

## Subject Guide – Typography

This Subject Guide brings together key content from the Bloomsbury Design Library's wide-ranging platform. From books and encyclopedia articles to primary research sources and designer biographies, this guide is your springboard for typography.

### Articles from the Bloomsbury Encyclopedia of Design and the Encyclopedia of East Asian Design

- Beegan, G. (2016). Letraset. In *The Bloomsbury Encyclopedia of Design* (p. 320). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-L030>
- Beegan, G. (2016). Monotype Corporation. In *The Bloomsbury Encyclopedia of Design* (pp. 405–406). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-M083>
- Chia, L. (2020). The Design of the Chinese Woodblock Printed Book. In H. Fujita & C. Guth (Ed.). *Encyclopedia of Asian Design: Encyclopedia of East Asian Design* (pp. 30–33). London: Bloomsbury Visual Arts. <http://dx.doi.org/10.5040/9781350063488.ch-008>
- Cubbin, T. (2016). Devétsil (1930–1). In *The Bloomsbury Encyclopedia of Design*. London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596178-BED-D085>
- Hartnett, J.P. (2016). Tschichold, Jan (1902–74). In *The Bloomsbury Encyclopedia of Design* (pp. 333–334). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-T049>
- Hartnett, J.P. (2016). Weingart, Wolfgang (1941–). In *The Bloomsbury Encyclopedia of Design* (pp. 410–411). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-W010>
- Iguchi, T. (2016). Hara, Hiromu 原 弘 (1903–86). In *The Bloomsbury Encyclopedia of Design* (p. 132). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-H008>
- Kelly, J. (2016). Typographica (1949–67). In *The Bloomsbury Encyclopedia of Design* (p. 340). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-T057>
- King, L. (2016). Supergraphics. In *The Bloomsbury Encyclopedia of Design* (p. 277). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-S137>

# BLOOMSBURY DESIGN LIBRARY



- Muroga, K. (2020). Contemporary Communication Design in Japan. In H. Fujita & C. Guth (Ed.). Encyclopedia of Asian Design: Encyclopedia of East Asian Design (pp. 291–295). London: Bloomsbury Visual Arts. <http://dx.doi.org/10.5040/9781350063488.ch-070>
- Pineda, A. (2016). Typography. In The Bloomsbury Encyclopedia of Design (pp. 340–343). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-T058>
- Priya Rajendran, L. (2016). Legibility. In The Bloomsbury Encyclopedia of Design (p. 318). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-L027>
- Snaith, S. (2016). Gill, Eric (1882–1940). In The Bloomsbury Encyclopedia of Design (pp. 91–92). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-G028>
- Snaith, S. (2016). Morison, Stanley (1889–1967). In The Bloomsbury Encyclopedia of Design (p. 408). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596161-BED-M089>
- Snaith, S. (2016). Spiekermann, Erik (1947–). In The Bloomsbury Encyclopedia of Design (pp. 255–257). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-S093>
- Snaith, S. (2016). Zapf, Hermann (1918–2015). In The Bloomsbury Encyclopedia of Design (pp. 435–436). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596154-BED-Z005>
- Tinios, E., & Guth, C. (2020). Printing in Pre-Modern Japan. In H. Fujita & C. Guth (Ed.). Encyclopedia of Asian Design: Encyclopedia of East Asian Design (pp. 222–225). London: Bloomsbury Visual Arts. <http://dx.doi.org/10.5040/9781350063488.ch-053>
- Twemlow, A. (2016). Emigré (1984–2005). In The Bloomsbury Encyclopedia of Design. London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596178-BED-E027>
- Zaidan, S. (2016). Carson, David (1954–). In The Bloomsbury Encyclopedia of Design. London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472596178-BED-C015>

## Primary Sources

- Tschichold, J. (2016). The Principles of the New Typography. In D. Huppertz (Ed.). Design: Critical and Primary Sources: Design Reform, Modernism, and Modernization (pp. 91–105). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474282857.0016>

## Chapters from the World History of Design

- Margolin, V. (2015). The Near and Middle East 1900–1939. In World History of Design: World War I to World War II (pp. 615–686). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246217.ch-013>

