
The New Typography A Handbook For Modern Designers By Jan Tschichold Richard Hendel Ruari Mclean

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modern typography

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perceived decadence of typography and design of the late 19th
century it is mostly associated with the works of jan

tschichold and bauhaus typographers herbert bayer lászló moholy nagy el lissitzky and others'

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May 24th, 2020 - since its initial publication in berlin in 1928 jan tschichold s the new typography has been recognized as the definitive treatise on book and graphic design in the machine age first published in english in 1995 with an excellent introduction by robin kinross this new edition includes a foreword by rich hendel who considers current thinking about tschichold s life and work'

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treatise on typographic design it the new typography offers

not only an overview of the principles of mercial and book

design but also a historical and far from ideologically

neutral discussion of old 1450 1914 and new since 1914

typography the book s exceptional fame is due to its own

typographic achievement as well as to its'

'modern typography

May 21st, 2020 - most of the text of modern typography was

written in 1985 6 but it was published ? rst only towards the

end of 1992 for this second edition i have revised and updated

the text where necessary to take account of new research

putting the work into a smaller format has also prompted a

thorough revision of the picture section chap ter 14'

'the new typography a handbook for modern designers work

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handbook for modern designers is discussed jan tschichold book

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modern designers which expounded the principles and functional uses of modernist typography to printers type positors and designers in germany where black letter or gothic script called fraktur in german'

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'the new typography classic manifesto of modernist design

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understand its history and jan t s chichold and the new typography will certainly expand your knowledge of a pivotal period in this 272 page paperback author paul stirton an associate professor of modern european design history offers a fascinating account of the life and work of legendary designer jan tschichold and the role he played in the'

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May 25th, 2020 - this beautifully designed flexibound volume reflects the elegance of the art deco period and will prove a useful and entertaining resource for modern typographers and graphic artists in addition to demonstrating the appeal and effectiveness of great lettering it abounds in material that designers can adapt borders ribbons dingbats rules and

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