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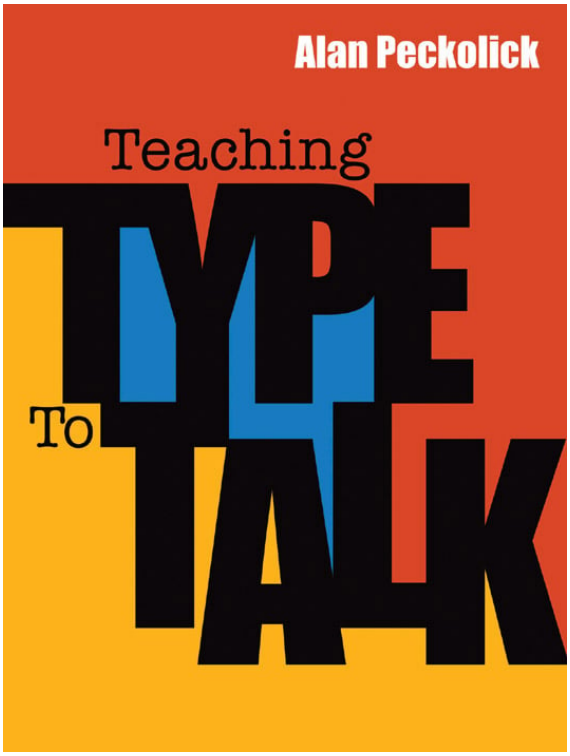

Teaching Type to Talk

Alan Peckolick

ISBN	9781938461064
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- With introductory texts by design icons and visionaries Ivan Chermayeff, George Lois, and Jan V. White
- Featuring personal annecdotes and the inspirations behind Peckolick's unique designs

Accompanying the revolutionary spirit taking hold of American culture in the mid-1960s and 1970s, American graphic designer Alan Peckolick heralded a movement in graphic design, known as expressive typography. Along with his mentor and icon Herb Lubalin, Peckolick called for a new caliber of design: Dreaming up and hand-drawing letterforms that had never existed before, with type, which once exclusively played a supporting role to the graphic image, now taking center stage. Calling for conceptual typography over a standardized format, Peckolick gave letterforms a presence on the page – and also an attitude: His designs will talk back, and always speak up.

Teaching Type to Talk is the first-ever compendium to span the typographer's career. Peckolick's work is equal parts witty, shrewd, and impeccable, and is accompanied by original anecdotes as insightful and tongue-in-cheek as his designs. Contents: A Note from Ivan Chermayeff A Few Words from George Lois Preface by Jan V. White

Alan Peckolick is an internationally recognized graphic designer and artist. His projects have included logo designs, posters, packaging, annual reports, corporate identity, and annual reports for a wide range of organizations, such as New York University, Revlon, General Motors, and AT&T. His designs have earned him over 500 design awards worldwide, including six gold medals from the Art Directors Club of New York.

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