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Pioneers of Modern Typography

Herbert Spencer

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Pioneers of Modern Typography Herbert Spencer

Since its first publication in 1969, *Pioneers of Modern Typography* has been the standard guide to the avant-garde origins of modern graphic design and typography. In this essential reference, Herbert Spencer shows how new concepts in graphic design in the early decades of the twentieth century had their roots in the artistic movements of the time in painting, poetry, and architecture. Spencer examines the "heroic" period of modern design and typography, the beginning of which he traces to the publication in Le Figaro of the Italian artist Manetti's Futurist manifesto. He discusses the work of such "pioneers" as El Lissitzky, Alexander Rodchenko, and Laszlo Moholy-Nagy. He examines the artistic background of the new concepts in graphic design, and traces the influences of futurism, Dadaism, de Stijl, suprematism, constructivism, and the Bauhaus. His text is profusely illustrated with examples of the new typography, shown in genres that range from posters and magazine covers to Apollinaire's "figurative poetry."

This revised edition, which follows the revised and redesigned edition of 1983, includes a foreword by design critic Rick Poyner that discusses the important contributions to the history of graphic design made by Herbert Spencer.

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