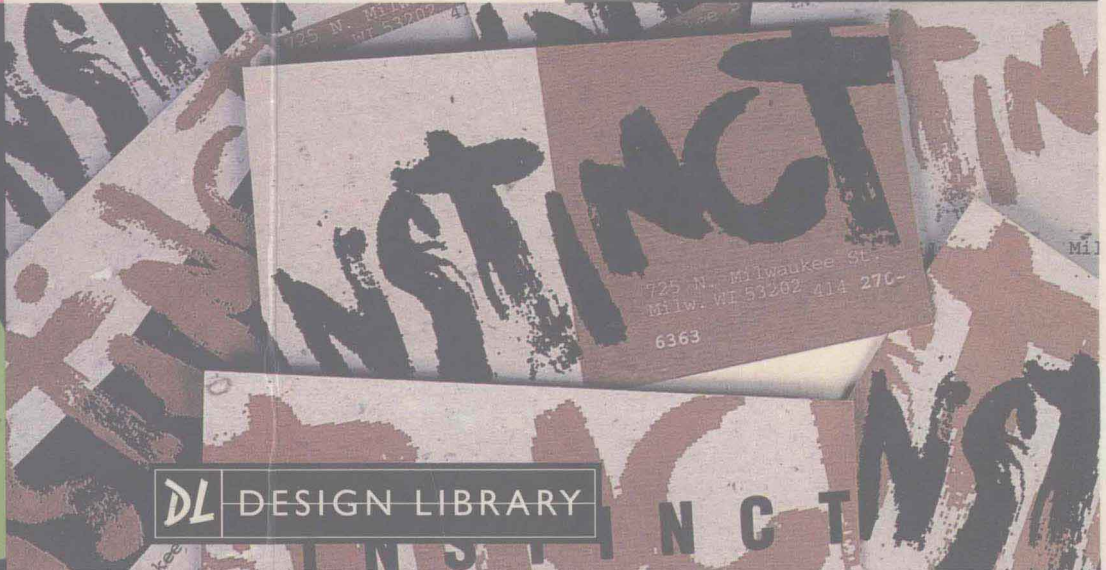
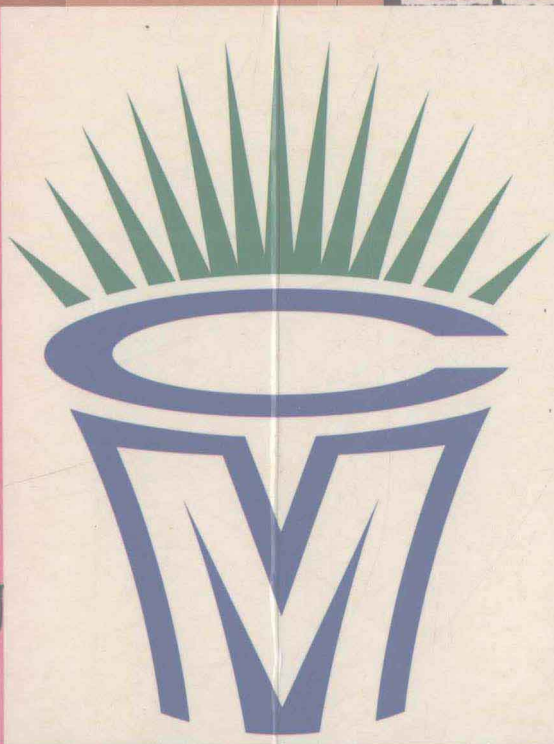
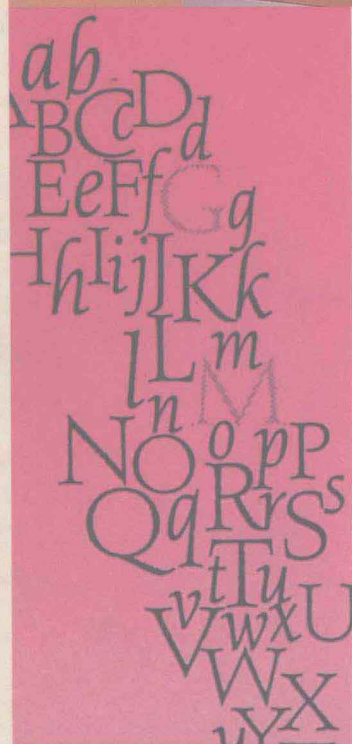
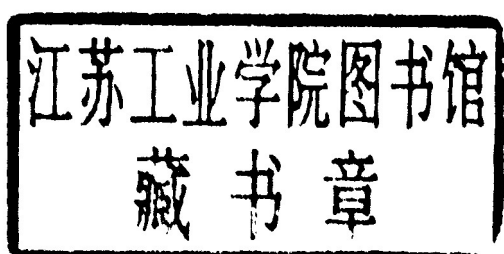


TYPOGRAPHY



TYPOGRAPHY



ROCKPORT PUBLISHERS, INC.
GLOUCESTER, MASSACHUSETTS

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Cover Credits: (from left to right, top to bottom) Pages 17, 59,
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Manufactured in Hong Kong.

Introduction

The advent of the digital age has had an enormous impact on the role of typography in today's graphic design. Advances in software have made thousands of typefaces available to every designer. Typography is more alive than ever—no longer are designers restricted to the “safe” typefaces. The lack of restrictions could have had a detrimental effect, and designers could have lost a sense of the real purpose of the type: simply to be read. Instead, designers have taken type to a new level and created an element that functions not just as text, but as an illustrative element.

Still, the type must serve its purpose. It must compete with the design and win; it must attract the attention of the reader and then hold it with an easy level of readability. The type featured in this book has met these requirements and therefore is successful.

Featuring an enormous number of typefaces, this collection presents type in a variety of places: bags, boxes, letters, posters, brochures, T-shirts, and more. The designers have used old and new typefaces, in the standard Roman style or fancy italic.

The same typeface in a different environment can have a vastly different effect, and this book includes all those ways. Use this book for inspiration, see the results others designers' work has produced. Push your creativity to the limit!

