

Typography Sketchbooks

Steven Heller and Lita Talarico

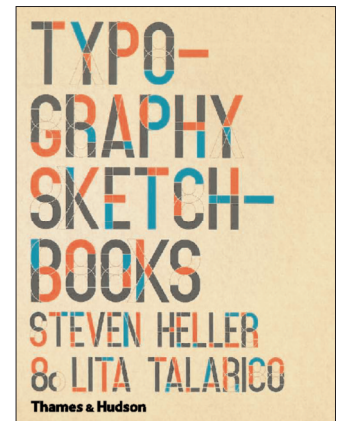
Selected by the world's most knowledgeable and well-connected graphic-design commentator, Steven Heller, this survey gets into the minds of designers who create typefaces, word-images and logos through their private sketchbooks. Arranged by designer, this collection of typographic explorations intimately reveals how nearly 120 of the world's leading designers and typographers continually strive to find new and exciting ways of communicating through letters and words, and provides fascinating insights into their work. Aimed at all those who use type, whether by hand or on screen, this revealing compendium stresses the importance of good typography at a time when reading habits are changing, and celebrates a craft that has endured for centuries.

Key Sales Information

- 118 of the world's leading typographers and graphic designers open up their private sketchbooks to reveal their creative process.
- Informative text – most derived from direct personal contact with the designers – provides invaluable commentary on the designers' creative process, their design philosophies, inspirations, techniques and influences.
- Contributors include both world-renowned and up-and-coming talents: Ivan Chermayeff, Carlos Segura, Milton Glaser, Maira Kalman, Bob Aulfordish and Matthew Carter (US); Javier Mariscal and Patrick Thomas (Spain); Erik Spiekermann and Viktor Nübel (Germany); Peter Bilak and Enkeling (the Netherlands); and Jean Baptiste Levée (France), to name just few.
- The sketchbooks feature in-progress designs, scribbles and sketches, research, typographic experiments, word-image and logos.
- The clear, image-based design of the book showcases the designers' work to maximum effect.
- The authors' previous book with Thames & Hudson, *Graphic* (978 0500 288849), has proved immensely popular and was praised as 'an engrossing visual journey' by *Cooler* magazine.

Author

Steven Heller is the world's leading graphic design historian, and the author, editor of over 100 books on design and popular culture, including *New Ornamental Type*, *New Vintage Type* and *Handwritten*, all published by Thames & Hudson. He is co-chair, with Lita Talarico, of the MFA Designer as Author Department at the School of Visual Arts, New York.



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