## The Art of Typography

## The art of An introduction to Typo.icon.ography Understanding contemporary type design through classic typography. SOLOMON MARTIN Back by popular demand and now expanded to include a special computer section with computer typefaces, this book shows and explains typography and typefaces. It is a body of information that you will want to make into your own personal cornerstone of typographical knowledge and inspiration. Martin Solomon is uniquely positioned to have written the book. He attended Pratt Institute, New York State University and the film program at CCNY. He spent his formative years in advertising and ographical design as an art director at Doyle Dane nbach and BBDO when these agencies constantly electrified the advertising community with their creativity. In 1961 he established his own graphic design firm, Martin Solomon, Co.

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出版者:Watson-Guptill Pubns

出版时间:1986-03

装帧:Hardcover

isbn:9780823002856

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