Design Firm

Matsumoto Incorporated

All Design

Takaaki Matsumoto

Client

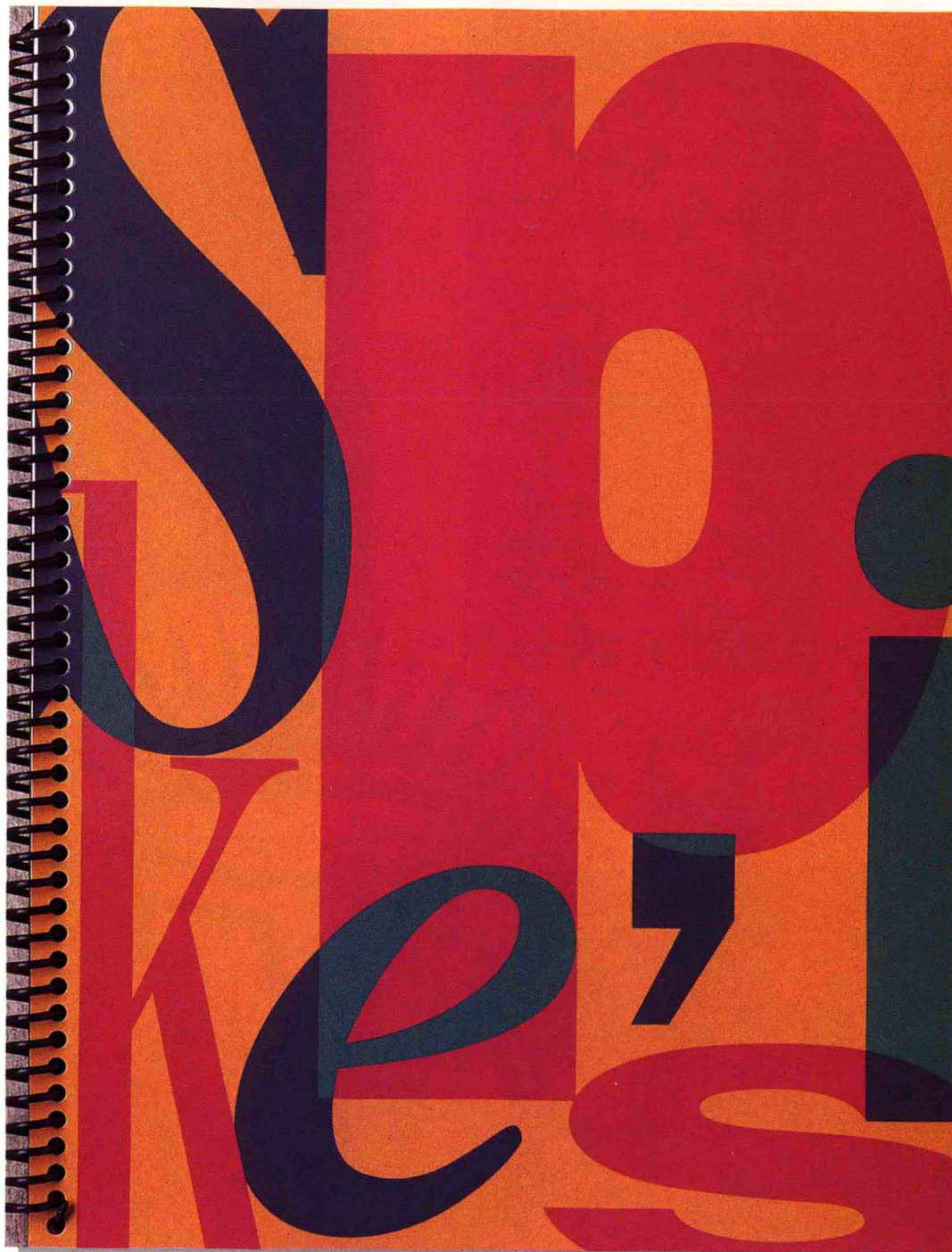
David A. Hanks & Associates/
Montreal Museum of Decorative Arts

Purpose

Exhibition announcement

Image was printed using four match colors.





Restaurant
Spike's Jazz Bar

Client
Hotel Principe Felipe

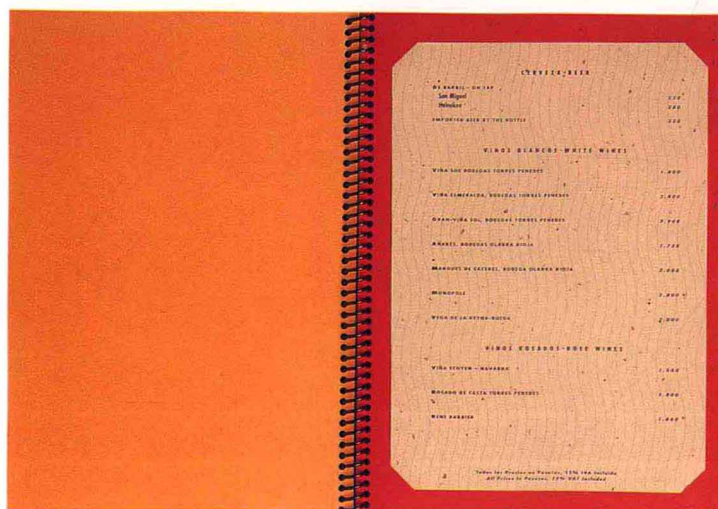
Design Firm
David Carter Design

Art Director
Lori Wilson

Designers
Lori Wilson, Gary Lobue, Jr.

Paper/Printing
Confetti; dull film lamination
on front cover

Adobe Illustrator and Photoshop
were utilized for the front
cover artwork.



CHRYSLER BEER	
BY NAME - ON THE	1.00
BY NAME	1.00
BY NAME - BY THE BOTTLE	1.00
VINO BLANCO WHITE WINE	
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO ROJO RED WINE	
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00
VINO 100 BOTTLES 100% PINOT	1.00



