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This lively account of the printed word draws together the histories of typography and printing into one robustly illustrated volume, and describes how dramatic changes in technology have affected type design. Historical paintings, engravings, and photographs give a visual context to the different eras of type design and print, and key typefaces from each historical era are discussed and compared to others of the era. The original use of each typeface is pictured alongside contemporary examples, providing a broad sense of the character of each face. Sidebars explain how to use individual typefaces, warn of pitfalls, and highlight the particular benefits of using the face. A superb and engaging introduction to the world of typography, the book is also a vital reference for anyone who works with type and knows that understanding the history of letterforms is key to using type creatively and effectively.

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