



***The
Third
Letter***

C

History Symbolism & Functions

The letter **C** is the third character in the English alphabet and a letter of the alphabets of many other writing systems which inherited it from the Latin alphabet. It is called “cee” pronounced as “si:” with a consonant **S** and a hard **E** sound. The modern English phonetic use of **C** has two variations. It either uses the sound of a consonant **K** or that of a consonant **S**. This is determined by the letter it precedes. If that letter is either **E**, **I** or **Y**, it produces an **S** sound and any other letter will cause the **C** to sound like a **K**. These specifications are known by some educators as “*The Rule of C*”.

The origin of this letter dated back to the Semetic people and their languages around the 30th to 25th century BCE. In particular, the languages of Phoenician, Arabic, and Hebrew are notable for deriving the glyph of a camel into their respective third letters. The general letter between these languages is known as “*Gimel*” which is directly adopted in the Hebrew language. In Phoenician, it is “*Gamel*” and in Arabic it is “*Gim*”. What starts off as a simple form reminiscent of either a tool in the Egyptian context of the name gimel or a camel hump from the camel glyph, becomes its own form between the Arabic and Hebrew cultures.



Gamel



Camel Glyph

In Arabic, the letter “*Gim*” has different forms based on its use because of the way the language is written. One can observe that the different forms are actually parts of the whole letter, and can be added upon with forms called diacritics, which are synonymous with accents in other languages. The letter on its own has its original form and three practical forms called the initial, medial, and isolated. These refer to the letter’s use at the beginning of a word, in the middle, or at the end. In the Arabic alphabet, the letters are categorized as either sun or moon characters based on the language’s grammatical rules. One can notice on the original and isolated forms that the letter coincidentally resembles that of a crescent and the shape of a *C* can be derived from that form, whether it was intentional or not.



Gim



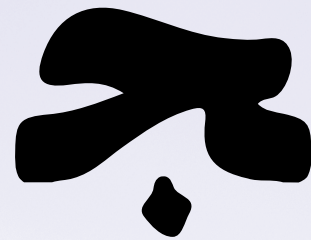
Gimel

In Hebrew, *Gimel* has only one form, but also has some deeper philosophical and religious reasons behind its design. To describe its form, one can compare it to a man in motion. The upright stroke represents the man standing and the foot coming out to the left implies the motion that is happening. In Jewish culture this letter symbolizes the charity as the name *Gimel* is derived from the word for “giving”, as the “rich man running after a poor man, the dalet, to give him charity” (Ginzburg 52). *Dalet* refers to the fourth letter in the alphabet, which basically represents lowliness and selflessness.

Charity entails both reward and punishment in the path to self betterment as people follow in their faith and also the freedom of good and evil that people have. The action of running also represents strength, will, and freedom in people’s lives; their earthly lives as the “foot” is planted on the ground. Under a spiritual context, the idea is translated as the Jewish God bestowing His people with a reward of the soul, assumed to be enlightenment and virtue.



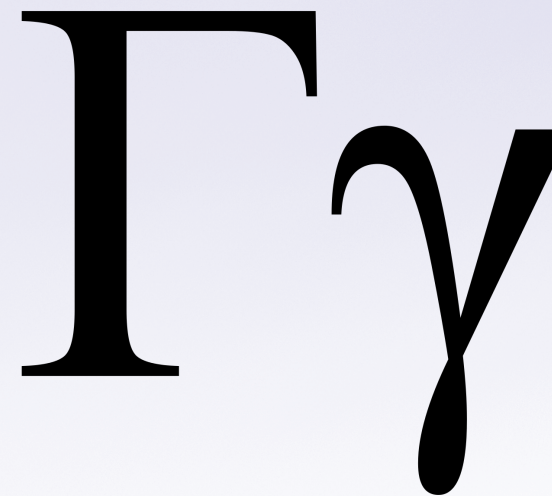
Initial



Medial



Isolated



Gamma

The next major step of *C*’s development is in the Greek alphabet with the letter known as *Gamma*; “*Γ*”, which is the uppercase letter and “*γ*” which is the lowercase form. The capital form of Gamma maintains the idea of translating the camel shape. Instead of emulating the hump, the *Γ* form vaguely resembles a camel’s neck. By now it is apparent that the letter *C* as we know it has yet to exist. This has actually been following the history of the letter *G*. Generally, the consonant *K* sound has solely been associated with whatever the “*K*” equivalent is in a respective alphabet. With the transition from the Greek to Etruscan alphabet, and then to the Latin Alphabet, the letter *C* has been implemented based on certain phonetic rules replacing uses of *K*.