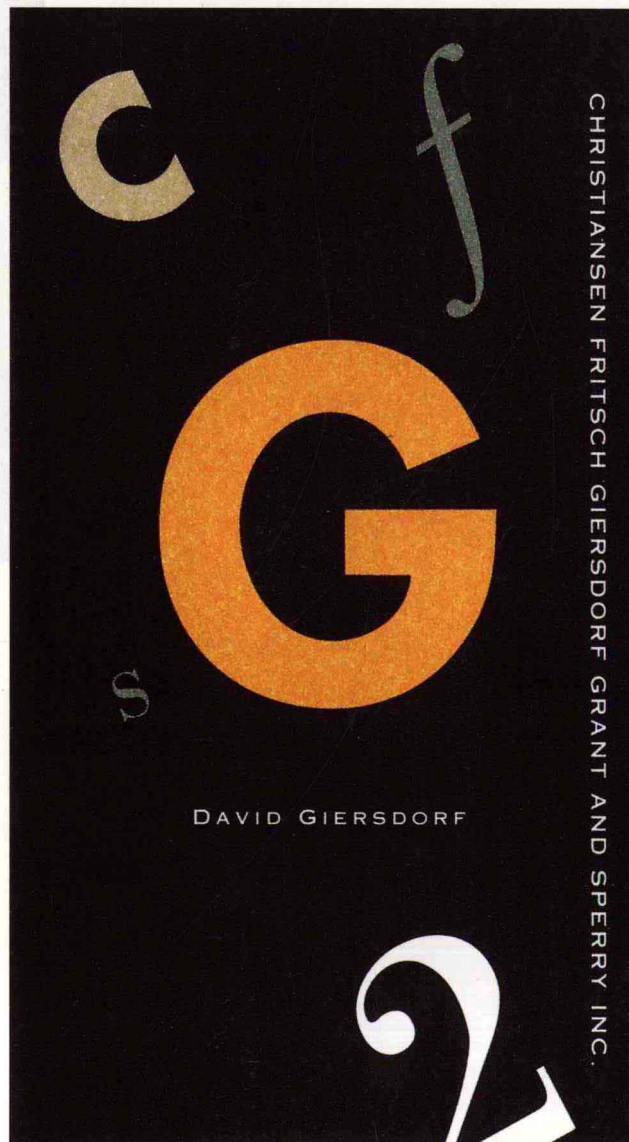
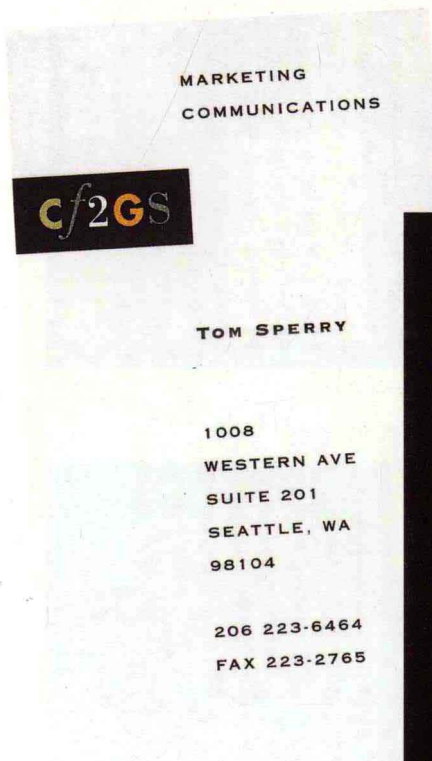
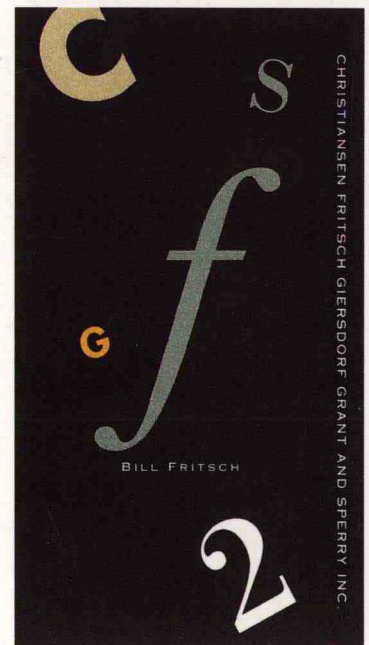
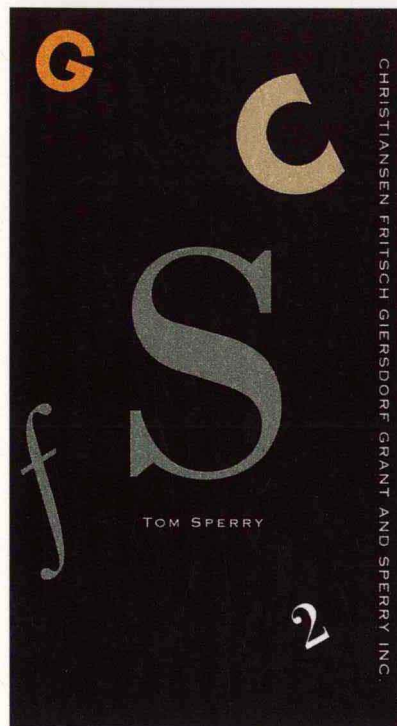
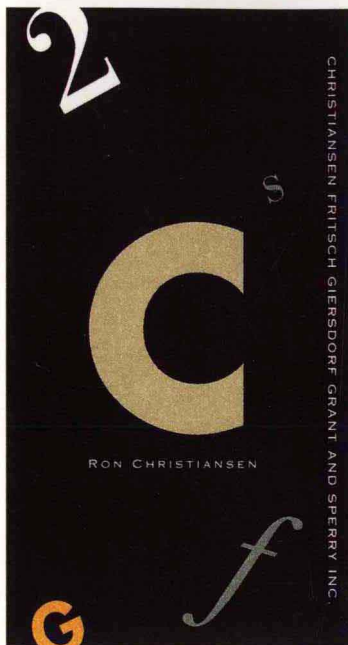
Design Firm
Swieter Design U.S.
Art Director
John Swieter
Designer
Mark Ford
Client
Miller Aviation
Tool
Adobe Illustrator



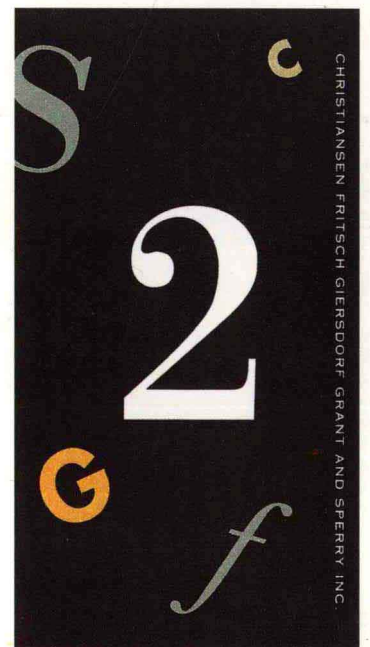
Design Firm
Swieter Design U.S.
Art Director
John Swieter
Designer
Julie Poth
Client
Dallas Mavericks
Tool
Adobe Illustrator



Design Firm
Swieter Design U.S.
Art Director
John Swieter
Designer
Mark Ford
Client
Sports Lab Inc.
Tool
Adobe Illustrator



Design Firm
Hornall Anderson Design Works
Art Director
Jack Anderson
Designer
Jack Anderson, David Bates
Client
CF2GS
Marketing communications





Design Firm

Kan Tai-keung Design & Associates Ltd.

