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Typo-Graphics: The Art and Science of Type Design in Context

Ivan Vartanian

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The fascination of type for typographers and graphic designers alike has always been the interplay between the form, style and shape of the letterform itself and the content, the message that the type carries as it appears on the page.

Typo-graphics comes at a time when graphic designers are expanding their understanding of typography and taking a measure of control themselves. It explores the work of 24 typographers, art directors, and designers from all over the world who are bringing new graphic and artistic understanding to type design. Radical, provocative, experimental or highly practical, the practitioners featured in the book all share one common idea?that with new tools and new technologies, type can be made to work even harder and on more levels than ever before.

Displaying an amazing array of fabulous imaginative and beautifully crafted work, the book demonstrates how cultural and commercial context influences type design; how type makes pictures as well as words; and how a new, closer relationship between the practice of graphic design and typography is essential for the profession?s progress. The book will give all designers a uniquely inspirational and practical understanding of how to take their work forward in a world where clients demand multi-skilled creativity, and the pressures of time, cost and technology make that not just possible but essential.

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