Chapter 5 - Printing Comes to Europe

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Early European block printing, 69
Movable typography in Europe, 72
Copperplate engraving, 79

Key Terms (in order of appearance; the first page number of their appearance is listed)

1. Xylography, page 68
2. Typography, page 68
3. Watermark, page 69, (Fig. 5-1)
4. Block printing, page 69
5. Ars moriendi, page 70, (Fig. 5-7)
6. Block book, page 71
7. Biblia Pauperum, (Bible of the Poor), page 71, (Fig. 5-8)
8. Forty-two line Bible, page 72, (Figs. 5-14 and 5-15)
9. Textura, page 72
10. Ligature, page 72
11. Punch, page 72, (Fig. 5-10a)
12. Matrix, page 73, (Fig. 5–10b)
13. Letters of indulgence, page 75, sins to all Christians who had given money to support the war against the Turks (Fig. 5-12)
14. Rubrication, page 76
15. Psalter, page 77
16. Colophon, page 77
17. Copperplate engraving, page 79
18. Master of the Playing Cards, page 79, (Fig. 5-19)

**Key People and their Major Contributions** (in order of appearance; the first page number of their appearance is listed)

1. *Procopius Waldfoghel, page 72*
2. *Laurens Janszoon Coster, page 72*
3. *Johann Gensfleisch zum Gutenberg (b. late 14th century, d. 1468), page 72*
4. *Johann Fust (c. 1400–1466), page 75*
5. *Peter Schoeffer (c. 1425–1502), page 76*
6. *Fust and Schoeffer, page 79*
Chapter 5 - Study Questions

Multiple Choice

1. ____________, which ranged in size from small enough to fit in a person’s hand to about 10 by 14 inches, were the first known European block printings with a communications function. Image and lettering were cut from the same block of wood and printed as a complete word-and-picture unit.

   A. Devotional prints of saints
   B. Block books
   C. Playing cards
   D. Paper monetary bills

2. Death was an ever-present preoccupation in fourteenth-century Europe. The great cycles of bubonic plague, called the Black Death, claimed one fourth of Europe’s inhabitants during the fourteenth century and caused thousands of villages to either vanish totally or become critically depopulated. ___________ was a type of block book that offered advice on preparing for death and how to meet one’s final hour.

   A. The Book of Hours
   B. The Psalter
   C. The Ars Moriendi
   D. The Biblia Pauperum

3. Several factors created a climate in fifteenth-century Europe that made typography feasible: an insatiable demand for books, an emerging literate middle class, students in the rapidly expanding universities who had seized the monopoly on literacy from the clergy and created a vast new market for reading material, and the slow, expensive, process of bookmaking, which had changed little in one thousand years. However, without _____________, which reached Europe by way of a six-hundred-year journey, the speed and efficiency of printing would have been useless.

   A. writing
   B. the alphabet
   C. moveable type
4. Printers in Germany, the Netherlands, France, and Italy sought after the mechanization of book production by such means as movable type. It was ______________ of Haarlem in Holland who explored the concept of movable type first by cutting out letters or words from his woodblocks for reuse.
   A. Laurens Janszoon Coster
   B. Procopius Waldfoghel
   C. Johann Gensfleisch von Gutenberg
   D. John Baskerville

5. In Avignon, France, goldsmith ______________ was involved in the production of “alphabets of steel” around 1444, but with no known results.
   A. Laurens Janszoon Coster
   B. Procopius Waldfoghel
   C. Johann Gensfleisch von Gutenberg
   D. John Baskerville

6. Around 1450, Johann Gutenberg was the first to bring together the complex systems and subsystems necessary to print a typographic book, including a thick, tacky ink that could be smoothly applied and did not run off the metal type; a strong, sturdy press; and a metal alloy that was soft enough to cast yet hard enough to hold up for thousands of impressions. But the key to his invention was the __________ used for casting the individual letters.
   A. brass matrix
   B. antimony
   C. type mold
   D. steel punch

7. Johann Gutenberg adopted ___________, the style of manuscript lettering commonly used by German scribes of his day, as the model for his type, because early printers sought to compete with calligraphers by imitating their work as closely as possible.
   A. rustic capitals
   B. square capitals
   C. half uncials
8. Early surviving examples of typographic design and printing include a German poem on the Last Judgment, four calendars, and a number of editions of a Latin grammar by Aelius Donatus. The earliest dated examples of typographic printing are the ____________, issued in Mainz, Germany in 1454.
A. “Letters of Indulgence” by Pope Nicholas V
B. “Ninety-Five Theses” by Martin Luther
C. Decameron stories by Boccacio
D. Shipping News broadsheets for Venetian merchants

