Midterm Exam Review

The midterm will be a 25 question multiple choice exam. They will cover the reading assignments, through page 132, and anything discussed in class. The scantron type for the Midterm and Final exams is NCS-4521.

The first significant revision to the Gutenberg Printing press was?

- A. Lithography
- B. Stanhope Cast Iron Press
- C. Koeing Steam Powered Press
- D. Letterpress

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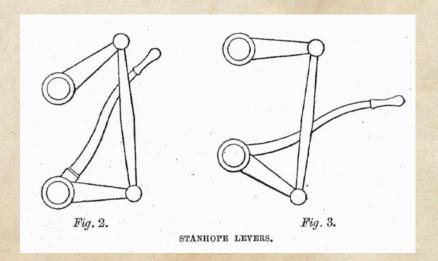
PRINTING PRESS INNOVATION

STANHOPE CAST IRON PRESS

A MORE DURABLE MATERIAL

REQUIRED 1/10 OF THE FORCE OF A WOODEN PRESS

DOUBLED THE PRINTABLE AREA





250 sheets per hour.

What is the name of the press founded by William Morris?

- A. Chiswick Press
- B. Full Circle Press
- C. Kelmscott Press
- D. Arts & Crafts Press

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In 1891 Morris expanded his business to include book and type design. Taking inspiration from a lecture by Emery Walker on book design and printing during an early event by the Arts and Crafts Exhibition Society.



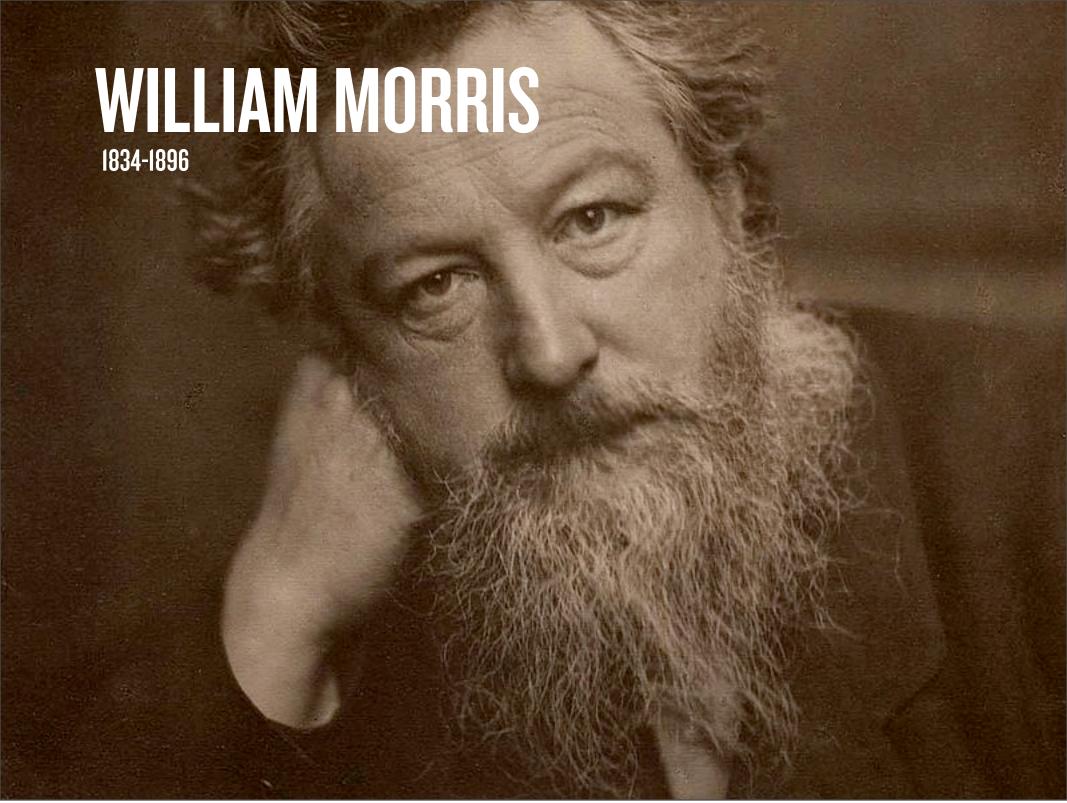
Advocating unity in design Walker told his audience "The ornament, whatever it is, picture or pattern-work, should form part of the page, should be part of the whole scheme of the book." Walker considered book design similar to architecture. Where every aspect - paper, ink, type, spacing, margins, illustration and ornament should result in design unity.

William Morris is most closely associated with?

- A. French Art Nouveau
- B. English Arts & Crafts
- C. Japonisme
- D. German Jugendstil

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William Morris was an English textile designer, artist, writer, and utopian socialist associated with the Pre-Raphaelite Brotherhood and the English Arts and Crafts Movement.

