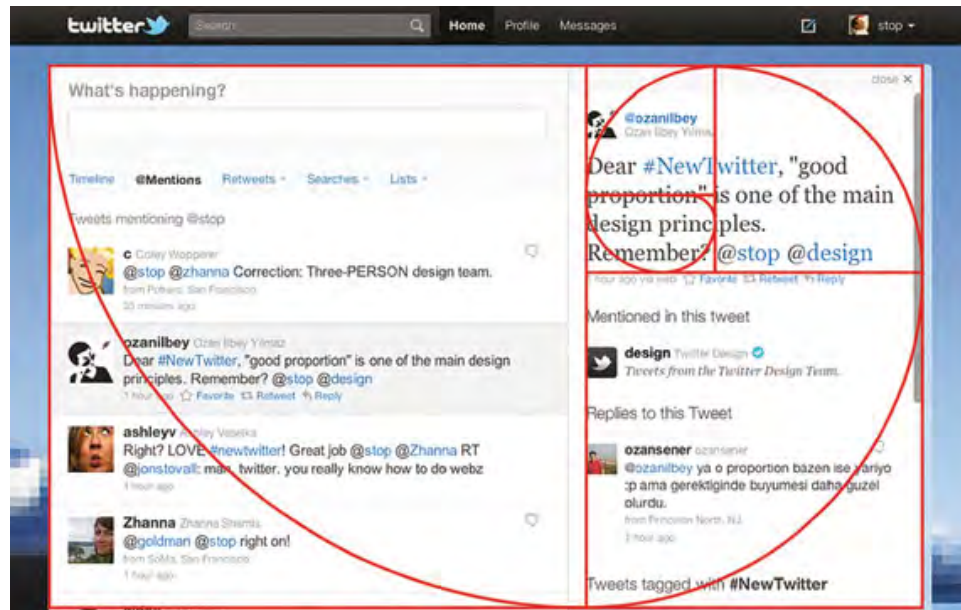
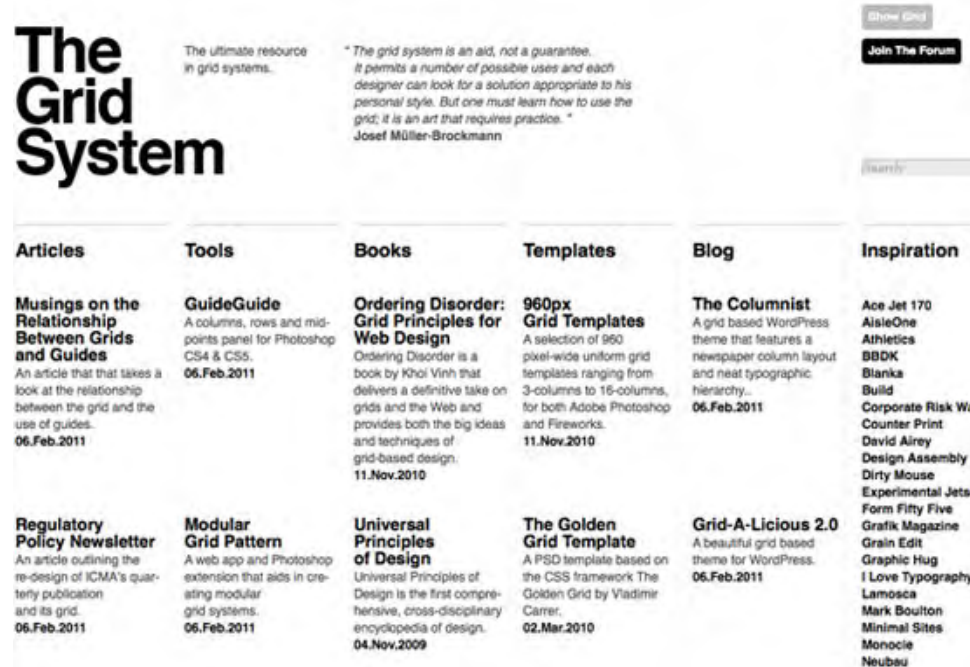


Typography
Projects + Exercises
Spring 2019



Typography
Projects + Exercises
Spring 2019





Neue Grafik New Graphic Design Graphisme actuel

Internationale Zeitschrift für Grafik
und verwandte Gebiete
Text dreisprachig
(deutsch, englisch, französisch)

International Review of Graphic
Design and related subjects
Issued in German, English and French

