

Printing Comes to Europe

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Chapter 5 Study Questions

1. The technical term for relief printing from a raised surface which originated in Asia is called _____.

- A. typography
- B. engraving
- C. xylography
- D. calligraphy

2. Printing with independent, movable, and reusable bits of metal or wood, each of which has a raised letterform on one face is known as _____.

- A. typography
- B. engraving
- C. xylography
- D. calligraphy

3. By the 15th century, Europe had an insatiable demand for books, an emerging literate middle class, a vast new market for reading material, and the slow, expensive, process of bookmaking, which had changed little in one thousand years. The invention of typography changed all that. The speed and efficiency of printing would have been useless without _____, which reached Europe by 600-year journey from Asia.

- A. woodblock printing
- B. movable type
- C. parchment
- D. paper

4. In papermaking, a translucent emblem, or _____, is visible when a sheet of paper is held up to light. These were used in Italy as early as 1282 to show sheet and mold sizes as well as paper grade.

- A. heraldic shield
- B. ligature
- C. watermark
- D. matrix

5. After the Crusades opened Europe to Eastern influences, relief printing arrived on the heels of paper. Soon, woodcut prints in the form of _____ became popular in illiterate circles—though they were banned by the clergy.

- A. block printings
- B. playing cards
- C. bibles
- D. paper money

6. Devotional prints of saints were the first known European _____ with a communications function. Image and lettering were cut from the same block of wood and printed as a complete word-and-picture unit ranging in sizes small enough to fit into a person's hand.

- A. block printings
- B. playing cards
- C. bibles
- D. paper money

7. Drawn in a simplified illustration style, with the visual elements dominant as in contemporary comic books, the _____ was used for religious instruction of illiterates.

- A. block book
- B. playing card
- C. bible
- D. paper money

8. The _____ was a manual on the “art of dying.” Meant to comfort the faithful during their final hours, it was also a form of propaganda, for it urged the dying to put aside the desire to provide for one's family and instead will one's estate to the church.

- A. Gutenberg Bible
- B. *ars moriendi*
- C. *biblia pauperum*
- D. *Latin Psalter*

9. Printers in Germany, the Netherlands, France, and Italy sought to mechanize book production. It was Laurens Janzoon Coster of Haarlem in Holland who explored the concept of _____ first by cutting out the letters or words from his woodblocks for reuse.

- A. silkscreen printing
- B. movable type
- C. illumination
- D. digital type

10. Around 1450, Johann Gutenberg was the first to bring together the complex systems needed to print a typographic book. The key to his invention was the _____ used for casting the individual letters.

- A. brass matrix
- B. antimony
- C. type mold
- D. steel punch

11. Gutenberg selected the compact _____, a lettering style 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. half uncials
- C. capitalis monumentalis
- D. textura

12. Johann Gutenberg used a strong sturdy press capable of sufficient force to pressure the ink from the type onto the paper. Ample prototypes existed based on _____, which used a large wooden screw for lowering and raising a plate for printing.

- A. the wine press
- B. the steam iron press
- C. the silkscreen
- D. the paper mills

13. 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. Why the change in number of lines?

- A. Gutenberg forgot to keep a consistent count of the lines.
- B. Adding two more lines per column saved sixty pages.
- C. Forty-two was a superstitious number.
- D. Forty-two lines looked better than forty-one lines.

14. What's a psalter?

- A. a psalt shaker
- B. an illuminated book of psalms and holy days
- C. a set of playing cards
- D. a bible published in Psaltzburg, Germany

15. Gutenberg had to borrow money to finance his printing project. In 1455, as work neared completion, his business partner sued and took possession of Gutenberg's printing equipment and locked Gutenberg out of his shop. As Gutenberg went bankrupt, his former partner soon entered into an agreement with Gutenberg's assistant/foreman to form the printing firm of _____.

- A. Janzoon & Coster
- B. Koberger & Dürer
- C. Fust & Schoeffer
- D. Barnes & Noble

16. The magnificent *Psalter in Latin* was published by Johann Fust and Peter Schoeffer in 1457. Why were its famous red and blue initials considered a major innovation?

- A. They were the first use of color printing, using two-part metal blocks inked separately and either printed with the text in one pass, or stamped after the text was printed.
- B. They were painstakingly hand-illuminated after the book was printed.
- C. Red and blue ink was less costly to produce than black.
- D. They were used as the first printer's trademark.

17. At the same time (and in the same area of Europe) that Johann Gutenberg invented movable type, an unidentified artist called the Master of the Playing Cards created the earliest known _____ —a printing process in which the image is incised or cut down into soft metal while ink is pressed into its wells, and then the image is burnished onto paper.

- A. woodcut blocks
- B. silkscreen prints
- C. copperplate engravings
- D. rubber stamps

18. Scholars have speculated that Gutenberg may have been involved in the research and development of copperplate engravings —particularly because the images by the Master of the Playing cards have been associated with artists working for Gutenberg in the 1450s. What secret technique might Gutenberg have been working on?

- A. a way to print illustrations on typographic pages
- B. special ink that would not rub off of playing cards
- C. rubber stamps
- D. metallic inks for illuminated books