

**SHAG**  
**Society for History and Graphics**  
7-9 pm Thursday November 20, 2008  
MICA, Bunting Center, Room 410  
1401 Mt Royal Avenue, Baltimore 21217

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A non-commercial presentation by Harold Baldus of Phil's Fonts:

**METAL**

After Gutenberg and before the Mac it was Phototype.  
And actual cut-and-paste with razor and rubber cement.

**THEN**

Otherwise known as cold type, photocomposition, photosetting,  
filmsetting, and photolettering, this new technology was typesetting  
output onto photographic paper from a film negative.

**PHOTO TYPE**

The development of phototype inspired the ingenious typography of  
design heroes like Herb Lubalin, Saul Bass, Paul Rand, Milton Glaser,  
Lou Dorfsman, Paula Scher, and Bradbury Thompson.

**NOW**

Harold knows computer typesetting like he knows the older stuff.  
And he'll show and tell all about both types of type.

**DIGITAL**