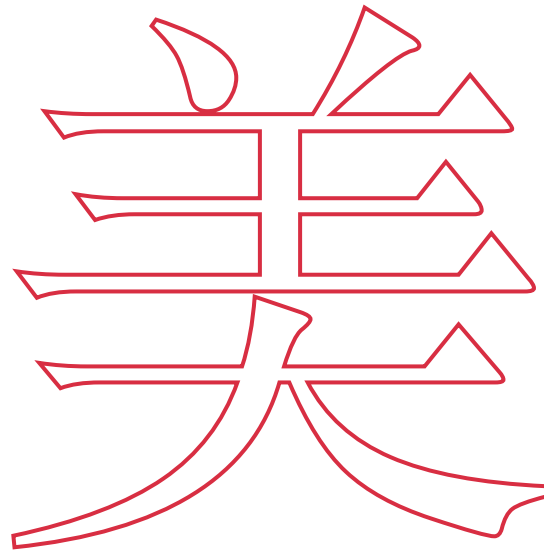




**A CHARACTER STUDY
ANALYSIS**

卢凯迪



měi

beautiful, beauty;
pleasing, very satisfactory

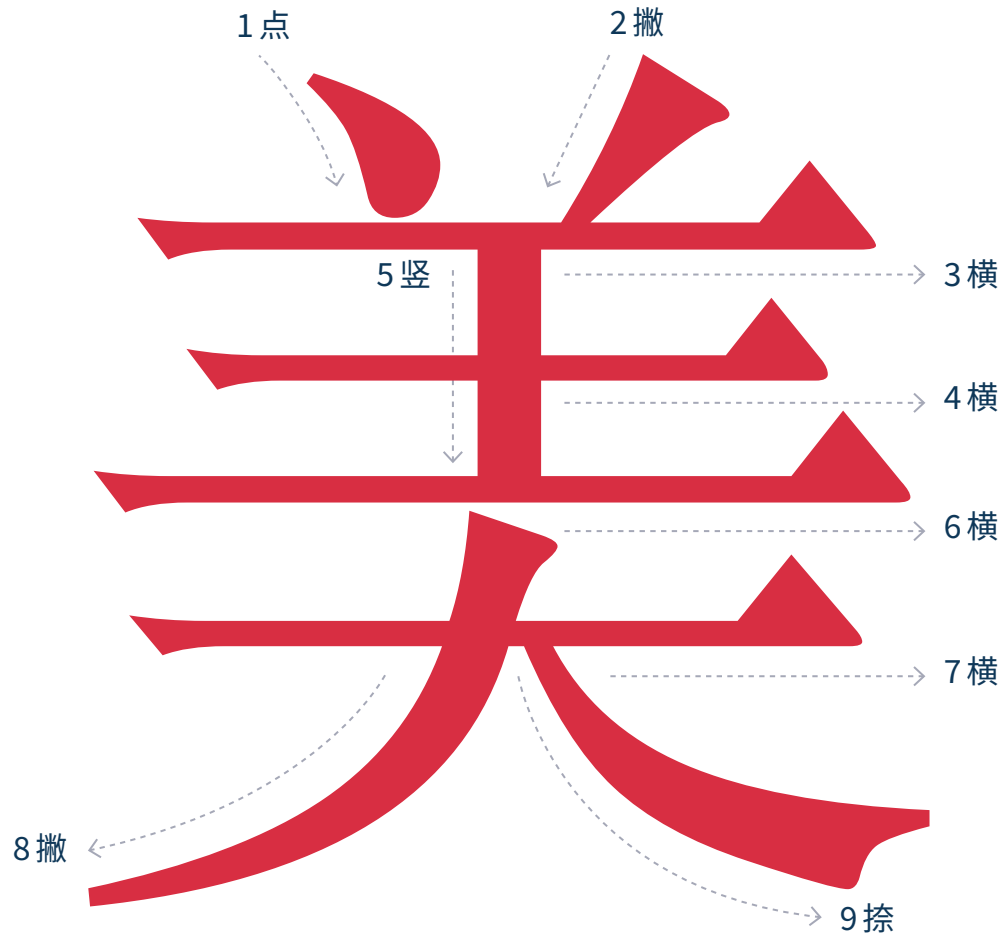
简体字
simplified

美

繁体字
traditional

美

笔画
strokes



KEY

点
diǎn



撇
piē



横
héng

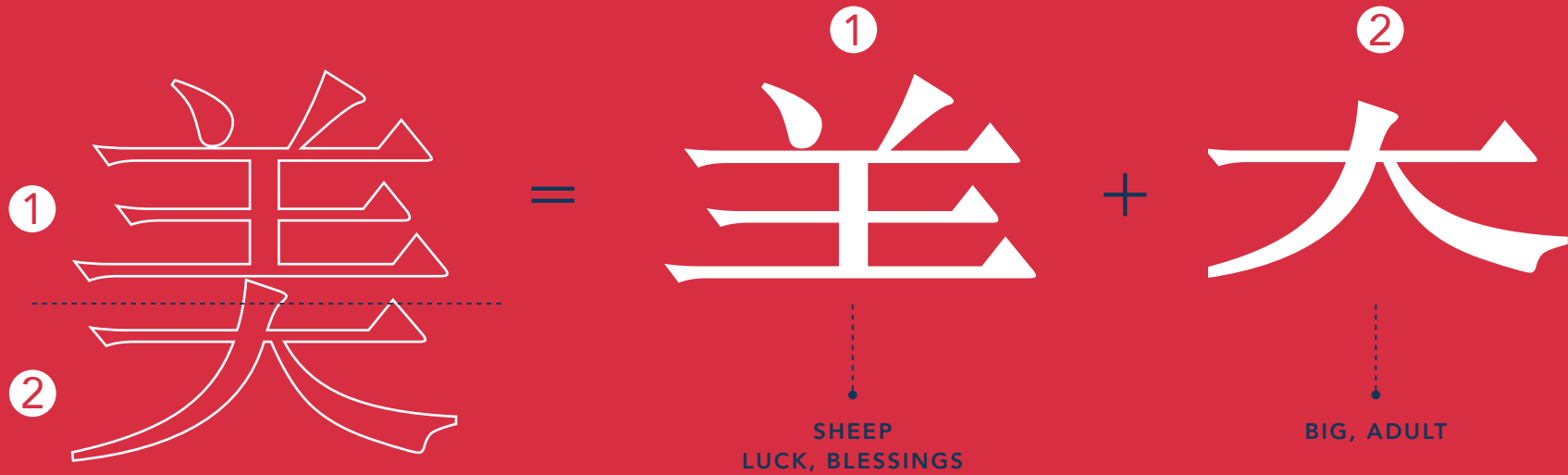


竖
shù



捺
nà

部首
radicals



CHARACTER THOUGHT

sheep + big = beauty;
sheep grow big; it's a beautiful thing

“美”汉字的单词
words with měi

完美

wán měi

perfection

优美

yōu měi

graceful; elegant

甜美

tián měi

sweet; pleasant

美味

měi wèi

delicacy; tasty food

美女

měi nǚ

beautiful woman

唯美

wéi měi

aesthetics

精美

jīng měi

delicate; fine

美国

