



Fifty Typefaces That Changed the World: Design Museum Fifty (Hardback)

By John L. Walters

Octopus Publishing Group, United Kingdom, 2013. Hardback. Book Condition: New. 212 x 154 mm. Language: English . Brand New Book. The Design Museum brings you fifty typefaces that changed the world we live in! The digital revolution has made typesetters of us all as we define our identities through the typefaces we choose to communicate with the world. In this witty and insightful book John L Waters explores 50 of the most influential typefaces and shows them in use on posters, perfume packaging, buildings and more. From the power of Gotham - the typeface used in Obama s first presidential campaign - to the eloquence of Baskerville, from the classic cool of Helvetica to Wim Crouwel s provocative New Alphabet, this is a book of visual treats and wonderful stories. Contents Includes. Blackletter c.1455 First Roman Type c.1470 Garamond c.1532 Romain du Roi 1690 - 1745 Baskerville 1757 Bodoni late 1780s The first Egyptians (slab serifs) 1810 Wood Types - condensed grotesques 1828 - c.1900 The First Typewriter 1868 Franklin Gothic Condensed 1903 - 14 Cooper Black 1921 Futura 1927 Times new Roman (aka Times Roman) 1932 Helvetica 1957 Beowolf 1989 Comic sans 1994 Gotham 2000 Guardian Egyptian 2005- Ubuntu 2011...



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