The invention of San Serif type is credited to?

- A. Claud Garamond
- B. William Caslon IV
- C. Napoleon Bonaparte
- D. Aldus Manutius

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SAN SERIF TYPE

FIRST SAN SERIF TYPE IS CREDITED TO WILLIAM CASLON IV IN 1816

EVEN STROKE WEIGHT

VERTICAL STRESS



CASLON JUNR LETTERFOUND

In the back of an 1816 type specimen book issued by William Caslon IV mixed with a collection of display type is one line of medium weight san serif capitals. It was most likely a slab serif face with the serifs removed.

Caslon's san serif is too small to work well on posters and to big to be effective in a book text format. Vincent Figgins San Serif specimens first showed the greatest range of sizes. He is credited with making san serif a workable type.

Aubrey Beardsley was known for an excessive use of color.

A. True

B. False

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A. True

B. False

Aubrey Beardsley

Designed versions of "Salomé," "Mort D'Arthur"

shocking and exotic

furiously prolific for five years, died at 25 from tuberculosis

influenced by Kelmscott press

"fit only for the opium den" – Walter Crane

William Morris considered legal action



no tonal modulation

William Morris considered legal action

Which designer was not associated with French Art Nouveau?

- A. Jules Chéret
- B. Alphonse Mucha
- C. Henri de Toulouse-Lautre
- D. Nicholas Jaugeon

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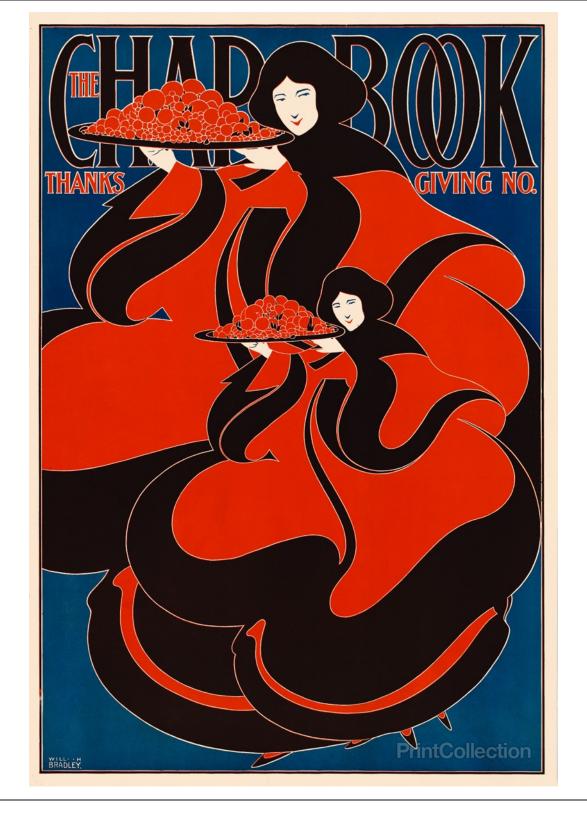
Art Nouveau-French-Jules Chéret, Eugéne Grasset, Alphonse Mucha, Henri de Toulouse-Lautrec

The most prominent American designer associated with Art Nouveau was?

- A. Jules Chéret
- B. Alphonse Mucha
- C. Leonetto Cappiello
- D. William Bradley

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During WWI the poster used by the Allied Forces were known for their use of flat color and abstract symbolism.

A. True

B. False

Allied Forces: Britain, France, Russia, Italy and the United States

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The Beggarstaff Brothers were known for their strong use of representational images and soft layers of color applied in a painterly style.

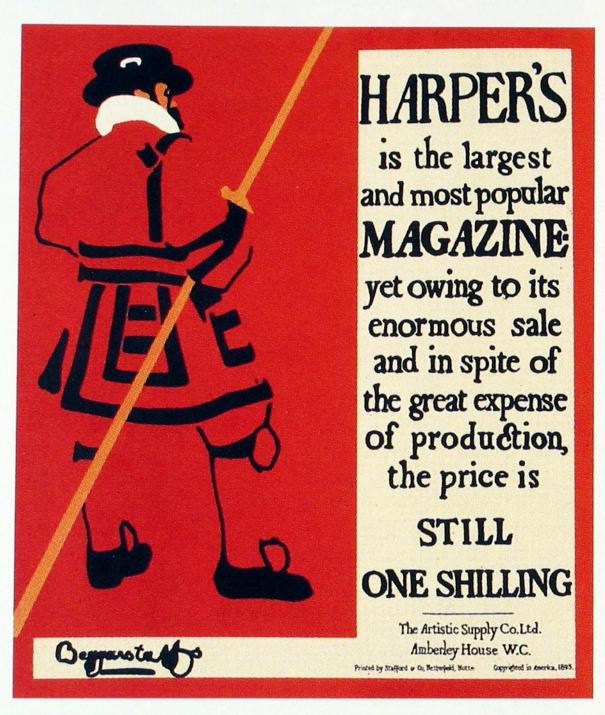
A. True

B. False

The Beggarstaff Brothers were known for their strong use of representational images and soft layers of color applied in a painterly style.