měi guó

United States

美丽

měi lì

beauty; inside + out

美德

měi dé

virtue

美化

měi huà

embellishment

美元

měi yuán

U.S. dollar

审美

shěn měi

appreciating the arts;
have good taste

爱美

ài měi

wishing to appear
beautiful

美人计

měi rén jì

honey trap

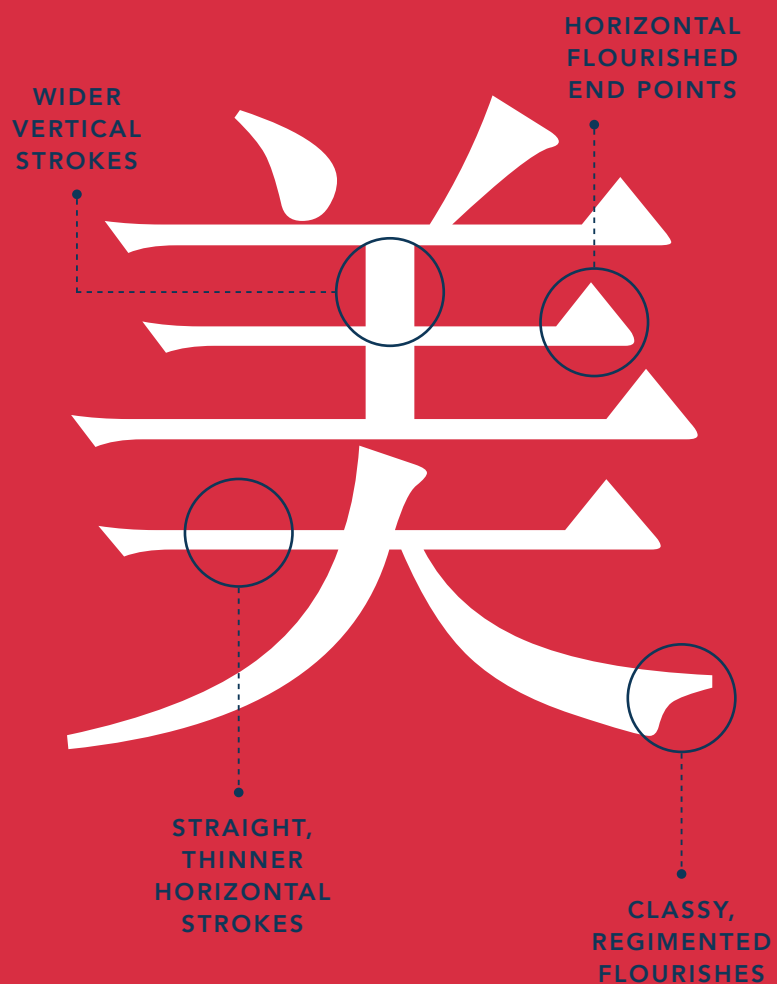
美剧

měi jù

U.S. television series

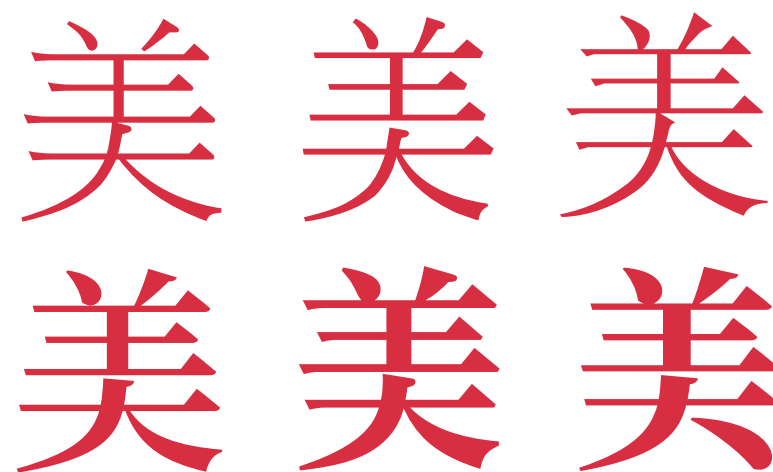
CHARACTER RECOGNITION
5 CLASSIFICATIONS OF STYLE

宋体 sòng tǐ

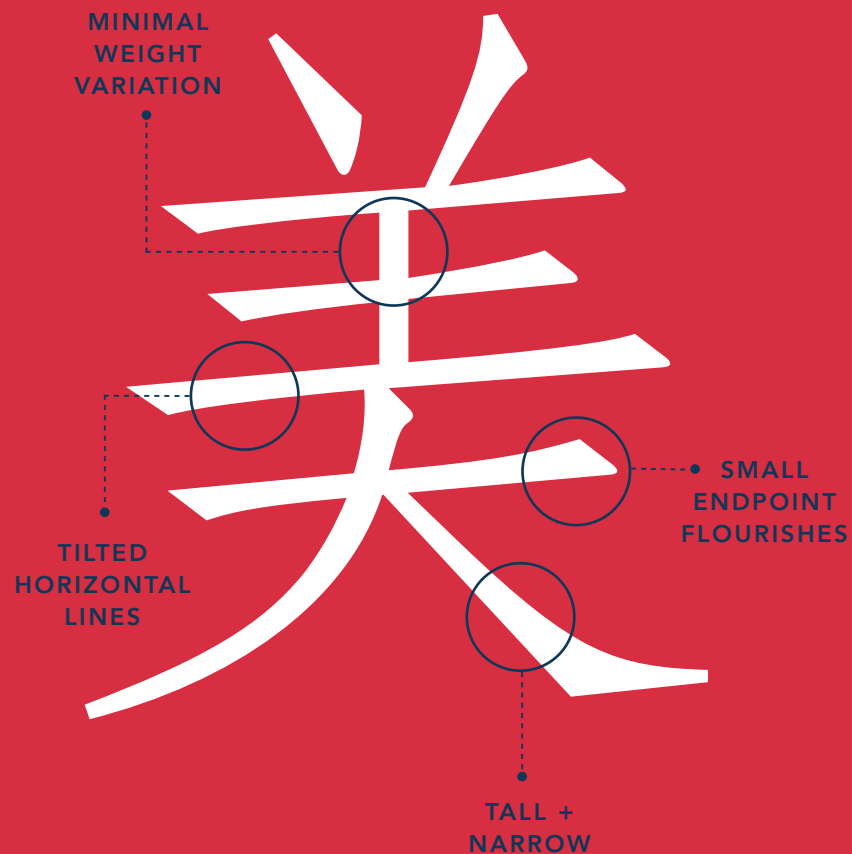


1. THE CLASSIC SERIF

Early songti scripts were in use as far back as the Song Dynasty (960-1279 A.D.), when Chinese woodblock printing reached its golden age. Due to the grain of the wood in the woodblocks, which ran horizontally, horizontal lines were easy to produce and could be thinner, but vertical lines, which ran counter to the wood grain, were prone to breakage during carving, and had to be thicker. Because the end points of the horizontal lines were easily worn away, flourishes were added to make them thicker and longer-lasting. And so the font style, the Chinese serif typified by perfectly straight horizontal strokes, wider verticals, and classy but regimented flourishes, was born. As it's the style used for the biggest part of Chinese typography history, it's the most familiar and popular one for texts, even today.

