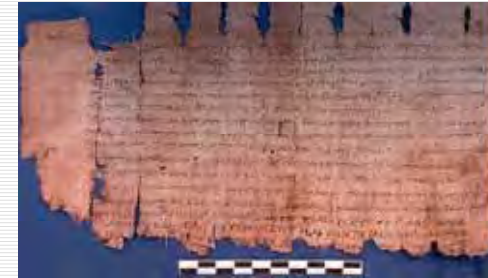


2:

- :
(AD 105)
- , (hemp), (rag)
- , , : (papyrus,)
- : (vellum), (parchment)
- 12
- 1390:
- : why ?
- : 가 . 가



3:

8

15

(playing card)

Konrad Forster's "stamp printing" (1431)

?



반조름이 소금한 원석박본



(type)

Johann Gutenberg (1400?-1468)

Strassburg and Mainz

(movable type)
(press)

1448 Fust

Fust



Coster가

가

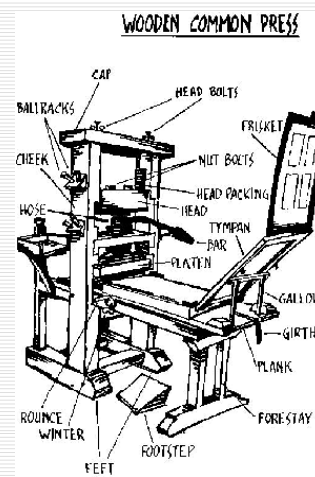
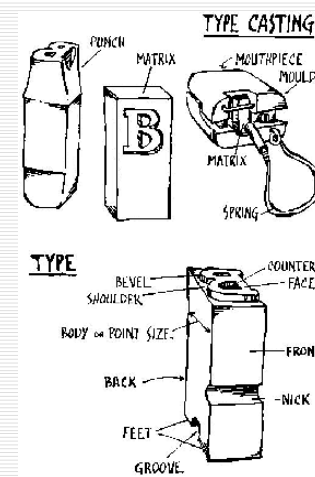
(type casting)

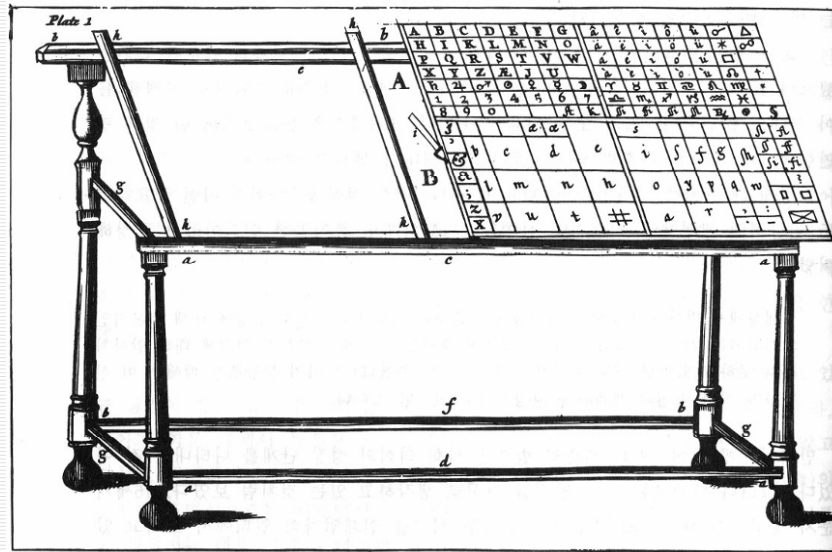
(press) →

(press)

"Works of Books" (1452 ~1454)

42-line Bible (B42) 180





Printing workshop
(Woodcut of J. Amman, 1568)



Typesetting



Dying of the type



Positioning of a page



Bookbinder



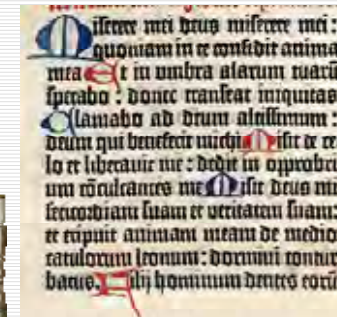
Rubrication in the
Gutenberg Bible



Press

(42-line Latin Bible)

- 1282 , 180
- 12 , 6 3
- 1 3 1



□ “ ” , : Why?

□

■ (ligature: , fi) : 290

■ 가 가

■ (decoration) (rubrication)

■ 180 : why?



