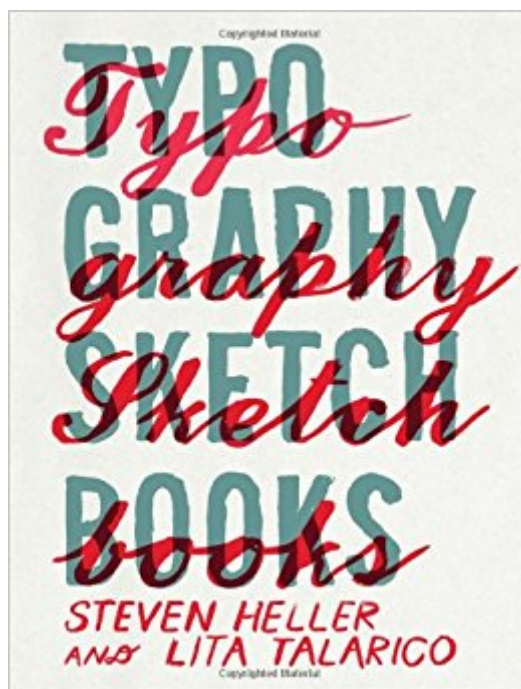


The book was found

Typography Sketchbooks



Synopsis

* 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 Auludish, Matthew Carter (US), Javier Mariscal and Patrick Thomas (Spain), Erik Spiekermann, Viktor NÃfÂ bel (Germany), Peter Bilak and Enkeling (the Netherlands), Jean Baptiste LevÃfÂ©e (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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Customer Reviews

"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 --This text refers to an out of print or unavailable edition of this title.

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.

One of my favorite books! It is a look into a vast amount of artists sketchbooks, which is a very crucial part of learning to imagine type. Everything you could possibly want to be inspired from is inside this book. From broad to tiny text, it is a compendium of ideas and methods of creating text. I would highly recommend this book for the budding artist.

Too little content. First off, fantastic concept. I love content, and my issue with this book is that it only features a small portion of every artists' sketchbook (1 to 2 pages max). But it does include little snippets and interviews with every artist featured. My best way of describing this though, is this is like a really good magazine.

This book is filled with beautiful examples of sketches, process images, and some finished images of every kind of typographic design. Modern, contemporary, expressive, experimental, classical, loose, grid based, geometric and everything in between. Its a treat for the eyes and can serve as some good inspiration and reference for the many styles of typography.

This book is thick and a bit heavy. Those are the first things I have noticed. However, the contents are really good. It gives you 300+ pages of beautiful sketches for inspirations. It is a good reference to know various types of typography styles.

As a lover of type and a fan of Louise Fili or Milton Glaser I fell in love with this book. As a young artist in the making I was able to learn so much more about other famous/well known artists/typographers just by buying and sitting down to read this book. Alone it is inspiring by just flipping through it's pages.. it's a keeper

I am a huge fan of sketchbooks and I appreciate typography. These two elements intertwined in this book provided amazing inspiration for the viewer! This book is in my top 5 books of all time! This is definitely a "Must Have" Enjoy your copy today!

I love seeing the sketchbooks of other artists. It inspires me as I tackle my own art. This is the first book I bought of artist sketchbooks. Now I have about three of them of various art mediums. This is a good investment, a good buy, if you are an artist and just looking for inspiration and support.

Really y fun book to look at

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