The letter **C** adopts the sound of **K** and **S** because of the appropriation of words from other languages into the earlier forms of English. In addition, there are instances where some words would have different sounds when conjugated and in order to keep a relationship between these conjugations. The letter **C** was used for its similar sound when pronouncing **G** softly rather than the intended guttural **G** sound. Once this distinction was made, **G** became its own letter by adding a second stroke on the bottom barb was added as if the fuller form represents the stronger guttural sound that this letter represents. This way, **K** can stand on its own

as a letter that is pronounced one way while **C** can present the possibility of different sounds based on the language a word comes from and the potential conjugation relationship. In addition, there is a smaller rule where **C** would be used when proceeding a long **A** sound at the start of a word. While following the “*Rule of C*”, there are words that should be pronounced with an **S**, but are not because the word has already been established in another language using the letter **K**. These words are recognized as the general use of **K**; remnants of words before the letter **C** made itself distinct from the letter **G**.

“The Rule of C” in Use

If the letter that follows C is either E, I or Y, it produces an S sound. Any other letter will cause the C to sound like a K.

cent: /s/ because it is followed by **e**

city: /s/ because it is followed by **i**

cyst: /s/ because it is followed by **y**

cat: /c/ because it is *not* followed by **e, i** or **y**

cot: /c/ because it is *not* followed by **e, i** or **y**

cut: /c/ because it is *not* followed by **e, i** or **y**

back: /c/ because it is *not* followed by **e, i** or **y**

static: /c/ because it is *not* followed by **e, i** or **y**

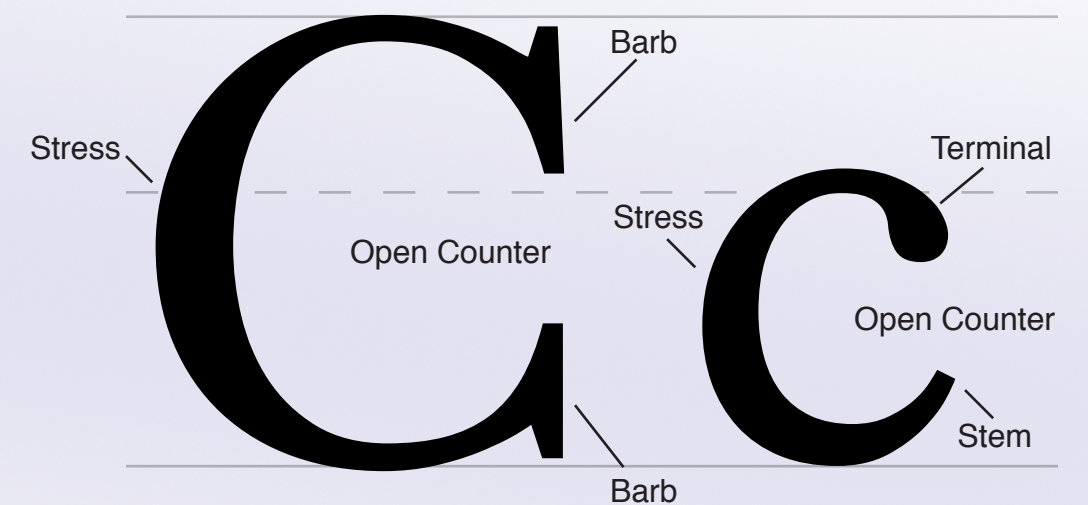
public: /c/ because it is *not* followed by **e, i** or **y**

publicity: /s/ because it is followed by **i**

cycle: /s/ because it is followed by **y** and then /c/ because it is *not* followed by **e, i** or **y**

C Type Styles & Form

The letter **C** is a simple looking shape composed of a few parts. The main body of the capital letter is a stress that thickens towards the left. The right side is open with a barb on both ends leaving a large open counter. Depending on the typeface there would be only one barb on the top. The lowercase letter replaces those barbs with a terminal at the top and a stem at the bottom, maintaining the same looking shape but smaller.