(1364)



(1483)

□ 가: 1450 ~1500 4

■ 2000

■ 1000

□

2000 가

□

■

, , , (cross-reference),

, + ,

□

■

, : , (circulars)

(Master printer) 가

:

1539;

1638

□

■

□ “ ”

□

□

■ 15c : 90%

■ 17 : 80% ... 18c : 65-70%

■ 가 :

□ 가

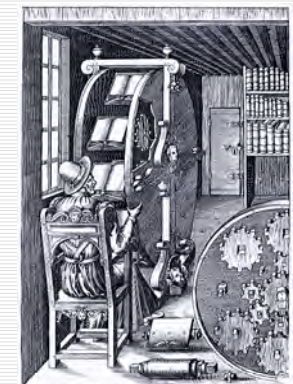
■

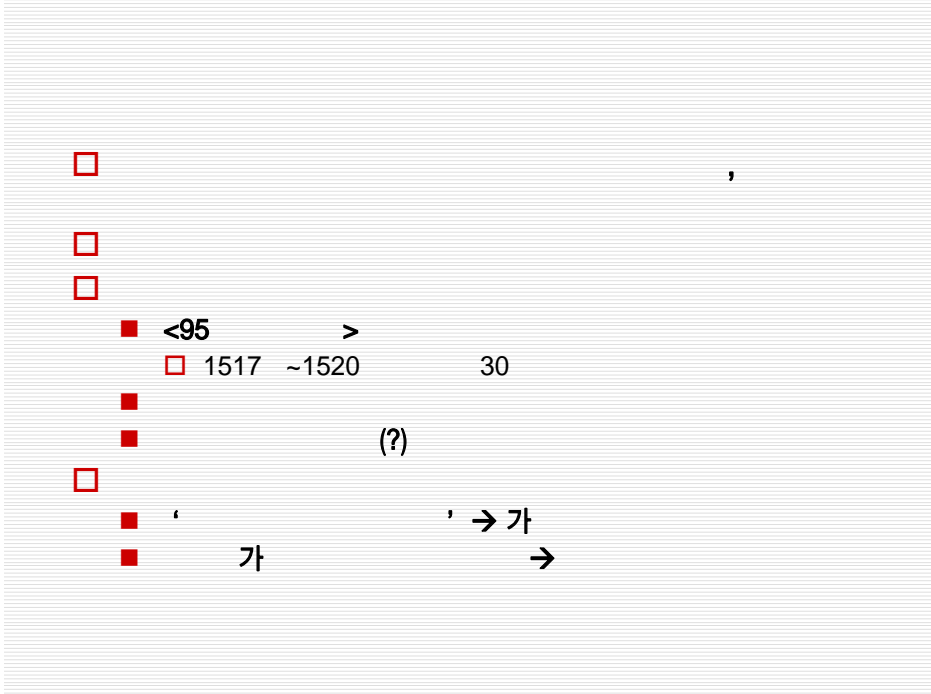
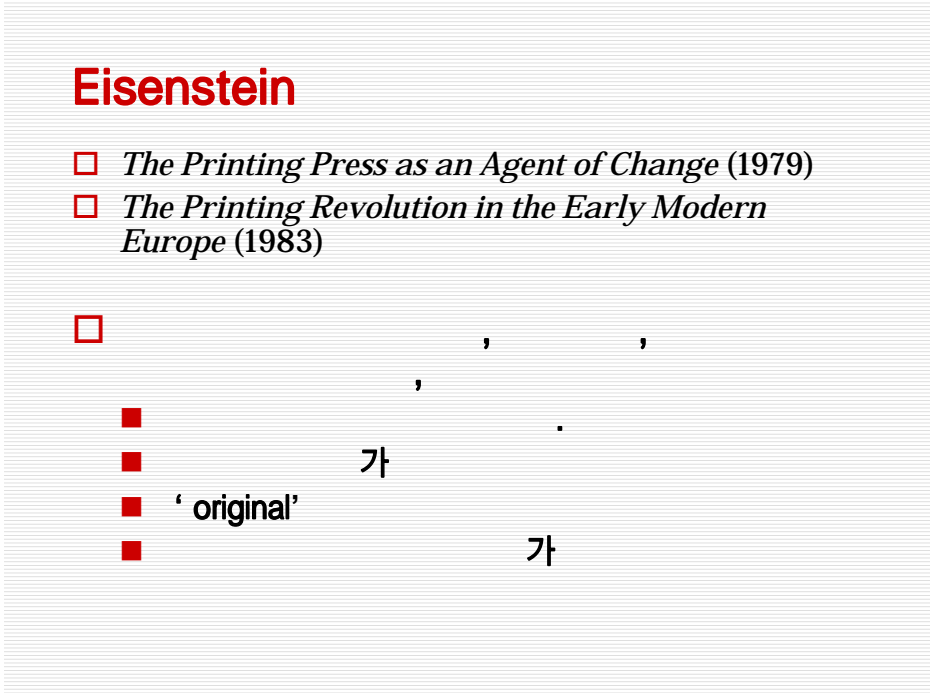
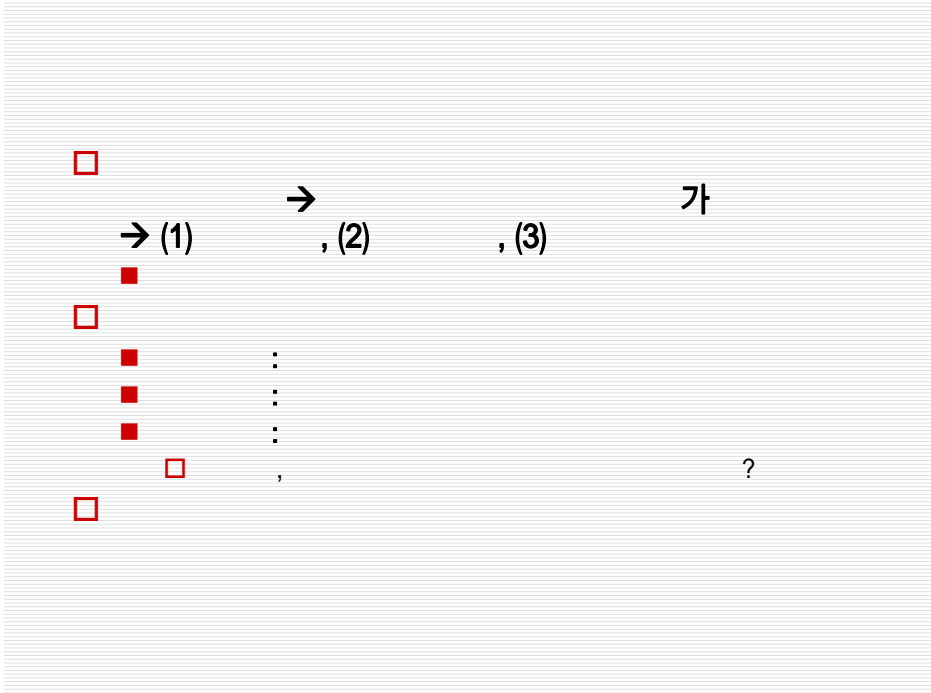
□

