

FOUNDER 方正

方正字庫

啓功題

透過字作給讀者更多關愛

Font development

The Story Behind Founder Fonts

Chinese fonts have a very long history. The international archaeological community has identified Chinese fonts as one of the most important hallmarks of world culture. Chinese fonts have evolved for thousands of years. Gradually they have been improving. There are a very large number of Chinese fonts. These include 6,763 in the GB encoding simplified font library, 21,002 fonts in GBK encoding, and much more in other font libraries. Founder fonts include more than 120 different sets from ancient literati hand writing to Founder's own creative contemporary calligraphy. Every Founder font has a vivid story behind it including diligence and creativity.

Before fonts are created a large scale marketing research effort is made to guarantee the font will be competitive in the market. The process is as follows.

1. Creative Design of original font samples and font styles

There are three main sources of original font samples: designers, commercial market, and ancient Calligraphy. Collecting the original font samples is a large undertaking. It is extremely time consuming and difficult to unify thousands of Chinese characters with different strokes into a single font style.

Example1:

FZBeiWeiKaiShu, designed by Founder design director Zhiwei Zhu(P20) according to *Calligraphy Wei*, a rubbing from a stone inscription has won a prize twice in the International Design Competition for Chinese fonts. In 1996, **FZBeiWeiKaiShu** won third prize in the 5th Morisawa Awards (Japanese) International Typeface Design Competition.

FZBeiWeiKaiShu refers to the "Square Stroke" in "Muzhi" and "Zaoxiang" in Northern Wei Dynasty. It is mainly suitable for sub-titles and text layouts.

私が今日、考えて
新業の発明品につ
私が今日、考えて
新業の発明品につ
一コト語ってみたい。マイコンを

Fig 1-1



Fig 1-2



Fig1-3 "Tian" "Sun" in Calligraphy Wei



Fig1-4 "Tian" and "Sun" in FZBeiWeiKaiSh

Contrast: The style of **FZBeiWeiKaiShu** comes from *Calligraphy Wei*, but there are many creative differences in this font's bold shape and structure. This makes it more suitable for use with computers. **FZBeiWeiKaiShu** is nearly a perfect combination of Chinese calligraphy and computer technology.

2. Scanning original font samples on paper into computer

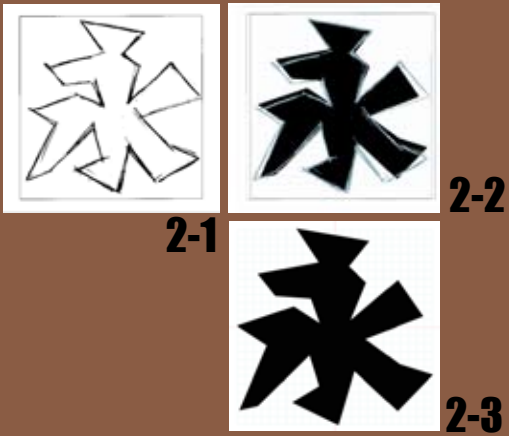


Fig 2-1 Original font sample is scanned into computer and re-drawn.

Fig 2-2 The solid image is formed to reproduce the original font in an aesthetically pleasing image according to the original font contour.

Fig 2-3 Completed font.

3. Fitting Process

The digital images from the second step will be first converted into screen output by a fitting process using mathematical algorithms.

4. Font Adjusting is the key and time consuming last step. It is the creative work of font designers.

Fig 4-1 Font after fitting process still showing several stroke defects.

Fig 4-2 Font is adjusted stroke by stroke by designers.

Fig 4-3 Completed font stroke adjusting.



Example2: Character "Ding"

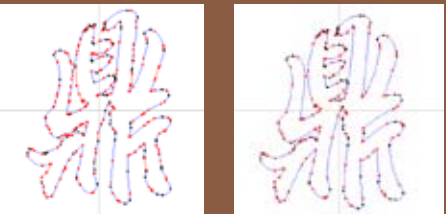


Fig 4-4 Font before adjustment.

Fig 4-5 Font after adjustment.

Contrast: Font after complete adjusting is more aesthetically pleasing using less nodes which also greatly reduces memory size.