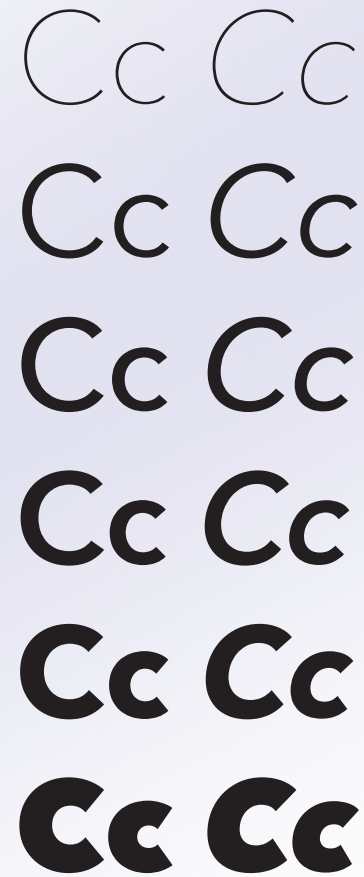


As a simple shape, the letter C tends to not interfere with other forms in a word. It is a round shape that does not take a lot of space. Composed of a single line, there is no thing that sticks out and the large amount of space that is open means it does not have the same strength that closed letters like O and a have. However as a capital letter, the open counter serves as a good visual lead that encapsulates the word. The designed barb on serifs faces accentuate that characteristic. Blackletter faces have the same characteristics except that it is further ornate and harder to read as a result. The lower case form for both styles are not as fancy for the purpose of readability in the middle of a word.

The sans serif typefaces do not have that flourish as the previous two and prioritizes a consistant look. It is clean and lends itself to an easy to read form that is capable of adapting to different weights. The personality behind the letter is subtle between faces. A lot of it is dictated by how open or closed the letter is on the right side and the particular shape of the rounded form.

Script is calligraphic, differently from Blackletter because of its smooth flowing stroke that implies a single movement as the letters connect nicely. The shape of C is already rounded so these type-faces lend themselves to adding upon the shape. The letter usually has a slant that is similar to italics so differentiating between the two can be difficult. The shape is looser too, posing potential ease of reading.

Decorative fonts appear to not change the letter form very much unless it is an image inserted into the form. The shape is so simple on top of only being one curved stroke that it does not leave much to rework. The most change that can be observed is when the type-face plays with outlines, designs within a normally non-decorative form, or when the shape is drastically changed in line with the type face as a whole.



Blackletter



Serif



Sans Serif



Script



And More to “C”

Type Taken from Frederick Lambert Letter
Forms 110 Complete Alphabets



CAPCOM®

In the landscape of video gaming, Capcom is a company that has produced many iconic characters and worlds. Being founded in May of 1979 in Osaka, they are over 40 years old and have deep roots in gaming history along the likes of Nintendo, Sega, Konami, Bandai Namco, and Square Enix. Like most of these companies, they are currently a third party company producing games for others' systems. Back in the day, they produced numerous titles for the arcade systems along as well as those produced for home and portable gaming. Notable properties include Megaman, Street Fighter, Resident Evil, Monster Hunter, Devil May Cry, Ace Attorney and Marvel vs Capcom.



Kenzo Tsujimoto
CEO

**Street Fighter V
Gameplay**

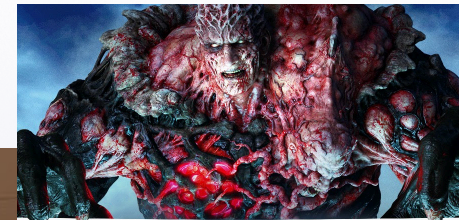


Capcom is a Japanese based company that started off being known as I.R.M. Corporation, started by Kenzo Tsujimoto. This company and a subsidiary known as Japan Capsule Computers were intended to be for manufacturing and distributing electronic entertainment including video games. However, some changes in the company led to the establishment of Capcom Co. in 1983 which was still led by Tsujimoto. One can see how the name is derived by shortening Capsule Computers. The term by the same name refers to the arcade machine which they held a strong influence in the market. They also rode off Nintendo's success with their Famicom; also known internationally as the Nintendo Entertainment System. Capcom produced and ported some of their arcade games for this home system and expanded from there with future consoles from Nintendo, Sony and Microsoft.

Today, the company has expanded and managed four major business segments. Digital Contents is their first and largest division; producing their video games on home gaming platforms, PCs and mobile devices. The second largest division goes to Arcade Operations as they maintain entertainment facilities across Japan. Then there is the Amusements and Equipments division that handles development and sales of the popular pachinko and slot machines. The fourth and last segment is dedicated to products outside of gaming such as movies, publishing, merchandise and events.