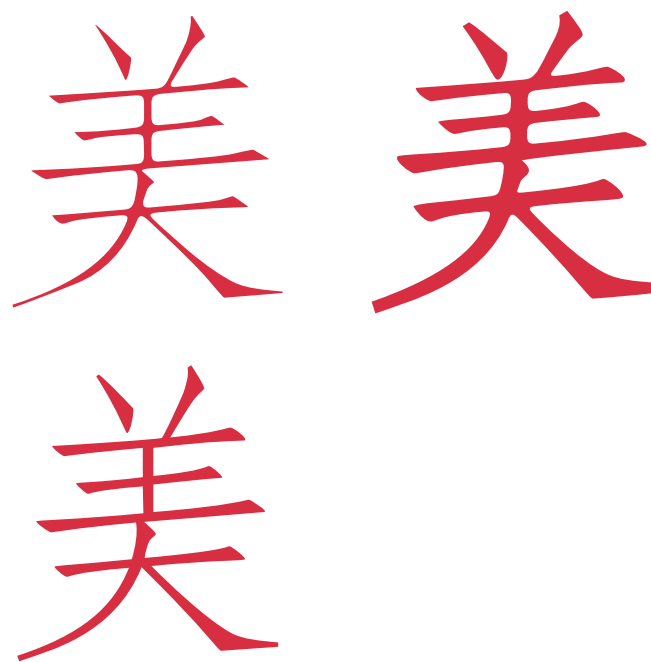


仿宋体
fǎng sòng tǐ

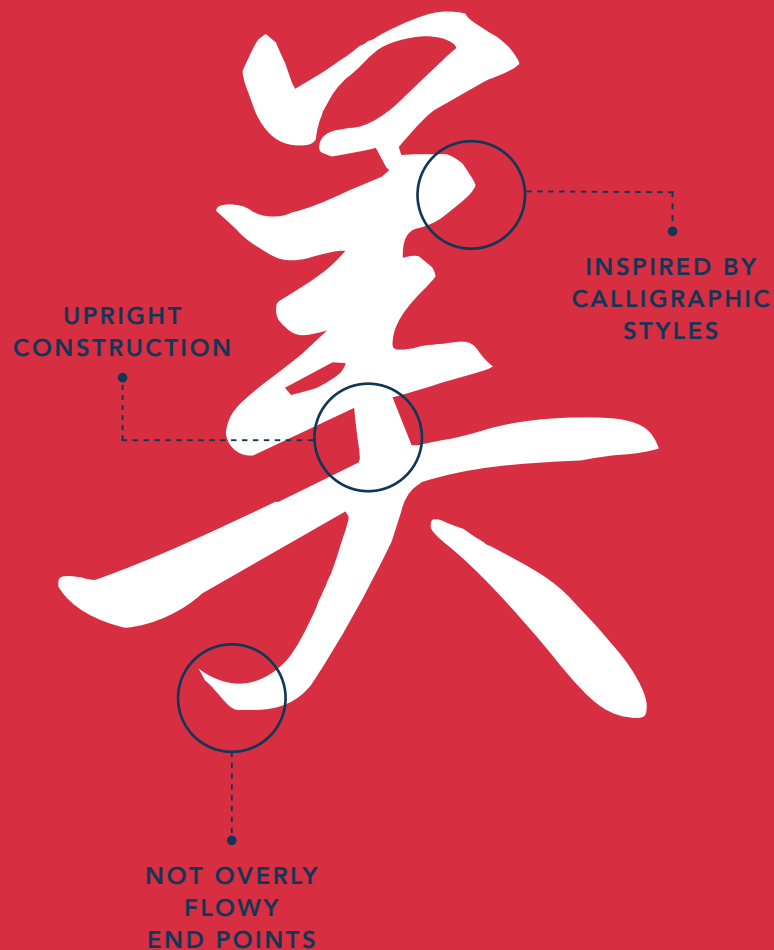


2.
A HYBRID CLASS

A hybrid style, mixing the structure of a songti font with the hand-lettered visual influence of a kaiti font. The untrained eye will have a tough time telling the difference between a fang-songti and a songti typeface at first, but here's a quick trick for telling them apart: the horizontal lines in a classic songti are perfectly straight, whereas this class features a tilted horizontal stroke. In addition, this class features smaller endpoint flourishes, less width variation in strokes, and is often visually narrower and taller than songti fonts.