Font adjusting is a very long and difficult process for the huge Chinese character library. There are 6,763 fonts in GB encoding simplified font library, 1002 fonts in GBK encoding font library and much more in other font libraries. Many specialized tools are required to accomplish such a heavy workload. We will use Founder's own design techniques to help make the font and improve efficiency.

5. Combination

Chinese font is first combined and adjusted by different components.

Example: *FZJianZhi* was designed by designer Qi Li (P21), for which the character components research and development took half a year.



Fig 5-1 Components of FZJianZhi



Fig 5-2 Components of FZJianZhi

With these Chinese character components Chinese characters are created in combinations. The completed font is made into a proofing sample and compared with the original components to check and perfect.



Fig 5-3 Combination of Characters.

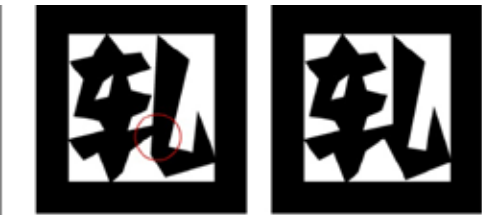


Fig 5-4 Manual Check Needed After Combination.

Finally trim off the staggered part of the characters based on the font style and adjust the font shape if necessary. See Fig 5-5.



Fig 5-5 Completed Font

6. Symbol library match.

Western symbols are designed according to the size and style of the font to make the whole version of the font look harmonious.



Fig 6-1 Symbols Sample.



Fig 6-2 Symbols

From start to finish the entire design process for FZJianZhi - M23 took over 3 years.

7. Hint process

is used to solve the problems of screen display deformation and difficulty in identification influenced by screen resolution or font size and other factors. Here are some examples:

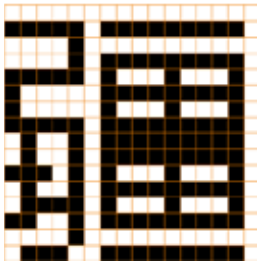


Fig 7-1 Before Hint process.

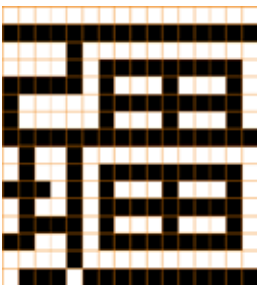


Fig 7-2 After Hint process.

8. Quality Checking

After font adjusting, quality check is needed. Font should be checked character by character and even dot by dot. If problems are found, adjusting work will be done. In order to guarantee the proper output effect, every font set needs to be output to a large number of samples with sizes from 6 or 7 points to a few hundred points. A 300 dpi laserprinter and imagesetters of over 2,000 dpi are used in final checking.

9. Font Integration

Characters are loaded into a font library by professionals with appropriate symbols, numbers, and foreign characters, then organized and converted using different encoding methods, such as GB, BIG5 and GBK, and different formats such as TrueType and PostScript. Lastly, the font library is converted to digital fonts using a computer program. See Fig. 9-1.

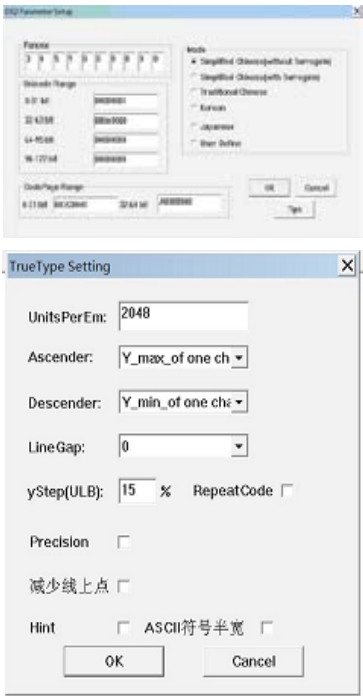


Fig 9-1

10. Testing

Similar to other high-quality products testing is necessary before the font is released for sale. The font's shape, quality, encoding, installation, usage, display, output, applicability, compatibility, and other aspects are verified.



Fig 10-1 Testing font in FounderFX.

11. Commercialization

Commercialized package and clear license agreements are needed before a font is promoted and sold to target markets.

Font development

AD



字体名称: 方正静蕾体
英文名称: FZJingLeiS
简短描述: Delicate handwriting style.



