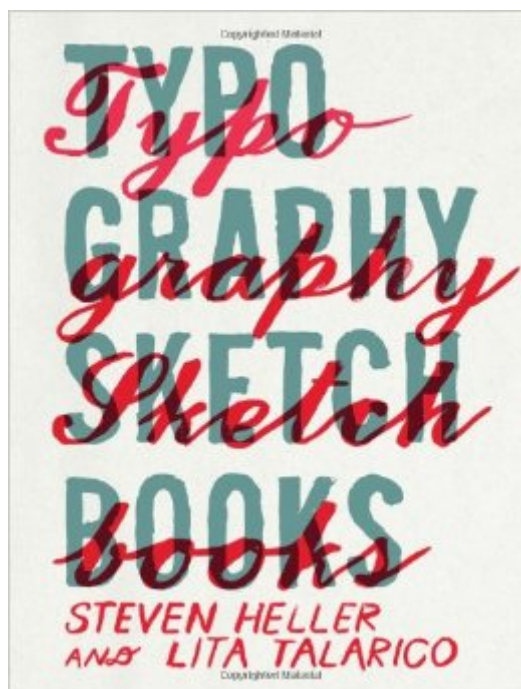# Typography Sketchbooks

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 knowledgable 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 Aulfudish, Matthew Carter (US), Javier Mariscal and Patrick Thomas (Spain), Erik Spiekermann, Viktor Nãbel (Germany), Peter Bilak and Enkeling (the Netherlands), Jean Baptiste Levãe (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.

Book Information

Paperback: 368 pages

Publisher: Princeton Architectural Press; F First Edition edition (December 28, 2011)

Language: English

ISBN-10: 1616890428

ISBN-13: 978-1616890421

Product Dimensions: 7.5 x 1.5 x 9.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (69 customer reviews)

Best Sellers Rank: #93,813 in Books (See Top 100 in Books)   #59 inÂ Books > Arts & Photography > Graphic Design > Typography

Customer Reviews

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!

It's totally inspiring. I can't put it down after weeks. I had to go out and buy some sketchbooks to include my own inspiration.

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.

The copy in the book is nominal, but its really about the sketches anyway. I've been illustrating for years and was looking to get more into custom type and hand lettering and this is a great, wide and varied reference that will give tons of ideas. Especially if you're into type but not yet an expert, seeing these really diverse sketches will help you nail down your own work. It's also just a huge book, tons of images. Really happy with it.

This is a nice "coffee table" book to have. I don't love every page in it, but its nice to flip through. Its not a how-to book either, just shows a lot of sample work that other people have done. I thought I would like it more, but it's pretty nice.

I wasn't quite sure what to expect when this book arrived, as typography is normally a rather straight laced subject area, but the cover took the folksy, scribbly approach.Quite a delight to look through the pages bursting with every possible approach to this subject.It is always a privilege to view sketchbooks, especially if they are the genuine article and not a worked over and spruced up variation and this book is certainly no exception.A delight right through and many happy hours of browsing ahead.Thank you to the authors.

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

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.

Typography Sketchbooks Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Richard Diebenkorn: The Sketchbooks Revealed Magma Sketchbook: Idea Generation (Magma Sketchbooks) An Illustrated Life: Drawing Inspiration from the Private Sketchbooks of Artists, Illustrators and Designers Drawn In: A Peek into the Inspiring Sketchbooks of 44 Fine Artists, Illustrators, Graphic Designers, and Cartoonists Make Life Your Bitch: A motivational & inspirational adult coloring book: Turn your stress into success and color fun typography! Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students Lettering and Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography) Florid Victorian Ornament (Lettering, Calligraphy, Typography) Decorative Alphabets and Initials (Lettering, Calligraphy, Typography) Advertising Design and Typography Typography Eighteen (No. 18) Typography 21: The Annual of the Type Directors Club Typography 28 Typography 26 (v. 26) Typography, Vol. 22: The Annual of the Type Directors Club Typography 15: The Annual of the Type Director's Club Shaping Text: Type, Typography and the Reader Script Lettering for Artists (Lettering, Calligraphy, Typography)