

typography at the
emily carr institute
of art + design

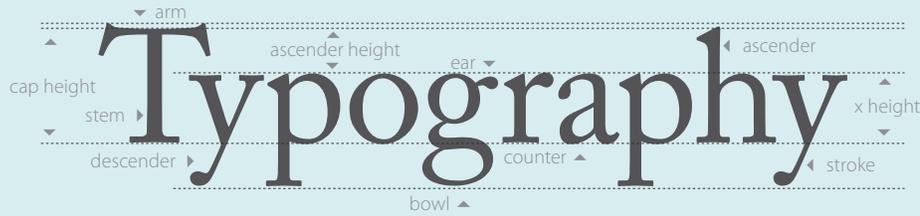
TRAJAN | BOLD

Designed by Carol Twombly in 1989, Trajan is an elegant display face based on the capital letters found on the Column of Trajan in Rome. The delicate serifs and variant line weights impart dignity and inspire civic mindedness, used to advantage as the title face for the television show *The West Wing*.

Kristina Batiste • Bill Nikolai
LIBR 580 Final Project • November 26, 2007

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Typography is the art of composition with type. A discussion of typography can also include calligraphy, the art of type design, the creation of letterforms, letterpress, book design, readability, motion graphics, and art using the letterform. In general terms, typography falls under the umbrella of graphic design or communication design.

Type and typography can be used to reflect or direct the mood of a community - Futura's strong vertical lines and geometric forms were the perfect face for the growing sense of modernism, and has enjoyed huge popularity since its introduction in the late 1920's. Helvetica, another incredibly popular sans serif typeface influenced by the Bauhaus school of design, is another typeface that instantly communicates modernity, and has been used extensively by the likes of IBM, the iPhone, the Metropolitan Transit Authority of New York, and Target.

Some of the considerations in working with the typography of a piece include letterspacing, leading, kerning, and line composition.

Gill Sans

light | *light italic* | *italic* | **bold** | ***bold italic***

Designed by Eric Gill in 1928, Gill Sans is a clear modern face with smooth arches based on classic roman letterforms rather than the geometric shapes of other popular modern faces like Futura. Gill Sans was produced for the London & North Eastern Railway. Gill also designed Perpetua, Joanna, and Humanist, an alternate version of Gill Sans. Gill Sans is his most famous.

call numbers
+ subject
headings

Call Numbers + Subject Headings

A true typography student can find information on typography, type design, and the letterform in a variety of places in a library organized by the Library of Congress Classification Scheme - most notably in Subclass Z Books, Writing, Book industries and trade and subclass NC, Drawing, Design, Illustration. For this project, we examined a narrow call number range between Z124 and Z286, that had a concentration of titles focused primarily on typography.

Subclass Z

Z4-115.5	Books (General). Writing. Paleography
Z4-8	History of books and bookmaking
Z43-45	Calligraphy. Penmanship
Z49-51.5	Typewriters. Typewriting. Keyboards. Keyboarding
Z52-52.5	Word processing
Z116-659	Book industries and trade
Z116.A2	Treatises on the modern printed book
Z116.A3	Book design
Z116.A5-265.5	Printing
Z124-228	History
Z231-234	Printers and printing establishments
Z235-236	Printer's marks, mottoes, etc.
Z237	Paper. Watermarks, etc.
Z240-241.5	Incunabula. Block books broadsides, playing cards
Z242.9-264.5	Practical printing including printing as a business, layout, paper and ink, type and type founding, electrotyping, desktop publishing, typesetting, presswork
Z265-265.5	Representation or reproduction of books, documents

Subclass NC

NC1-1940	Drawing. Design. Illustration
NC845-915	Graphic art materials
NC997-1003	Commercial art. Advertising art
NC1280-1284	Printed ephemera. Imagerie populaire
NC1800-1850	Posters
NC1860-1896	Greeting cards, postcards, invitations, book jackets, etc.

Subject Headings

Main

Graphic design (Typography)
Type and type-founding
Type designers
Typographers

Secondary

Composition (Art)
Computer fonts
Desktop publishing
Electronic publishing
Lettering
Printing
Printing (Specimens)
Visual communication

Garamond

italic | **semi bold** | *semi bold italic* | **bold** | *bold italic*

The original Garamond was designed by Claude Garamond, a typesetter and printer in the 16th century. The modern version is an old style serif face, with high extenders and small bowls. This version of Garamond, Adobe Garamond Pro, is produced by the Adobe Font Studio.

the library at eciad

Any description of the library at the Emily Carr Institute of Art and Design (ECIAD) must be prefaced by some information about the school itself.

