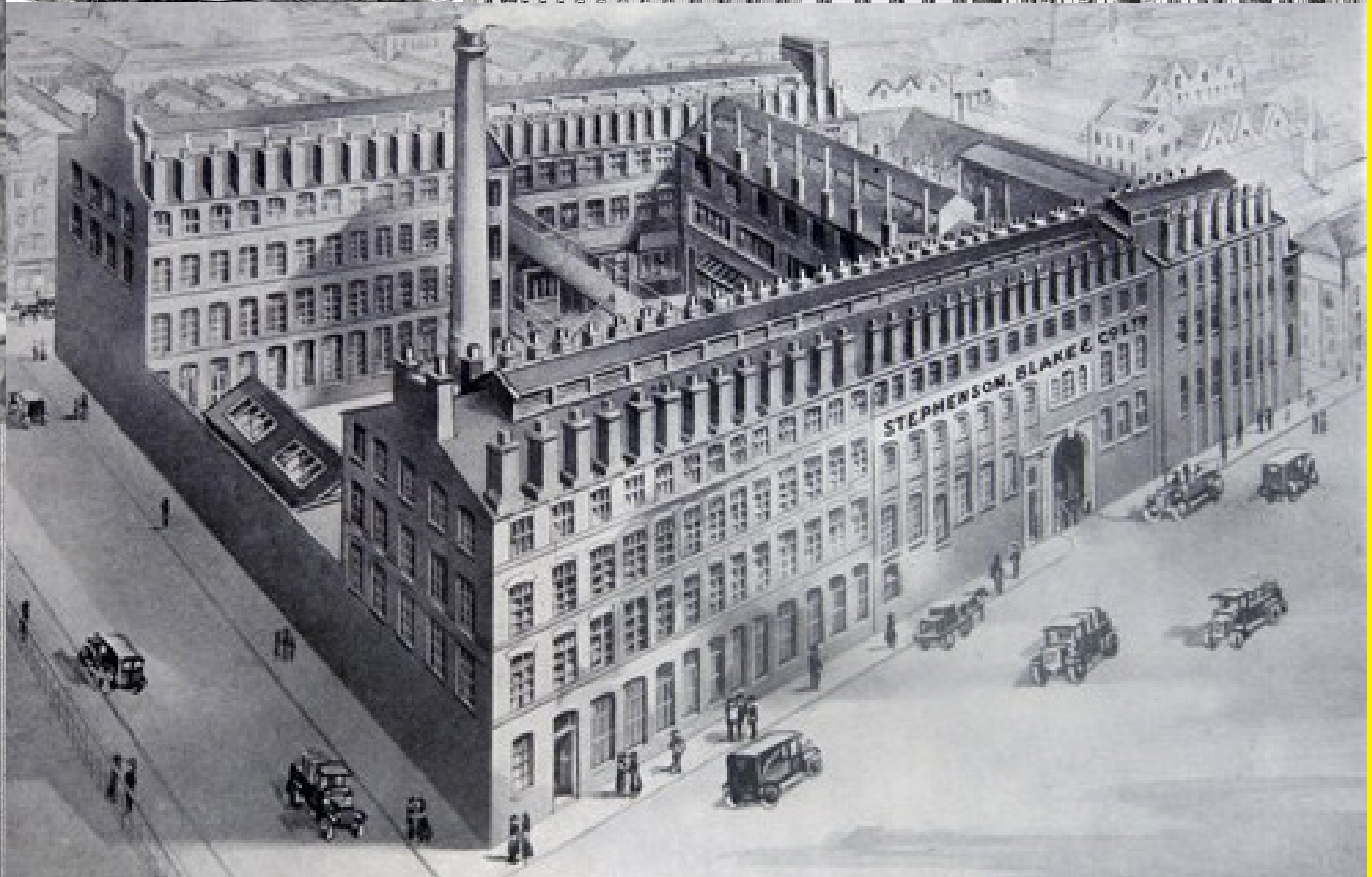
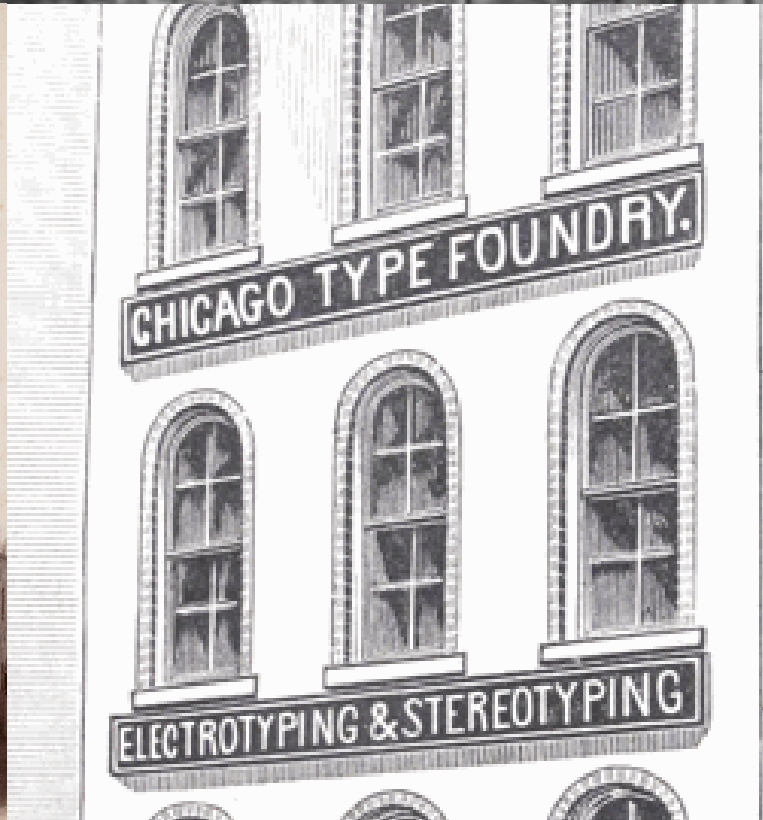
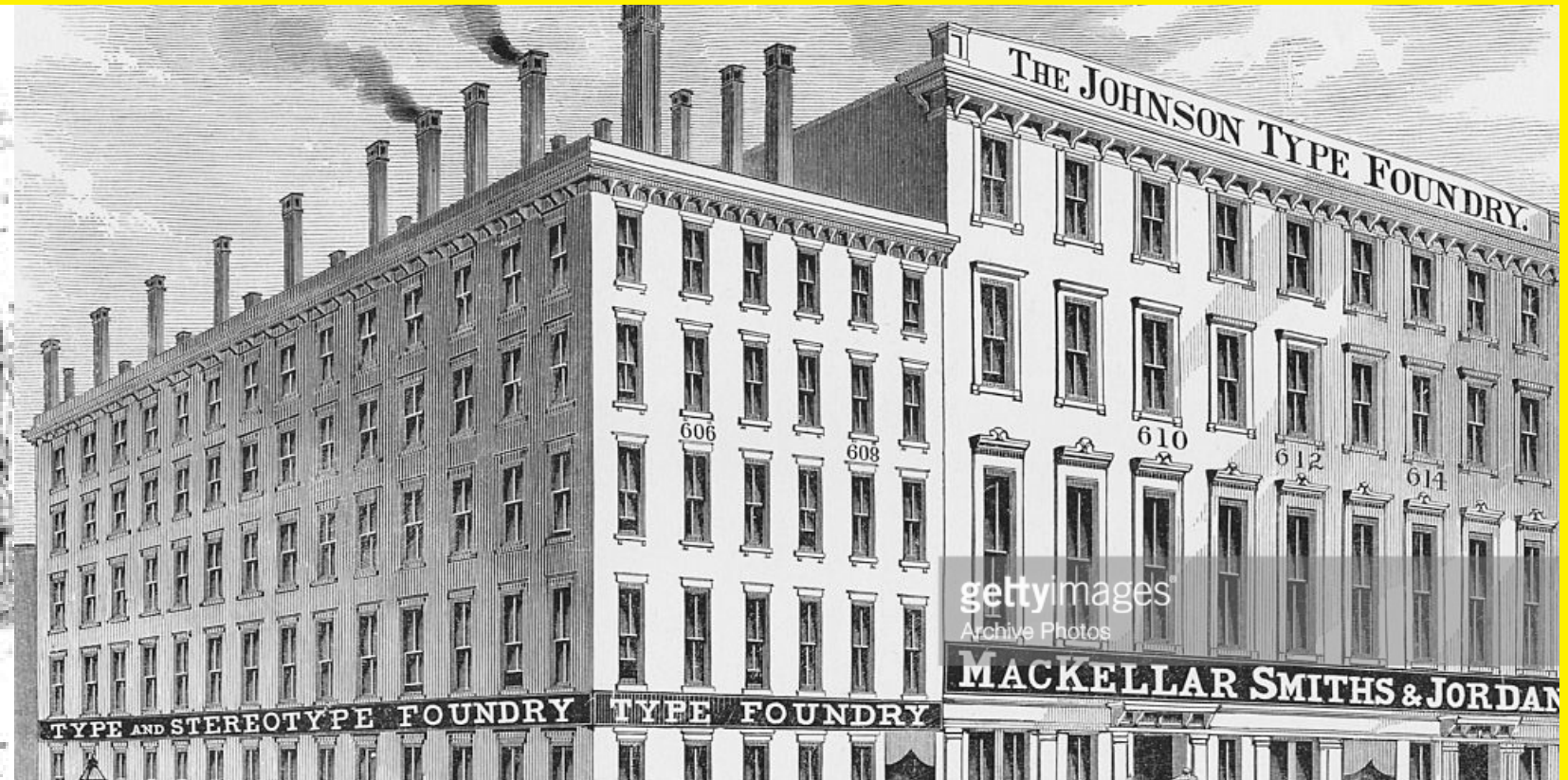