楷体
kǎi tǐ

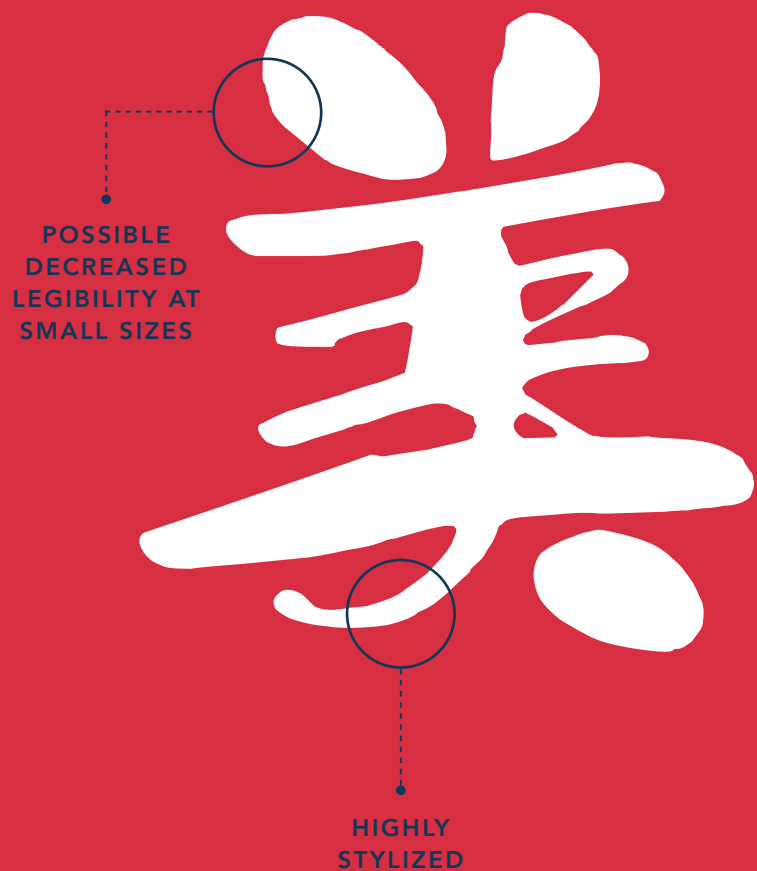


3.
“REGULAR STYLE”

Modern kaiti fonts are inspired by calligraphic styles, relating to the calligraphic Regular Script (楷书)—“regular” denoting “official” or “formal.” But these are not novelty fonts—they never get overly flowery, and these fonts obey a number of parameters, proportions and details, while maintaining an upright structure. This is what separates it from other hand-written fonts. This is the last calligraphic style that appeared in the history of Chinese calligraphy (around the 7th century). In use, it can be hard to read, especially at smaller sizes, so they are often used as in display typography.