ECIAD is one of only four publicly-funded art schools in Canada; it became degree-granting in 1995. The institute has four-year Bachelor programs in three areas: Visual Arts, Media Arts, Design; its first intake of graduate students was welcomed in September 2006 (Master of Applied Arts program). ECIAD also offers online courses and an extensive Continuing Studies Program. There are 1400 full-time equivalent students in total, and over 300 faculty and staff.

The library's focus is very much on contemporary visual art, but also provides support for critical, cultural and historical studies. In many ways, this library is as much a "special library" as it is a traditional "academic" library. If nothing else, the practical nature of the programs offered by ECIAD dictates a "special" designation. The library employs three full-time librarians, plus one part-time librarian and 11 support staff members. At present, the number of books and exhibition items is over 25,000, with the book budget exceeding \$50,000. Annual expenditures on periodicals is about \$20,000.

Collection Overview

Buying of book titles for the library collections is mostly done through two jobbers. Blackwell North America (for the American items) and United Library Service (for items from other regions, as well as MARC records and paperback processing) are the primary purchasing agents. DAP (Distributed Art Publications) is also used to buy from some of the smaller art presses (they have great coverage of Europe, Asia and the smaller galleries).

Some of the purchased items need to be cataloged, so ECIAD staff catalog in-house or contract with Special Libraries Cataloguing, Inc. A large number of exhibition catalogs are also purchased from ABC Art Books, and these require original cataloging.

The current periodical selection is exceptional; the library holds subscriptions to dozens of major art and design magazines from all over the world (about 170 in total). This is a huge resource for the library – in contrast, UBC has a much more limited selection of art and design periodicals. As for electronic resources, ECIAD Library currently subscribes to 45 indexes and databases.

For films and videos, the librarians deal directly with the distributors or artists (as far as typography is concerned, there isn't much, however, they presently have an order in for the film *Helvetica*.)

Collection Aims

The ECIAD Library has opted to develop a broad collection, generally buying only one copy of each title. Jobbers send the school selection slips, however, Sheila Wallace (the library director) says that while these slips are great for quickly surveying what's available, she often acts on tips from students and faculty members, asking "What's interesting? What's current? What's hot?" She also looks at price and considers whether or not the item is likely to be used more than once. Buying / ordering is done on a continuous basis, and titles are constantly coming into the library.

Challenges Inter-institutional initiatives

This flexible and dynamic approach to collection development has resulted in a rich storehouse of relevant titles, but is also under increasing pressure as ECIAD joins a number of cooperative ventures. ECIAD has begun issuing collaborative degrees to North Island College students. It is a great challenge to try to move materials back and forth between the two institutions. ECIAD is also offering a joint BFA program with the University of

Optima

italic | **bold** | *bold italic* | **extra black**

Optima is a humanist sans serif designed by Hermann Zapf in Germany in the early 1950s. Although it has no official serifs, Optima displays a gentle expansion that implies the tapered slope of a serif face. Optima has a gravitas and elegant style that conveys calm. Optima was used for the names on the Veitnam Memorial in Washington D.C.

Northern B.C., and a similar arrangement with Northwest Community College has been proposed. Finally, another collaborative effort involves ECIAD with UBC, SFU, and BCIT at the Great Northern Way campus, where a joint Master of Digital Media degree program began this fall. With the increase in student population, the budget and collection must stretch to accommodate everything.

Curriculum Support

The library very much sees itself as providing a teaching support role to the ECIAD community (which is, as noted above, becoming extended), so it aims to make course-relevant materials available to students and instructors.

Typography is a key subject area taught at ECIAD and a perusal of offerings reveals the following directly-related courses:

Bachelor of Design, Communication Design major courses

Typography I: Letters, Words & Phrases
Typography Essentials
Typography III: As the Dominant Element
Typography IV: Complex Typography
Typography on Screen I
Typography V: Advanced Type
Composition
Typography on Screen II

Core courses

Core Design Studio II (typography is a component)

Continuing Education courses (offered to the community at large)

Typography
Introduction to Letterpress
The Art of Fonts

Summer Institute on Book Arts (2007)

Letterpress Workshop

It's clear, given the extensive emphasis on typography in the ECIAD curricula, that the library needs to continue to seek out and add relevant titles to this subject area.

Weeding

De-selection of titles at ECIAD is a ongoing process, according to Sheila Wallace. Space is becoming a problem (a small off-site storage area is just now being developed), so as new titles are added to the collection an effort is made to remove an equivalent number of books. Every two years, a more comprehensive de-selection process is undertaken, with the entire collection being assessed. The key questions for the ECIAD staff any time a title is being considered for removal are: "Is the item being used? Is the work current and relevant? What is the condition of the item?"