A. True

B. False



Where was printing invented?

- A. France
- B. China
- C. Germany
- D. Japan

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Printing was invented by the Chinese. The earliest wood block print fragments are dated around 220 A.D.

Chops, pictured here, were made by carving calligraphic characters into a flat surface of jade, silver, ivory etc. Around 500 A.D. Chops were made by carving the negative space around the characters so the character would be printed in ink surrounded by the white of the paper.



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Gustav Klimt was a leader in what group of artists?

- A. The Glasgow School
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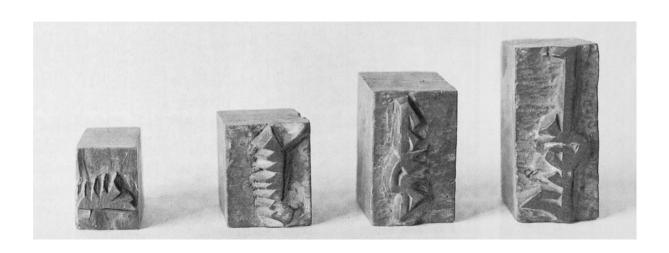
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The use of movable type in printing was invented in 1041 AD by <u>Bi Sheng</u> in China. Sheng used clay type and adhered it to a board with wax.





The use of movable type in printing was invented in 1041 AD by <u>Bi Sheng</u> in China. Sheng used clay type and adhered it to a board with wax. Korea sponsored the production of metal type, specifically brass was established by the Korean government in 1234 AD. Since there are thousands of Chinese characters (Koreans also used Chinese characters in literature), the benefit of the technique is not as clear as with <u>alphabetic</u> based languages which typically have less than 50 characters. Movable type was never extensively used in the east until the European style printing press was introduced in relatively recent times (thus bringing the technology full circle).

The typeface associated with the German national identity is:

- A. Roman
- B. Blackletter
- C. Italic
- D. Caslon

The typeface associated with the German national identity is:

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- **B.** Blackletter
- C. Italic
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The hand setting of type was made obsolete almost over night by what inventions?

- A. Matrix & Typewriter Machines
- B. Linotype & Monotype Machines
- C. Photo Type Machine & Electricity
- D. Koeing Steam Powered Press

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Franklin Gothic was designed to meet the high demand for san serif faces. Who designed it?

- A. William Caslon VI
- B. Morris Fuller Benton
- C. Vincent Figgins
- D. Herbert Matter

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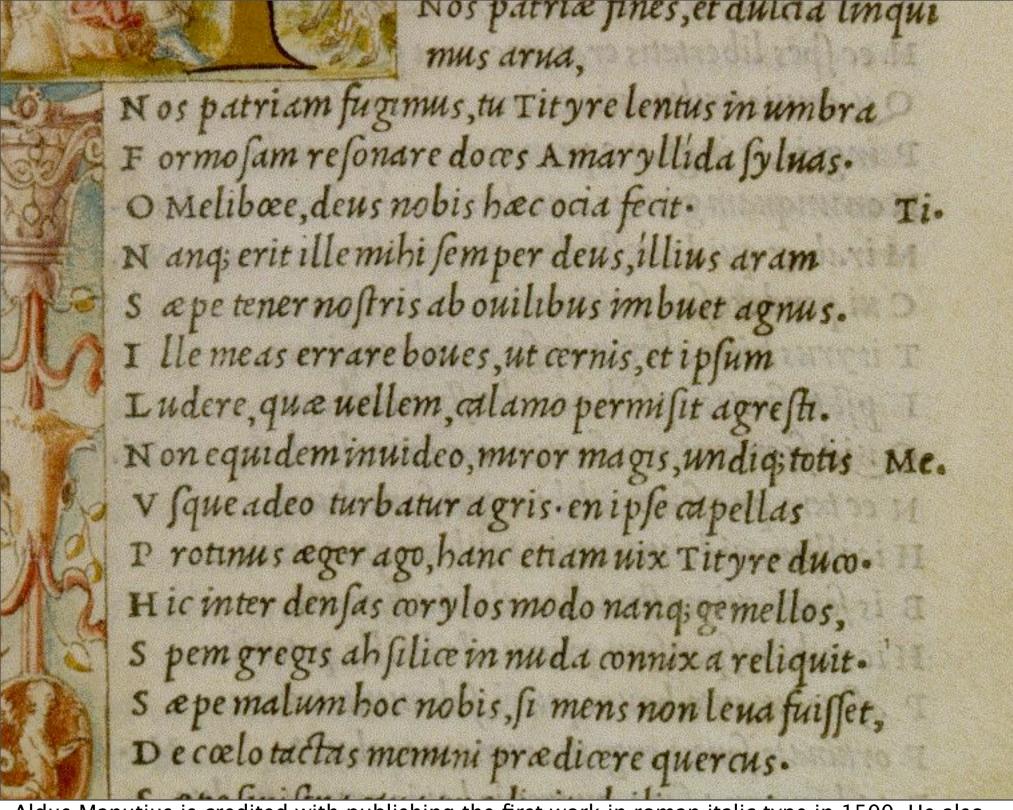
Aldus Manutius is credited with publishing the first work with:

- A. Old Style Type
- B. Modern Type
- C. Roman Italic Type
- D. Transitional Type

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Aldus Manutius is credited with publishing the first work in roman italic type in 1500. He also produced a number of new Roman type forms. Before we head off on the relatively rapid fire evolution of type design there is an important cultural separation involving the use of blackletter and roman forms.



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The first most complete set of Roman type cast in metal was by:

- A. Claud Garamond
- B. Nicolas Jenson
- C. Benjamin Franklin
- D. Aldus Manutius

The first most complete set of Roman type cast in metal was by:

- A. Claud Garamond
- **B.** Nicolas Jenson
- C. Benjamin Franklin
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First most complete example roman type cast in metal.

Sent by King Charles VII to Mainz, Germany to study printing.

Started printshop in Venice, Italy in 1467.

Quidá eius libros no ipfius esse sed Dionysii & Zophiri co lophonioru tradunt: qui iocadi causa coscribentes ei ut dis ponere idoneo dederunt. Fuerunt auté Menippi sex. Prius qui de lydis scripsit: Xanthuq; breuiauit. Secudus hic ipse. Tertius stratonicus sophista. Quartus sculptor. Quintus & sextus pictores: utrosq; memorat apollodorus. Cynici au tem uolumina tredeci sunt. Neniæ: testamenta: epistolæ co positæ ex deorum psona ad physicos & mathematicos gramaticosq; & epicuri fœtus: & eas quæ ab ipsis religiose coluntur imagines: & alia.

His type was based on humanistic scripts and still showed influences from writing and incised capitals. Note the lowercase "e". From 1470 on his Venetian type, classified based on it place of origin which was common at the time, set the standard those that would follow. Even though it is one of the earliest roman types it is still considered one of the finest.

The typeface Bembo is considered the first:

- A. Modern Typeface
- B. Old Style Typeface
- C. Transitional Typeface
- D. Venetian Typeface

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Phillippe Grandjean was appointed to cut the Romain du Roi, or roman of the king.

A. True

B. False

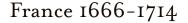
Phillippe Grandjean was appointed to cut the Romain du Roi, or roman of the king.

A. True

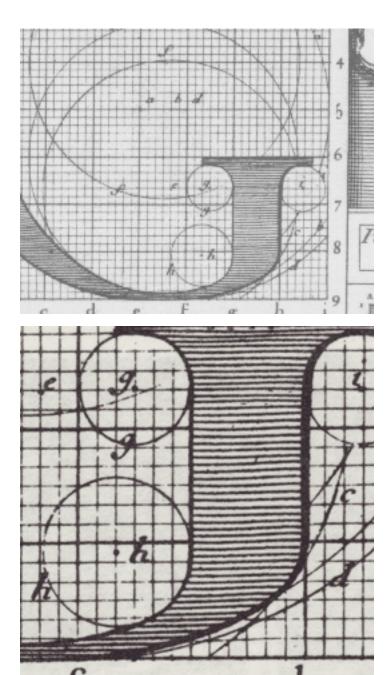
B. False

Grandjean was appointed to cut the Romain du Roi, or roman of the king. The typeface was commissioned in 1692 by King Louis XIV for the royal printing office. The Romain du Roi was designed by a group of scientists lead by mathematician Nicholas Jaugeon.

Phillippe Grandjean







Appointed to cut the Romain du Roi, or roman of the king.

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The type was designed on a 64 unit grid main squares and then subdivided into a 2,304 smaller squares. Probably the first time a horizontal and vertical grid was used to design a typeface. Here we see the calligrapher replaced by the engineer as the dominant influence on type design.

The first English typefounder of note was:

- A. John Baskerville
- B. William Caslon
- C. Nicolas Jenson
- D. Nicholas Jaugeon

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- A. John Baskerville
- **B.** William Caslon
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William Caslon

SPECIMEN

By WILLIAM CASLON, Letter-Founder, in Chifwell-Street, LONDON.

