



Typography Sketchbooks

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Typography Sketchbooks From Princeton Architectural Press

- * Typography the design of letters is at the heart of visual communication and graphic design. No design is successful without successful typography.
- * An artful craft since the days of moveable type, today's digital designers have an unimaginable array of possibilities when it comes to choosing typefaces. Whether on paper, screen or in e-ink, legibility and expression are paramount.
- * Where do the best contemporary fonts come from, and who designed them? Fortunately for us, typography for most designers is an obsession, one of the purest forms of design, one that can always be improved and refined.
- * Selected by the world's most knowledgeable and well-connected graphic-design commentator, Steven Heller, this survey gets into the minds of designers who create typefaces, word-images and logos through their private sketchbooks.
- * This collection of typographic explorations, arranged by designer intimately reveals how over 90 of world's leading designers and typographers continually strive to find new and exciting ways of communicating through letters and words. Established designer and up-and-coming talents include Ivan Chermayeff, Carlos Segura, Milton Glaser, Maira Kalman, Bob Aulfudish, Matthew Carter (US), Javier Mariscal and Patrick Thomas (Spain), Erik Spiekermann, Viktor Nübel (Germany), Peter Bilak and Enkeling (the Netherlands), Jean Baptiste Levée (France).
- * The result of these wide-ranging typographic musings provide fascinating insights into the expressive quality of letters and words. Aimed at all those who use type, whether by hand or on screen, this pleasing compendium stresses the importance of good typography at a time when reading habits are changing and celebrates a craft that has endured for centuries.

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Editorial Review

Review

"A fine new addition to both the 10 finest books on typography and our favorite peeks inside the notebooks of great creators: Typography Sketchbooks is like a visual window into the minds of the world's most exciting type designers and, in turn, into the intricate art-science of typography itself a medium both creative and practical that has to walk the tightrope between centuries-old tradition and bleeding-edge innovation with equal parts grace and agility in an era of changing reading habits and design expectations." --Brain Pickings

"Typography Sketchbooks is like a visual window into the minds of the world's most exciting type designers and, in turn, into the intricate art-science of typography itself." -- TheAtlantic.com

"Typography Sketchbooks (Princeton Architectural Press 2011), covers just about every nuance of visual communication from just about every possible approach to type design, from the highly controlled sketches of Matthew Carter (Cambridge, MA) to the free-wheeling headline sketches of Andy Smith (London, UK) to the sublimely beautiful photographic alphabets of Bob Aufuldish (San Anselmo, UK). It's a must for musing and inspiration for visual narrators. And it includes URLs for the contributors." --- DART: Design Arts Daily

"Know someone who loves design? A devotee of letter forms or ABCs? Then this celebration of type should be on your list. This book peeps into the private sketchbooks of talented typographers like Emek Golan, Andy Smith, Tom Schamp, Daniel Pelavin, Bernard Maisner, Katie Lombardo, Jonny Hannah, and so many more. This book is bursting with amazing, colorful, often whimsical, imagery." --Fine Books & Collections

"Heller and Talarico have struck gold again with sketches revolving around type, type treatments, and letter forms... Any reader who doodles will feel an itch in their fingers looking at these pages." -- Communication Arts

About the Author

Steven Heller is the art director of the NY Times Book Review and co-chair of the MFA Design program at the School of Visual Arts. He is the editor of the AIGA online journal, VOICE. He is a contributing editor to PRINT, EYE, Baseline, and ID. He writes frequently for Metropolis and other design magazines. He is author, co-author, and editor of over 90 books on design and popular culture.

Users Review

From reader reviews:

Brian Wilson:

This book untitled Typography Sketchbooks to be one of several books which best seller in this year, that is because when you read this book you can get a lot of benefit in it. You will easily to buy this kind of book in the book retail store or you can order it by means of online. The publisher of this book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Touch screen phone. So there is no reason to your account to past this publication from your list.

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