9. A heroic effort was required to produce the Forty-two Line Bible, so-named because the first nine pages have forty lines per column, the tenth page has forty-one lines per column, and the remaining pages have forty-two lines per column. The increase of two lines per column saved an additional sixty pages. Gutenberg’s original format included three characteristics below. Which does NOT belong? ____________
A. 1,282 pages in two volumes
B. 11-3/4-by-15-inch pages
C. 418 full-page illustrations
D. Blank spaces for decorative initials to be drawn in later by a scribe

10. At the same time (and in the same area of Europe) that Johann Gutenberg invented moveable type, an unidentified artist called the Master of the Playing Cards created the earliest known ____________.
A. printed materials using wooden printing blocks
B. copperplate engravings
C. special ink that would not rub off on card players’ hands
D. heavy paper that was used for making playing cards

11. In papermaking, a translucent emblem, or ____________, can be produced by pressure from a raised design on a mold. It is visible when a sheet of paper is held up to light. These were used in Italy as early as 1282, and as they grew in popularity, they began to be used to designate sheet and mold sizes as well as paper grade.
A. heraldic shield
B. watermark
C. ligature
D. matrix

12. The magnificent Latin Psalter published by ________ on August 14, 1457, was the first book to bear a printer’s trademark and imprint, printed date of publication, and colophon. In addition, the Psalter had large red and blue initials printed from two-part metal blocks that were inked separately, reassembled, and either printed with the text in one press impression, or stamped after the text was printed. These famous decorated two-color initials were a major innovation.

A. Johann Gutenberg
B. Johann Fust and Peter Schoeffer
C. Jost Amman
D. Procopius Waldfoghel

**Matching**

Match the key terms with the correct definition.

A. punch ____
B. xylography ____
C. matrix ____
D. engraving ____
E. typography ____

A. A printing process during which the image is incised or cut down into the printing surface
B. The technical term for the relief printing from a raised surface that originated in Asia
C. In casting type, a steel bar with a character engraved into the top, which is then pressed into a softer metal to make a negative impression of the character
D. Printing with independent, movable, and reusable bits of metal or wood, each of which has a raised letterform on one face
E. In casting type, the negative impression of a character is pressed into this, then filled with a molten lead alloy that creates the finished piece of type.

**True/False**

1. The press Johann Gutenberg used for printing was based on the cheese or wine press, familiar in the Rhine wine-producing area of Germany. _____

2. Although Johann Fust loaned money to Johann Gutenberg, he later foreclosed on Gutenberg and confiscated his printing equipment. _____

3. According to one account, Johann Fust attempted to sell printed Bibles in Paris as manuscripts. _____

4. Printers left the city of Mainz, Germany in 1462 because of an outbreak of the plague. _____

5. The *Biblia Pauperum* was a block book intended to instruct the faithful in Old and New Testament parallel narratives. _____

6. Copperplate printing, like typographic printing, is a relief process. _____

7. In addition to the rapid spread of knowledge, the invention of the typographic press is also directly responsible for increased literacy in the fifteenth century. _____

8. With his moveable type, Johann Gutenberg used an ink made from boiled linseed oil colored with lampblack. _____

9. In early block books, woodblock images were cut separately from the wood type and could be set in different arrangements on the page. _____

10. Fust and Shoeffer's *Rationale divinorum officiorum* (*Rationale of Holy Duties*) was an important innovation because it was the first typographic book to use a small-sized type style to conserve space. _____

11. The printing of classics from antiquity spurred interest in ancient Greek and Roman culture. The fusion of the medieval with the classical became a catalyst for the creation of the modern world. _____

**Image Identification**

1. Identify the title and the date of the following images.

   1. Fig. 5-2 ______________________________________________________
   2. Fig. 5-5 ______________________________________________________
II. Match each of the images shown with the name of its designer.

1. Fig. 5-11 ____
2. Fig. 5-14 ____
3. Figs. 5-16 and 5-17 ____

A. Jost Amman
B. Fust and Schoeffer
C. Johann Gutenberg