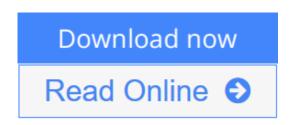


# Texts on Type: Critical Writings on Typography

From Allworth Press



Texts on Type: Critical Writings on Typography From Allworth Press

Students and teachers of graphic design will enrich their understanding of 20th century type design and typography with this unique anthology. Contained in this volume are more than 50 important, known and rare texts by critics, historians, and type designers about the history, aesthetics, and practice of type design and typography. An invaluable addition to any school course on type theory and practice, the book contains heretofore unprinted essays by major type masters, including W.A. Dwiggins, Hermann Zapf, and Paul Rand, as well as critical analyses of vintage and contemporary type and type design. A supplement to the successful *Looking Closer* series, the book specifically pinpoints those texts that will increase the common knowledge of typographic history and criticism.

**<u>Download</u>** Texts on Type: Critical Writings on Typography ...pdf

**<u>Read Online Texts on Type: Critical Writings on Typography ...pdf</u>** 

# Texts on Type: Critical Writings on Typography

From Allworth Press

#### Texts on Type: Critical Writings on Typography From Allworth Press

Students and teachers of graphic design will enrich their understanding of 20th century type design and typography with this unique anthology. Contained in this volume are more than 50 important, known and rare texts by critics, historians, and type designers about the history, aesthetics, and practice of type design and typography. An invaluable addition to any school course on type theory and practice, the book contains heretofore unprinted essays by major type masters, including W.A. Dwiggins, Hermann Zapf, and Paul Rand, as well as critical analyses of vintage and contemporary type and type design. A supplement to the successful *Looking Closer* series, the book specifically pinpoints those texts that will increase the common knowledge of typographic history and criticism.

#### Texts on Type: Critical Writings on Typography From Allworth Press Bibliography

- Sales Rank: #1219147 in Books
- Published on: 2001-02-01
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 6.80" w x 6.75" l, 1.08 pounds
- Binding: Paperback
- 288 pages

**Download** Texts on Type: Critical Writings on Typography ...pdf

**Read Online** Texts on Type: Critical Writings on Typography ...pdf

# Download and Read Free Online Texts on Type: Critical Writings on Typography From Allworth Press

#### **Editorial Review**

#### From the Publisher

No designer can ignore the principles of typography, and yet there is hardly any class that provides students with a solid groundwork for it. "Texts on Type" is a powerful springboard for everybody seriously involved in typography, whether from the motion picture, book publishing or fine arts arenas. From typographic conventions and aesthetic standards to the imperatives of legibility and readability, this ingenious reader provides students and professionals alike with the historical and technical framework for great typography.

#### About the Author

Steven Helleris co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books includeTypographic Universe, New Modernist Type, and Scripts.

#### **Users Review**

#### From reader reviews:

#### Lanita Hill:

Book is to be different for every single grade. Book for children until finally adult are different content. As it is known to us that book is very important normally. The book Texts on Type: Critical Writings on Typography seemed to be making you to know about other understanding and of course you can take more information. It is very advantages for you. The guide Texts on Type: Critical Writings on Typography is not only giving you far more new information but also to be your friend when you feel bored. You can spend your spend time to read your guide. Try to make relationship together with the book Texts on Type: Critical Writings on Typography. You never really feel lose out for everything should you read some books.

#### **Molly Edwards:**

People live in this new moment of lifestyle always make an effort to and must have the extra time or they will get lots of stress from both lifestyle and work. So, once we ask do people have extra time, we will say absolutely sure. People is human not a robot. Then we ask again, what kind of activity do you have when the spare time coming to you of course your answer can unlimited right. Then ever try this one, reading books. It can be your alternative in spending your spare time, often the book you have read is Texts on Type: Critical Writings on Typography.

#### **Thomas Lemos:**

In this age globalization it is important to someone to obtain information. The information will make you to definitely understand the condition of the world. The fitness of the world makes the information much easier to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher that will print many kinds of book. Often the book that recommended to your account is Texts on Type: Critical Writings on Typography this book consist a lot of

the information in the condition of this world now. This specific book was represented so why is the world has grown up. The words styles that writer make usage of to explain it is easy to understand. The particular writer made some investigation when he makes this book. This is why this book suitable all of you.

#### **Thomas Major:**

A lot of book has printed but it takes a different approach. You can get it by internet on social media. You can choose the best book for you, science, witty, novel, or whatever simply by searching from it. It is named of book Texts on Type: Critical Writings on Typography. You can add your knowledge by it. Without departing the printed book, it might add your knowledge and make anyone happier to read. It is most critical that, you must aware about e-book. It can bring you from one spot to other place.

### Download and Read Online Texts on Type: Critical Writings on Typography From Allworth Press #G5OWJZET28S

## **Read Texts on Type: Critical Writings on Typography From Allworth Press for online ebook**

Texts on Type: Critical Writings on Typography From Allworth Press Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Texts on Type: Critical Writings on Typography From Allworth Press books to read online.

#### Online Texts on Type: Critical Writings on Typography From Allworth Press ebook PDF download

Texts on Type: Critical Writings on Typography From Allworth Press Doc

Texts on Type: Critical Writings on Typography From Allworth Press Mobipocket

Texts on Type: Critical Writings on Typography From Allworth Press EPub

G5OWJZET28S: Texts on Type: Critical Writings on Typography From Allworth Press