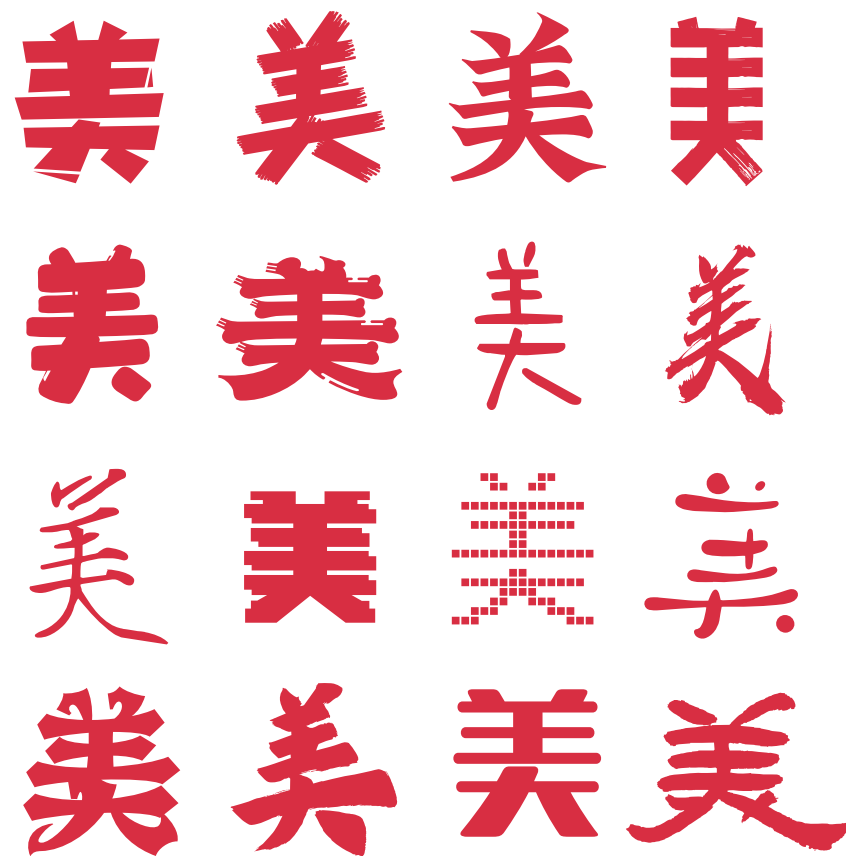


美术体
měi shù tǐ

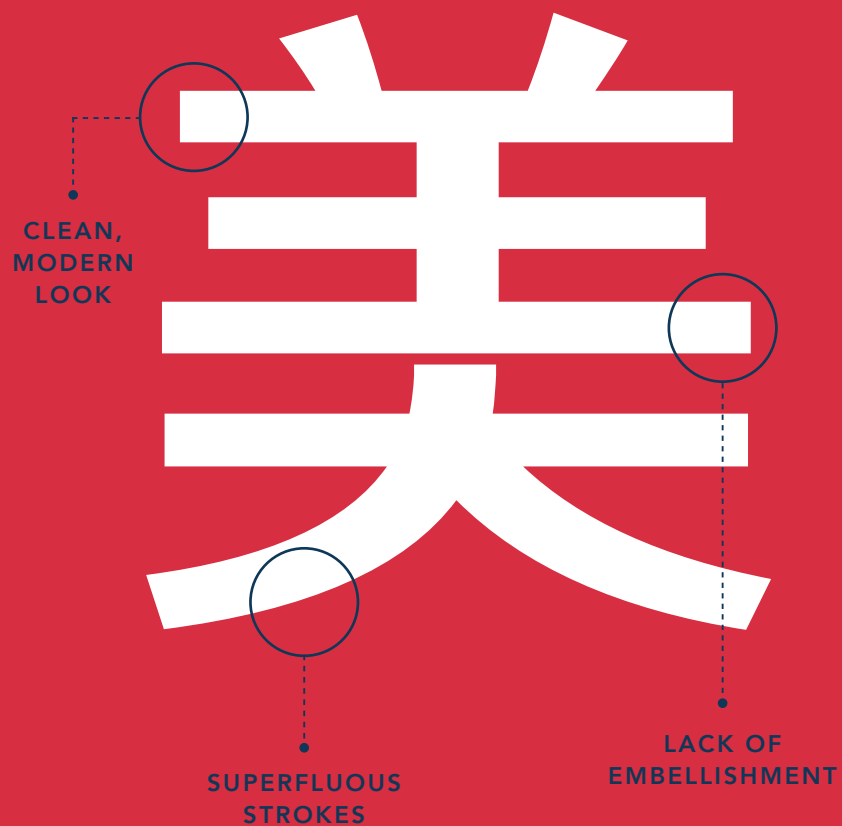


4.
DISPLAY FONTS

These are highly stylized font faces that give typefaces personalities ranging from silly to historical to novelty. Meishu means “artistic” so this covers a wide range of lettering type styles. Being that these fonts are more stylistic in nature, some are best used in larger displays such as headlines, titles, and logos.

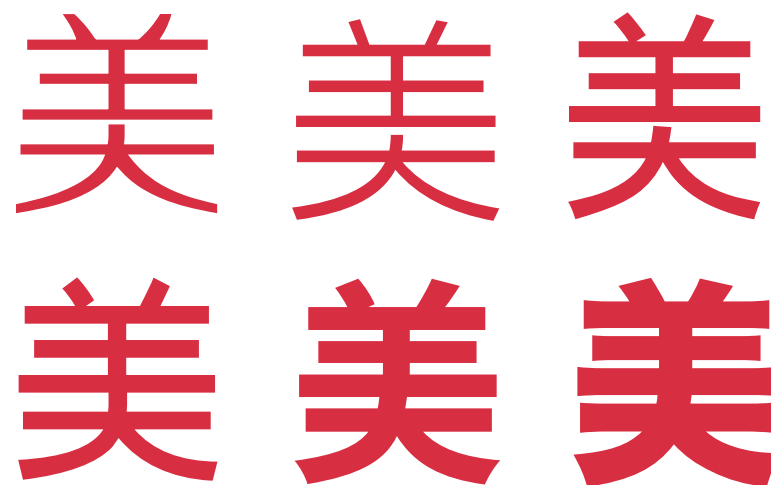


黑体 hēi tǐ



5. A SAN SERIF CLASS

Heiti fonts or “black-style” are a relatively modern invention. The exact history is heavily disputed by scholars, but we see it first emerge in the commercial press around the early 1900s with the influence of typefaces imported from Europe. The earliest typefaces developed in this class included thicker weighted strokes to mimic the stroke lines in Chinese calligraphy. Contemporary designs include thinner strokes. You can identify this class by its superfluous strokes and lack of embellishments, which help increase legibility and give the class a clean and modern look. Heiti is one of the most popular styles in the digital realm, dominating Chinese phones, computers and web layouts. It also be found in brands and designs that want to appear modern.