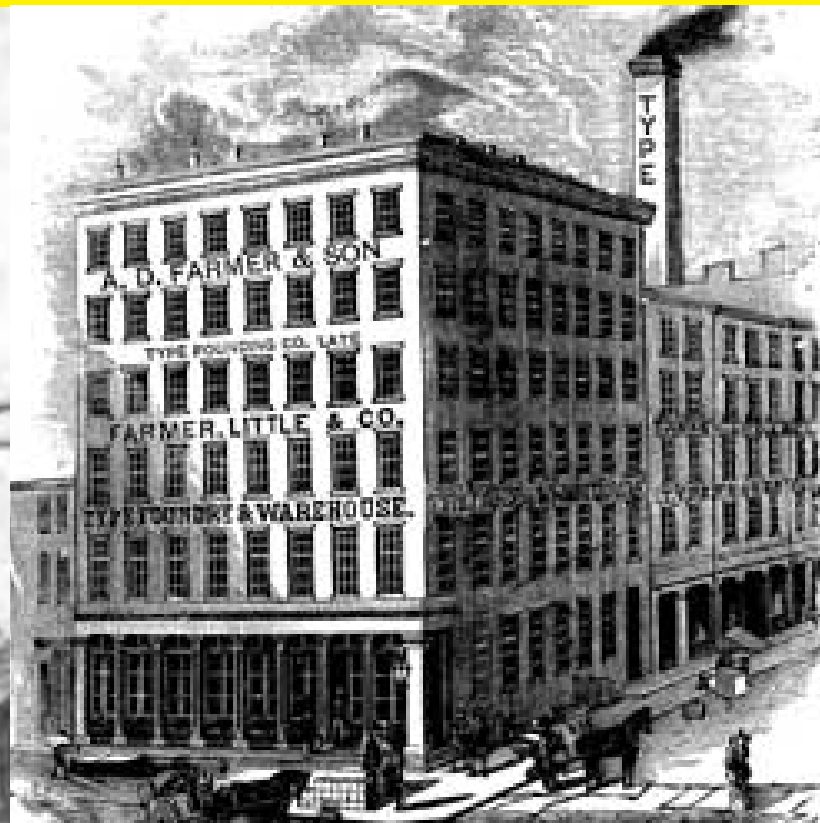
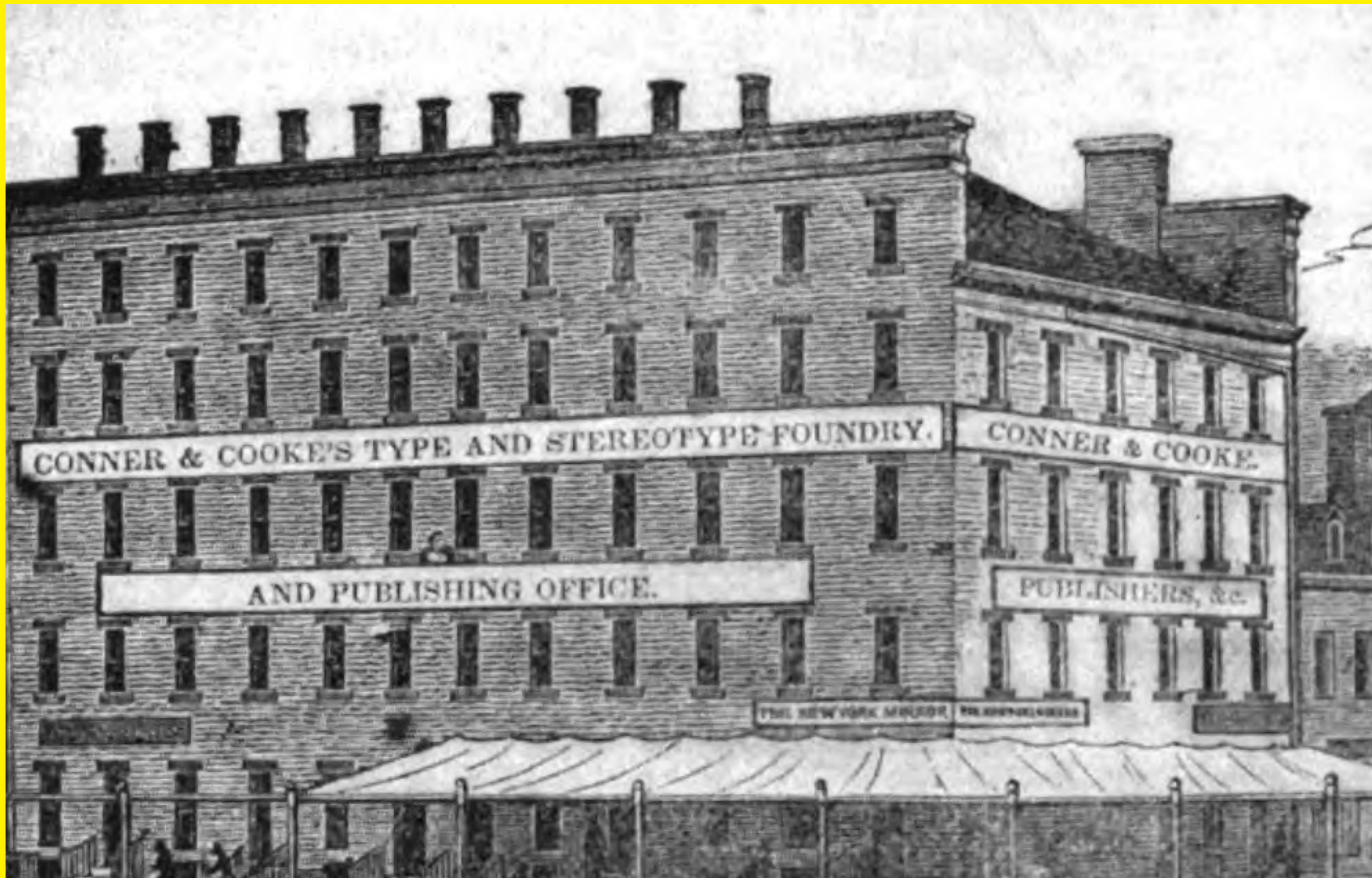


