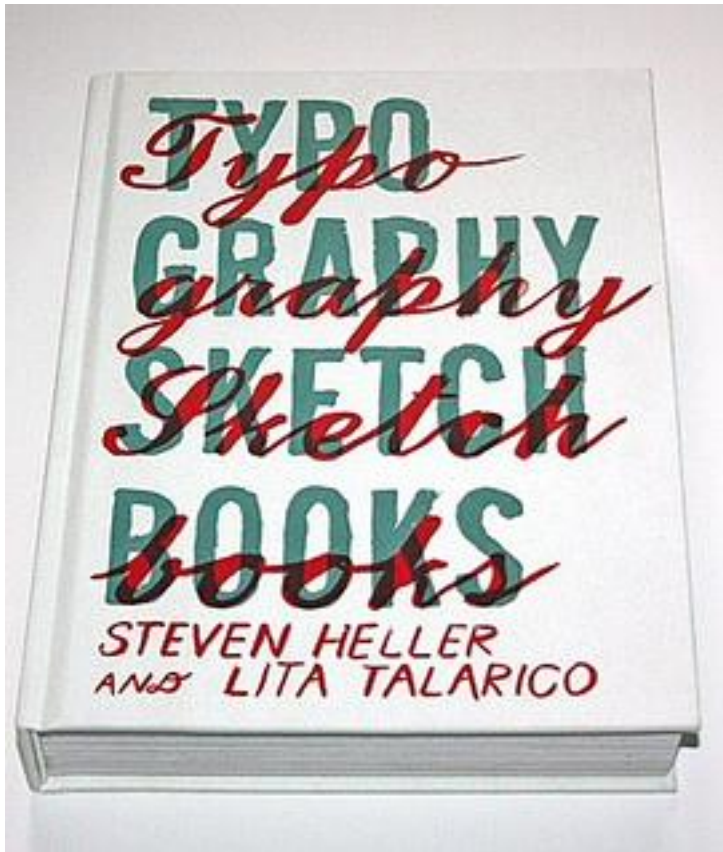# Typography Sketchbooks

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著者:Steven Heller

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Selected by the world's most knowledgeable and well-connected graphic-design commentator, Steven Heller, this survey gets into the minds of designers who create typefaces, word-images and logos through their private sketchbooks. Arranged by designer, this collection of typographic explorations intimately reveals how nearly 120 of the worlds leading designers and typographers continually strive to find new and

exciting ways of communicating through letters and words, and provides fascinating insights into their work. Aimed at all those who use type, whether by hand or on screen, this revealing compendium stresses the importance of good typography at a time when reading habits are changing, and celebrates a craft that has endured for centuries.

【editorial reviews】

"A fine new addition to both the 10 finest books on typography and our favorite peeks inside the notebooks of great creators: Typography Sketchbooks is like a visual window into the minds of the worlds most exciting type designers and, in turn, into the intricate art-science of typography itself a medium both creative and practical that has to walk the tightrope between centuries-old tradition and bleeding-edge innovation with equal parts grace and agility in an era of changing reading habits and design expectations." --Brain Pickings

"Know someone who loves design? A devotee of letter forms or ABCs? Then this celebration of type should be on your list. This book peeps into the private sketchbooks of talented typographers like Emek Golan, Andy Smith, Tom Schamp, Daniel Pelavin, Bernard Maisner, Katie Lombardo, Jonny Hannah, and so many more. This book is bursting with amazing, colorful, often whimsical, imagery." --Fine Books & Collections

"Typography Sketchbooks is like a visual window into the minds of the world's most exciting type designers and, in turn, into the intricate art-science of typography itself." -- TheAtlantic.com --This text refers to an out of print or unavailable edition of this title.

作者介绍:

Steven Heller, author and editor of over 130 books on graphic design, satiric art and popular culture, is the co-founder and co-chair of the MFA Designer as Author program at the School of Visual Arts, New York. He is also co-founder of the MFA in Design Criticism, MFA in Interaction Design, MFA Social Documentary Film and MPS Branding programs. Although he does not hold an undergraduate or graduate degree he has devoted much of his career to fostering design education venues, opportunities and environments.

On the editorial side, for over 40 years he has been an art director for various underground and mainstream periodicals. For 33 years he was an art director at the New York Times (28 of them as senior art director New York Times Book Review). He currently writes the "Visuals" column for the Book Review and "Graphic Content" for the T-Style/The Moment blog (http://tmagazine.blogs.nytimes.com/author/steven-heller/). He is editor of AIGA VOICE: Online Journal of Design, a contributing editor to Print, EYE, and Baseline, and a frequent contributor to Metropolis and ID magazines. He contributes regularly to Design Observer and writes the DAILY HELLER blog for Print Magazine (http://blog.printmag.com/dailyheller/). His 135 books include "Design Literacy, " "Paul Rand," "Graphic Style" (with Seymour Chwast), "Stylepedia" (with Louise Fili), "The Design Entrepreneur" and "Design School Confidential" (both with Lita Talarico), "Iron Fists: Branding the Twentieth Century Totalitarian State", and the most recent, "Born Modern: The Life and Design of Alvin Lustig."

He is the recipient of the 1999 AIGA Medal for Lifetime Achievement. His website is

www.hellerbooks.com and his blog, The Daily Heller sponsored by Print magazine is http://imprint.printmag.com/daily-heller/

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