Список литературы

[Bartram(2004)] Bartram, A. (2004) *Bauhaus, Modernism and the Illustrated Book.* New Haven, CT: Yale University Press.

[Bringhurst(2004)] Bringhurst, R. (2004) *The Elements of Typographic Style.* Vancouver, BC, Canada: Hartley & Marks, Publishers.

[Brumberger(2004)] Brumberger, E. (2004) 'The rhetoric of typography: Effects on reading time, reading comprehension, and perceptions of ethos'. *Technical Communication*, 51(1), pp. 13–24.

[Brumberger(2003a)] Brumberger, E.R. (2003a) 'The rhetoric of typography: The awareness and impact of typeface appropriateness'. *Technical Communication*, 50(2), pp. 224–231.

[Brumberger(2003b)] Brumberger, E.R. (2003b) 'The rhetoric of typography: The persona of typeface and text'. *Technical Communication*, 50(2), pp. 206–223.

[Gill(2007)] Gill, E. (2007) *An Essay on Typography. With a new introduction by Cristopher Skelton.* Boston: David R. Godine.

[Jaspert *et al.*(2009)Jaspert, Berry and Johnson] Jaspert, W.P., Berry, W.T. and Johnson, A.F. (2009) *The Encyclopædia of Typefaces.* 55th anniversary edn. London: Cassell.

[Legge and Bigelow(2011)] Legge, G.E. and Bigelow, C.A. (2011) 'Does print size matter for reading? A review of findings from vision science and typography'. *J. Vision*, 11(5)(8), pp. 1–22.

[Morris *et al.*(2002)Morris, Aquilante, Yager and Bigelow] Morris, R.A., Aquilante, K., Yager, D. and Bigelow, C. (2002) 'Serifs slow RSVP reading at very small sizes but don't matter at larger sizes'. In *SID 2002, San Jose, CA: Digest of Technical Papers.* The Society for Information Display, pp. 244–247.

[Spiekermann and Ginger(2002)] Spiekermann, E. and Ginger, E.M. (2002) *Stop Stealing Sheep & Find Out How Type Works.* Second edn. Berkeley, CA: Adobe Press.

[Tschichold(1991)] Tschichold, J. (1991) *The Form of the Book. Essays on the Morality of Good Design.* Point Roberts, Washington: Hartley & Marks.

[Tschichold(1998)] Tschichold, J. (1998) *The New Typography.* Berkeley and Los Angelos, CA: University of California Press.

[Tufte(2003)] Tufte, E.R. (2003) *The Cognitive Style of Power Point.* Cheshire, CT: Graphics Press LLC.