Revue internationale du graphisme et
des domaines annexes
Parution en langue allemande,
anglaise et française

16

Hans Neuburg, Zürich

Thomas Maldonado und Gui Bonsiepe, Ulm
Peter Mächler, St. Gallen
Richard P. Lohse, Zürich

Georg Radanowicz, Zürich

Margit Staber, Zürich

Peter Lehner, Bern
LMNV

Richard P. Lohse, Zürich

Margit Staber, Zürich

Herausgeber und Redaktion
Editors and Managing Editors
Éditeurs et rédaction

Druck Verlag
Printing Publishing
Imprimerie Edition

Ausgabe Juli 1963

Inhalt

Schweizer Plakate der letzten vier Jahre
Ein Zeichensystem für elektro-medizinische Geräte
Fortschrittliche Wahlpropaganda
Werbung für eine Londoner Möbel-firma
Arbeiten von Robert Praed
Reine Foto-Grafik
Fotoklasse der Kunstgewerbeschule Zürich
Ausstellung für Asbestrohre (Eternit) von Max Bill
SWB Form Forum 1962
Braun-Ausstellungsstände
Buchschatzumschläge aus den dreißiger Jahren
Ein Maler als eigener Plakatgrafiker

Einzelnummer Fr. 15.-

Richard P. Lohse SWB VSG, Zürich
J. Müller-Brockmann SWB VSG, Zürich
Hans Neuburg SWB VSG, Zürich
Carlo L. Vivarelli SWB VSG, Zürich

Walter-Verlag AG, Olten
Schweiz Switzerland Suisse

Issue for July 1963

Contents

Swiss Posters of the past four years
A Sign System for Electromedical Instruments
Progressive Elections Notices
Publicity for a London Firm of Furniture
Pure Photo-Graphic Design
Exhibition of Asbestos Pipes
SWB Design Forum 1962
Permanent Braun Pavilion on an Exhibition Site
Book jackets of the Thirties
A Painter who is his own Graphic Designer

Single number Fr. 15.-

Juillet 1963

Table des matières

Affiches suisses des quatre années écoulées
Un système de signes pour appareils électromédicaux
Propagande électorale d'avant-garde
Publicité pour une maison d'ameublement londonienne
Photo-graphisme pur
L'exposition des tubes de ciment d'amiante
Forum 1962 de la forme ASA
Pavillon Braun permanent sur l'esplanade d'une foire
Couvertures de protection des années trente
Un peintre-graphiste

Le numéro Fr. 15.-

Typography
Projects + Exercises
Spring 2019

Design Lecture Series
Portland State University
Art Department

the typography of
Paul Rand
with Lewis Blackwell

Shattuck Hall • 7:00 pm
March 30, 2011

With wit and wisdom, Blackwell dissects
the patterns of Rand's use of typography
throughout his brands, book covers, and
advertising work.

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

Of all the truly calamitous afflictions of the modern world, typomania is one of the most alarming and least understood. It was first diagnosed by the German designer Erik Spiekermann as a condition peculiar to the font-obsessed, and it has one common symptom: an inability to walk past a sign (or pick up a book or a menu) without needing to identify the typeface. Sometimes font freaks find this task easy, and they move on; and sometimes their entire day is wrecked until they nail it.

