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An entertaining, informative and educational tour through the most basic unit of communication--type. Explains in every-day laymen's terms what type is, how to select it, and how to use it to improve the reader's communication. Includes over 200 illustrations and photographs.

Designed in 1957, the Helvetica font is an icon of Swiss graphic design, which was a model of sober, functional communication throughout the world in the 1950s & 60s. This text retraces Helvetica's

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50-year history, compares it to the well-known sans serif fonts of the 20th century, & examines the phenomenon of its unparalleled spread.

Proves why FontFont has made an indelible impression on type and typography trends.

Letters & Lettering

The Practical Surveyor

The History, Anatomy, and Aesthetics of the Roman Letter Forms

was das Buch ist

Structuring Design

Victorian Display Alphabets

Overzicht van vooral de 20e-eeuwse Nederlandse

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typografie.

Dieses Lern- und Arbeitsbuch eröffnet spielerisch den Zugang zur Typografie und Gestaltung von Printprodukten bzw. hilft, bestehende Kenntnisse zu vertiefen. Erweitert wird der Blick nun auch auf die Besonderheiten der Web-Typografie. Die theoretische Erarbeitung eines Themenkomplexes wird durch entsprechende Aufgaben und Übungen für die praktische Arbeit ergänzt. Das Buch ist für den Unterricht oder Arbeitsgruppen sowie - durch die ausführliche Darstellung von Lösungen - das Selbststudium geeignet. Das für die Übungen benötigte

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Material steht als Download zur Verfügung.

Das internationale Schriftschaffen nach 1950 wurde massgeblich geprägt vom Schweizer Adrian Frutiger. Sein Schriftprogramm Univers und die zum ISO-Standard erklärte maschinenlesbare Schrift OCR-B sind Meilensteine wie auch die zur Frutiger weiterentwickelte Schrift der Pariser Flughäfen – ein Qualitätsstandard für Signalisationsschriften. Mit den Corporate Types prägte er Firmenauftritte wie jenen der japanischen Kosmetiklinie Shiseido. Insgesamt entstanden rund 50 Schriften, darunter Ondine, Méridien, Avenir, Vectora. Auf Gesprächen mit Frutiger basierend sowie auf

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umfangreichen Recherchen in Frankreich, England, Deutschland und der Schweiz zeichnet die Publikation den gestalterischen Werdegang des Schriftkünstlers exakt nach. Erstmals werden alle Schriften – vom Entwurf bis zur Vermarktung – abgebildet sowie mit Bezug zu Technik und zu artverwandten Schriften analysiert. Bisher unveröffentlichte, nicht realisierte Schriften sowie über 100 Logos vervollständigen das Bild.

Graphic Grids in Theory and Practice

Seitenweise

Made with FontFont

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RSI: Revue suisse de l'imprimerie

Helvetica Forever

The Big Book of Font Combinations

Dutch Type

Artists, crafters, and designers will rejoice in 100 unusual and authentic Victorian type fonts. Plain and decorative alphabets include Calliope, Buffalo Bill, Shaded Barnum, Fargo, Jackpot, and Burlesque. Styles range from bold Bohemia and Broadside to delicate Aeolian Open and Arboret. Many

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include lowercase letters and numbers, plus Victorian printer's ornaments. Karl Gerstner (TM)'s work is a milestone in the history of design. One of his most important works is *Designing Programmes*, which is presented here in a new edition of the original 1964 publication. In four essays, the author provides a basic introduction to his design methodology. Instead of set recipes, the method suggests a model for design in the

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early days of the computer era. The intellectual models it proposes, however, continue to be useful today. What it does not purvey is cut-and-dried, true-or-false solutions or absolutes of any kind - instead, it develops fundamental principles in an innovative and future-oriented way. The book is especially topical and exciting in the context of current developments in computational design, which seem to hold out the possibility of programmed

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design. With many examples from the worlds of graphic and product design, music, architecture, and art, it inspires the reader to seize on the material, develop it further, and integrate it into his or her own work. A contemporary reference book on the principles and laws of visual communication as an introduction to practical design.