Art Director

Freeman Lau Siu Hong

Designers

Freeman Lau Siu Hong,
Veronica Cheung Lai Sheung

Computer Illustrator

Benson Kwun Tin Yau

Client

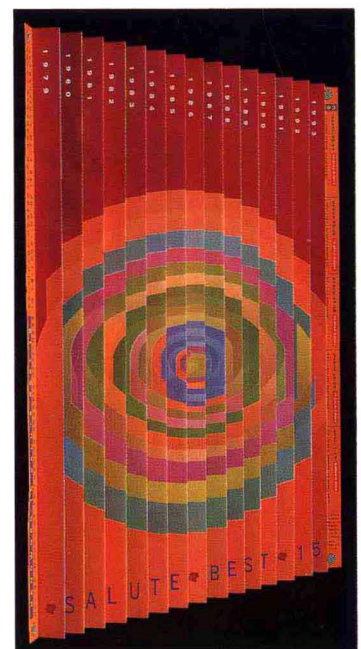
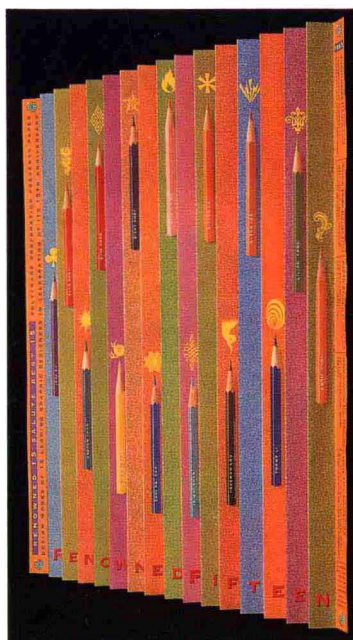
Polytrade Corporation

Objective

To produce a poster announcing the 15th anniversary of a paper company

Innovation

A single poster displays three different perspectives. In the right view, 15 pencils represent the 15 designers and their celebratory icons. In the left view, 15 sheets of paper form an unending spiral, representing the client's concept of synergy. From the front, pencils and spiral join to form a 15th-birthday cake for the client.



Design Firm

Elmwood

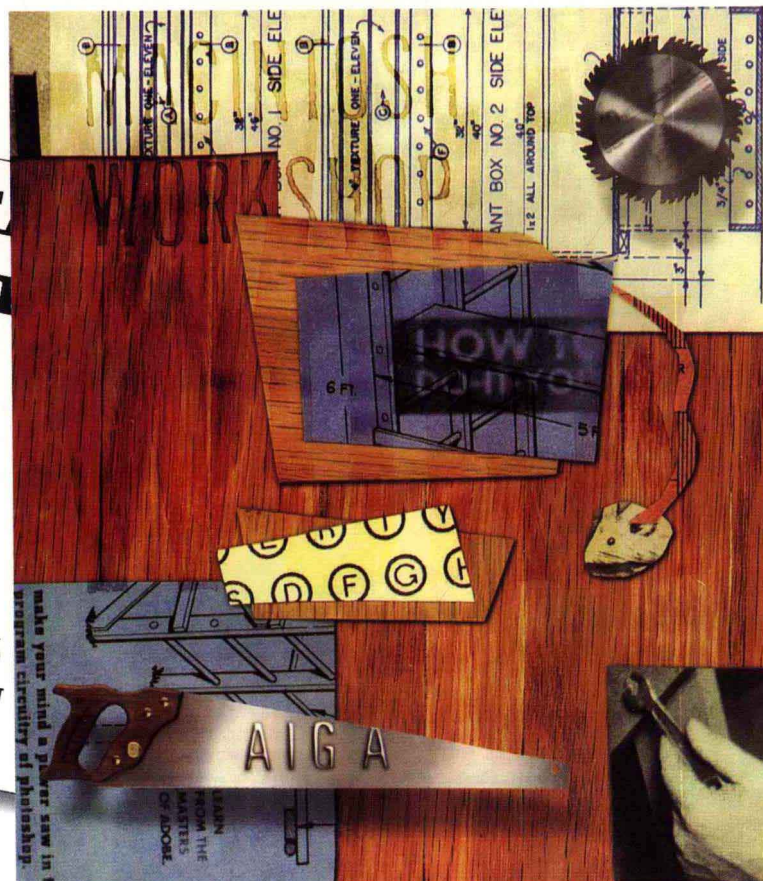
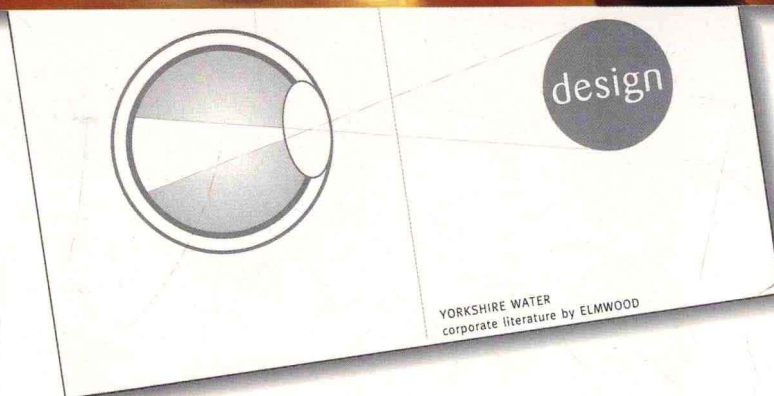
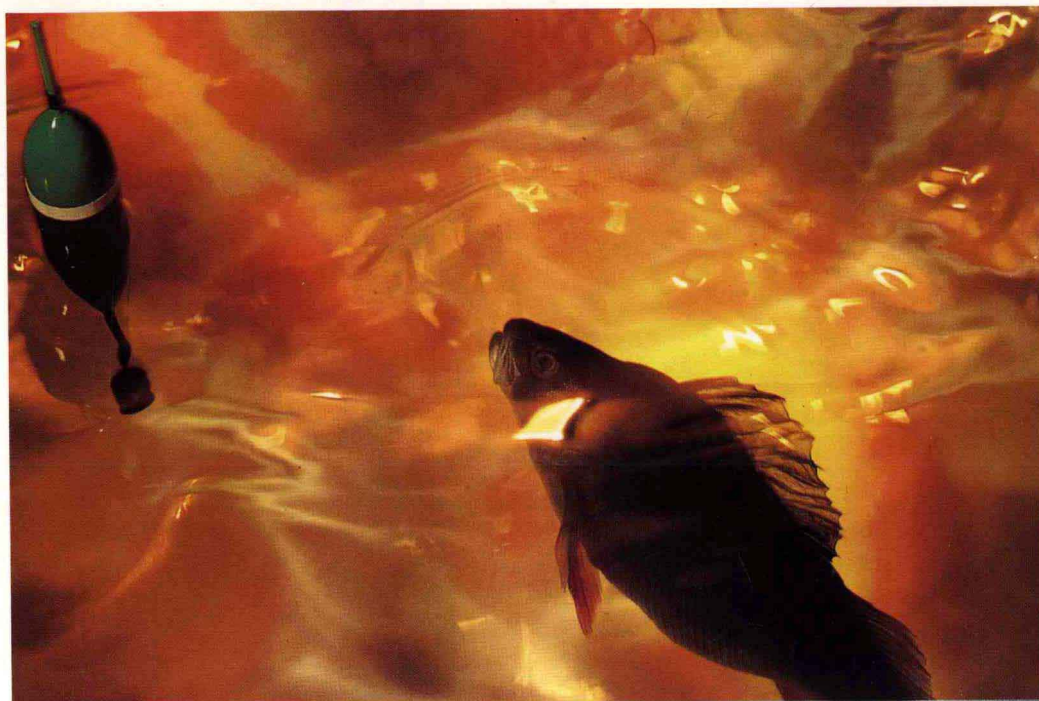
Designer

