



Pioneers of Modern Typography, Revised Edition

Herbert Spencer

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Graphic designers, typophiles, and students of the Modern Movement will welcome the reissue of this important source book. Since it was first published in 1969, it has served as the standard guide to the impact of twentieth century avant-garde movements on graphic design and typography. This revised edition has a more compact format and incorporates new materials and illustrations.

Spencer's substantial introduction examines the origins and artifacts of the revolution in graphic design and carefully disentangles the respective influences of Futurism, Dadaism, De Stijl, Suprematism, Constructivism, and the Bauhaus. Spencer traces the interactions of the key personalities associated with these movements and presents concise biographical sketches of them.

An album of color reproductions displays characteristic examples of the most important innovators' work, representing such genres as posters, magazine covers, letterheads, advertisements, and poems.

Herbert Spencer is Professor of Graphic Arts at the Royal College of Art, London.

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