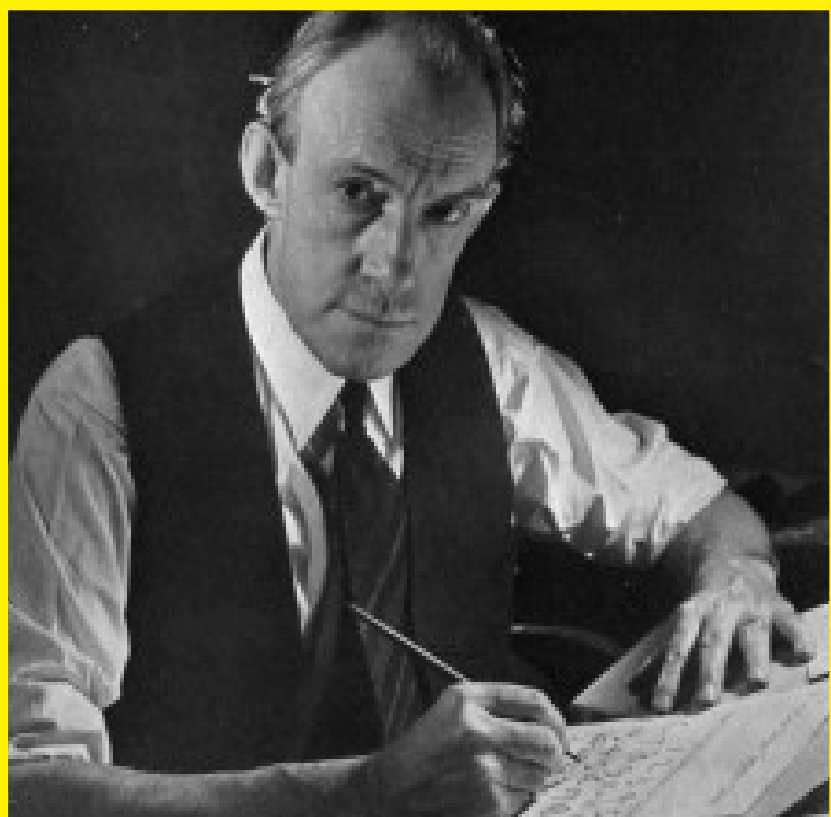
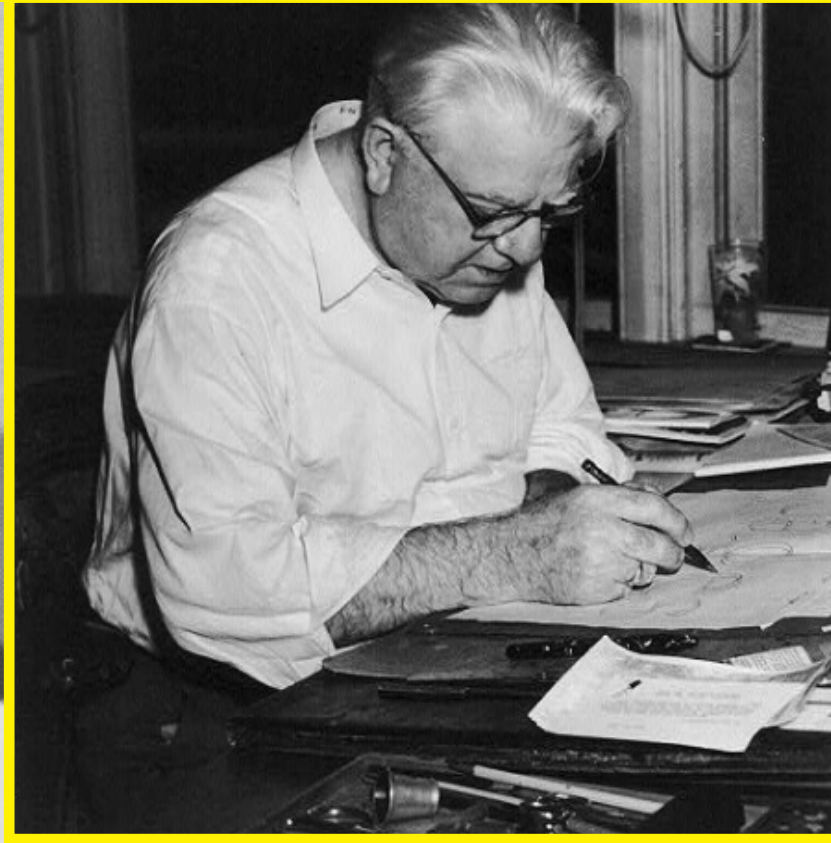
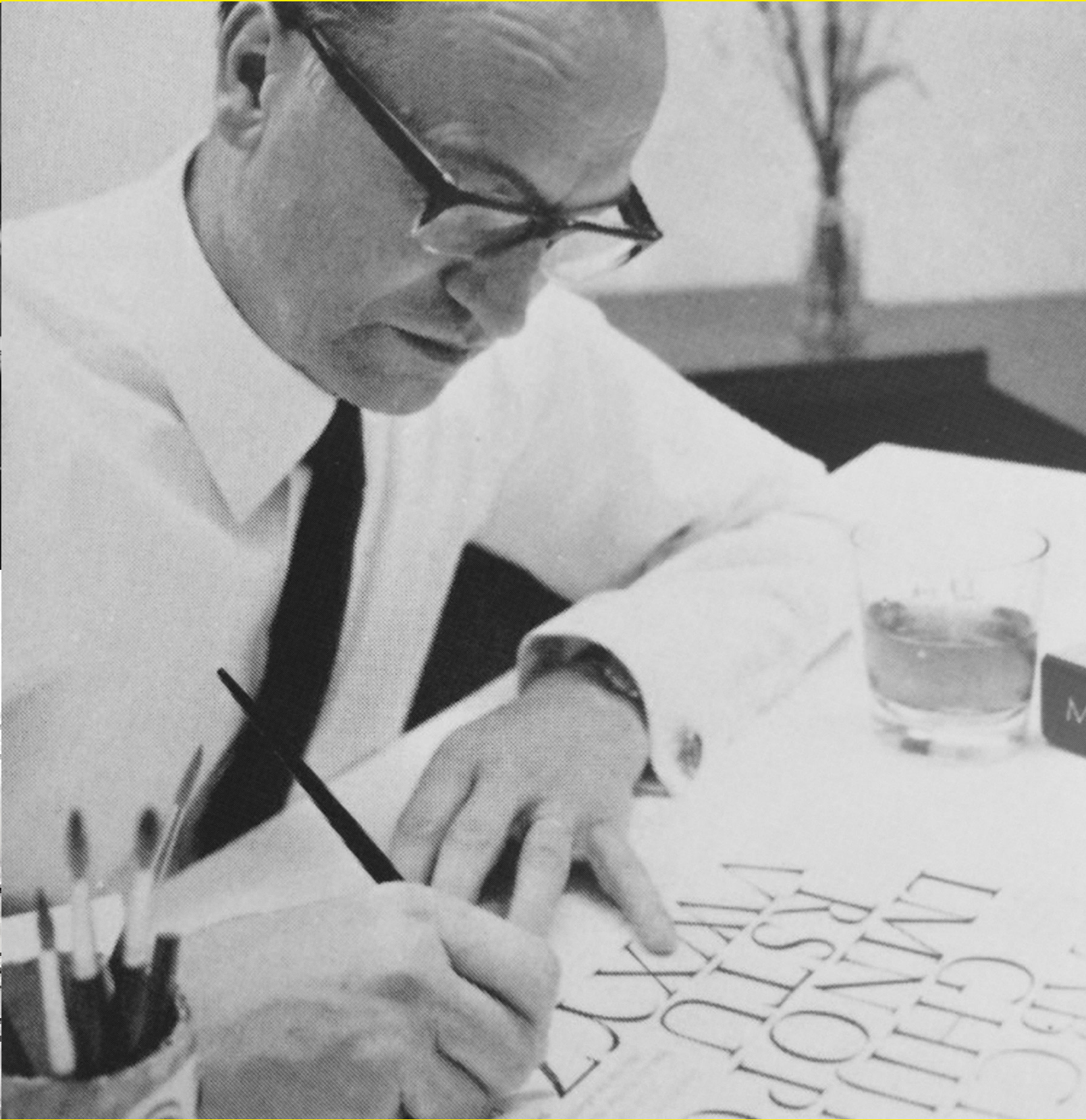
Hello,  
typeface piracy is  
not a victimless  
crime.

