



## Texts on Type: Critical Writings on Typography

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**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.



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### 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 Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and *Scripts*.

### Users Review

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