James Backhurst

Original Size

4" x 6" (10 cm x 15 cm)

Elmwood created a range of postcards for both self-promotion and as compliment slips. The images on the postcards come from samples of the firm's work.

**Design Firm**

Insight Design Communications

Art Director/Designer/Illustrator

Tracy and Sherrie Holdeman

Original Size

6" x 5" (15 cm x 13 cm)

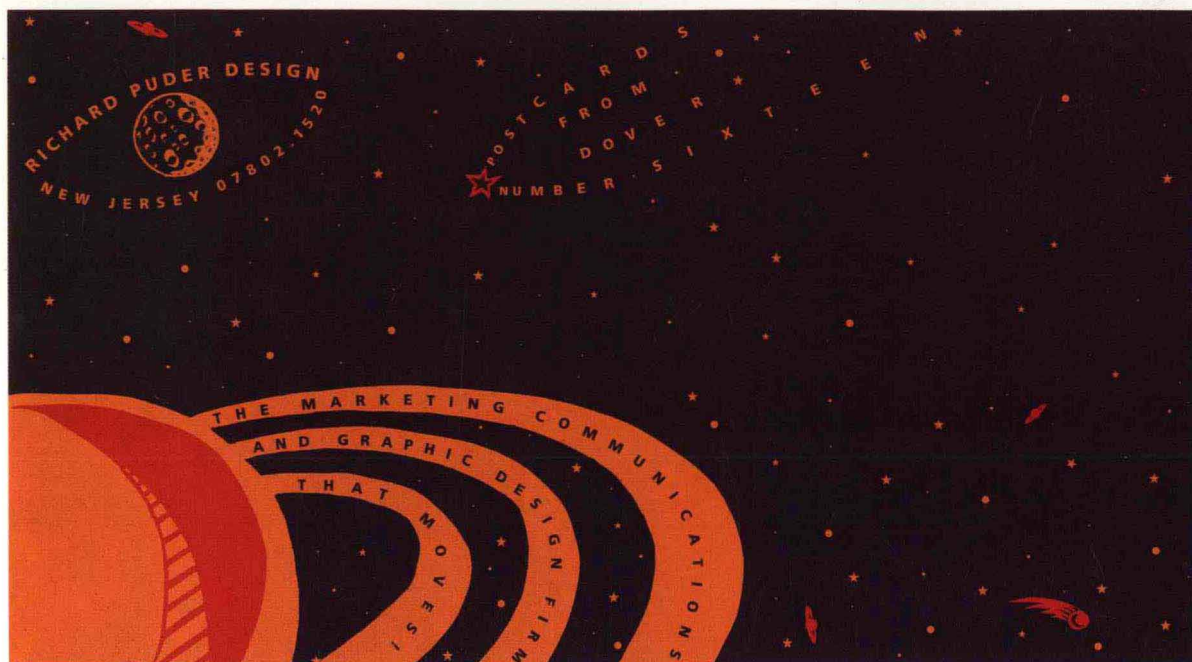
Client

AIGA, Wichita Chapter

Printing

Indigo press

This piece was the cover of a mailer for an AIGA/Wichita Macintosh workshop. It was done entirely in Adobe Photoshop, depicting a funky computer screen, keyboard, and mouse in a woody, "workshop-like" style. The designer scanned elements from '50s do-it-yourself books. In the bottom left-hand corner, the designer scanned type with more pertinent copy.



Design Firm

Richard Puder Design

Art Director

Richard Puder

Designer

Lee Grabarczyk

Illustrators

Nina La Den

Original Size

6" x 11" (15 cm x 28 cm)

Printing

2-color; 3-color

Titled "Postcards From Dover No. 16," this series was created in Macromedia FreeHand, with copy joined to paths. The series creatively identifies the firm's location and underlines what it offers in design.