It is shoplifting.











COOPER BLACK ITALIC

36 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ&  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
wxyz1234567890\$

COOPER BLACK

72 POINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
KLMNOPQRS  
TUVWXYZab  
cdefghijklmno  
pqrstuvwxyz  
1234567890\$

72

MONOTYPE · COMPOSITION · COMPANY  
TYPESETTERS & TYPEFOUNDERS · SAN FRANCISCO

Fourteen Point  
No. 380  
Goudy Heavy

**SPECIALIZATION.** This is the age of efficiency. Rule-of-thumb methods are as obsolete as the eight-ox plough of the ancient Romans. The ABCDEFGHIJKLMNOPQRSTUYW XYZabcdefghijklmnopqrstuvwxyz & \$1234567890

Eighteen Point  
No. 380  
Goudy Heavy

**SPECIALIZATION.** This is the age of efficiency. Rule-of-thumb methods are as obsolete as the eight-ox plough ABCDEFG&\$1234567890

Twenty-four Point  
No. 380  
Goudy Heavy

**SPECIALIZATION. &** This is the age of efficiency. Rule-of-thumb ABCD \$123456789

Thirty Point  
No. 380  
Goudy Heavy

**SPECIALIZATIO** This is the age of efficiency. Rule-&123456789&

Thirty-six Point  
No. 380  
Goudy Heavy

**SPECIALIZAT** This is the age of efficiency.&\$12,345,678

⌂PAGE 122⌂

LUDLOW BLACK

**LOW PRICES 53**  
On real estate to help the builder

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**A SELECTION OF 95**  
Excellent typefaces is now available in a complete size range

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**A SINGLE LINE OR A 72**  
Thousand lines all in the same face can be set and cast without loss of time

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**ALL NEWSPAPER ADS 41**  
Should be made up in an impressive manner so as to be sure to bring results

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**DIFFICULTIES IN PRESSROOMS 44**  
Such as space and quad work-ups are for entirely eliminated by use of Ludlow all-slug display system

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

Obeyance to Obedience Plot  
ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
&  
\$1234567890  
abcdefghijklmnopqrstuvwxyz  
wxyz  
. : ; ' ! ? ( ) - & \*  
The per cent mark is used extensively  
%

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

172

LUDLOW TYPOGRAPH COMPANY

LUDLOW BLACK ITALIC

**TOOLS OF 12**  
High quality  
at low prices

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**LANDSLIDE 34**  
Causes big loss  
to land owners  
in the foothills

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**BOLDNESS OF 56**  
This italic gives it  
powerful appeal  
to eyes of readers

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

**NEW TYPEFACES 78**  
Cast in all-slug form  
on the Ludlow make  
for quality job work  
and forceful display

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

Obeyance to Obedience Plot  
ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
&  
\$1234567890  
abcdefghijklmnopqrstuvwxyz  
wxyz  
. : ; ' ! ? ( ) - & \*  
The per cent mark is used extensively  
%

14 Point Ludlow No. 15 Ludlow Black  
Length of lines: even: 107 points

173

LUDLOW TYPOGRAPH COMPANY

APL—PABST EXTRA BOLD

72

How is on  
e to assess  
and evalu  
abcdefghi

ABCDEFGHI  
OPQRST  
GHIJKLN

APL—100 Point Pabst Extra Bold (100/200) Lower case alphabet: 120 points. Code word: PABCE

