# Teaching Type to Talk
**Alan Peckolick**

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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 Introduction by Ina Saltz Chapter 1: Typographically Speaking Chapter 2: Radical Me Chapter 3: Hollywood Calling Chapter 4: Dealing With the Suits Chapter 5: In Your Face 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.

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.