# BLOOMSBURY DESIGN LIBRARY



- Margolin, V. (2015). The United States 1917–1941. In World History of Design: World War I to World War II (pp. 365–460). London: Bloomsbury Academic.  
<http://dx.doi.org/10.5040/9781474246217.ch-009>
- Margolin, V. (2015). Italy, Germany, the Soviet Union, and Portugal 1922–1940. In World History of Design: World War I to World War II (pp. 299–364). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246217.ch-008>
- Margolin, V. (2015). Art Nouveau and the Decorative Impulse 1890–1914. In World History of Design: Prehistoric Times to World War I (pp. 289–336). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246194.ch-012>
- Margolin, V. (2015). Art and Literature of the Avant-Gardes 1897–1918. In World History of Design: Prehistoric Times to World War I (pp. 535–562). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246194.ch-018>
- Margolin, V. (2015). Asia: China and Siam 1900–1939. In World History of Design: World War I to World War II (pp. 755–782). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246217.ch-016>
- Margolin, V. (2015). Colonies: India, Hong Kong, and Burma 1900–1945. In World History of Design: World War I to World War II (pp. 729–754). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246217.ch-015>

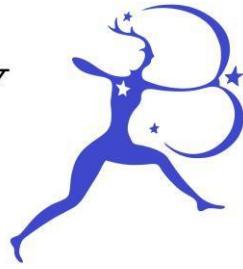
## Designer Biographies

- Max Bill  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_maxBill](https://www.bloomsburyvisualarts.com/person?docid=person_maxBill)
- Matthew Carter  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_matthewCarter](https://www.bloomsburyvisualarts.com/person?docid=person_matthewCarter)  
Hiromu Hara 原 弘  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_hiromuHara](https://www.bloomsburyvisualarts.com/person?docid=person_hiromuHara)
- Edward Johnston  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_edwardJohnston](https://www.bloomsburyvisualarts.com/person?docid=person_edwardJohnston)
- Jan Tschichold  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_janTschichold](https://www.bloomsburyvisualarts.com/person?docid=person_janTschichold)
- Wolfgang Weingart  
[https://www.bloomsburyvisualarts.com/person?docid=person\\_wolfgangWeingart](https://www.bloomsburyvisualarts.com/person?docid=person_wolfgangWeingart)

## Book Chapters

- Brownie, B. (2012). Fluid Typography: Construction, Metamorphosis and Revelation. In G. Lees-Maffei (Ed.). Writing Design: Words and Objects (pp. 175–186). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474294089.ch-012>

# BLOOMSBURY DESIGN LIBRARY



- Fluid branding: Channel 4 and its imitators. (2015). In B. Brownie (Ed.). *Transforming Type: New directions in kinetic typography* (pp. 67–76). London: Bloomsbury Academic.  
<http://dx.doi.org/10.5040/9781474246187.ch-007>
- Harland, R. (2016). Representamen. In *Graphic Design in Urban Environments* (pp. 97–116). London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781472597786.ch-006>
- Lees-Maffei, G. (2019). Seeing clearly? Legibility, word and image in postmodern print design. In G. Lees-Maffei & N.P. Maffei (Authors), *Reading Graphic Design in Cultural Context* (pp. 83–102). London: Bloomsbury Visual Arts.  
<http://dx.doi.org/10.5040/9781474293808.0012>
- Purcell, K.W. (2014). Helvetica, Switzerland: (Max Miedinger and Eduard Hoffmann, 1957). In G. Lees-Maffei (Ed.). *Iconic Designs: 50 Stories about 50 Things* (pp. 80–83). London: Bloomsbury Visual Arts. <http://dx.doi.org/10.5040/9781474293921.ch-014>
- Staples, L. (2010). Typography and the Screen: A Technical Chronology of Digital Typography, 1984–1997. In R. Buchanan, D. Doordan & V. Margolin (Ed.). *The Designed World* (pp. 188–204). Oxford: Berg. <http://dx.doi.org/10.5040/9781350096004.ch-015>
- What is kineticism?. (2015). In B. Brownie (Ed.). *Transforming Type: New directions in kinetic typography* (pp. 3–16). London: Bloomsbury Academic.  
<http://dx.doi.org/10.5040/9781474246187.ch-001>

## Whole Books

- Ambrose, G. , & Harris, P. (2010). *The Visual Dictionary of Typography*. Lausanne London La Vergne: AVA Publishing SA. <http://dx.doi.org/10.5040/9781474293488>
- Brownie, B. (Ed.). (2015). *Transforming Type: New directions in kinetic typography*. London: Bloomsbury Academic. <http://dx.doi.org/10.5040/9781474246187>