APL—PABST EXTRA BOLD

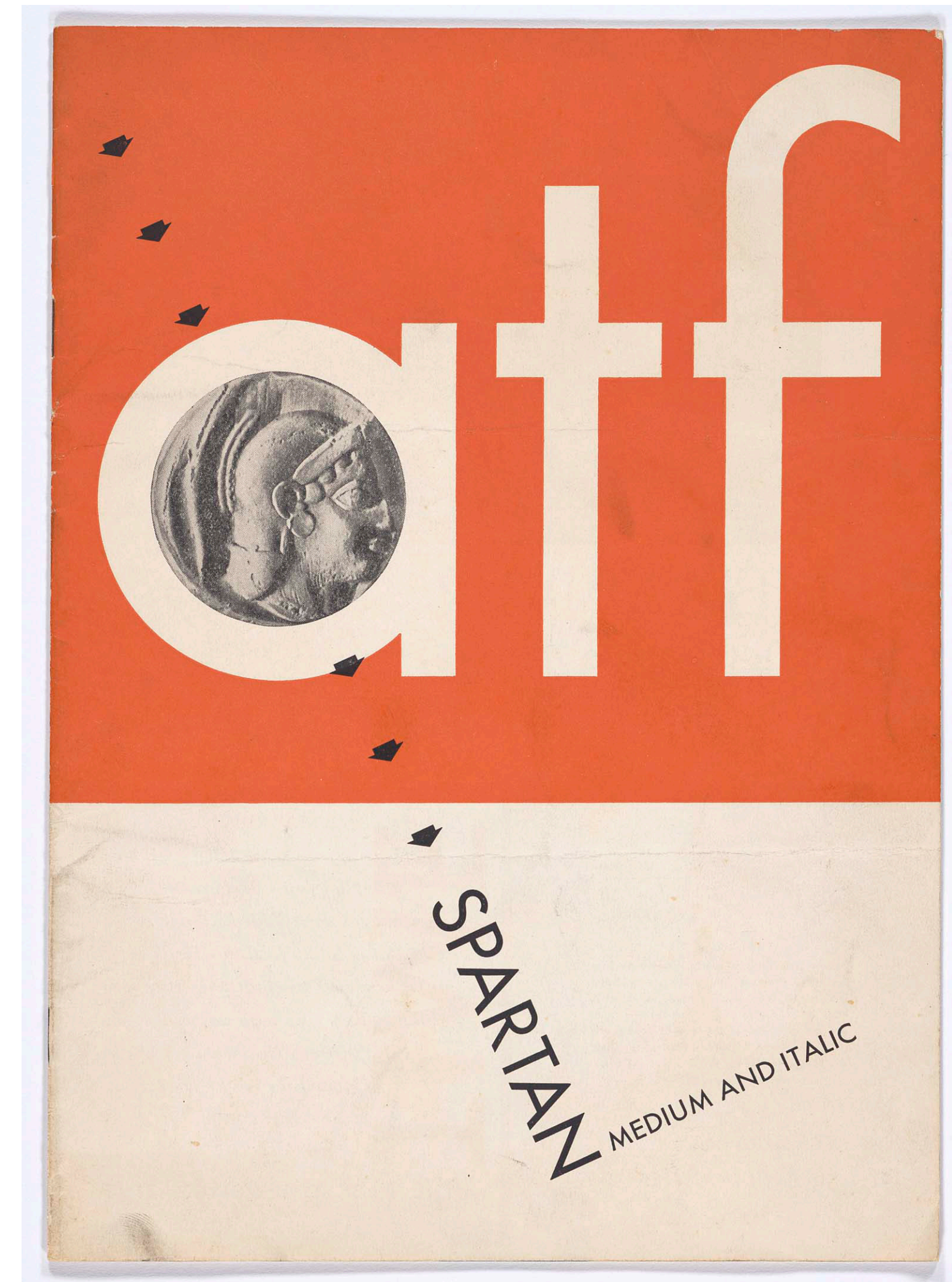
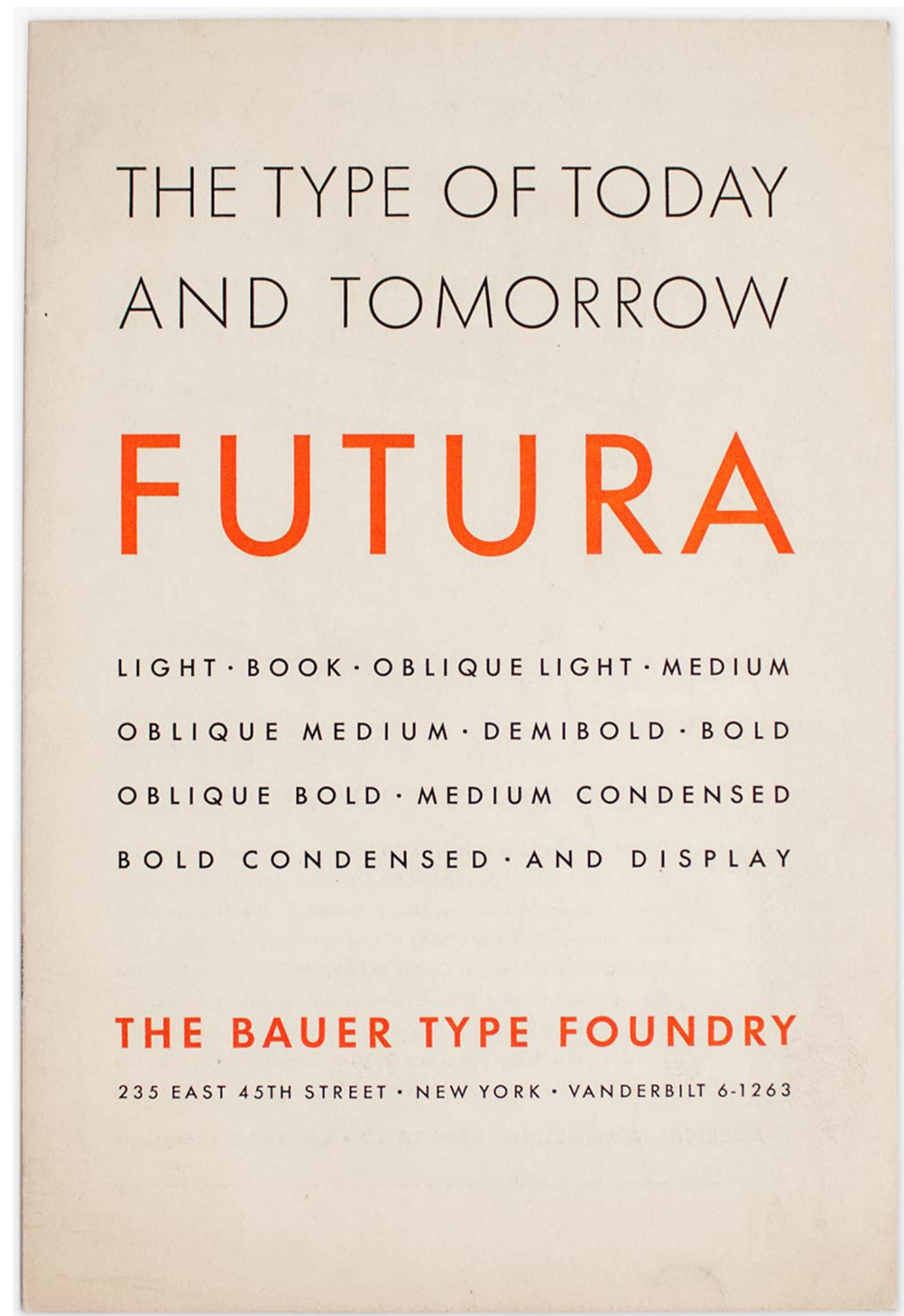
96

How do  
your ,.!)  
abcd 12

How a  
bcd 34

APL—100 Point Pabst Extra Bold (100/200) Lower case alphabet: 120 points. Code word: PABCE











**Post Grotesk**  
is a contemporary  
neo-grotesk  
typeface designed  
by Josh Finklea  
under the guidance  
of Leah Hoffmitz.

