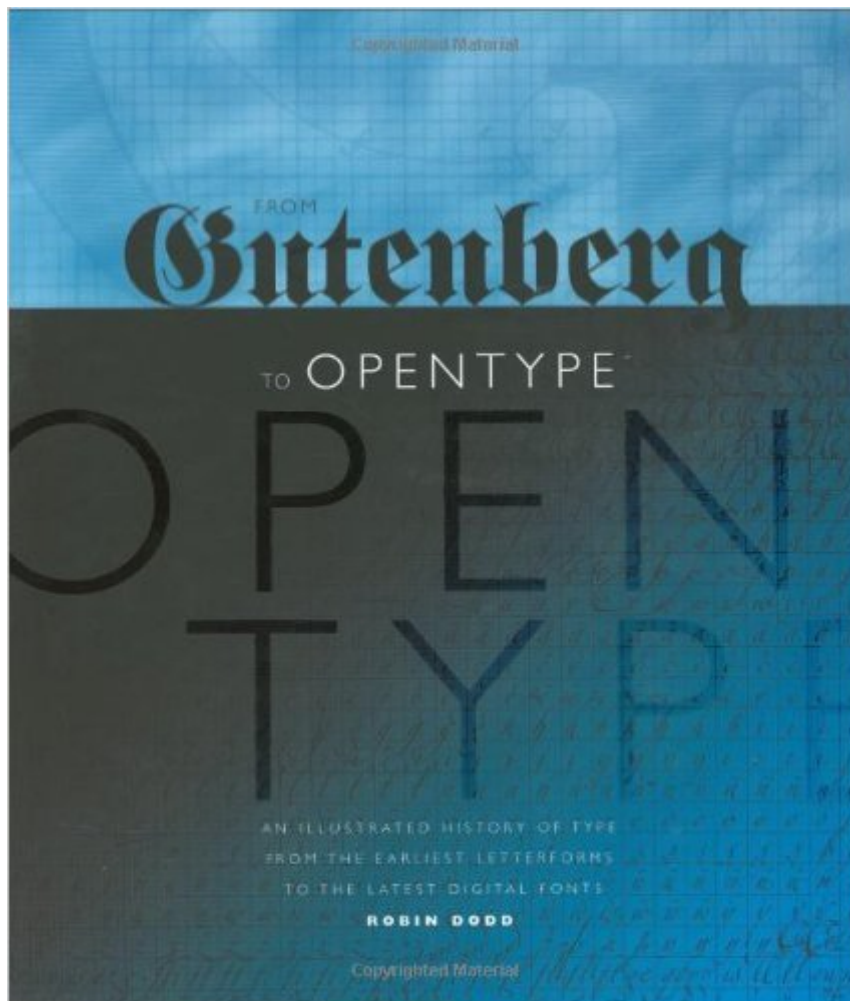


The book was found

From Gutenberg To OpenType: An Illustrated History Of Type From The Earliest Letterforms To The Latest Digital Fonts



Synopsis

This lively account of the printed word draws together the histories of typography and printing into one robustly illustrated volume, and describes how dramatic changes in technology have affected type design. Historical paintings, engravings, and photographs give a visual context to the different eras of type design and print, and key typefaces from each historical era are discussed and compared to others of the era. The original use of each typeface is pictured alongside contemporary examples, providing a broad sense of the character of each face. Sidebars explain how to use individual typefaces, warn of pitfalls, and highlight the particular benefits of using the face. A superb and engaging introduction to the world of typography, the book is also a vital reference for anyone who works with type and knows that understanding the history of letterforms is key to using type creatively and effectively.

Book Information

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Customer Reviews

From Gutenberg To Open Type: An Illustrated History Of Type From The Earliest Letterforms To The Latest Digital Fonts by Robin Dodd (Associate Lecturer, London College of Communications) is a seminal and detailed historical survey of the printed letter from the era of the Gutenberg press moveable fonts down to today's desktop publishing software typefaces. Profusely illustrated throughout, From Gutenberg To Open Type is especially recommended to the attention of academicians, authors, publishers, and non-specialist general readers with an interest in the history of printing as well as professionals, artists and designers who work with type design and print. Of

special note are the side panels to the regular text that explains how to use individual typefaces, notes common pitfalls, and showcases specifically related benefits to a given font. Informed and informative, *From Gutenberg To Open Type* is a welcome addition to personal, professional, and academic library reference collections.

Finally, a great book on typefaces! I must have a dozen books on type, and this book has leaped to the front on my list! Most books on fonts are written for graphic artist professionals, who generally care little about the history of type, but are big into the 'feel' of type. I find these too ephemeral, too highbrow, for someone with a scientific background. Others are written for people interested in the history of type, printing, etc., and provide no information on using type today. This book covers both bases well. It treats type faces historically, tells why some were invented (some fonts were developed as a result of the invention of advertising) and gives (at least to those of us who do graphic design work part-time-I work for a small company and do occasional graphic design) hints on using type faces, like which faces generally do well as body type versus headline matter, when leading or spacing is needed, etc. Great examples, both historic and current, show examples of many fonts in use. Very well printed, in a large enough size to make examples clearly visible (where many type books fail) and provides multiple examples of using each type face (another common failing). Highly recommended for everyone interested in the history of printing and to beginners and amateurs in the use of typography today.

Informative, entertaining and absolutely gorgeous. It's educational -- and recreational. I wish I found this wonderful book sooner. Michael N. Marcus
Silver Sands Books
BookMakingBlog.blogspot.com

This book was required for my typography class. While it is informative, I find the writing style difficult to follow. It is not well organized. Perhaps I had too high of expectation based on the good reviews by others. While it provided a lot of historical facts, it did not do so in a memorable or inspiring way. If you're not required to use this book for a class, but just for your own collection, I'd say look elsewhere.

I am new to the world of typefaces, so I was interested in a book that was user-friendly. This one fit the bill. A very interesting layout, with the histories of various typefaces, and many examples of their uses. I did notice a few typos and mislabeled illustrations, but this did not detract from a satisfying read.

I borrowed this book from a classmate when taking my class for the history of graphic design. This book tells it all in great detail. It goes into the core details of the development of typefaces without any fluff. Fast delivery, great book, no complaints!

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