Frederic Goudy

type designer

INTRODUCTION

Frederic Goudy was an American type designer.

BACKGROUND

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REFERENCES

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Frederic Goudy was born in Bloomington, IL in March 8, 1865 and died in 1947.

1888   At age 23 Goudy was a book-keeper for credit and mortgage companies.

1895   At age 30 Goudy sent a set of capital letters to Dickinson Type Foundry in Boston with a query of 'Might these be worth five dollars?' These capitals were accepted and he was paid ten dollars for a half hours work. He didnt make another sale for another three years.

1905   At age 40 Goudy started a small printshop in Chicago. In less than a year he was kicked out. Then Goudy moved to Hingham, MA trying to work for a press. Two years later Goudy moved to New York City to try commercial lettering.
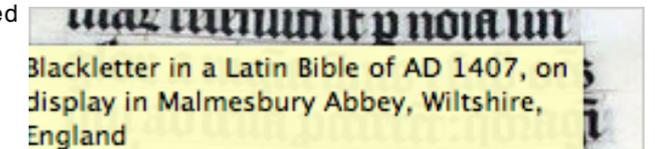
QUOTES

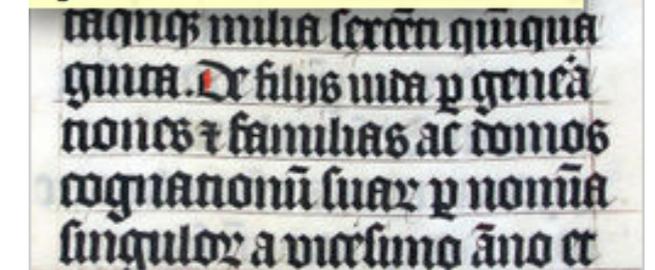'The perfect type would be completely invisible.'

'I consider a type good when it can't be any gooder.'

'Anyone who would letterspace blackletter would steal sheep.'

Blackletter 'was a script used throughout Western Europe from approximately 1150 to 1500. It continued to be used for the German language until the twentieth century. Fraktur is a notable script of this type, and sometimes the entire group of faces is known as Fraktur.' -Wikipedia

Blackletter in a Latin Bible of AD 1407, on display in Malmesbury Abbey, Wiltshire, England

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1911   At age 46 Goudy gets his first important commission to create the typeface for an H.G. Wells book; the design was named Kennerly. Kennerly was the first American typeface to be sold abroad. (It was Goudy's most profitable typeface as of 1942 with royalties and sales amounting to $25,000.)

Goudy visited the Louvre and made an impression of three letters P, E, and R from a stone tablet about Emperor Hadrian.

1917   At age 52 Goudy uses impression to make his Hadriano typeface that is used on California student's diplomas. Trajan (Trajan column) and Forum (memory) typefaces were inspired by another European tour.

1916   At age 51 Goudy sells 8 typefaces to the Caslon type foundry in London.

1920-   At age 55 Goudy becomes Art Director for Lanston Monotype and stays at this position for the
1947   next 27 years.

1925   At age 60 Goudy's type engraver, Robert Weibking, died. Goudy decided to start his own foundry called Village Press and Letter Foundry. Goudy did everything from sketches, to final drawings, and even engraved the type himself. Goudy still engraved his own type even after his right eye went blind. For 14 years he worked in his foundry which was in a 150 year-old house. At first he used makeshift tools and then he replaced them with professional tools and installed permanent machinery.

1939   At age 74 Goudy's foundry went up in flames and he immediately got back to work working on the University of California's Old Style.

1947   At age 82 Goudy died. He created 116 typefaces in his lifetime cutting 113 of those after the age of 40. Goudy's fonts include Copperplate (1905), Kennerley (1911), Goudy Old Style (1915), Deepdene (1927), Remington Typewriter (1929), Californian (1938), and Bulmer (1939).

ABCDE
Copperplate Gothic (1905)

ABCDE
Goudy Old Style (1915)

AaBbCc
Californian (1938)

AaBbCc
Remington Typewriter (1929)

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INTRODUCTION

Frederic Goudy is known as one of the best and most prolific American type designers.

BACKGROUND

DESCRIPTION

With the creation of 116 fonts you should know about his work because maybe you will want to add

DISCUSSION

some dynamicness to it.

CONCLUSIONS

REFERENCES

Goudy created the type that went (still goes on?) diplomas for the University of California.

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Goudy has a very inspirational story. Even at such a late age he found what he was passionate in and was able to be one of the best at his work. Even with set backs such as failing at his first attempt at a foundry, his type engraver dying, his second foundry burning down, and becoming blind in his right eye Goudy kept designing type.

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