Typography is an area that is challenging to weed, as it's tough to predict when students and faculty will want to refer to classic (i.e., older) works on the subject. There has been a clear shift in emphasis in the curriculum to the teaching of digital typography; however, from "time to time" a course entitled "History of Typography" is offered.

Description based on information available at <http://www.eciad.ca> and from an interview with Sheila Wallace on Nov. 14, 2007.

Baskerville

italic | **semi bold** | *semi bold italic* | **bold** | *bold italic*

Designed by John Baskerville, a London printer, in the 18th century. Created as a book font to increase the legibility and readability of printed text, Baskerville has delicate strokes contrasted with stronger strokes, accented with longer, tapered serifs. A crisp font, Baskerville only enjoyed a short popularity before losing favor to the modern fonts. A modified version of Baskerville is the typeface for the Canada wordmark.

collection assessment

Location

Typography as a discrete subject exists within a fairly narrow call number range. The books in this range are on just a few shelves on the second floor of the ECIAD library. We set out to examine the condition of 184 items that are connected to 175 records in the catalogue. We visited the library on four occasions and managed to evaluate 148 items. Of the entire collection, 20 items were checked out, 10 are confirmed missing or lost and we couldn't account for 6 items (on our visits we noted that quite a few items were miss-shelved, so it's quite possible that these books are on the shelves somewhere).

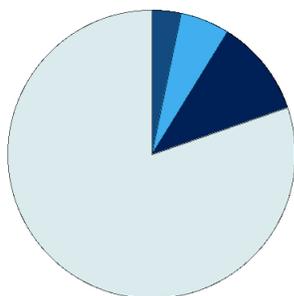
Condition

We examined each item and noted the general condition in relation to one of four categories (excellent, good, fair, good). If we deemed an item "excellent" (i.e., near new), no remarks were attached. If it was judged to be good, fair, or poor, we added specific comments to indicate what led to the rating. For example, *Typography now: the next wave*, by Booth-Clibborn was marked "fair" because it is dirty and suffers from cover and binding damage.

A surprisingly high number of items are in exceptional condition (i.e., 43 items or about 30% of the collection). Conversely, only a few items (11 books or 7%) are in poor condition and probably should be discarded or pulled for major repair.

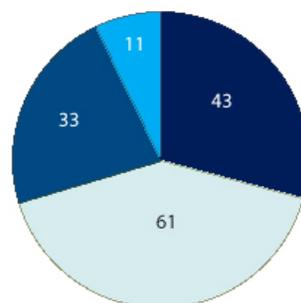
Not surprisingly, many of the older books (30 items or 20%) sport pages that have varying stages of "yellowing"; other deficiencies noted include damage to covers (30; 20%), spine (32; 22%) and/or binding (26; 18%) as well as torn pages (9; 6%) and dirt (21; 14%). Some of the books had multiple deficiencies; this was noted in the comments for the respective items. (see appendix for detailed information about the books in this review.)

Location of Items Sought



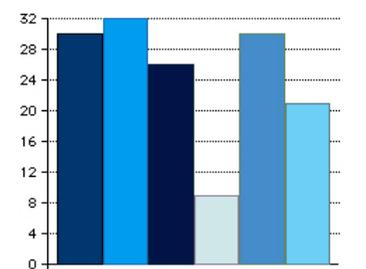
10 confirmed missing | 20 checked out
6 unaccounted for | 148 on shelf

Condition of Items



43 excellent | 33 fair
61 good | 11 poor

Specific Damage Remarks



cover damage | torn pages
spine damage | page yellowing
binding damage | dirt or marks

Futura

condensed | **condensed extra bold** | *italic*

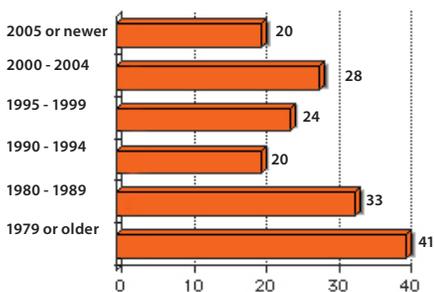
A geometric sans serif designed by Paul Renner for a German type foundry in the late 1920s. Though not a member of the Bauhaus school, this typeface embodies the minimalist, purity of form aesthetic explored by the modernists. Hugely popular. Is the typeface for Volkswagen, and was the typeface used on the moon plaque left by NASA's Apollo 11.

collection assessment

Publication Dates

A significant percentage (24%) of the 165 catalogue items available to users show a publication date older than 1980. Conversely, however, almost 30% of the books in the collection were published since 2000. This breadth is reflective of the somewhat timeless nature of the subject area. The librarians have recognized the importance of keeping earlier works that reflect the classic aspects of the art of typography, while at the same time attending to the desires of users who want what's interesting, current and "hot."

