New Typographic Design

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As printing and design technologies have evolved over the past decade, so too have designers' approaches to type design and typography. Today's innovative designers have overturned established rules about type, turning letters into images and using typefaces in increasingly experimental ways. *New Typographic Design* covers a wide variety of applications from design for print--ranging from books, magazines, and brochures-- to signage systems and screen-based typography, presenting the most current trends and directions of modern typography.

The book's introduction discusses changing attitudes to innovation in typography through the 19th and 20th centuries, including the changing role of the designer, the question of legibility versus form, how type has become image, and the differing requirements for screen-based and print-based type. Four accompanying sections illustrate the key areas of typography today: type as form (how can existing type be handled in order to create an original design?), type as image (designs inspired by vernacular typography and noted for their hand-drawn aesthetic), type as experiment (the work of designers who push the boundaries of typographic recognition and legibility), and type in motion (how type can function in a three-dimensional or screen-based environment).

Authored by esteemed designer Roger Fawcett-Tang, this lavishly illustrated volume will provide a rich source of inspiration for both practicing designers and students.

Featured designers include:

Philippe Apeloig (France)

Ruedi Baur (France, Switzerland)

Oded Ezer (Israel)

Grandpeople (Norway)

Non-Format (England)

Sagmeister (U.S.A.)

Helmut Schmid (Germany)

Stiletto Design (U.S.A.)

Struktur Design (England)

3 Deep Design (Australia)

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