AMAZING SHOW

楷體
Kǎi Tǐ

美術體
Měi Shù Tǐ

宋體
Sòng Tǐ

開張大吉

美秀集團

HAPPY BAND

5.27

美秀集團
開張大吉
酬賓秀

飛天回美

天上有舞

平等院鳳凰堂の
国宝特別公開!

In commemoration of the completion of the Heisei renovations to the Phoenix Hall of Byōdōin
Celestial Dance: The Art of Hiten

平等院鳳凰堂 平成修理完成記念
2013年11月23日[土・祝]—2014年1月13日[月・祝]
サントリ美術館

楷體
Kǎi Tǐ

美秀

宋體
Sòng Tǐ

楷體
Kǎi Tǐ

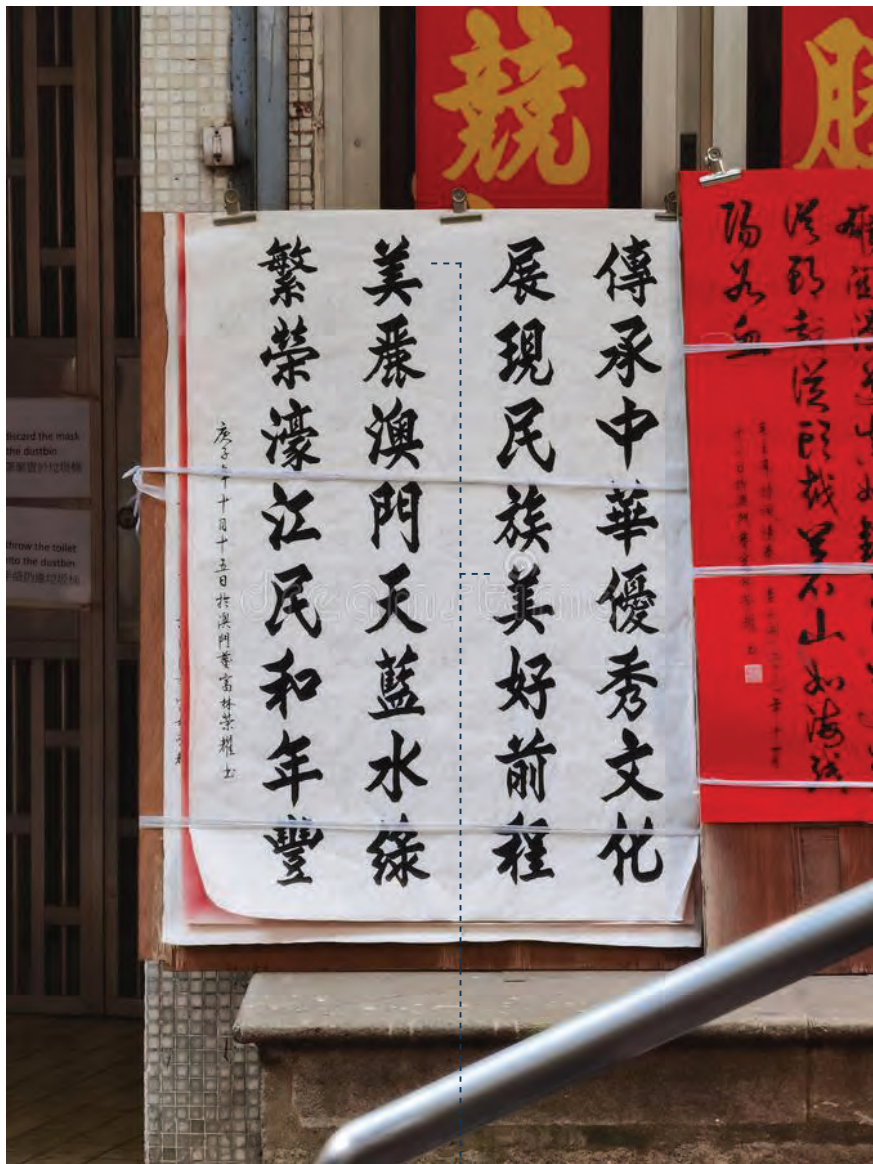
美

Seidi Studios copyright 2009 www.FloLi.com

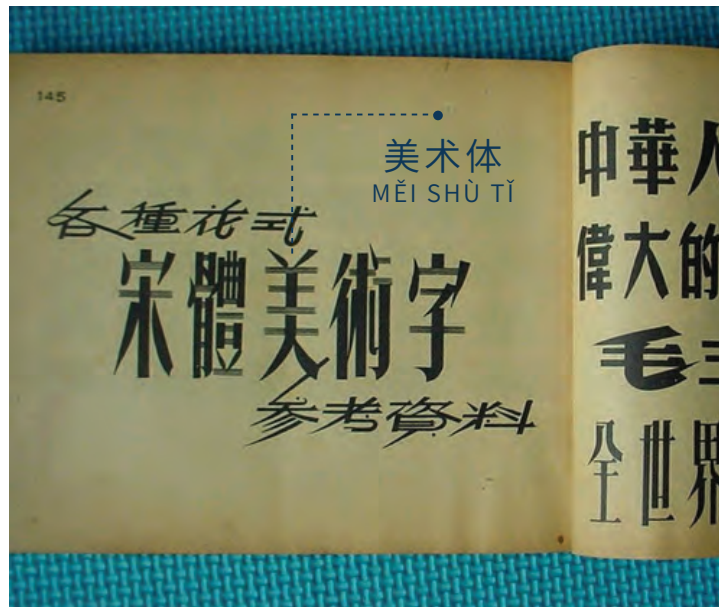
美術體
Měi Shù Tǐ

美好茶

IDENTIFYING
CHARACTERS



楷體
Kǎi Tǐ



IN THE WILD
A CHARACTER TOUR
IN FLUSHING, NY

美



WHERE MIGHT YOU OFTEN SEE 美?

In public, this character can often be found in places associated with fashion, beauty, luxury, country pride, and the U.S.

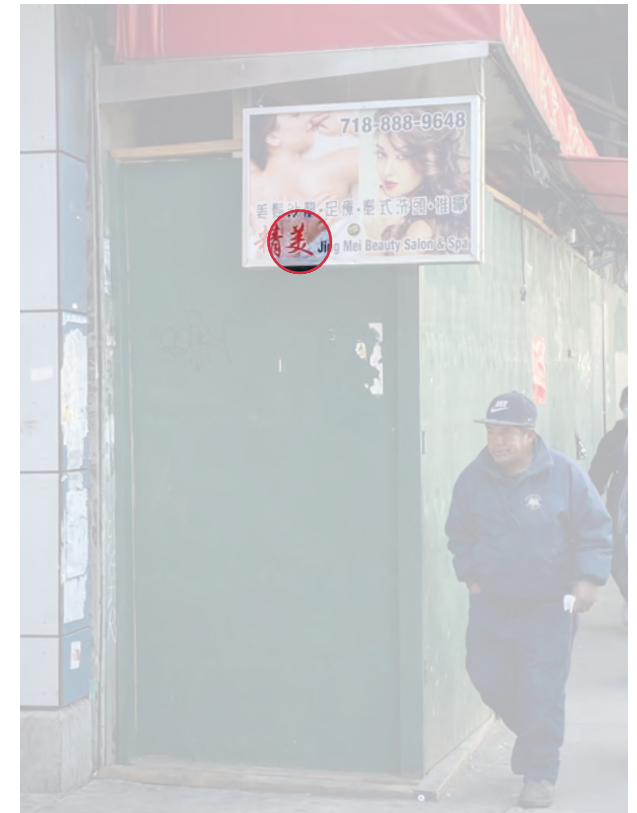
examples may include:

1. nail + hair salons, women's clothing stores, travel agencies, financial institutions, and restaurants
2. businesses, brands + products focused on appearance, luxury, and beauty
3. businesses, brands + products that target women as the main audience
4. associations with country, chinese government + country pride and the United States (since mei is in the name of the country)



JĪNG (ZHĪ) MĒI
精之美

exquisite, elegant



JĪNG (ZHĪ) MĒI
精之美

exquisite, elegant



MĚI RÓNG
美容

beauty treatment, facials



MĚI RÓNG
美容

beauty treatment, facials



MĚI FÀ
美发

beautiful hair, get a haircut



MĒI FÀ
美发

beautiful hair, get a haircut



MĚI JIǎ
美甲
manicure



MĚI SHÍ
美食
good food, delicacy



MĚI SHÍ
美食
good food, delicacy



MĚI GUÓ
美国

United States



MĚI GUÓ
美国

United States







ADDITIONAL
美



ADDITIONAL
美

美

设计师 / 卢凯迪