Publication Date



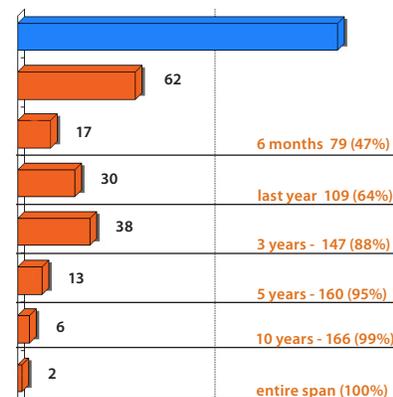
While many of the titles are over 25 years old, the collection includes quite a few classic works that will be valuable as long as they remain in good condition.

Circulation

We did not have access to circulation records, however, because the ECIAD library staff stamps return dates in each book, we were able to visually note when each volume was last returned. We were quite impressed that almost half the book collection has circulated in the last six months, with 88% having been checked out within the last three years.

While we didn't attempt to tabulate how many times each work has been borrowed in a given time period, our general impression is that the typography books are a valuable and relevant part of the ECIAD library.

Date Item Last Checked Out



Within the last three years, 88% of the collection examined has been taken out at least once.

Electronic Collection

Databases

ECIAD subscribes to over 40 article indexes and databases. For typography, the chief among these are Design and Applied Arts Index and ART Full Text. Other ECIAD subscriptions that will yield typography results include ARTbibliographies Modern ABM, EBSCO Databases and Indexes (Academic Search Premier) and Humanities Index.

It appears that ECIAD has a quality selection of databases applicable to the subject at hand. (We were unable to access database collections at a number of other design colleges - for example, Parsons - for comparison purposes.)

Websites

As far as websites are concerned, the ECIAD library includes a short list of three typography links at www.eciad.ca/library/guides/net/design.

Of the three links, one (Fontsite) is an online font shop; a second link is to a design company (Counterspace) that offers a good introductory primer on typography; the third site (ABC Typography) is a virtual museum of typography created by an individual (Jean-Christophe Loubet del Bayle) who has a strong interest in the subject. There are other useful websites not listed; we have included a selected list below.

Times New Roman

italic | **bold** | *bold italic*

Developed by for The Times of London in the early 1930s by Stanley Morison and Victor Lardent. Times New Roman was specifically designed to appear larger, so that it would be more readable, but could not occupy more actual space, and keep the heavier line weights of the previous typeface (Times Old Roman, and old style Roman typeface.)

finding materials

Searching out books and other materials in this area can be problematic, as the most commonly used review tools do not cover typography well. For example, a search of Publisher's Weekly using the subject "typography" turns up just four results, three of which are only marginally relevant. One reason for the low number of hits is that there simply aren't many titles published annually in this field. Nevertheless, the number certainly is in the double digits, so we soon realized that a selector has to be quite creative in order to compile a suitable list.

A web search for "typography bibliography/ies" yields a number of promising starting points:

- **Pratt Institute library** (Brooklyn) (<http://library.pratt.edu/Typography.pdf>)

- **University of Exeter**, Creative Media & Information Technology Department (UK) (<http://www.services.ex.ac.uk/cmit/modules/bib/typog.php>)

- **Planet Typography** (a private site based in France) (<http://www.planet-typography.com/books/biblio-english.html>) This bibliography features books only; nothing published since 1999 is listed, so it's somewhat dated.

- **Jad Design Solutions** (part of a personal portfolio) (<http://www.jaddesignsolutions.com/bibliography.html>) This list, while extensive and valuable for identifying retrospective materials, suffers from the same shortcoming as Planet Typography's, namely, a dearth of current publications.

- **Typeculture** (an independent digital type foundry and academic resource founded by Mark Jamra, professor at Maine College of Art) (<http://www.typeculture.com/>) This site's "Academic Resource" link lists articles and essays, movies, and provides a "research directory," which - among other things - has links to additional bibliographies

Other potential selection sources of note on the web include **blogs**. A search using the words "typography" and "blog" yields pages of links some of which feature lists of favorite typography books. One example is 456 Berea St. (<http://www.456bereastreet.com>) whose owner has listed books and solicited "favourites" nominations from readers.

LibraryThing, a social book tagging site, (<http://www.librarything.com>) was also worth visiting in making decisions about selection. Like bloggers, the people who contribute to this site are often informed and passionate about the books they are tagging. Lest we dismiss the site as not worthy due to its popular nature, it should be of note that academic libraries are beginning to include LibraryThing links and tags directly in the catalogue (one example is San Francisco State University).

Some of the online commercial bookstores, mostly notably **Amazon.com**, are also good sources of information about typography titles, especially current and future books.