字体名称: 方正倩体
英文名称: FZZhongQian
简短描述: Luxurious, romantic and cozy.



字体名称: 方正少儿
英文名称: FZShaoEr
简短描述: Simulate children's handwriting.



字体名称: 方正启体
英文名称: FZQiTi
简短描述: Famous Chinese Calligrapher - QiGong's Calligraphy.



字体名称: 方正黄草
英文名称: FZHuangCao
简短描述: Easy to write and easy to recognize, Combines Simplified Chinese and Traditional Chinese writing.





MAG

01 05 06

字体名称: 方正韵动黑系列
英文名称: FZYunDongHeiS
简短描述: Simple and fashionable.

02

字体名称: 方正超粗黑
英文名称: FZChaoCuHei
简短描述: Heavy, eye-catching with strong appeal.

03

字体名称: 方正稚意
英文名称: FZZhiYi - M12
简短描述: Simulate children's block building.

04

字体名称: 方正水柱
英文名称: FZShuiZhu
简短描述: Unique style with sense of movement.

奥运趣闻
星期天不能比赛的选手

示范字体类型：方正韵动粗黑 方正韵动中黑
方正新舒体

字体名称：方正新舒体
英文名称：FZNew ShuTi
简短描述：Vigorous, deep and ancient.

奥运故事
OLYMPIC GAMES

示范字体类型：方正硬笔行书

字体名称：方正硬笔行书
英文名称：FZYIngBiXingShu
简短描述：Smooth and unrestrained with strong Calligraphy charm.



字体名称：方正稚意
英文名称：FZZhiYi
简短描述：Simulate children's block building.

字体名称：方正韵动粗黑
英文名称：FZYunDongHeiS
简短描述：Simple and fashionable.

保增长控通胀
特别报道

8月25日起 敬请关注

示范字体类型：方正韵动粗黑 方正韵动中黑

WEB



字体名称: 方正中倩
英文名称: FZZhongQian
简短描述: Luxurious, romantic and cozy.



字体名称: 方正少儿
英文名称: FZShaoEr
简短描述: Simulate children's handwriting



字体名称: 方正静蕾体
英文名称: FZJingLeiS-R-GB
简短描述: Delicate handwriting style.



字体名称: 方正毡笔黑
英文名称: FZZhanBiHei
简短描述: Simple and modern, with sense of movement.



字体名称: 方正艺黑
英文名称: FZYiHei
简短描述: Origin from Qing Dynasty Calligrapher - Kinnon's Handwriting, combine LiShu (vigorous and plump) and KaiShu (hard and robust).



POP

字体名称: 方正剪纸
英文名称: FZJianZhi
简短描述: Paper cut and strong decorative style.

A



字体名称: 方正古隶
英文名称: FZGuLi
简短描述: Ancient, elegant and very decorative.

C

B

字体名称: 方正小标宋
英文名称: FZXiaoBiaoSong
简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



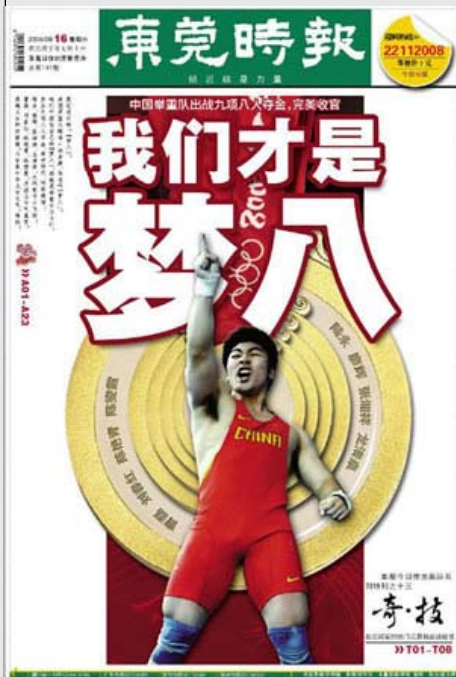
D

字体名称: 方正平和
英文名称: FZHePing
简短描述: Varying structure, balance steady in variation.



A

字体名称: 方正韵动黑系列
英文名称: FZYunDongHeiS
简短描述: Simple and fashionable.