ABCD DOUBLE PICA ROMAN.

Quoufque tandem abutere, Catilina, patientia noftra? quamdiu no, patientia noftra? quamdiu no, patientia noftra? quamdiu no cettam furor ille tuus cludet? nos ettam furor ille tuus cludet? nos ettam furor ille tuus cludet? quem ad finem feft efficentia jacquem ad finem effet efficentia jacquem ad finem effet efficentia jacquem ad finem feft efficentia jacquem ad finem effet efficentia jacquem ad finem effe ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOF ABCDEFGHJIKLMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJIKLMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJILMINOFGHJIKLMINOFGHJILMINOFGHJ

Catilina, pati-Quousque tandem abutere, Catilina, patientia nostra?

patientia nostra?

Quamdiu nos etiam

Quoufque tandem a
luse patient Russ Not.

Luse patient Russ No patientia nostra? butere, Catilina, patientia nostra? quamdiu nos etiam furor

nostra? quamdiu nos etiam furor ifte tuus elu-Quousque tandem abutere, Catilina, patientia nostra?

quamdiu nos etiam furor

| The continue of the co Catilina, patientia nostra?

Two Lines Great Primer.

As UNDER GRID KANDER STATE VERY XX Z. A SUBSECULIA STATE OF A STATE VERY STATE VERY XX Z. A Teve viginimum in deam patiente lebelulere stam house as temperature in an incomment includes in the solidar in th

Vermit gar line and the first and the second second

Two Lines English.

Quousque tandem abutter, a constitution of the state of the sta

Double Pica Italick.

ABCDEFGHIKLMN

French Cannon.

Quoulique tannon de me fee definents justifier and continue to the continue to

ABCDEFGHIJKLMNOPQRSTVUW

ABCDEFGHIJKLMNOPQRSTV

ABODPFGGHIALDER ROMAN, Not.

Should be for Roman, Not.

A street of the street of the

polis. materium te clism cosìs ik surie non invicatore, ficat gibage iccorast, foncidatoren, struce cardicine. Escrim quid et c., cili. struc capitaline. Escrim quid et, Carline, qui di su samplus coipitate. ABCDEFGHIJKLMNOPQRSTVUWXYZE. SECDEFGHIJKLMNOPQRSTVUWXYZE.

Fig Gobiek. Atta insak on in himiham yeihhai namo ogin cimai oinahassis ogins yaikoai yiaga ogins syo in himina

Зово висов изметь в в пробрания от примента трания от профрамми от п

nice than tradets quem an initial record of the same same of forms ffrenata jactabit audacia? nihilne te effrenata jactabit audacia? nihilne

ENGLISH ROMAN.

susque tandem abutêre, Catilina, patientia ra? quamdiu nos etiam furor ifte tuus eludet? n ad finem sese effrenata jačtabit audacia? lne te nocturnum præfidium palatii, nihil s vigilize, nihil timor populi, nihil confenbonorum omnium, nihil hic munitifiimus CDEFGHIJKLMNOPQRSTVUW

PICA ROMAN.

turn, novis rebus fludentem, manu fua occidit. , fuit ista quondam in hac repub. virtus, ut viri s acrioribus fuppliciis civem perniciofum, quam biffimum hoftem coercerent. Habemus enim fesconfultum in te, Catilina, vehemens, & grave: deeft reip, confilium, neque autoritas bujus or-: nos, nos, dico aperte, confules deferress. De-CDEFGHIJKLMNOPQRSTVUWX

SMALL PICA ROMAN, Not.

itatis. Inbenun enim hujufmodi ferangkonfultura, veaeren inclusum in tabulis, tanquam gladium in vagina ditum: quo ex fenatufconfulto confestim interfoctum te Catilina, convenit. Vivis: & vivis non ad deponenfed ad confirmandam audaciam. Capio, P. C., me lementem: cupio in tantis reipub, periculis non dif-CDEFGHIJKLMNOPQRSTVUWXYZ

SMALL PICA ROMAN. No 1.

os vigetimum jam diem patimur hebefoere aciem horum. tatis, habemin enim hajufmodi fenatufconfultum, ve-imen inclufum in tabulis, tanquam glafium in vagina ditum; quo ex fenatufconfulto confeitim interfectum te Catilina, convenit. Vivis: & vivis non ad deponendam, d confirmandam audacium. Capio, P. C., me effe intem: cupio in tantis reipub. periculis non diffolutum CDEFGHIJKLMNOPQRSTVUWXYZ

LONG PRIMER ROMAN NOT.