Finally, we contacted a design academic directly for title recommendations. Bonne Zabolotney, head of the ECIAD Design Area, was kind enough to send us a short list of essential typography titles (via personal e-mail, November 12).

A number of books are repeatedly mentioned as classic definitive, foundation works on the subject of typography, and we have identified four authors/books as essential to any collection. Typography has a rich history and has developed organically over the years; the essential books include both themes of traditional typography and weave in a modern interpretation that is of immediate use for practicing designers. As with the study of any art, both the history and the practice can influence the literature.

For comparison's sake, we cross-examined our list with the catalog at Parson's New School for Design, a top tier art college in the United States.

Major Authors + Essential Titles				
Title + Author	Description	Publishing Info	ECIAD	Parsons
Thinking with Type: <i>A Critical Guide for Designers, Writers, Editors, and Students</i> Ellen Lupton	Ellen Lupton is the current director of the MFA program in graphic design at Maryland Institute College of Art (MICA). <i>Thinking with Type</i> is an accessible, succinct book, example heavy, and an excellent addition to an academic library. Lupton also maintains a companion website, http://www.papress.com/thinkingwithtype/ that will be eminently use for in the classroom	2004, New York: Princeton Architectural Press		●
Elements of Typographic Style Robert Bringhurst	Both the creation and use of typography in visual design, seeking to establish harmony of shape, proportion, rhythm, and style in constructing a finished piece. It goes into great detail on the subject of legibility, using leading, kerning, and spacing, and reads as a practical manual with a fair bit of history. Includes an extensive type classification and display section.	2005, Version 3.1, Point Roberts, WA: Hartley & Marks	● (second edition)	● (third edition)
Grid Systems: Principles of Organizing Type; Typographic Systems Kimberly Elam	<i>Grid Systems</i> explores the role that the grid plays in design. Very visual, it works well in an academic library, as the examples and style are suited to a student who has access to an instructor. <i>Typographic Systems</i> looks at alternatives to the grid structure, and explores how different systems can be used to evoke different meaning. Many Elam books are used as instruction materials, all of which have been well received by the graphic and type design community.	2004, New York: Princeton Architectural Press 2007, New York: Princeton Architectural Press	●	●
Stop Stealing Sheep & Find Out How Type Works Erik Spiekermann, E.M. Ginger	Text by world-renowned type experts, this explains in accessible language what type is and how it is used to enhance meaning. Touches on all aspects of typography, including the history and mechanics of type, choosing typefaces, and importance of space and layout.	2003, 2nd Ed., Berkeley, CA: Adobe Press	● (first edition)	● (second edition)
Designing with Type: The Essential Guide to Typography James Craig, William Bevington, Irene Korol Scala	Originally published in 1971, this book has been an industry and classroom standard ever since. The newest edition, updated in 2006, was well received. The publishers have also created a companion website, excellent for classroom use, designingwithtype.com .	2006, 5th Ed., Rev. ed., New York: Watson-Guptill Publications	●	●
An Essay on Typography by Eric Gill	This book-length essay was originally published in 1931 but it remains a classic, outlining the differences in the work of many done in mechanized industry versus the fine craftsmanship accomplished by the individual.	David R. Godine, 1993	●	●
Anatomy of a Typeface Alexander S Lawson	This is a book ostensibly written for the layman but it is a work which wholeheartedly celebrates the history, evolution and possibilities of typographic art.	David R. Godine, 2002	●	
The Complete Manual of Typography James Felici	A hands on manual for active typographers. Practical information about what comprises well-set type. Includes history, font management and instructional advice on a variety of type setting problems	2003, Berkeley, CA: Peachpit Press	●	●

Since typography is such a specialized subject, there aren't many journals or magazines wholly dedicated to the art. When magazines do pop up, many are unable to sustain an audience and go out of print quite quickly. However, the type design community has wholeheartedly embraced the internet as a means of sharing information, ideas, and projects, and there are a number of online resources that stand in the place of traditional magazines.