Design Firm

Elton Ward Design & Photography

Designer

Simon Macrae

Art Directors

Simon Macrae, Steve Coleman

Photographer

Andrew Kay

Hardware

Macintosh

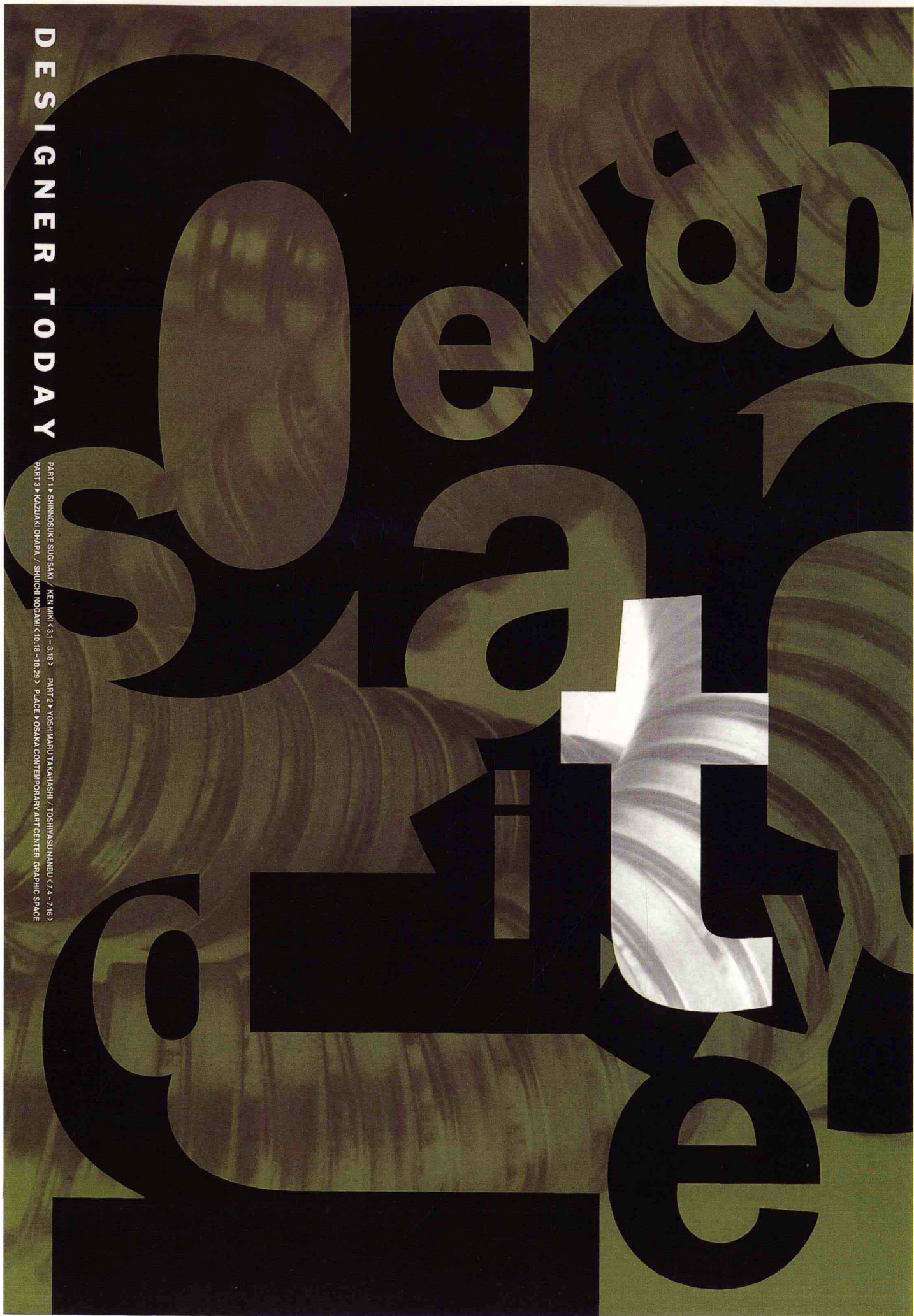
Software

Adobe Photoshop, Adobe Illustrator

Client

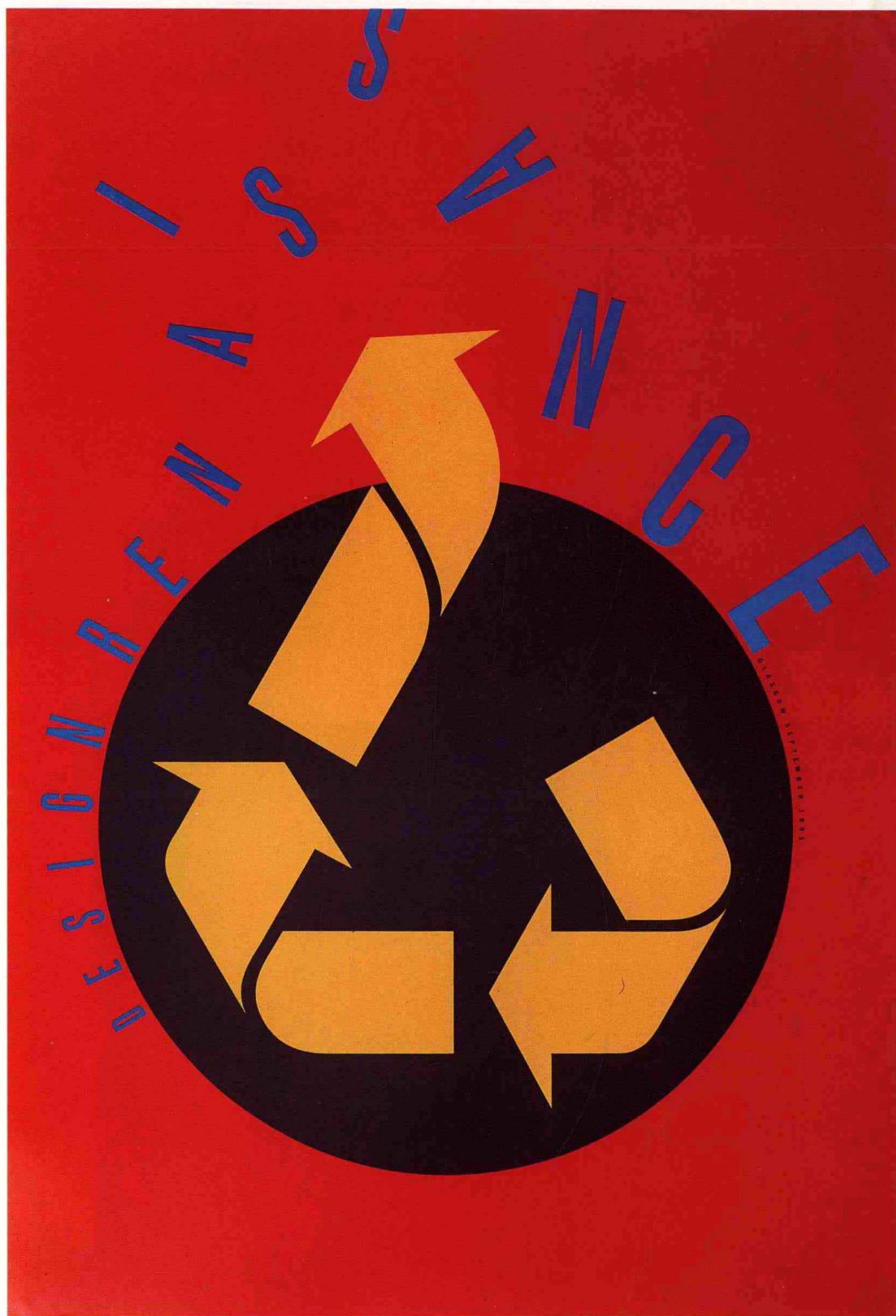
Elton Ward Design

Four photographic images were combined to create this unique snowboard. An existing snowboard was first photographed to provide a template for shape and form. Driftwood was laid within this shape, tied with rope, and then photographed. Existing shoe fittings were individually photographed. All images were combined together in Photoshop. The edges of the snowboard were further retouched to create a beveled edge, and a highlight effect was added to each end to create an upward curved impression. The logo was developed first by hand, and then rebuilt in Illustrator.