n ego hoc, quod jampridem fattum elle oportuit, certa de nondum addisore ut faciam, tum denique interficiam te, cum imo tam improbus, tam penditus, tam tui familis inveniri poqui id non jure factum elle facture. Quamdia quifquam evit e defendere medent, viven: & viven, ita ut nunc vivis, multis k firmis pratidios obfelius, ne commawere te contra rempub. multorum te etiam oculi & sures non fentientem, ficut adhoe nt, fieculabantar, anque cultodient. Etenim quid ett. Cati-BCDEFGHIJKLMNOPQRSTUVWXYZÆ

LONG PRIMER ROMAN, NO 2.

turnum præsidium palatii, nihil ur- nocturnum præsidium palatii, nihil vigiliæ, nihil timor populi, nihil con- bis vigiliæ, nihil timor populi, nihil e BCDEFGHIJKLMNOPQRS ABCDEFGHIJKLMNOPS

Quousque tandem abutere, Catilina, patientia tra? quamdiu nos etiam furor ifte tuus elu quem ad finem sesse effrenata jastlabit auda nibilne te nocturnum præfidium palatii, nibil bis vigilia, nibil timor populi, nibil confenfus norum omnium, nibil bic manitiffimus babend ABCDEFGHIJ KLMNOPQRST

Pica Italick.

Melium, novis rebus fludentem, manu fua oci Fuit, fuit ista quandam in bac repub. virtus, ut fortes acrioribus fuppliciis civem perniciofum, quai cerbissimum bostem coërcerent. Habemus enim sen consultum in te, Catilina, vehemens, & grave: non reip. confilium, neque autoritas bujus ordinis : nos, dico aperte, confutes defumus. Decrevit quondam fes ABCDEFGHIJKLMNOP 2RSTVUW)

Small Pica Italick. No t.

At nes vigefinum jam diem patimur bebestere aciem k autoritatis, habenus enim bujufundi fenatufanfutum, ve tomos inclujum in tobalis, tanquam gladium in pagina i ditum : que en fenetuficafalte confestim interfestum te esfe, tilina, convenit. Vivis : Et vivis non ad deparendam,) confermandum audaciam. Cupio, P. C., me esse ciemes cupio in tantis reipub, periculo nen displatum tederi ; sis ABCDEFGHIJKLMNOP2RSTVWOX

Small Pica Italick. No 2.

At not vigyfimum jam dien patimer bebefore aciem berus teritotis, habenus enim bejufmali fenetafenfeltum, verum inclufum in takelis, tanquam gladium in vegina recondi que ex fenatsfinefalse emfefise enterfeitum te effe, Casilina venit. Fress: U vivas non ad deparendam, fed ad confe dam andaciam. Capis, P. C., one effe elementem: capis in reipub. periculis non diffication videri : fed jum meisfam i ABCDEFGHIJELMNOP 2 RSTVUW X

Long Primer Italici. No s.

Verum 170 hot, quad jumpristen fallum efe apertuit, certa de nondum addaese at faciam tom desique interficiam te, cam jun tam improbus, tam perditus, sam toe fimilic invenies passit, tan impront, tan presenter. In the printer injusting patricts, not part fathers off fatester. Quantus quifquam reit qui te dere audent, vives: S vives, its ut note vives, makis m femis proficial oblighus, no communere te contra rempab. paffer, ram to reiam senti S ourse non finitionem, ficus oblige faterum culaborator, aspec cafedian. Execut quid est, Castificat, qua ABCDEFGHIJKLMNOPQESTFUWXI

Long Primer Redick. No 2.

The first English type founder of note.

Designed over 200 typefaces but is best known for the face that came to carry his name.

Caslon came to be identified as a national typeface and was carried to colonies around the globe.

Which of the following is a Modern Typeface?

- A. Caslon
- B. Helvetica
- C. Baskerville
- D. Didot

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The Family Didot

Firmin Didot 1764-1836 Françoise Didot 1730-1804

Trend towards extreme thick and thin contrast in strokes came to a head in France with the work of Firmin Didot and his father Francoise.

Helped establish what is classified as Modern type.

Further refined paper and established a new type measurement system.

ABC

abc

Modern Type has extreme contrast, vertical stress and unbracketed serifs.

The Declaration of Independence was printed using what typeface:

- A. Caslon
- B. Garamond
- C. Baskerville
- D. Bodoni

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ECLARATI

BY THE REPRESENTATIVES OF THE

UNITED STATES OF AMERICA.

IN GENERAL CONGRESS ASSEMBLED.

IN CONGRESS, JULY 4, 1776. DECLARATION

UNITED STATES OF AMERICA

IN GENERAL CONGRESS ASSEMBLED.

IN GENERAL CONGRESS ASSEMBLED.

