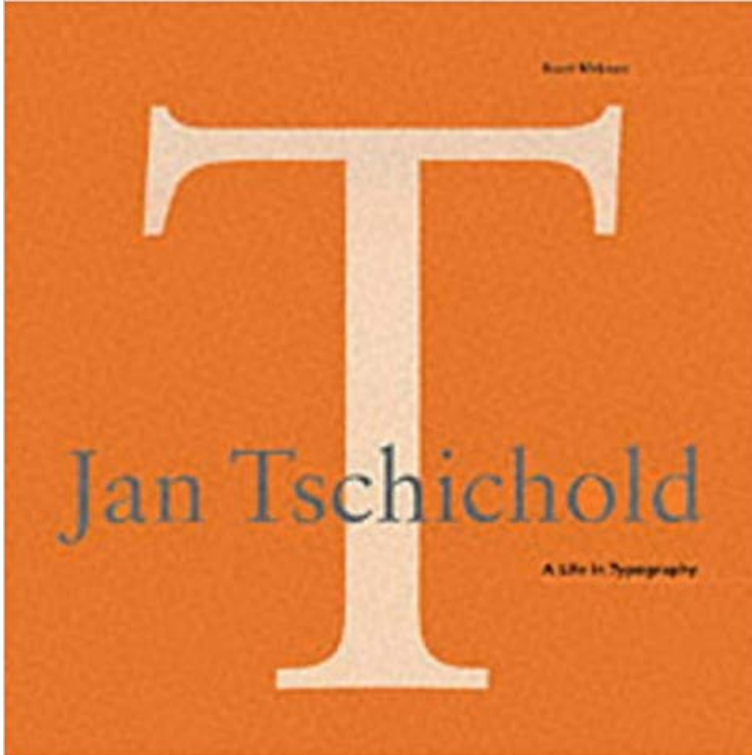


Jan Tschichold: A Life in Typography (Design Briefs - Introductions to the Pioneers of 20th-century Graphic Design)



German type and book designer Jan Tschichold (1902-1974) revolutionized modern typography through his bold, asymmetrical designs and use of sanserif typography, both inspired by the work of the Bauhaus. He proclaimed his new design philosophy through a series of articles and books, including *Die neue Typographie*, published in Berlin in 1928. His international renown came largely as a result of his redesign of Penguin's entire series of paperback novels just after World War II. Any graphic designer practicing today owes a debt to Tschichold's innovation. *Jan Tschichold: A Life in Typography* offers a concise biography of Tschichold, accompanied by numerous examples of his vast body of work. It serves as an introduction to Tschichold for those who are unfamiliar with his influential style, yet for the experienced designer it is an excellent collection of the wide range of his designs. Ruari McLean's books on graphic design include *Modern Book Design* (1958) and *Typographers on Type* (1995). He is also the translator of Tschichold's *The New Typography* and the author of various books on Tschichold's work.

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