□

□

(circulating Libraries)
(romance novel)





- ? ‘ ’ : ?
(original) (vs. /)
- / () !
-
-
-
- ,
?
-
-
-
- From a ‘renaissance’ to the ‘Renaissance’
-

“Typographical Fixity”

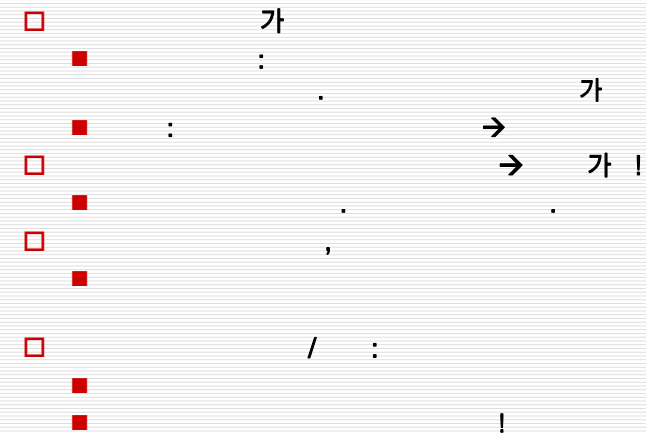
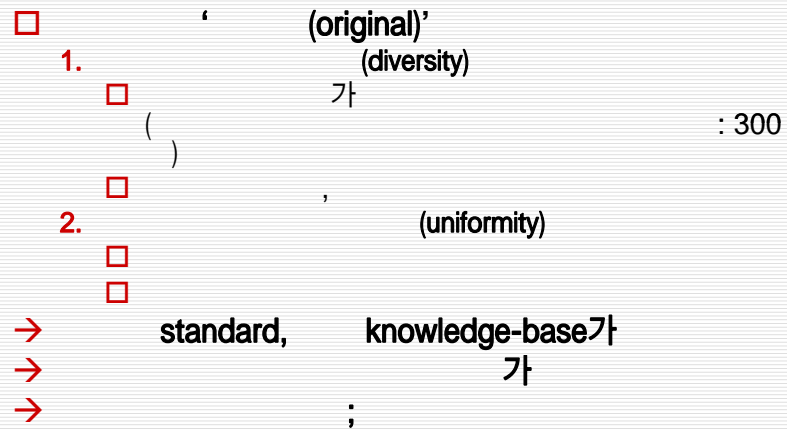
- Panofsky : “ distance”
→ 가 fixed
- Eisenstein : fixity
→ “ typographical fixity”
-
- + , 가 fixed
- Fixed
-
-
-
-
- 가 가
(resource)

VS.