Major Authors + Essential Titles				
Title + Author	Description	Publishing Info	ECIAD	Parsons
Type & Typography Phil Baines, Andrew Haslam	This book offers an overview of the huge variety of typefaces available, and serves as a practical guide to using type as a meaningful element of design. It takes the reader through every aspect of the subject, from the history of language to the invention of movable type and the evolution of the digital systems of today.	2005, 2nd Ed., London: Laurence King	●	●
Figuring the Word: Essays on Books, Writing and Visual Poetics Johanna Drucker, Charles Bernstein	This work collects writings by Drucker from the 1980s to the late '90s only previously found in academic and literary journals, as well as transcriptions of her lectures and interviews.	1998, New York: Granary Books		
Alphabetic Labyrinth Johanna Drucker	Drucker examines the many ways in which the letters of the alphabet have been assigned value in political, spiritual, or religious belief systems - as well as presenting the more general aspects of the history of lettering, printing and calligraphy.	1995, New York: Thames and Hudson	●	●
Typography: Macro and Microaesthetics Willi Kunz	Comprehensive work offering artistic and technical instruction for typographic designers, architects, and professionals in allied creative fields.	Rev., expanded Ed., Sulgen, Switzerland: Niggli; New York: Willi Kunz Books		
Typography Papers 7, 2007 Hendrik D.L. Vervliet; Justin Howes; Eric Kindel; Sue Walker; Linda Reynolds; Giovanni Lussi	Hendrik D.L. Vervliet; Justin Howes; Eric Kindel; Sue Walker; Linda Reynolds; Giovanni Lussi Typography Papers is an occasional book-length publication with a broad international scope, publishing extended articles relating typography to adjacent disciplines. All numbers (1-7) are valuable editions to any typography collection.	2007, London: Hyphen		

New Titles

Title + Author	Description	Publishing Info	ECIAD	Parsons
<p>New Vintage Type: Classic Fonts for the Digital Age</p> <p>Steven Heller, Gail Anderson</p>	<p>Written by Steven Heller, world famous graphic designer, art director of the New York Times Book Review and co-chair of the School of Visual Arts and Gail Anderson, art director of Rolling Stone, this book explores the current trend of using retro inspired typefaces in modern design.</p> <p>Acts as an observation of the current trend and a practical guide to using vintage type.</p>	2007, New York: Watson-Guption Publications	●	
<p>Helvetica : homage to a typeface</p> <p>by Lars Müller, Victor Malsy</p>	This book explores the history, culture, and influence of Helvetica, one of the worlds most popular typefaces. With the 50 year celebration of Helvetica this year, including the film and art exhibit, this is a natural choice.	2nd Ed., 2006, Baden, Switzerland: Lars Müller	●	●
<p>Hand Job: A Catalog of Type</p> <p>Michael Perry</p>	<i>Grid Systems</i> explores the role that the grid plays in design. Very visual, it works well in an academic library, as the examples and style are suited to a student who has access to an instructor. <i>Typographic Systems</i> looks at alternatives to the grid structure, and explores how different systems can be used to evoke different meaning. Many Elam books are used as instruction materials, all of which have been well received by the graphic and type design community.	2007, New York: Princeton Architectural Press	●	
<p>Paul Renner: The Art of Typography</p> <p>Christopher Burke</p>	An examination of Paul Renner's career, the man who designed Futura, the eminently modern typeface.	1999, New York: Princeton Architectural Press	●	●
<p>Adobe Type Library Reference Book</p> <p>Adobe Systems Inc.</p>	Originally published in 1971, this book has been an industry and classroom standard ever since. The newest edition, updated in 2006, was well received. The publishers have also created a companion website, excellent for classroom use, designingwithtype.com .	2007, Berkeley, CA: Adobe Press		
<p>The Non-Designer's Design and Type Book, Deluxe Edition</p> <p>Robin Williams</p>	A compilation work from the oft cited Robin Williams, the Non-Designer's Design and Type Book is an excellent introduction to the principles of graphic design and typography. Practical, printed with great examples, this is an essential for student use.	2007, Berkeley, CA: Peachpit Press		
<p>Made With Fontfont: Type for Independent Minds</p> <p>Erik Spiekermann, Jan Middendorf</p>	This is a book ostensibly written for the layman but it is a work which wholeheartedly celebrates the history, evolution and possibilities of typographic art.	2007, New York: Mark Batty Publisher		

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Magazines/Journals				
Title + Author	Description	Publishing Info	ECIAD	Parsons
Baseline	Published out of the United Kingdom, Baseline has been around for over 20 years and is aimed at people and designers interested in type, typography, and graphic. The magazine is published quarterly, and subscription rates are £80 annually. Emily Carr has issues from 1991 to date.	http://www.baselinemagazine.com/	●	●
Font Magazine	Font is FontShop's acclaimed print publication of typography and design.	http://www.fontshop.com/features/fontmag/006/		
Circular	Free to members of The Typographic Circle. Published twice yearly, and available to non-members for £10.	http://www.tylocircle.co.uk/07-circular.html		
Letterspace	Online newsletter of the Type Director's Club http://www.tdc.org/publications/index.html This newsletter is freely available online.	http://www.tdc.org/publications/index.html		●
Visible Language (formerly Journal Of Typographic Research)	Originally published in 1971, this book has been an industry and classroom standard ever since. The newest edition, updated in 2006, was well received. The publishers have also created a companion website, excellent for classroom use, designingwithtype.com .	Rhode Island School of Design Graphic Design Department http://trex.id.iit.edu/visiblelanguage/Directory.html		
Reference Books				
Encyclopaedia of Typefaces, Fifth Edition W.P. Jaspert, William Turner Berry and Alfred Forbes Johnson	Typography desktop reference. 2,000 typefaces arranged alphabetically.	5th Ed., 2001, London: Cassell	●	●
Videos				
Helvetica	This documentary focuses on the ubiquitous font, exploring its impact on graphic design, communications, and even psychology.	2007, New York: Alternative Distribution Alliance	●	

