

Twentieth-century Type and Beyond

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TWENTIETH-CENTURY TYPE AND BEYOND



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Laurence King Publishing. Paperback. Book Condition: new. BRAND NEW, Twentieth-century Type and Beyond, Lewis Blackwell, 20th Century Type and Beyond provides a decade-by-decade analysis of the issues that have shaped the history of typographic and, latterly, graphic design. This book provides designers, students and general readers with an informed and accessible guide to the typography of the 20th century and the key questions that will shape typographic practice in the future. Subjects include the arrival of mass production; the birth of the art director; the appearance of the grid (and its subsequent rejection); the coming of non-print media and the launch of the Macintosh and its ushering in of a new generation of designers enfranchised by digital technology. Digital technology has brought about a revolution in graphic design and typographic practice. This substantially revised edition of Lewis Blackwells classic study brings the story up to date with an analysis of some of the remarkable new freedoms introduced by the digital revolution.

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