Basics Design 01: Format

The Solotype Catalog of 4,147 Display

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Typefaces

The New Typography

Adrian Frutiger – Schriften

A Manifesto

Informationsvisualisierung

Instead of Solutions for Problems

Programmes for Solutions

Informationsdesign ordnet Daten und wandelt diese in nutzbare Informationen für spezifische

Adressaten um. Anhand relevanter Beispiele zeigt der Autor, dass Informationsdesign bei Websites und auch bei zahlreichen anderen Medien (TV,

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Radio, Print, Architektur) in unterschiedlicher Form Anwendung findet: als Sounddesign, Infografik, Diagrammierung, Visualisierung, Gebrauchsanleitung, Wege- und Leitsystem, Signaletik. Der Band liefert Gestaltungs-, Konzeptions- und Umsetzungsstrategien für Kommunikations- und Informationssysteme.

A collection featuring one of the most innovative and controversial of contemporary graphic designers, Carson's career is documented with emphasis on his desire to forge a new aesthetic. This work has been selected by scholars as being culturally important and is part of the knowledge

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base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We

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appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Carol Twombly

Adrian Frutiger – Caract è res

Der Typograph Hermann Zapf

Web - Print - Signaletik. Erfolgreiches

Informationsdesign: Leitsysteme,

Wissensvermittlung und Informationsarchitektur

An Abridged Specimen of Printing Types Made at

Bruce's New-York Type-foundry

The Art of Lettering

A Journal of Typography

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Basics Design 01: Format is an indispensable guide to exploring how a design's printed or digital information is received.

In 1991 publishers Uitgeverij De Buitenkant and Spectatorpers published a small book entitled "Romanée en Trinité. Historisch origineel en systematisch slordig". The author set the Dutch text by hand, using Jan van Krimpen's Romanée, and printed 500 copies on a Victoria platen press.

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Drukkerij Jan de Jong (Uitgeverij De Buitenkant's in-house press) printed the type specimen section in offset. 0By 1991 the Autologic phototypesetter had already been phased out, Enschedé having switched to digital typesetting. Fortunately the authos was able to use the phototypeset positives for the 1982 type specimen. Enschedé had given Peter Matthias Noordzij the job of digitizing Trinité and in the second half of Romanée en Trinité the author was able

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to give a foretaste of the results. This book contains the full text of Romanée en Trinité, but it was technically impossible to include the hand-set specimen.

Hermann Zapf (1918–2015) gilt als einer der bedeutendsten Schriftgestalter, Kalligraphen und Typographen des 20. Jahrhunderts. Sein Werk überspannt mehr als sieben Jahrzehnte, in denen er Schriftklassiker wie Palatino, Optima und Zapfino vorgelegt hat. Daneben war

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Zapf als Buchgestalter, Berater, Dozent, Unternehmer, Künstler und Aktivist in Urheberrechtsfragen tätig. Die vorliegende Studie nähert sich diesem Werk auf Basis des umfassenden, an der der Herzog August Bibliothek verwahrten Eigenarchivs des Gestalters. Untersuchungsleitend ist ein feldtheoretisches Konzept von Gestaltung, das Fragen zu Entwurfstechniken und dem Einfluss von Satztechnologien aufwirft, aber auch

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nach der Entstehung von Zapfs Ansehen und dem Aufbau seines Beziehungsnetzwerks. Durch die Verortung Zapfs im Kontext seiner Zeitgenossen wird mit dieser Werkbiografie ein Schlaglicht auf die Typographie der 2. Hälfte des 20. Jahrhunderts geworfen.

*The World's Best Typography
The Graphic Design of David Carson
Hundreds of Typeface Pairing Ideas for
Graphic Design & Typography Enthusiasts*

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Stop Stealing Sheep & Find Out how Type Works

Or, the Art of Land-measuring Made Easy

...