B

字体名称: 方正大标宋
英文名称: FZDaBiaoSong
简短描述: Regular and strict with dignified and steady structure.



C

字体名称: 方正粗宋
英文名称: FZCuSong
简短描述: Sturdy, vigorous and stately with strong performance.



D

字体名称: 方正小标宋
英文名称: FZXiaoBiaoSong
简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



E

字体名称: 方正报宋
英文名称: FZBaoSong
简短描述: Slim and delicate, perfectly clear for printing.



BOOK



字体名称: 方正大标宋
英文名称: FZDaBiaoSong
简短描述: Regular and strict, with dignified and steady structure



字体名称: 方正小标宋
英文名称: FZXiaoBiaoSong
简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



字体名称: 方正华隶
英文名称: FZHuaLi
简短描述: Example of Lishu's style by straight calligraphy, with mild structure.

字体名称: 方正剪纸
英文名称: FZJianZhi
简短描述: Paper cut and strong decorative style.



字体名称: 方正粗宋
英文名称: FZCuSong
简短描述: Sturdy, vigorous and stately with strong performance.



设计师感言：

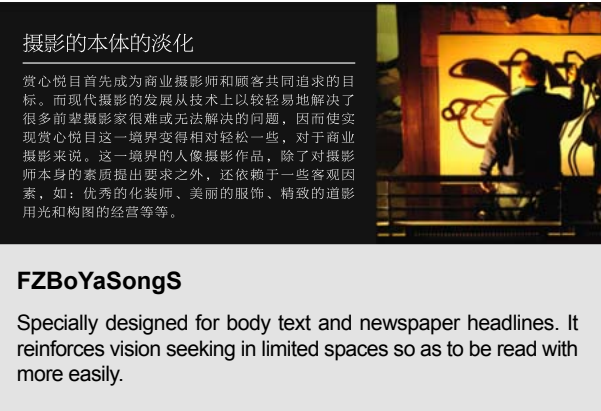
ZhuZhiWei



"I find the charm of a font is not in itself but in its various links with everything in the world. Chinese characters bring us unlimited imagination and space for creation. I'm happy to combine my profession and hobby closely and find the right matching point of font design from calligraphy. Our font design team considers both aesthetical appreciation and practical usage when designing and producing fonts that satisfies market requests."

Zhiwei Zhu graduated from Capital Normal University, Beijing and majored in Calligraphy. As the Font Development Director of Founder Electronics Corp. Ltd., he started to produce printing fonts in 1971. With a great love for calligraphy he's been engaged in research and design combining calligraphy and printing fonts. His "FZBeiWeiKaiShu" font was awarded at the 5th Morisawa Awards (Japanese) International Typeface Design Competition in 1996. Three years later he got another prize from the Evaluation Committee of the 6th Morisawa Awards (Japanese) International Typeface Design Competition.

Designed Fonts:
FZBoYaSongS, FZBeiWeiKaiShu, FZTieJinLiShu, FZShouJinShu, FZYaSongS, FZCuSong



"As a font designer I put my heart and soul into my work. I also enjoy many activities such as harvesting, reading, mountain climbing, and these and other activities are reflected in my designs keeping in mind the history and culture of font design."

QILI

Qi Li was admitted with excellent marks (the first of Fine Word Arts) to the Shanghai Institute of Printing Technology font Research Center. He started font design work full-time. Under the tutelage of the famous font designer Mr. Xie Pei Yuan, Qi Li studied systematic the movable type design theory, leading the research teams on many occasions.

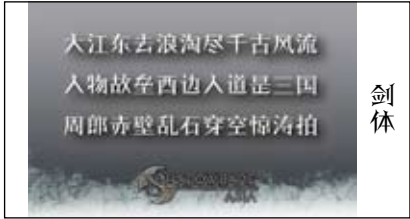
Awards won in Font design

1. 1990, FZYingBiKaiShu won the Third prize by Morisawa Awards (Japanese) International Typeface Design Competition.
2. 1991, Font FZNewSong won the Masterpiece Award by Taiwan Hua Kang company's first session of the Chinese characters design competition.
3. 1991, Font FZMeiShuXingShu won the Masterpiece Award by Taiwan Hua Kang company's first session of the Chinese characters design competition
4. 1992, Font FZXiKai won the third prize of new design by the first session of the new printing fonts in Shanghai.

