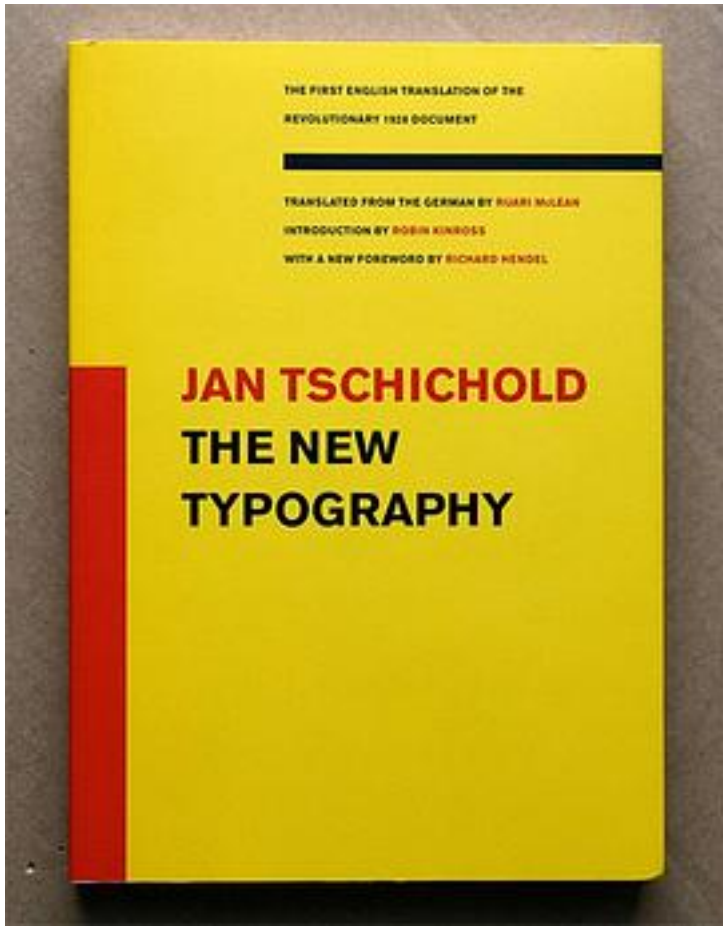


# The New Typography



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著者:Jan Tschichold

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This text is a theoretical document of Central European modernism between the World Wars and a source of working principles for the practising designer. This translation reflects Tschichold's original typography and design. It ranges from theoretical discussions of typography in the age of photography and mechanical standardization,

to practical considerations in the design of business forms. The book should be of interest to designers, art historians, and all those concerned with the evolution of visual communication in the 20th century.

作者介绍:

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## 标签

设计理论

设计

Typography

TYPE

交互设计

字体设计

typography

2M2

## 评论

对当时在结构主义、先锋艺术及摄影技术潮流的影响下发展的New Typography的回顾和总结，也为之后平面设计提供了实用手册。

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书评

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