Slab Serif Type A Century Of Bold Letterforms

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The slab serif typeface—in their classic form, wood types made for large-scale posters, ads, and newspapers—may not be as all-purpose as the gothic or sans serif, but it is equal, if not more powerful, in graphic appeal. Since being introduced in the nineteenth century, slabs have become ubiquitous and are today as popular as ever.

Slab Serif Type: A Century of Bold Letterforms: Heller ...

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Slab Serif Type: A Century of Bold Letterforms (Paperback ...

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Slab Serif Type: A Century of Bold Letterforms by Steven ...

Slab serif lettering and typefaces appeared rapidly in the early nineteenth century, having little in common with previous letterforms. As the printing of advertising material began to expand in the early nineteenth century, new and notionally more attention-grabbing letterforms became popular. Poster-size types began to be developed that were not merely magnified forms of book type, but very ...

Slab serif - Wikipedia

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Part of the serif family of typefaces, slab serifs feature those one-of-a-kind feet or little attachments at the ends of the strokes of individual characters in a typeface. Uniquely, these serifs took the world by storm all of a sudden back in the early part of the 19 th century, when more and more typographers and designers began to use them in widespread fashion.

Slab Serifs: History, Types & Inspiring Examples ...

Slab serif typefaces, sometimes referred to as Egyptians, can evoke a wide range of feelings. Slabs in the Clarendon style can bring to mind the Old West, while other slabs based on neo-grotesque and geometric models can take on a more contemporary feel. Traditionally, slab serifs have been used for display text, however, some slab serifs can work well for setting body text —the Amazon Kindle uses PMN Caecilia as a default body font.

Top 10 Most Popular Slab Serif Fonts of 2020 · Typewolf

In the mid to late nineteenth century, it became popular for type foundries to offer reverse-contrast variants of Clarendon, a popular slab serif type genre, especially in the United States, creating large block serifs at the top and bottom of the letter. This was known as "French Clarendon" type.

Reverse-contrast typefaces - Wikipedia

Find many great new & used options and get the best deals for Slab Serif Type : A Century of Bold Letterforms by Louise Fili and Steven Heller (2016, Trade Paperback) at the best online prices at eBay! Free shipping for many products!

Slab Serif Type : A Century of Bold Letterforms by Louise ...

The Rockwell® typeface family was designed in 1933 by F. H. Pierpont for Monotype Corporation. This very American slab serif has nine weights: four Romans, three italics, and two condensed versions, making it highly practical.

Guide to Typestyles: Slab Serifs - Fonts.com | Fonts.com

We have 392 free slab-serif fonts to offer for direct downloading · 1001 Fonts is your favorite site for free fonts since 2001

392 Free Slab-serif Fonts · 1001 Fonts

The slab serif is a genre of letterforms that has been in use for almost 200 years. Throughout this time, many different sub-styles and groups have come in and out of use. The following Font Feature discusses five categories of slab serifs that may be found in the Linotype library.

Slab Serifs - Linotype Font Feature

At the end of the 19 th century, there has been a considerable disuse and unpopularity towards the use of Egyptian Slab serif. During the early 20 th century especially the 1920s, sans serif became the typeface for its no-nonsense, utilitarian appeal. It was until the 1930s when slab serif would become visible again. Revival phase

Slab Serif Fonts: Most Popular Typefaces, Best for ...

The Slab Serif style, with its eye-catching features, is a common choice of poster designers. As the printing of advertising material began to expand in the early nineteenth century, new and notionally more attention-grabbing letterforms became popular.

slab serif typeface - int-bio.com

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Slab Serif Fonts | Font Squirrel

Didone (or Modern) serif typefaces rose to prominence in the late 18th Century. There's a stark contrast between thick and thin lines. The serifs on the Didone style tend to be very thin, while vertical lines are often heavy. It became VERY prominent in magazines during the early 19th Century but faded with time.

Serif - What Is It And When Should You Use It?

Examples of slab-serif typefaces include Clarendon, Rockwell, Archer, Courier, Excelsior, TheSerif, and Zilla Slab. FF Meta Serif and Guardian Egyptian are examples of newspaper and small print-oriented typefaces with some slab-serif characteristics, often most visible in the bold weights. In the late twentieth century, the term "humanist slab-serif" has been applied to typefaces such as Chaparral, Caecilia and Tisa, with strong serifs but an outline structure with some influence of old ...

Serif - Wikipedia

This slab serif typeface is a new addition to the odudo family. The big and bold serifs will give this addition a more 20th century slab serif tone, without losing the geometric intention and boldness of the original odudo design. The overall boldness and very low contrast will make this member of the family a reliable display typeface as well.

Odudo Slab - Typeface - Infographic B2B

One could argue that the sans serif typeface existed as far back as ancient times—by their means of execution early chiseled faces were constructed from strokes with unadorned endings. But in reality it was the late 19th century when type designers deliberately decided to design faces that were without (sans) serifs.