Developed Fonts:
FZCuQian, FZZhongQian, FZXiQian, FZPangWa, FZZhiYi, FZJianZhi, FZLanTingSongS, FZLanTingHeiS, FZHeadingChaoXiHei

New Font _FZHeadingChaoXiHei





"I have a passion for fonts. Fonts are everywhere in our lives. Fonts deliver information and feelings to people every second of every day in every part of the world. Every font stroke has an historical, lyrical, cultural, and emotional element intended by the designer. The actual design and creation of a font is not only difficult but time consuming and tedious. Thanks to many years of both difficult and rewarding experiences in this art I find my strong character has been defined by it and is my best asset."

FZJianTi

I designed FZJianTi because I found there was no specific game font for websites. I wanted it to be very vivid and interesting and impart a full expression of imagination. My purpose was to express its characteristics in a better way and use it in different fields.



"Calligrapher's strokes are very expressive. We need to grasp the essence of these strokes in order to reproduce them in printed form. The end result should be tested and researched in order to assure the effect is maintained. The depth and energy of each character can vary when a calligrapher creates strokes but digital fonts are consistent. The Xing Black font, for example, when used in digital printing must maintain the same personality and effect intended by the calligrapher. It must also be easily readable by the reader."

FZXingHei

FZXingHei breaks with the traditional effect of a black font by keeping the form and curve of the calligrapher's stroke while enlarging the heads and ends just enough. FZXingHei is suitable for both decoration and calligraphy with distinct characteristics and style.



"Text is an important method of information dissemination. Accurate and rapid communication is the basic intention of a font designer. As an example of this, in the design work "Han-Tibetan forms", the characters are easy to identify and secondly the Tibetan culture comes through. Not only is the font easily read, but Tibetan culture is imparted as well."

FZZangYiHanTiS

I have seen a lot of Chinese characters designed by using Tibetan elements. Those Tibetan flavors can be described as beautiful, yet not very understandable. The font is hard to read and causes the reader to read slowly. To improve readability the font "FZZangYiHanTiS" was created. It is easy to understand and keeps the Tibetan culture feeling.



"The design and production of Chinese font is a very tedious work. Each font requires of the designer and producer many hours of hard work. There are at least 6,000 Chinese characters in each font. For every character each stroke must be just right. It gives us great satisfaction and pride to know that so many people enjoy the font without knowing the hard work it took to create it."

FZNew FangSong

Stroke style is invoking wood block prints while improved by some of the soft uniform strokes. The structure based on FangSong font, widens the traditional italic font. This keeps the original engraved form style, and maintains the strong layout character.



Chinese font characters are culture exhibited in black and white. Chinese calligraphy is a unique art showing much about China. Font designers dedicate their art to deliver innermost feelings through characters and images. Font design is an active process of pursuing aesthetic perfection.

FZJingHei

This font was inspired by Diamond Sutra. I used modern strokes to represent the grand form and smart structure of Diamond Sutra. The ancient charm of Chinese calligraphy comes through in this classic Hei Ti. It not only imparts a feeling of calligraphy but also aesthetic art. It is perfect for magazines, newspapers, children's books, advertisements and headlines.



"The generation of a set of fonts is an arduous process from creation, modification, project establishment to production. It is not only a personal task but is a team effort. To bring a font to market is both physically and spiritually rewarding."

FZXuanZhenZhuanBianS

Inspired by "Stele on a Heavenly Augury" written by Huang Xiang of Three Kingdoms Soochow: Simulate ZhuanShu by LiShu, with ZhuanShu's connotation. This font not only keeps the charm of ZhuanShu, such as vertical fall, symmetry, regularity, but also combines the writing character of LiShu and KaiShui. It is the unity of three kinds of fonts: regular, delicate, and ancient but easy to read. It is perfect for the title of ancient style decoration, advertisement, video game and ancient book.

北京北大方正电子有限公司

北京市海淀区上地信息产业基地五街9号方正大厦

电话: +86 10 6298 1440

传真: +86 10 6298 1440

邮箱: 销售: GASales@founder.com.cn

技术: GASupport@founder.com.cn

邮编: 100085

网址: <http://www.founder.com.cn>