*Type, Sign, Symbol
Eine Werkbiographie*

A new expression of Carson's famously original way of seeing, 'fotografiks' are curiously fleeting images that seem to have been lifted out of their mundane context and abstracted to another realm. Anecdotal captions provide philosophic comments on the nature of the photographs, aspects of the page design and observations on the process of assembling parts to form a whole. Possibly the most influential graphic designer working today,

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David Carson has been profiled by several of the world's leading publications including Newsweek and The New York Times, and has won an award from the International Center for Photography in New York for "the best use of design with photography." He creates cutting edge advertising for a number of high profile clients including Nike, Microsoft, MTV, Jaguar, Ray-Ban and Sony. David Carson: Fotografiks will appeal to anyone interested in experiencing a fresh method of visual communication.

*The first class of international communication design
DIVDazzling cornucopia of typographical ideas and eye-catching letters, words, phrases, slogans, logos, humorous comments, headlines and graphic symbols. Typefaces range from Condensed, Victorian and Art Nouveau to Art Deco, Rustic and Calligraphic.
Index of fonts. /div*

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Second Edition

Type & Typographers

Her Brief But Brilliant Career in Type Design

Ein Lern- und Arbeitsbuch

Das Gesamtwerk

The 42. Annual of the Type Directors Club 2021

Trinité & Lexicon

The BBOFC is an expansive collection of carefully crafted typeface pair samples. The font pairings in BBOFC will inspire you and give you back time you need for your design projects. Use the combination examples straight out of the BBOFC in your next project, with other typeface

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software, or use them as a springboard for your own creativity. However you use the BBOFC, it's bound to inspire and is a trustworthy companion to consult for all kinds of design projects and general study of typography.

"Probably the most important work on typography and graphic design in the twentieth century."--Carl Zahn, The Museum of Fine Arts, Boston

"In the mid-1980s - with the widespread adoption of the personal computer and small laser printers, with the introduction of cheap software packages for making pages and typefaces - a

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revolution in typography was set in train. Among several unforeseen consequences was an overthrow of the old way of making typefaces: the initiative passed from the old industrially-based companies to small, often one- or two-person outfits. Now we are far enough into this new era to begin to make an assessment." "The first part of this book is a personal statement. Fred Smeijers considers the gains and also the illusions and pitfalls of technical advance. Bringing a deep historical awareness to bear on the topic, he puts this brief recent phase into perspective. Along the way are sharp remarks on

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the place of the designer in the social world, on the question of copying and copyright. This realistic view brings high-flown pretensions down to earth, yet puts forward a more solid and enduring vision. Smeijers ends this modest manifesto with a new code of conduct for designers." "The second part of the book presents Smeijers's own work as a type designer and graphic designer, over twenty years. It shows all his types and fonts, including several that have until now been hidden from public view, and includes the designer's own narrative of his work so far." "The book has been made in

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connection with the award to Fred Smeijers of the Gorrit Noordzij Prize, in recognition of his contribution as a designer, teacher, and writer."

--Book Jacket.

Einfache Designregeln für Grafik, Foto, Web

30 Essential Typefaces for a Lifetime

An Essay on Typography

Logo, Font & Lettering Bible

Gute Gestaltung / Good Design 11

L'œuvre complète

Story of a Typeface

This book provides the cultural and technological context

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of type design. It describes the origins and the development of 26 of the leading typefaces in typography, providing biographies of their designers, their histories, development sketches and applications. By describing the history, the background and the current state of affairs, the book also gives guidelines for the future of the printing industry, for designers and for everyone concerned with letters.

The international creation of typefaces after 1950 was decisively influenced by the Swiss type designer Adrian Frutiger. His Univers typeface and the machine-readable font OCR-B, which was adopted as an ISO standard, are

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milestones, as is his type for the Paris airports, which set new standards for signage types and evolved into the Frutiger typeface. With his corporate types, he helped to define the public profiles of companies such as the Japanese Shiseido line of cosmetics. In all he created some fifty types, including Ondine, Méridien, Avenir, and Vectora. Based on conversations with Frutiger himself and on extensive research in France, England, Germany, and Switzerland, this publication provides a highly detailed and accurate account of the type designer's artistic development. For the first time, all of his types – from the design phase to the marketing stage – are illustrated and