Post Grotesk

Type Specimen Booklet

Los Angeles, USA /  
Amsterdam, Netherlands

Spring 2011 – Summer 2013

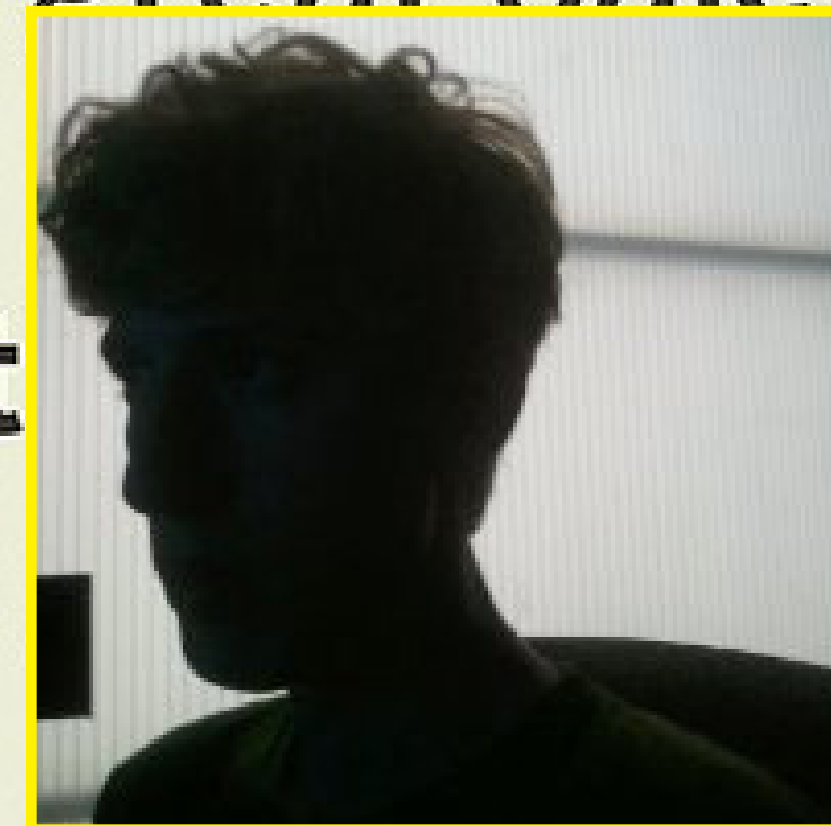
[www.joshfinklea.info](http://www.joshfinklea.info)

Little strokes  
fell great oaks.

Little strokes  
fell great oaks.

Little strokes  
fell great oaks.

Litt  
fell





# NBCUniversal

{ 3.5 million  
HOUSE INDUSTRIES



{ 2 million  
TYPOTEQUE, for the  
illegal use of Fedra



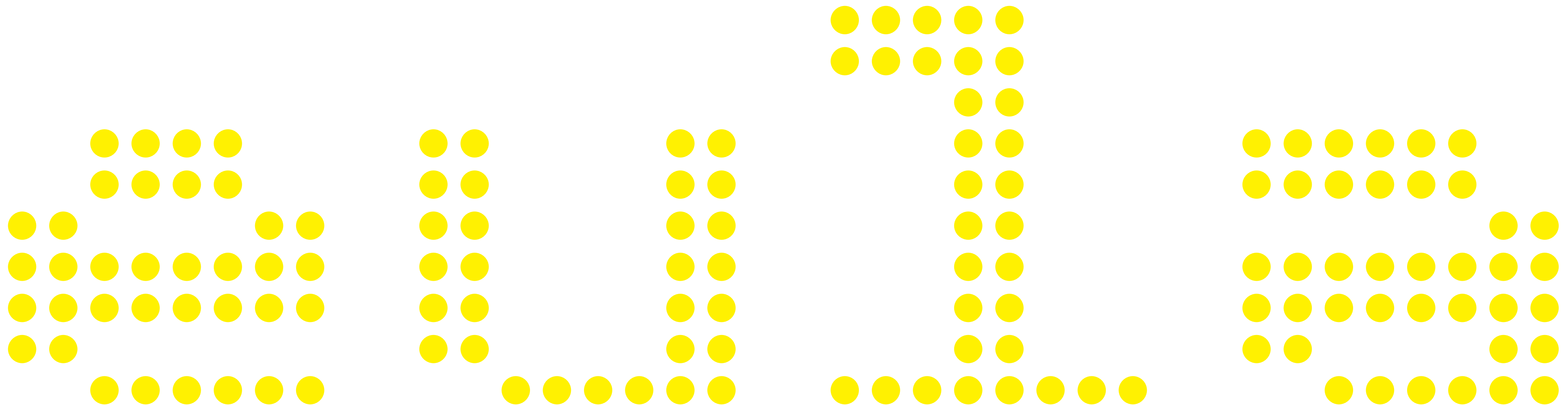
Formulate an argument for changing the US Copyright Act to include Typefaces





# Create an industry standard End User License Agreement (EULA)

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Encourage the use of rental-based font subscription programs