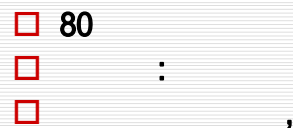
- : ‘ original’
- . 가 .
- : .
- . / 가 .
- : .
- ‘ original’ : →



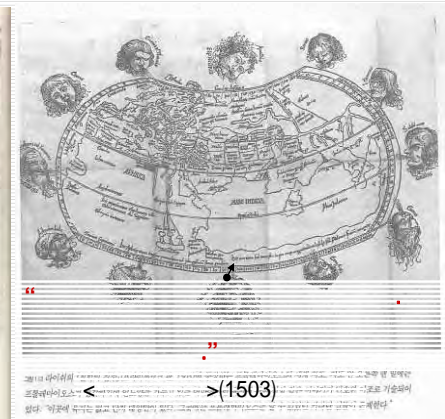
' Original'



Ortelius's *Theatrum*

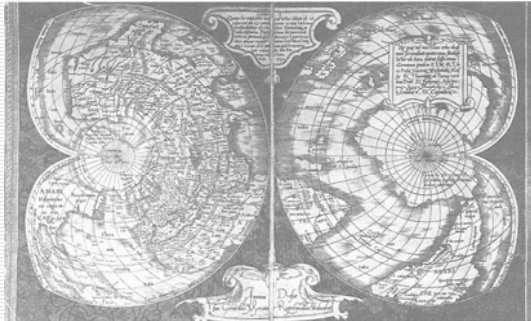


< >

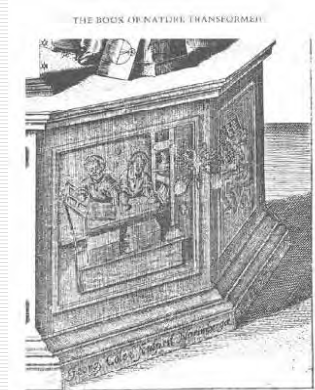


가

□ (portolan) (1552)
□ (16)

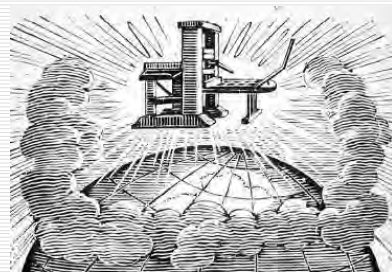


“ ” (1538)
“ ” (1570)



Choosing of printing operations at base of Koller's frontispiece. Both given reproduced by kind permission of the Rare Book and Special Collections Division, Library of Congress.

fronting the next generation with a problem to be solved rather than a solution to be learned. In the frontispiece to Riccioli's *Almagestum novum* of 1651, the Copernican and Tychoenic schemes are diagrammated on either side of a scale held by a muse, while the Ptolemaic scheme is displayed on the ground with the notation: "I will rise only if I am corrected." The fact that the balance is tilted in favor of Tycho or that the notion of "restoring" Ptolemy is retained, should not distract attention from the novelty of presenting three clearly



printing press as a symbol of enlightenment US newspaper 1800



Benjamin Franklin Statute in Philadelphia

□
□
□
□
□

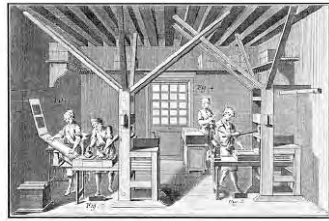
?

‘ ’ , ‘ ’
?
: “Why not ... in China?”





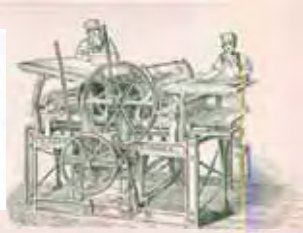
16



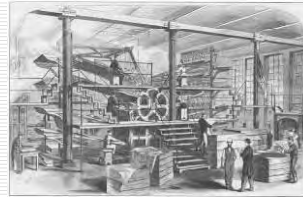
18



1814 London Times
(invented by Koenig and Bauer)



1825 steam - driven by Napier.
(New York Daily Advertiser)



1861