Life as a typophile

Common Typographic Diseases

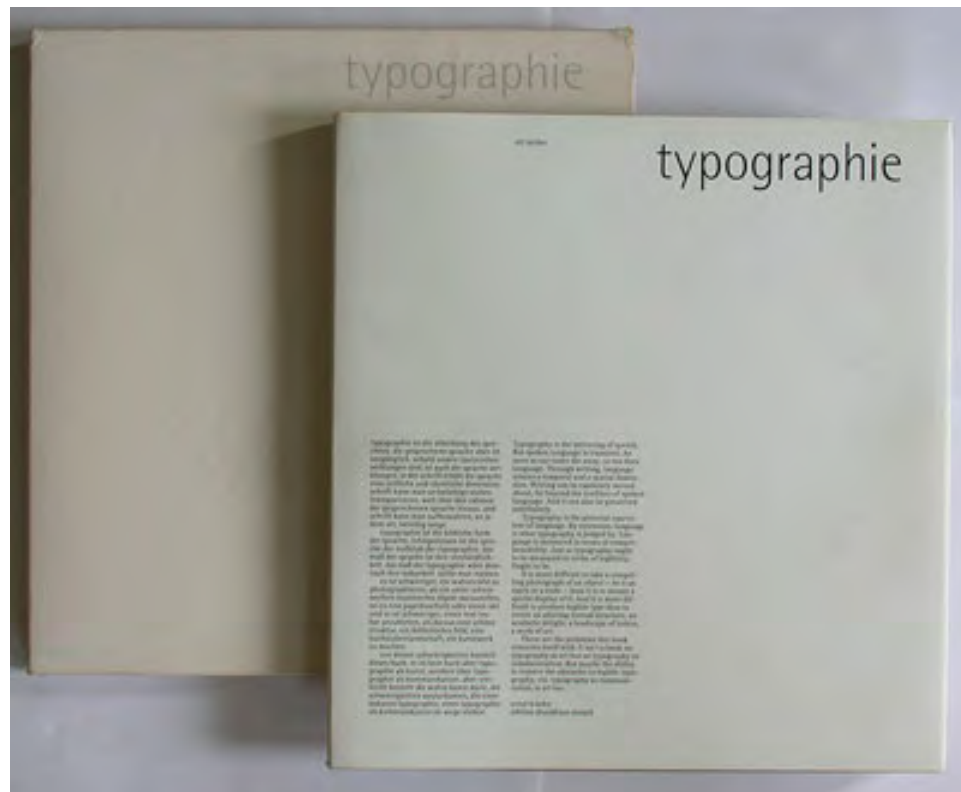
Typophilia

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless and alone.

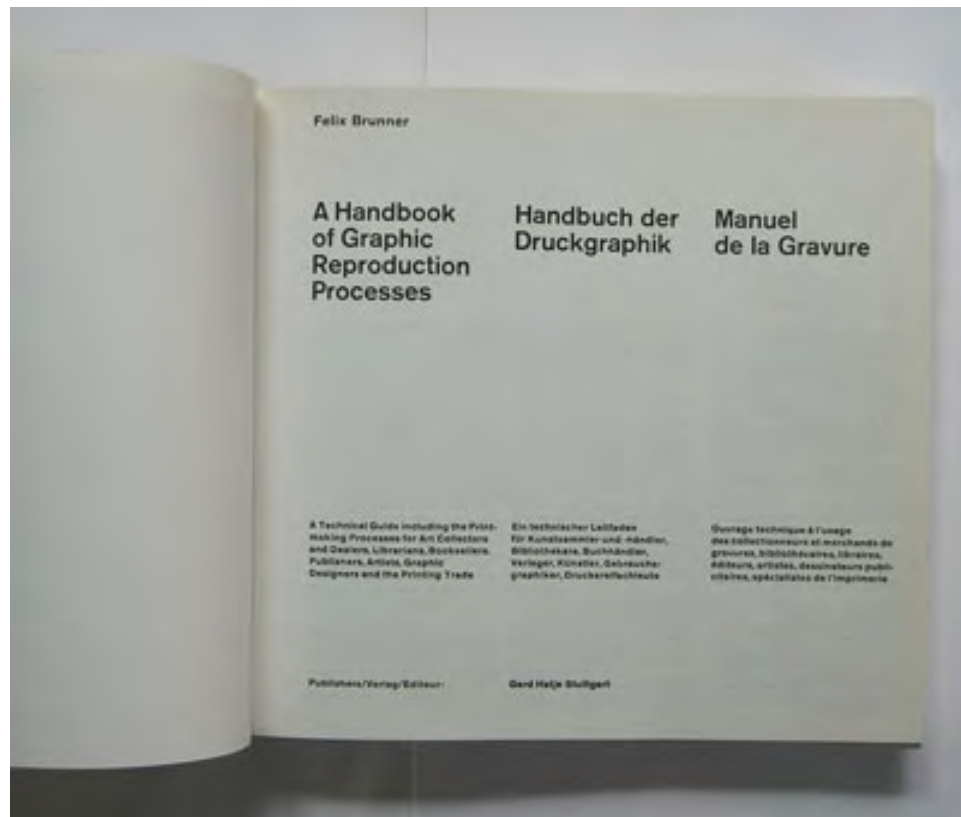
Typophobia

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typophobe can be quieted (but not cured) by steady doses of helvetica and Times New Roman.

Typography
Projects + Exercises
Spring 2019



Typography
Projects + Exercises
Spring 2019



Typography
Projects + Exercises
Spring 2019