A compact, yet comprehensive design resource, expertly selected by graphic design s leading historians"

"Part textbook and part reference work, the fifth edition of a typographic classic begins with a thumbnail history of the development of written language and ends with a glossary; in between are in-depth looks at five classic typefaces, lessons on designing with text type, display type and color, and plenty of project assignments. Though Craig, the former design director for Watson-Guptill, touches on the way that type design can be akin to fine art, most of his focus is on the subtle ways in which typeface affects "mood," and letter shape and spacing influences readability, emphasis and even meaning. Even though technological advances have made innovative text design ever simpler, readers—of books, brochures, cereal boxes and subway advertisements—still tend to prefer their type to be "invisible"—in other words, "to serve as a quiet vehicle for enhancing the meaning of a text." While best suited for a beginning graphic design student, this clear, readable book should also intrigue those interested in how the look of a sentence has an impact on the way we read it." - Reed Business Information.

The classic Designing with Type has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, Designing with Type has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

Design School: Type is an in-depth guide to the rules and practices of typography, you'll learn the essential skills of the professional typographer in the detail. Searching for a way to increase your skills as a typographer? This instructive guide, specially designed for students, recent graduates, and self-taught designers is a comprehensive introduction to typography. These guided lessons offer in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section is interspersed with tests designed to help you retain the information they've covered, and a selection of relevant support files in popular design software formats so you can test yourself with provided demos. This guide to the rules and practices of typography avoids the temptation to stray into other areas of design technique, preferring to cover the essential skills of the professional typographer in the detail required to arm students and graduates with the knowledge needed for a successful start to their chosen career.

A classic and indispensable account of graphic design history from the Industrial Revolution to the present Now in its third edition, this acclaimed survey explores the evolution of graphic design from the 19th century to the present day. Following an exploration of design's prehistory in ancient civilizations through the Industrial Revolution, author Stephen J. Eskilson argues that modern design as we know it grew out of the influence of Victorian-age reformers. He traces the emergence of modernist design styles in the early 20th century, examining the wartime politicization of regional styles. Richly contextualized chapters chronicle the history of the Bauhaus and the rise of the International Style in the 1950s and '60s, and the postmodern movement of the 1970s and '80s. Contemporary considerations bring the third edition up to date, with discussions of app design, social media, emojis, big data visualization, and the use of animated graphics in film and television. The contemporary phenomenon of the citizen designer, professionals who address societal issues either through or in addition to their commercial work, is also addressed, highlighting protagonists like Bruce Mau and the Center for Urban Pedagogy. This edition also features 45 additional images, an expanded introduction and epilogue, and revised text throughout. A newly redesigned interior reinforces the fresh contents of this now-classic volume.

Illustrated lettering is one of the most recognisable trends in design, but how do you take your work in this area to new levels and make your projects stand out from the crowd? Illustrator, designer and educator Marty Blake takes you through the craft of creative lettering: what you need to know about working with various media and how to incorporate image and text successfully. Each chapter focuses on one technique, covering its history, the tools and techniques needed to achieve it, along with examples from designers and illustrators from around the world — all with critical reflection on what works, and why. Whether you're lettering by hand or digitally, Drawn to Type is perfect for use alongside courses in illustration and typography, and as an inspirational guide for designers looking to give the written word that visual impact.

With this visually stunning primer, designers will develop the skills and vision to produce truly innovative, eye-catching type design. All the basics of type design are covered, and in-depth information is provided on more advanced topics such as the differences between type applications, how typography creates identity, and what best inspires readers. Chapters cover: The language of type Space and type Typographic unity What makes readers respond Type and identity Evolving type treatments Readability and legibility A timeline of the evolution of writing and typography Designer Alex W. White packs the pages with fifteen hundred images—modern and ancient, specially created and found—that illustrate typographic concepts and continue to yield more complexity and connectivity with each viewing. Listening to Type proves that type is much more than groups of letterforms on a page; it is a language with the ability to convey meaning and evoke emotions beyond the spoken words it symbolizes. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

ESSENTIAL GRAPHIC DESIGN SOLUTIONS features PART 1: FUNDAMENTALS OF GRAPHIC DESIGN, of the bestseller, GRAPHIC DESIGN SOLUTIONS, to provide a focused study of design basics. Covering print and screen media, this book examines conceiving, visualizing and composing solutions to design problems with a comprehensive examination of typography; a broader investigation of creativity and concept generation; visualization and color; an updated timeline; an online chapter about building a Portfolio and the job search; and more. Providing excellent illustrations of historical, modern and contemporary design, this book is a great resource. Now available to accompany this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A history of calligraphy and lettering offers examples of typefaces found on formal announcements, invitations, advertising, and other "commercial handwriting" from the United States, England, Germany, France, and Italy.

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16--are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the "Free Materials" tab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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