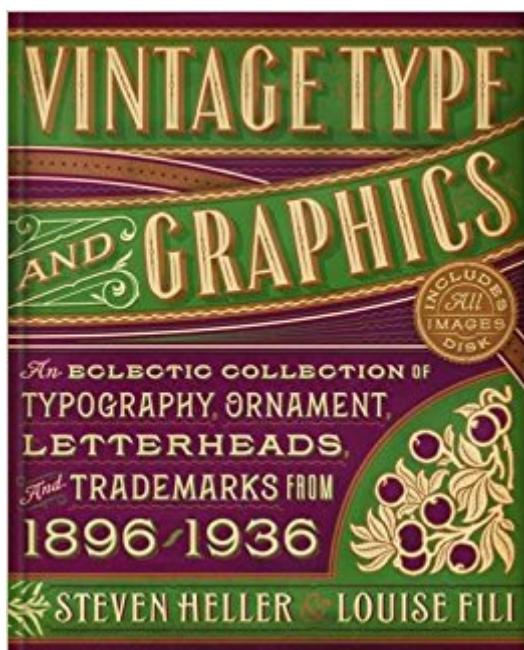


The book was found

Vintage Type And Graphics: An Eclectic Collection Of Typography, Ornament, Letterheads, And Trademarks From 1896 To 1936



Synopsis

Exquisite graphic design artifacts comprise this unusual collection culled from the pages of type and typography books dating from 1896 to 1936. Design professionals, students and teachers of graphic design, and anyone with an interest in vintage design will be delighted to find rare, never-before-reprinted type specimens, vintage layouts, logos, and decorations that will serve as an inspiration and resource for practicing and aspiring graphic designers.

Book Information

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Customer Reviews

Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and *Scripts*. Louise Fili is director of Fili Design, a New York-based design studio specializing in typographic treatments. The recipient of the AIGA Medal in 2014, she is the coauthor with Steven Heller of *Scripts*.

I was so attracted by the cover that I bought the book. The interior is not up to the level of the cover. The material seems scanned and not as crisp as it could be. It is entirely in black-and-white. It's a nice idea that it comes with a CD of the images...except....they are pdf files and not even scanned at high resolution. Someone messed up with this book because the authors are usually outstanding.

I've been working with vintage typography and graphics for more than twenty years. I have a great deal of respect for Steven Heller and his contributions to the graphics genre-but, I have to say this book was a major disappointment. With such a great title and book cover I expected much more.

What I found was 1 or 2 things I could use for reference and that the cover is the best part of the book. It doesn't matter if it comes with a CD if the material is subpar. Buy another book by Steven Heller but don't buy this one.

This is beautifully produced, enjoyable selection of graphics from this period. Imagine my pleasant surprise when I discovered that it comes with a CD (I didn't know that's what the description "Pap/Cdr" means). Each page is available in PDF format on the CD, an extra bonus. Nicely done, nicely designed, fun to examine.

Great resource for type styles of the 1930's

More often than not, the year (and sometimes country) in which each piece of artwork in this book and CD was published is not discernible. Without those, I can't use the artwork. If you're one of the authors, please correct this on one of your websites and comment on this comment.

Nothing exciting here and light on content. If you don't have other vintage type references and are just beginning, this is okay. But there are many other more worthwhile sources.

This book gave a nice review of little seen fonts and letter forms vs the more popular ones. Many of the examples were European from the teens to the 30's and at times were quite heavy in form as was popular at the time. The Letterheads were good and more from the same time period of the lettering vs some of the more unique from the late 1800's. The CD was easy to download and use. This is a good reference for the font types for the first third of the 20th century.

I wish the book was in color throughout, or at least with glossy pages. Despite these two things, it's a great reference book for type. It's filled with mostly type, and some ornamental borders and letterheads (those are the graphics) no vintage packaging as i thought it might contain.

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