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analyzed with reference to the technology and related types. Hitherto unpublished types that were never realized and more than one hundred logos complete the picture. In this provocative thriller, forensic expert Kay Scarpetta is surrounded by familiar faces, yet traveling down the unfamiliar road of fame.... It is the week before Christmas. A tanking economy has prompted Dr. Kay Scarpetta—despite her busy schedule and her continuing work as the senior forensic analyst for CNN—to offer her services pro bono to New York City’s Office of the Chief Medical Examiner. In no time at all, her increased visibility seems to precipitate a string of unexpected and

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unsettling events, culminating in an ominous package—possibly a bomb—showing up at the front desk of the apartment building where she and her husband, Benton, live. Soon the apparent threat on Scarpetta's life finds her embroiled in a surreal plot that includes a famous actor accused of an unthinkable sex crime and the disappearance of a beautiful millionaire with whom her niece, Lucy, seems to have shared a secret past. Scarpetta's CNN producer wants her to launch a TV show called The Scarpetta Factor. Given the bizarre events already in play, she fears that her growing fame will generate the illusion that she has a “special factor,” a mythical ability to solve

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all her cases. She wonders if she will end up like other TV personalities: her own stereotype.

Fotografiks

Scarpetta (Book 17)

A Handbook for Modern Designers

Type Now

Critical and Historical Essays (Complete)

T & T

The Typefaces Designed

Im Zentrum dieses Sammelbandes stehen die Beschaffenheit und Charakteristik des Gegenstands 'Buch', damit auch Bildung und

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Kunst, Wissenschaft, Märkte und Politik. Doch ob sie von Gewinn oder Verlust, Sammelleidenschaft oder Vergnügen, Handhabung oder Büchertod handeln den 33 lesenswerten Essays der 34 AutorInnen geht es zentral um die eine Frage, was das denn nun sei, dieses 'Buch'.

Gute Gestaltung 11 präsentiert preisgekröntes Design aller Gestaltungsdisziplinen. Ob Architektur, Produkt- oder Messedesign, Corporate Communication, Digital Design oder Werbung - die vom Deutschen Designer Club (DDC) ausgezeichneten Arbeiten des jährlichen Wettbewerbs „Gute Gestaltung“ zeigen den

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hohen Anspruch, mit dem alltäglich genutzte Dinge gestaltet sind. Interessant ist der Querschnitt: Frei von disziplinären Schubladen eröffnet sich dem Leser die Vielfalt der gestalterischen Möglichkeiten.

The origin of the ubiquitous typeface Celebrated printer and type designer Giambattista Bodoni set the standard for printing the alphabet with his Manuale Tipografico (1818). The two-volume set—published posthumously in a limited edition of 250—features 142 sets of roman and italic typefaces, a wide selection of borders, ornaments, symbols, and flowers, as well as

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Greek, Hebrew, Russian, Arabic, Phoenician, Armenian, Coptic, and Tibetan alphabets. Official printer for the Duke of Parma, Bodoni (1740-1813) declared that well-designed type derived its beauty from four principles: uniformity of design, sharpness and neatness, good taste, and charm. His typefaces display an unprecedented degree of technical refinement, and epitomize purity and grace. The culmination of more than four decades of work, the Manuale Tipografico represents one of history's greatest typographical achievements. The Bodoni typeface is still widely used even today, both in

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digital media and in print, and TASCHEN's meticulous reprint of Bodoni's masterwork gives readers a rare opportunity to explore the origins of the Bodoni typeface and learn about its creator.

Gute Gestaltung

An Equilibrium Between Photography and Design Through Graphic Expression that Evolves from Content

Handbuch Der Typografie

The End of Print

The Fleuron

Workshop Typografie & Printdesign

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Designing Programmes

Why be a designer who must rely upon preexisting typefaces and clip art when you can become the kind of designer who creates logos, fonts and lettering of your own? Leslie Cabarga, author of the bestselling Designer's Guide to Color Combinations, has created a textbook of type for the experienced graphics professional as well as the beginning student of design.

Type for Independent Minds

The Scarpetta Factor

A Treatise with 200 Examples

IF Yearbook Communication 2007