DESIGNER TODAY

PART 1 > SHINOSUKE SUGISAKI / KEN MIKI < 3.1 - 3.13 > PART 2 > YOSHIMARU TAKAHASHI / TOSHIYASU NANEU < 7.4 - 7.16 >
PART 3 > KAZUAKI OHARA / SHUICHI NOGAMI < 10.18 - 10.29 > PLACE > OSAKA CONTEMPORARY ART CENTER GRAPHIC SPACE



Design Firm

Pentagram Design

Art Director

Woody Pirtle

Designers

Woody Pirtle, John Klotnia

Client

Ico Grada

Purpose

International Design Renaissance
Congress promotion

Size

23" x 33" (58.4cm x 83.8cm)

(facing page)

Design

Shūichi Nogami for Nogami Design Office

Client

Osaka Contemporary Art Center

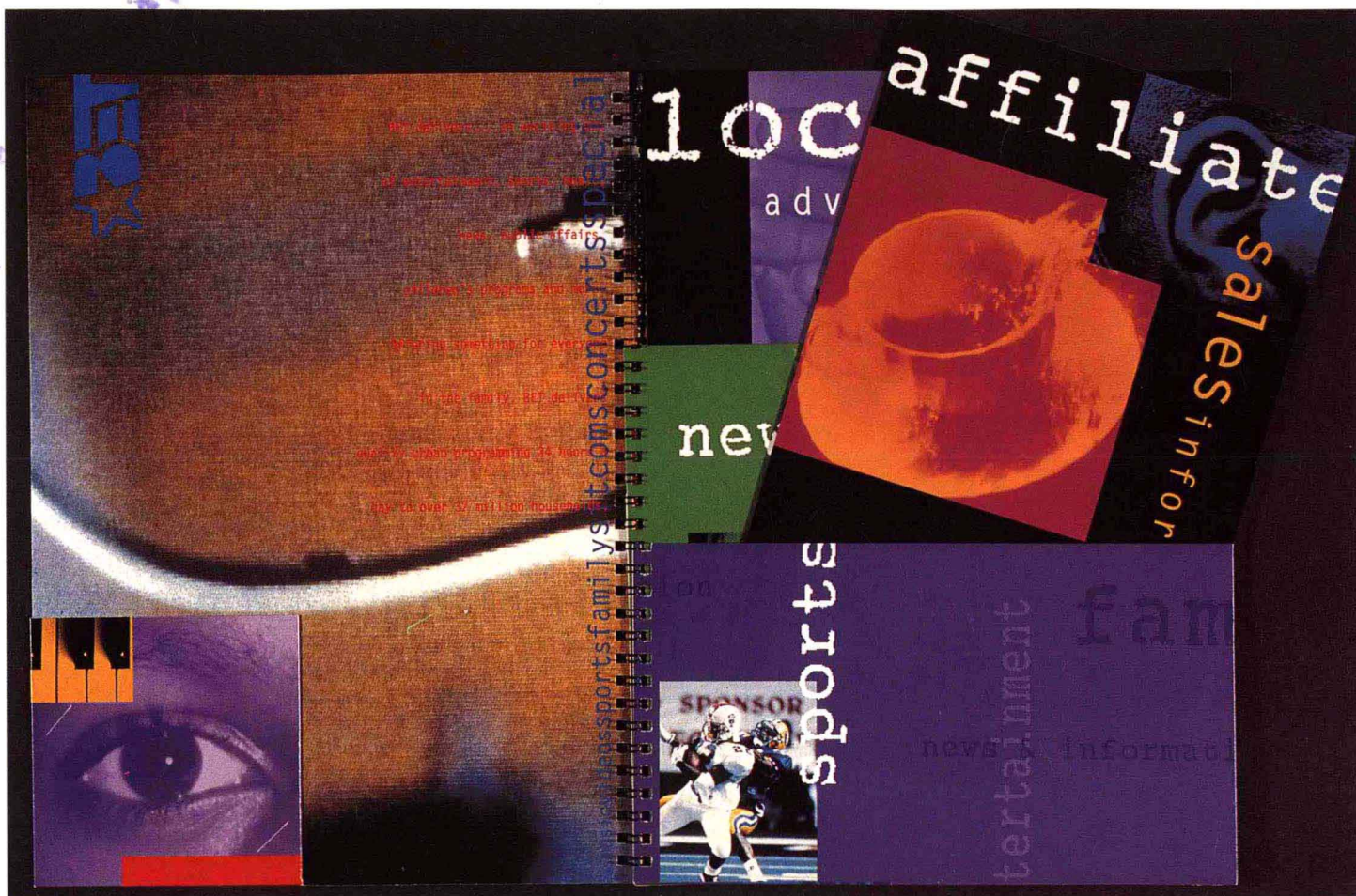
Tools

Adobe Illustrator, Adobe Photoshop on Macintosh

Font

Franklin Gothic Demi

The letters and the photograph were compounded.



Design Firm

Supon Design Group, Inc.