**Monster Hunter 4
Pachinko Machine**



**Resident Evil Vendetta
(Animated Movie)**



**Plaza Capcom
Arcade**



The logo Capcom embodies the phrase of Capsule Computers as a metaphor for what the arcade machine represents. As interactive media, the company wanted "people matching wits against computers" (capcom.com). The name symbolized a rivalry against personal computers which was becoming a common commodity at the time. The Capsule part of the name represents the goodwill and standards for good games that they produce, as well as the security of their games against piracy (despite the inevitability of piracy).

The logo's design remains consistent throughout its 40 years with only subtle changes in its look. What it maintains is its bold serif font called Korinna in yellow with a blue outline. The logo is usually presented on a flat black or white background or along with an image in whatever context the image is used. The font may represent a reference to the fact that television game shows of the time used this font, so using this font to also represent gaming would be reasonable. The colours of yellow and blue match that of the corporate philosophy behind capsule computers. The yellow's association with happiness and optimism encapsulated in blue's safety and quality reflects that. The empty counter in the first C also supports the idea as if the form is wrapping around like a capsule, while also standing out and the first letter leading into the rest of the name.



**Capcom's MVP Football (1993)
Company Logo**

Capcom's History of Original Home Console IP Debuts

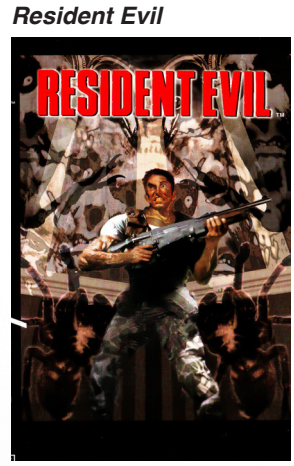
Company Rebranding

1983



Mega Man

1987



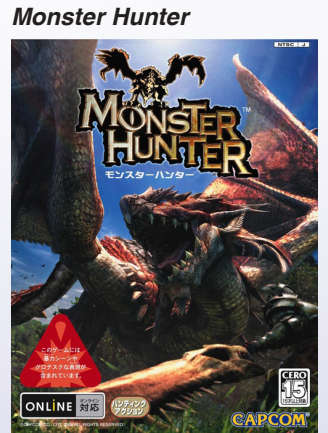
Resident Evil



Street Fighter II

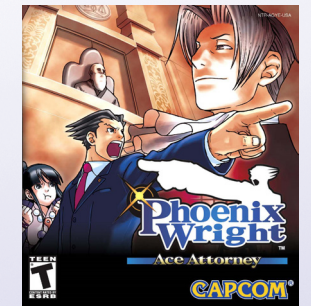
1992

1996



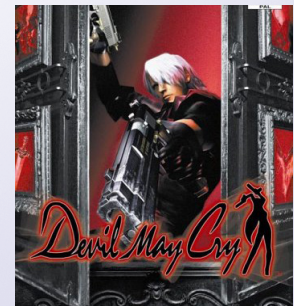
Monster Hunter

2001



Phoenix Wright Ace Attorney

2001



Devil May Cry

2000

Capcom's Career Education Support Program



Since 2005, Capcom has been an advocator of accessible education and pushing youth to find their ambitions and potential. Using the medium of video games, they provide real life context behind the lessons they teach in CAPCOM's career education support program. What started as company visits to interested elementary and middle schools grew into guest lectures for the same demographic as well as participating in relief efforts of the time. Then they branched out further; revising the program to meet new education standards, producing an alternative program based in mathematics, publishing an educational children's graphic novel based on the gaming industry (which despite being well received, had to end because of the scale of licensing work that had to be arranged), and responding to requests across the country beyond Kanto and Kansai.

As of 2020, Capcom will be making their first visit overseas with their program; named Project Light. With support from libraries across Toronto, Capcom will be providing digest courses to youth around the city for free. Libraries will advertise Capcom's courses for middle school and high school and also within their local community. These will be two month courses that will teach kids about careers and industry, and the power creativity has to better the world around us. As with the program in Japan, the courses here will ask the three questions that will push kids to reflect and understand themselves in a fun environment. Using their resources, presenters and speakers will be able to develop interactive activities productive to the creative mind; showing off the limitless potential of possibility. Classes will incorporate properties such as Phoenix Wright and Dr. Light in animated form to teach kids about jobs and occupation under



Phoenix Wright
Ace Attorney Series

Kazunori Kadoi
Resident Evil 2 Remake
Director



Hideaki Itsuno
Devil May Cry 5 Director



the context of their own games. These bright and fun characters help carry the conversation outside the industry of games and into fields of science, law, and culinary arts to name a few. All the while, representatives from the company's American division will lead the discussion and share ideas and stories about themselves and their role in the company. Videos will be shown off of employees from different parts of the world, introducing different perspectives on how the company works and at the end, a game developer from Japan will fly out to see their assigned classes and hold their own personal presentation and discussion. The overall goal for this project is to help provide easy access to education regardless of their financial situation; to encourage kids to find their path and help them along the way.