HEN in the Create of human Events, it becomes necessary for one People to disside the Political Bands which have consorded them with nonliner, and to a situme among the Powerrs of the Earth, the Speaze and espeal Sunion to which the Lowe of Names and exist necessary to the Construction of the

He has enforted as ermater the Military independent of and topicities to the USIN Power.

He has combined with others to tabject on to a justification foreign our Confinition, and manchinoveledged by our Lawrs; giving his Affect to their Acts of protested Legislations.

For quartering hand, has considered the process of the Confinition of the Confinition of the Inhabitants of these States of Power and Confinition of the Confini

Signed by ORDER and in BEHALF of the CONGRESS,

JOHN HANCOCK, PRESIDENT.

CHARLES THOMSON, SECRETARY.

PHILADELPHIA: PRINTED BY JOHN DUNIAN

of human Events, it becomes necessary for one People to dissolve the Political Bands which have connected them to assume among the Powers of the Earth, the separate and equal Station to which the Lows of Nature and of them, a decent Respect to the Opinions of Markind requires that they should declare the causes which impel them

Truths to be felf-evident, that all Men are created equal, that they are endowed by their Creator with certain that among their are Life, Liberty, and the Porfoit of Happinefie—That to fecure their Rights, Governments are Powers from the Confent of the Governed, that whenever any Form of Government becomes definative of thefe flore to abelifi it, and to indicate new Government, lying its Foundation on fach Principles, and organizing from most likely to effect their Sofety and Happinefie. Prudence, indeed, will district that Governments long etfrom most likely to effect their Savety and Happiness. Prudence, indeed, will dichate that Governments long ef-and transfeat Cluster; and accordingly all Experience hath shews, that Mankind are more disposed to faffer, while s by abolithing the Forms to which they are accustomed. But when a long Train of Abuses and Usurpations, pursa-perign to reduce them under absolute Despositin, it is their Right, it is their Duty, to throw our such Government, Security. Such has been the patient Sufferance of these Colonies; and such is now the Nevellity which combains vernment. The History of the prefets King of Great-Britain is a History of repeated Injuries and Usurpations, all an absolute Tyranny over these Sentes. To prove this, let Fasts be submitted to a candid World. soft wholefome and necessary for the public Good.

ows of immediate and prefling Importance, unless suspended in their Operation till his Affent should be obtained a ected to ottend to them.

a Accommodation of large Difficls of People, unless those People would relinquish the Right of Representation in

n, and formidable to Tyrants only. a at Places unufual, uncomfortable, and diffant from the Depository of their public Records. for the fole Purpose of

repeatedly, for opposing with manly Firmness his Invasions on the Rights of the People, th Diffolutions, to coule others to be elected; whereby the Legislative Powers, incapable of Annihilation, have re-se; the State remaining in the mean time capaded to all the Dangers of Invasion from without, and Chevolitons within. they the State remaining in the mean time exposed to an one averagers of invasion from without, and Conventions within-ation of thefe States; for that Purpose obfiredting the Lews for Naturalization of Poreigners; refuling to pair others miling the Conditions of new Appropriations of Lands.

Juffice, by refuling his Affirst to Lews for ethablishing Judiciary Powers.

Vill alone, for the Tenure of their Offices, and the Amount and Payment of their Salaries.

s, and sent hither Swarms of Officers to harrafs our People, and eat out their Substance.

ice, Standing Armies, without the confent of our Legislatures.

dependent of and superior to the Civil Power.

us to a Jurifdiction foreign to our Constitution, and unacknowledged by our Laws; giving his Affent to their Acts of

from Punishment for any Murders which they should commit on the Inhabitants of these States :

of the World 1

Confent :

Benefits of Trial by Jury : ed for pretended Offences:

h Laws in a neighbouring Province, ethablishing therein an arbitrary Government, and enlarging its Boundaries, so aftrument for introducing the fame absolute Rule into these Colunies :

our most valuable Laws, and alsering fundamentally the Forms of our Governments; d declaring themselves invelted with Power to legislate for us in all Cases whatsoever :

declaring us out of his Protection and waging War against us. Coults, bornt our Towns, and dethoused the Lives of our People.

Armirs of foreign Mercenaries to complete the Works of Drath, Defolation, and Tyransy, already begun with cir-paralleled in the most barbarous. Ages, and totally answorthy the Head of a civilized Notion.

ken Captive on the high Seas to bear Arms against their Country, to become the Executioners of their Priends and

month us, and has endeavoured to bring on the lababitants of our Frantiers, the mercileis Indian Surages, whose of Definection, of all Ages, Seats and Conditions.

of Defraction, of all Ages, Sexes and Conditions.

have Petitioned for Redress in the most humble Terms: Our repeated Petitions have been answered only by repeathus marked by every ack which may define a Tyrant, is unfit to be the Roler of a free People.

a to our British Brethren. We have warned them from Time to Time of Attempts by their Legislature to extend an
vereminded them of the Circumstances of our Emigration and Settlement here. We have appealed to their native
furnections and Correspondence. They too have been deaf to the Voice of Justice and of Confingainity. We must, therefore, acquiresc in the Necelity, which
denounces our Separation, and hold them, as we hold the rest of Mankind. Enemies in War, in Peace, Priends.