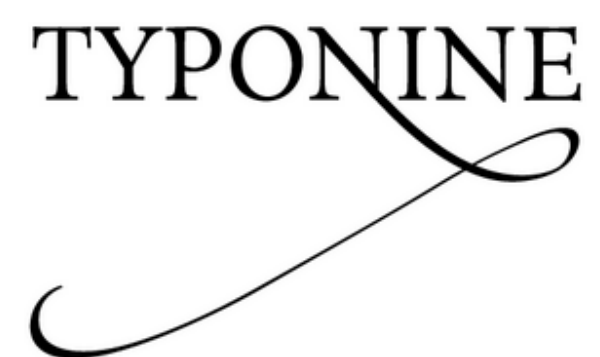




House Industries  
24 families 25 fonts



Fontsmith  
9 families 61 fonts



Typonine  
30 families 262 fonts



Process  
23 families 150 fonts

**Production Type**

Production Type  
12 families 144 fonts



Storm Type Foundry  
4 families 49 fonts

+\*×typotheque×\*+

Typotheque  
54 families 546 fonts

**FELICIANO**

Feliciano Type Foundry  
7 families 83 fonts



Letters from Sweden  
9 families 50 fonts



TypeTogether  
21 families 168 fonts

**LudwigType**

LudwigType  
10 families 132 fonts



LettError Type  
8 families 38 fonts



Suitcase Type Foundry  
27 families 326 fonts



Type Supply  
6 families 57 fonts

**Rosetta**

Rosetta  
15 families 124 fonts



Mark Simonson Studio  
21 families 113 fonts

**Retype**

Retype  
12 families 64 fonts

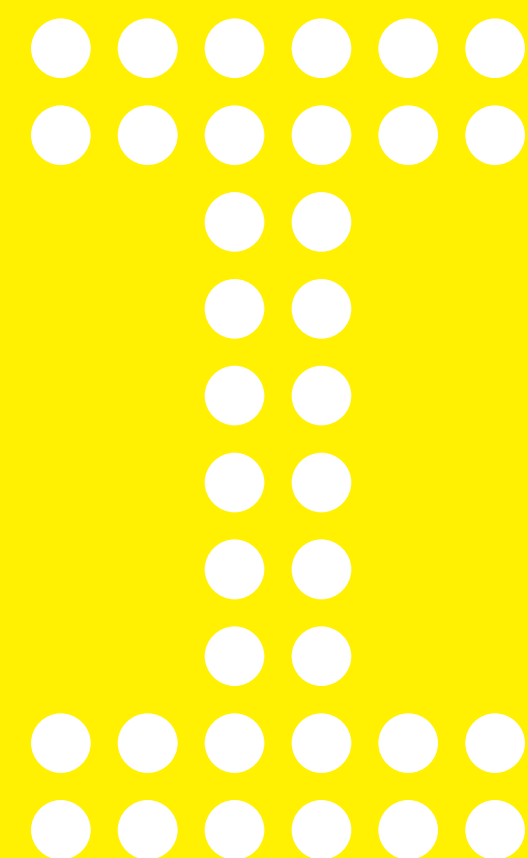
**Urtd**

Urtd  
12 families 95 fonts

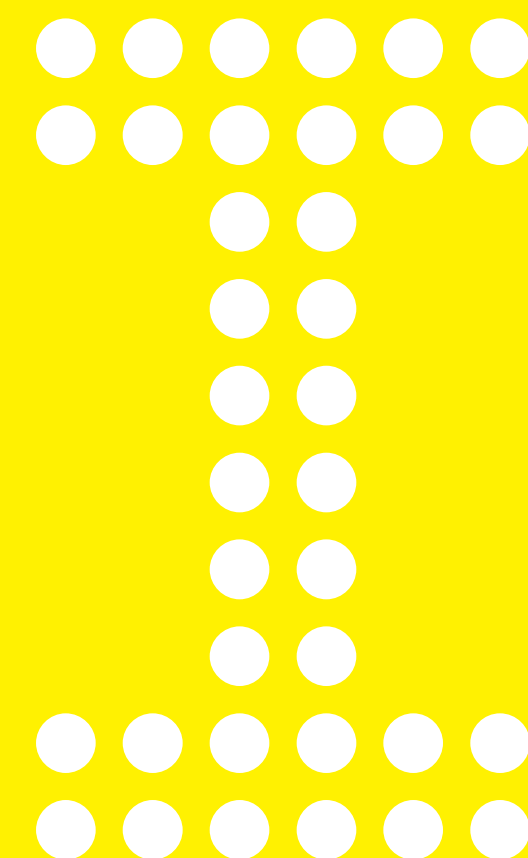


**“Education is the key.”**



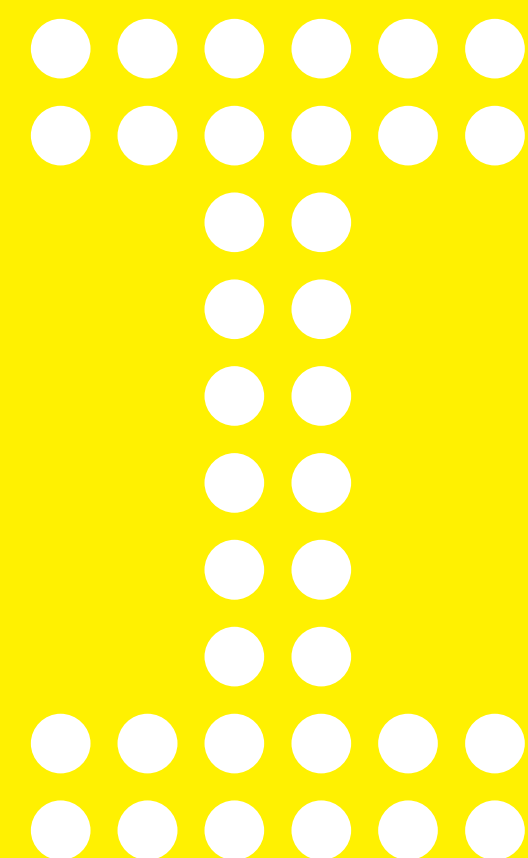


instructor

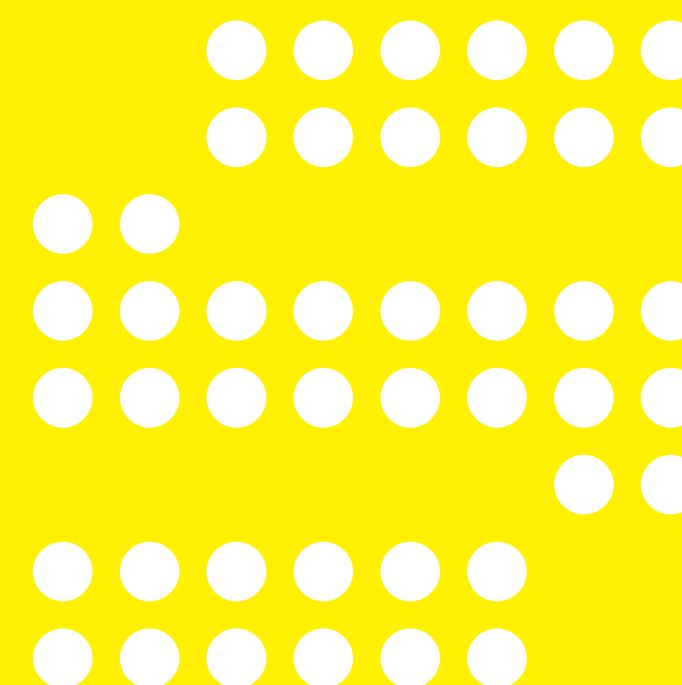
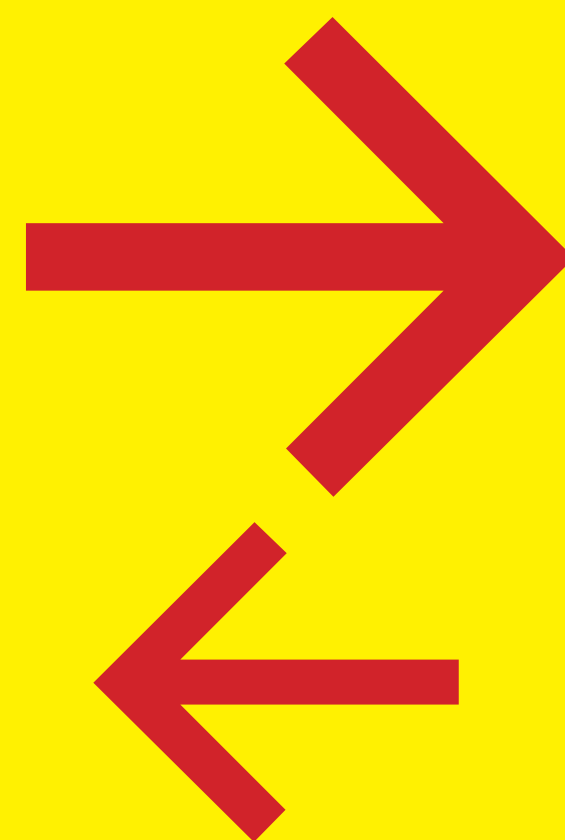