Dr. Light
Mega Man Series

This project is a very ambitious one that incorporates cooperation from employees as well as people associated with the company. The time and effort to put together the teaching resources will be expensive. To help fund this, Capcom has also reached out to livestreamers to help raise money for the project. The money made by the streamers will be split 50:50 and the money that goes to Capcom will be used for Project Light. Starting November 25th there will be a 24 hour livestream everyday for a week. It will be a marathon where people will get to see, talk, and play with gamers such as Markiplier, Jacksepticeye Maximilian Dood and Proton Jon. They will be playing Capcom's library of games and have a fun time with it hopefully. These streamers are not family friendly however and are targeted towards adolescents and adults. The marathon streams will be advertised by the streamers participating and ideally, the news will spread from there.



Markiplier



LilyPichu



ProtonJon



Akidearest



Zero



Jacksepticeye



Maximilian Dood

Watch them all on www.twitch.tv!



Colophon

Author & Editor

Tristan Sabado

Major Fonts Used

Helvetica

Kings Caslon Typo

Images Used

Gamel
Camel Glyph
Gimel
Initial
Medial
Isolated
Gimel
Gamma
Current Capcom Logo
Kenzo Tsujimoto
Street Fighter V
Plaza Capcom
Monster Hunter 4 Pachinko
Resident Evil Vendetta
Capcom's MVP Football Company Logo
Mega Man
Resident Evil
Street Fighter II
Monster Hunter

Phoenix Wright Ace Attorney
Devil May Cry
Capcom Math Workbook
Capcom's Career Education Program #1
Capcom's Career Education Program #2
Capcom Office
Capcom Official Manga
Phoenix Wright
Dr. Light
Kazunori Kadoi
Hideaki Itsuno
Markiplier
LilyPichu
ProtonJon
Akidearest
Zero
Jacksepticeye
Maximillian Dood
Current Twitch Logo

Bibliography

"A Brief History of: Capcom." Funstock, 11 Jan. 2019, <https://www.funstockretro.co.uk/news/a-brief-history-of-capcom/>.

"CAPCOM Investor Relations." CAPCOM IR, <http://www.capcom.co.jp/ir/english/>.

Everson, Rod. "Phonics Rules - The Sounds of the Letter c (Free Worksheet) - OnTrack Reading." OnTrackReading.com, <https://www.ontrackreading.com/phonics-program/the-sounds-of-the-letter-c>.

Einarson, Benedict. "Notes on the Development of the Greek Alphabet." Vol. 62, no. 1, 1967, pp. 1–24., www.jstor.org.ezproxy.library.yorku.ca/stable/267842. Accessed 10 Nov. 2019.

Ginzburg Yitshak, et al. The Alef-Beit: Jewish Thought Revealed through the Hebrew Letters. Rowman & Littlefield, 2004.

Lambert, Frederick, and Theodore Menten. Letter Forms: 110 Complete Alphabets. Dover, 1990.

"Learn the Arabic Letter Jeem with Word Samples." Arabic Quick - Learn Arabic

Alphabet, <http://arabicquick.com/learn-the-arabic-letter-jeem/>.

"Menu." Happytypings, <http://www.happytypings.com/alphabet/>.

Peters, John P. "Notes on Recent Theories of the Origin of the Alphabet." Vol. 22, 1901, pp. 177–198., doi:10.2307/592428. Accessed 10 Nov. 2019.

The Editors of Encyclopaedia Britannica. "C." Encyclopædia Britannica, Encyclopædia Britannica, Inc., 24 Oct. 2018, <https://www.britannica.com/topic/C-letter>.

"The Letter Gimel (ג)." Hebrew Today, <https://hebrewtoday.com/alphabet/the-letter-gimmel-ג/>.

Withington, et al. The Evolving Ultrasaurus, 3 Aug. 2003, <https://www.ultrasaurus.com/2003/08/the-history-of-the-letter-c/>.

Colour Swatches