Art Directors

Supon Phornirunlit, Andrew Dolan

Creative Director

Scott Perkins

Designer

Andrew Berman

Project Directors

LaTanya Butler, Angela Scott, Matilda Ivey

Client

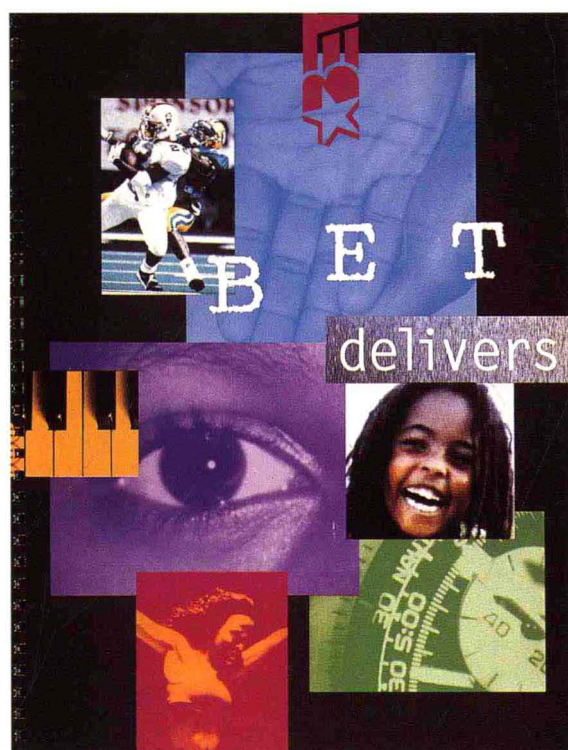
Black Entertainment Television

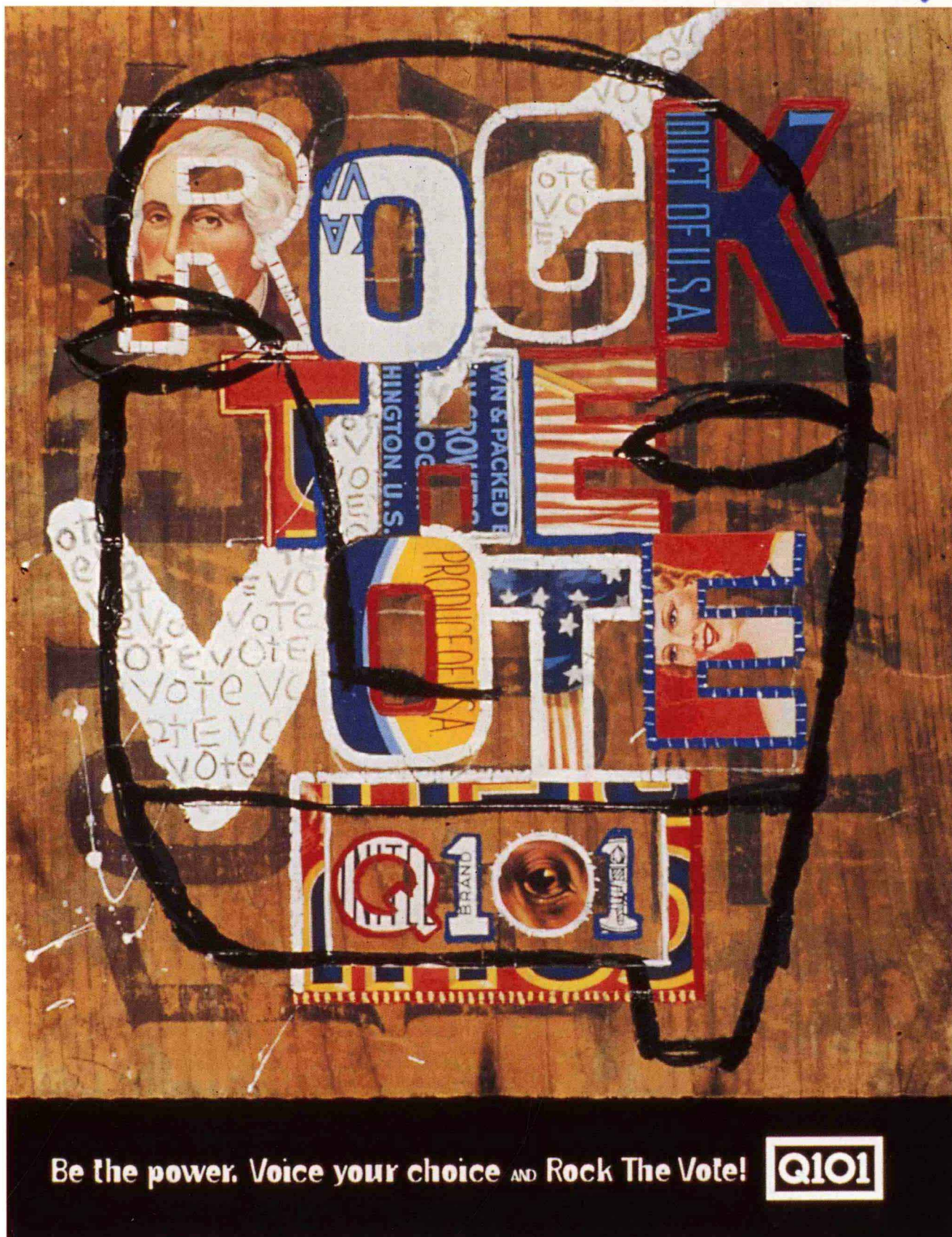
Objective

To design a sales promotion kit that would project the diversity and excitement of the client's programming

Innovation

Using a folder with a wild array of pockets unmatched in most print pieces, this project sports not only novel type treatment and kinetic graphics, but also odd-sized pockets that include a tiny corner niche that conveniently holds a business card.





Be the power. Voice your choice AND Rock The Vote!

Q101

Design

Laura Alberts for Segura, Inc.

Project

Rock the Vote

Client

Q101

Tools

QuarkXPress, Adobe Illustrator,
Adobe Photoshop

Font

Colonist

Q101 Radio in Chicago is a sponsor for
Rock the Vote.



Restaurant/Client

South Union Bakery
and Bread Cafe

Design Firm

Sayles Graphic Design

All Design

John Sayles



Restaurant

Pulp—A Juice Bar

Client

David Sokolow, Philip Cohen

Design Firm

Shelley Danysh Studio

All Design

Shelley Danysh

This project was created with
Adobe Illustrator.