instructor



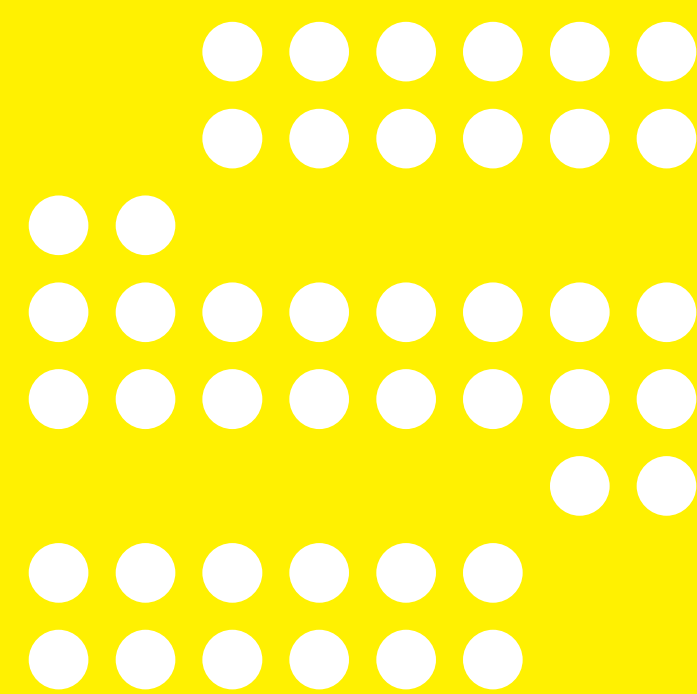


instructor

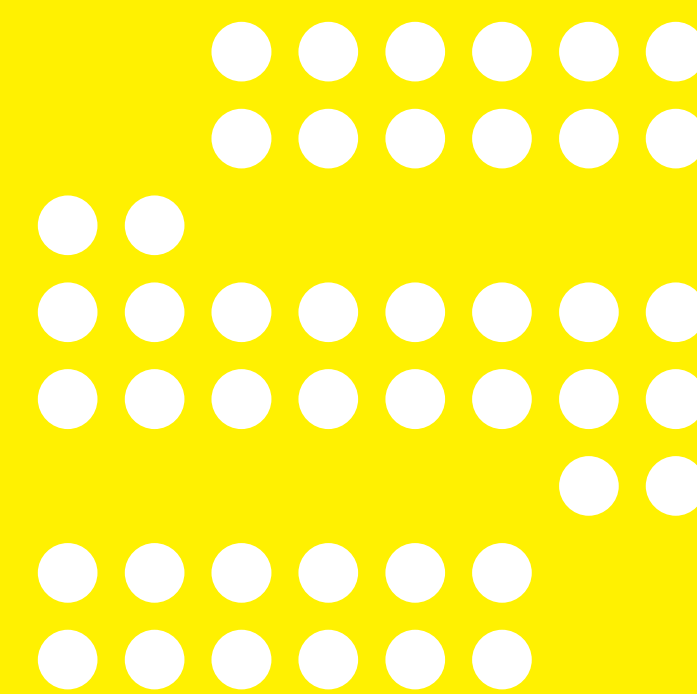


student





student



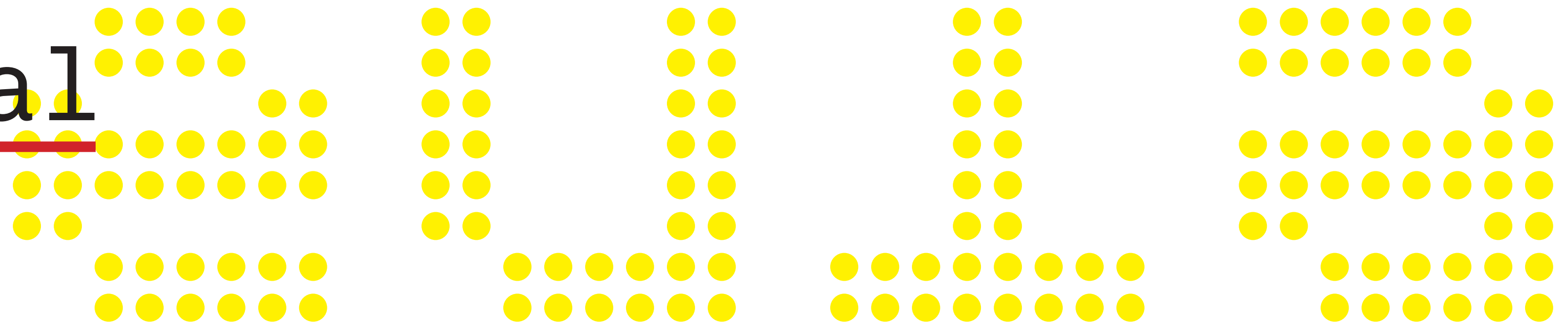
student



Encourage educational institutions to teach the ethics of font usage and its economic impact on the business of typography.



# Educational User Learning Agreement



## STUDENT HANDBOOK

CHAPTER 3

### Collegewide Policies and Procedures

*This chapter describes policies and procedures that apply to all ArtCenter students. The rules, regulations and codes in this chapter address prohibited behaviors and outline the College's expectations for the community. Failure to abide by these policies or follow these procedures may result in disciplinary action that could also affect a student's status at ArtCenter.*

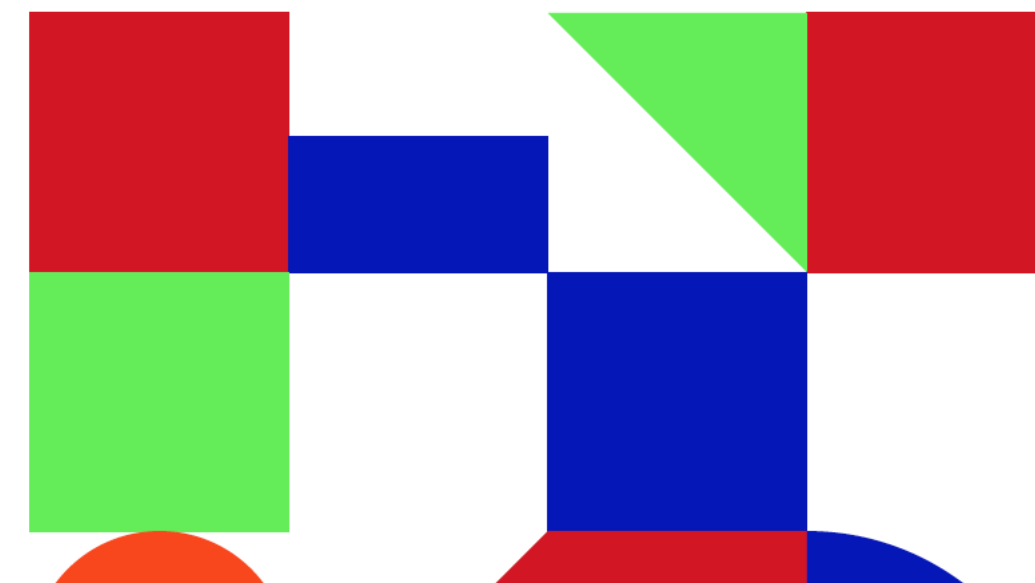
#### Academic and Creative Integrity Policy

Academic and creative integrity is essential to personal and educational growth of students, which all members of the ArtCenter community are expected to uphold. This value maintains the standards of excellence of the College and creates a meaningful learning environment. Academic misconduct is a violation of the Policy that creates an unfair or unearned academic advantage to a student. This Policy is intended to assist students in understanding the academic and creative expectations of the ArtCenter community and what would constitute a violation of the Student Code of Conduct.

#### The following constitutes academic misconduct:

1. **Plagiarism.** Using another person's language or idea without proper acknowledgment. When using the exact words of another in the presentation of written material, those words must be placed
  2. **Creative dishonesty.** Using another person's words, ideas, or images, or in part, without appropriate permission and acknowledgment. Artists draw on others' works, such as for reference or inspiration or a concept.
- Illegal downloading and sharing of digital files.** Although our digital landscapes allow for easy and rapid access to typefaces and images, it is illegal for instructors and students to download, or to share, typefaces

## ArtCenter 2015–16





Continue  
the dialogue.

[hmct@artcenter.edu](mailto:hmct@artcenter.edu)