We, therefore, the Reproductative of the UNITED STATES OF AMERICA, in GENERAL CONGRESS, Affembled, appealing to the Supreme Judge of the World for the Rectitude of our Intentions, do, in the Name, and by Authority of the good People of these Colonies, followed from all Allegiance to the British Crown, and that all political Consection between them and the State of Great-British is and ought to be tentily disfolved; and that as FRES ARD INDERESSENT STATES, they have full Power to levy War, conclude Peace, contract Alliances, establish
Commerce, and to do all other Asts and Things which INDERESSENT STATES may of right do. And for the support of this Declaration, with a
Commerce, and to do all other Asts and Things which INDERESSENT STATES may of right do. And for the support of this Declaration, with a Commerce, and to do all other Acts and Things which INDEPENDENT STATES may of right do. And for the Support of this Declaration, with a s the Protection of divine Providence, we mutually pledge to each other our Lives, our Foctunes, and one facted His

Called the Dunlap Broadside after the printer.

The collaborative known as The Four or the Glasgow School were from where?

- A. Italy
- B. France
- C. Scotland
- D. Germany

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Art Nouveau - Scotland

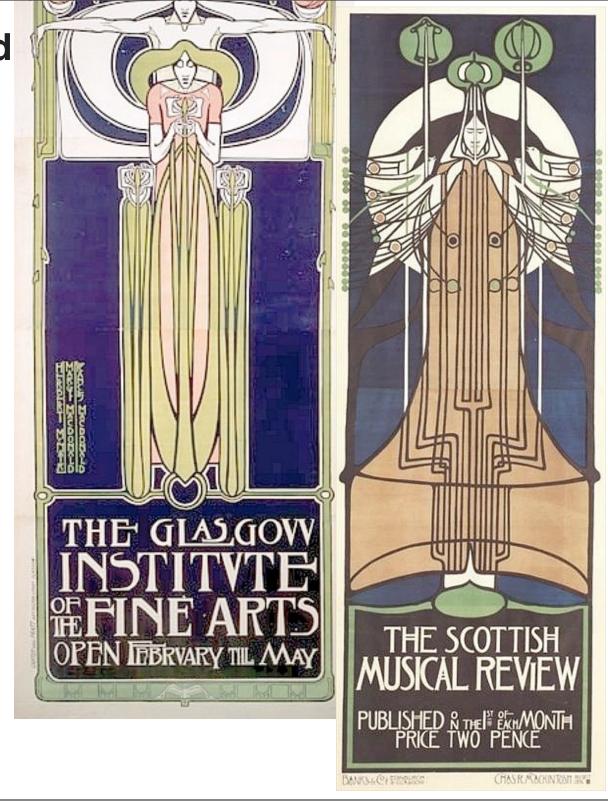
The Four

Margaret Macdonald

Frances Macdonald

Herbert MacNair

Charles Rennie Mackintosh



Charles Rennie Mackintosh attended evening classes in art at the Glasgow School of Art. It was at these classes that he first met his future wife Margaret MacDonald, her sister Frances MacDonald, and Herbert MacNair who was also a fellow apprentice with Mackintosh at Honeyman and Keppie. MacNair and Frances would also marry. These close companions would later be known as the collaborative group "The Four", prominent members of the "Glasgow School" movement.

Among the most prominent definers of the Glasgow School were The Four: the <u>painter</u> and <u>glass artist Margaret MacDonald</u>, acclaimed <u>architect Charles Rennie Mackintosh</u> (MacDonald's husband), MacDonald's sister <u>Frances</u>, and <u>Herbert MacNair</u>. Cumulatively, The Four defined the Glasgow Style a blend of influences including the <u>Celtic Revival</u> the <u>Arts and Crafts Movement</u>, and <u>Japonisme</u>, The Four, otherwise known as the Spook School, ultimately made a great impact on the definition of Art Nouveau.

What was the Arts & Crafts Moment a reaction against?

- A. Mass Production
- B. Traditional Farming Techniques
- C. Building Codes
- D. Art Nouveau

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They idealized the place of the workshop in medieval times and unrealistically tied their efforts to champion the individual or small group craftsmanship to the distribution of quality art and products for all. The cost of a majority of the work they produced though was well out of the reach of those people they claimed they wanted to help by transforming their mundane visual existence.