

# Christoffel: Type in the Age of Digital Duplication

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Type in the Age of  
Digital Duplication

by Stuart Berg

A thesis submitted to the Faculty of Parsons the New School for Design  
in partial fulfillment of the requirements for the degree of

**Master of Fine Arts  
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12009

Parsons Museum & Library Studio  
100th Street, Room 600

Christopher Newby & Ellen Silverman  
Type Studio, F&T NYC

Jonathan D. Lee, su  
Advisor

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## Description

This thesis aims to discover what it means to be a craftsman, specifically a type designer, in the age of digital media. It chronicles my endeavor to produce a digital typeface, based on a historical model and implemented with cutting-edge technology. It also gives a survey of historical typeface revivals and the methodologies used when attempting a digital adaptation. It is my hope that my work can serve as a guide to other designers attempting a type revival. Throughout the project, I ask what defines humanism and craftsmanship in design, and how these can be preserved as technology advances.

## Date

2009

## Related people

[Noam Berg](#) (designer)  
[Colleen Macklin](#) (thesis advisor)  
[Barbara Morris](#) (thesis advisor)  
[Christopher Kirwan](#) (thesis advisor)  
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