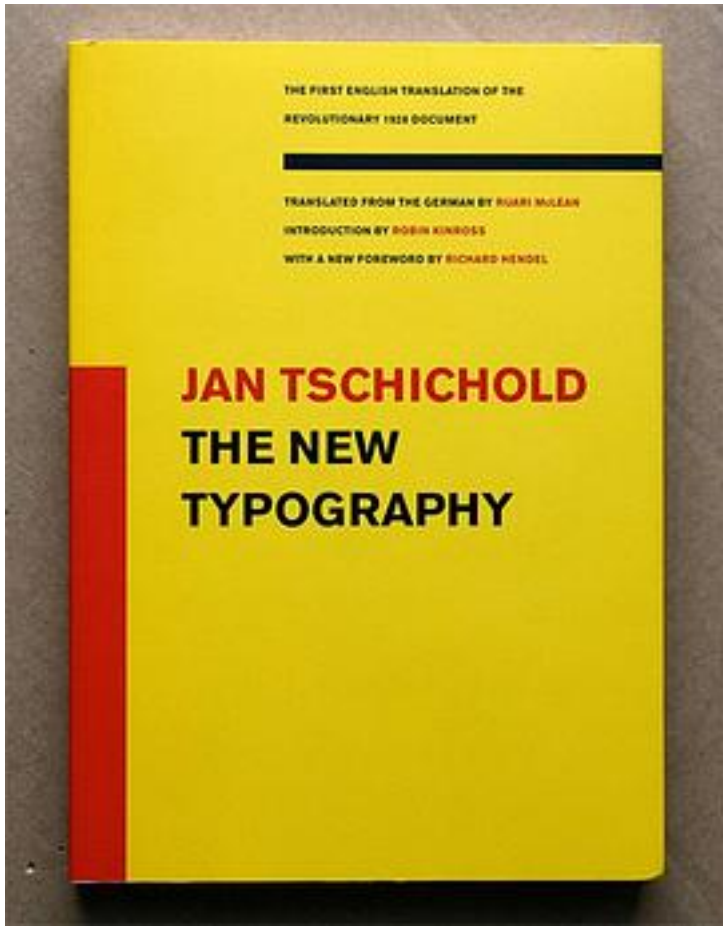


The New Typography



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著者:Tschichold, Jan/ McLean, Ruari (TRN)

出版者:

出版时间:1995-11

装帧:

isbn:9780520071469

Since its initial publication in Berlin in 1928, Jan Tschichold's "The New Typography" has been recognized as the definitive treatise on book and graphic design in the machine age. At once a key theoretical document of Central European modernism between the world wars and an invaluable source of working principles for the

practicing designer, this classic work enjoys the reputation among book artists that Le Corbusier's "Toward a New Architecture" has long held among architects. The book's legendary renown is certain to increase with the long-overdue appearance of this first English translation, published in a form that reflects Tschichold's original typography and design. Ranging from theoretical discussions of typography in the age of photography and mechanical standardization to practical considerations in the design of business forms, "The New Typography" remains essential reading for designers, art historians, and all those concerned with the evolution of visual communication in the twentieth century.

作者介绍:

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标签

设计

评论

可惜没有实体书可看。版式应该是原封按1928年的样子来的，1967年作者委托译者出英文版，他对自己年轻时犯的错误做了无数细节和原则上的修正，可惜就是没出版社愿意出，作者1974年去世，1995年译稿才重见天日。即使德文原版也在1931年后绝版，后于1987年再版。前面有译者对当时作者提倡新版式的背景介绍，作者反思了自己倡导新版式时激昂的呼号和对个性抹杀的方面与纳粹思想合流的地方。三十多年的绝版也是归因于作者自己取向的转变，或者说是多元化。

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书评

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