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Websites				
Title + Author	Description	Publishing Info	ECIAD	Parsons
Typographica	An online journal of typography in blog form, typographica is an up to date resource of typographic news, design discussion, and creative use of type in art and commercial projects. A good resource that meshes well with ECIAD's mandate of keeping the collection current and directing students to what is happening now.	http://typographica.org/		
I love Typography	I love Typography is an accessible blog/newsletter style resource, that keeps readers up to date on news, design ideas, and other type related issues. Celebratory of type in all situations.	http://ilovetypography.com/		
Type culture	An independent digital type foundry and academic resource which is owned by Mark Jamra, a typographic designer and faculty member at Maine College of Art. This is an excellent site which features a wealth of resources, including video clips.	http://www.typeculture.com		
Planet Typography	Includes the abc virtual museum of typography.	http://www.planet-typography.com/index.html	●	
&Type Design & Publishing Center	Design & Publishing Center's "&Type" department. Part of an e-zine (Design, Typography & Graphics) that has a variety of articles featuring design tips as well as what's new and "hot" in the art of typography.	http://www.graphic-design.com/Type/index.html		
Counterspace	A website featuring typography fundamentals and history.	http://www.counterspace.us/typography/	●	
Electronic Databases				
Design and Applied Arts Index	Over 110,000 annotated references from more than 500 design and craft journals. Also contains information on over 50,000 designers, craftspeople, studios, workshops and firms. While not relegated specifically to typography or graphic design, this is a somewhat focused database that can serve as a broad approach to finding articles.		●	●
ART Full Text	Art Full Text indexes reproductions of works of art that appear in indexed periodicals. Indexing coverage begins 1984; abstracting coverage begins with January 1994. Full-text coverage begins in 1997.		●	●

Verdana

italic | **bold** | ***bold italic***

Designed for Microsoft by Matthew Carter in 1994, Verdana was one of the first typefaces designed specifically for the screen. It is similar in appearance to Frutiger, the face of the London Underground, and has a large x-height, extra space between characters, prominent bolds, and large counters making it extremely legible for on-screen reading.

conclusions

Print Collection

We feel that the typography section of the ECIAD collection is quite robust and meets the needs of the community. Over 50% of the books have been checked out in the last six months, and over 88% in the last three years. This is a collection that is regularly circulating. While there are a few magazines available, most are international, expensive, and may not have a broad enough appeal to justify the cost of adding them to the collection. Overall, the policy of seeking out new, current titles will serve the ECIAD library well in maintaining the selection of resources available to students, professors, and community visitors.

There were a number of resources on our wish list that are not carried at Emily Carr, but in light of the specialized subject, the collection is still more than adequate. If funds materialized and they felt the need to augment the typography collection, there are some excellent options available, but if not, the population of students and teachers will have plentiful choices from what is already in the collection.

Subject Guide

Because there is such a wealth of information available online, the development of a comprehensive, annotated subject guide would be an excellent resource for students.

The library would be able to point interested typography students not only to the classic and current books, but also to websites, discussion boards, blogs, and online newsletters. Because of the ephemeral nature of the web, this sort of subject guide would require regular evaluation of content and testing of links, but having a comprehensive collection of resources available from a single source would be of great value.

Another point in favor of a subject guide is the library's instructional role in the community - a structured guide, with resources for those just getting started, at the intermediate level, or an advanced level of study, would provide the added value that is so sought after in a service profession like librarianship.

physical condition

A selective transcription of the instrument we used to assess the physical condition of the collection. In shelf order (call number). Books with beige background were not available for examination, either lost, missing, or checked out. ○ denotes minor damage.

Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
An introduction to the history of printing types.	Dowding, Geoffrey		●				●			○	
The visible word : experimental typography and modern art,	Drucker, Johanna, 1952-			●			●	●			
Typography now : the next wave	Booth-Clibborn, Edward.			●		●		●			●
Arabic typography : a comprehensive sourcebook	AbiFares, Huda Smitshuijzen.		●			●					
Frederic Goudy	Bruckner, D. J. R.	●									
Hatch Show Print : the history of the great American	Sherraden, Jim.	●									
Jan Tschichold : a life in typography	McLean, Ruari.	●									
Jan Tschichold, typographer	McLean, Ruari.										
Jan Tschichold, typographer and type designer, 1902-1974	Tschichold, Jan, 1902-1974.										
The graphics of communication : typography, layout, design,	Baird, Russell N.		●							○	
Type, principles and application : the house style of	Balding and Mansell.		●					●		○	
Typographie; ein Gestaltungs-lehrbuch. Typography; a manual	Ruder, Emil.			●				●		●	
Techniques of typography	Swann, Cal.			●		●	●		●		
Typographie	Aicher, Otl.		●							●	
Barnbrook bible : the graphic design of Jonathan Barnbrook	Barnbrook, Jonathan.										
Futurist typography and the liberated text	Bartram, Alan, 1932-	●									

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
dot-font : talking about design	Berry, John D., 1950-	●									
Better type	Binns, Betty, 1929-		●				○				
The elements of typographic style	Bringhurst, Robert.	●									
The elements of typographic style	Bringhurst, Robert.	●									
Typographic design : form and communication	Carter, Rob.		●			○		○			
Typographic design : form and communication	Carter, Rob.	●									
Designing type	Cheng, Karen	●									
Computers and typography 2	Sassoon, Rosemary.	●									
Designing with type : the essential guide to typography.	Craig, James, 1930-	●									
Creative type : a sourcebook of classic and contemporary	De Jong, Cees W.	●									
Designer's guide to typography	Aldrich-Ruenzel, Nancy.		●							●	
Expressive typography : the word as image	Elam, Kimberly, 1951-		●					●			
Grid systems : principles of organizing type	Elam, Kimberly, 1951-	●									
Typographic systems	Elam, Kimberly, 1951-										
New typographic design	Fawcett-Tang, Roger.	●									
Maximum page design : pushing the boundaries of page layout	Foster, John, 1971-										

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
The Verbum book of digital typography	Gosney, Michael, 1954-	●									
Typographic communications today	Gottschall, Edward M.			●			●		●		
TypeWise	Hinrichs, Kit.		●				●				
Illuminating letters : typography and literary	Gutjahr, Paul C.	●									
About face : reviving the rules of typography	Jury, David	●									
Typography and graphic design : from antiquity to the	Jubert, Roxanne										
Modern typography : an essay in critical history	Kinross, Robin.										
The Liberated page : a Typographica anthology	Spencer, Herbert, 1924-		●				○		○		
Type & image : the language of graphic design	Meggs, Philip B.			●			●			●	
Book typography	Rafaeli, Ari	●									
Type graphics : the power of type in graphic design	Richardson, Margaret E.										
Paragraphs on printing : with occasional notes and	Rogers, Bruce, 1870-1957.		●					●			
The art of typography : an introduction to	Solomon, Martin.		●								●
The typographic experiment : radical innovation in	Triggs, Teal.		●							●	
Typography : the annual of the Type Directors Club. --	Type Directors Club.	●								●	
U&lc : influencing design & typography	Berry, John D., 1950-				●	●					

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Type in use : effective typography for electronic	White, Alex.	●									
Type in motion 2	Woolman, Matt.	●									
Typography : real-world typographic projects -- from brief	Zappaterra, Yolanda				●	●					
Digital typography	Knuth, Donald Ervin, 1938-	●									
Type & typography	Baines, Phil, 1958-		●			○					
Type & typography	Baines, Phil, 1958-			●			●				
Twentieth-century type	Blackwell, Lewis, 1958-										
20th-century type	Blackwell, Lewis, 1958-										
Twentieth century type designers	Carter, Sebastian.										
American type design & designers	Consuegra, David										
Typologia : studies in type design & type making, with	Goudy, Frederic William,			●			●				
Alphabet : the history, evolution, and design of the	Haley, Allan.		●			○		●			
Typology : type design from the Victorian era to the	Heller, Steven.	●									
The Western heritage of type design; a treasury of	Hutchings, Reginald Salis,		●								
Language culture type : international type design in the	Berry, John D., 1950-										

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
A-Z of type designers /		Macmillan, Neil									
Dutch type /	Middendorp, Jan.		●							●	
Letter forms, typographic and scriptorial : two essays on	Morison, Stanley, 1889-1967.	●									
On type designs, past and present; a brief introduction.	Morison, Stanley, 1889-1967.			●				●	●	●	
A history of the old English letter foundries; with notes,	Reed, Talbot Baines,		●							●	
Letters of credit : a view of type design /	Tracy, Walter.		●			○	●				
Type design : radical innovations and experimentation /	Triggs, Teal.		●							●	
Typographers on type : an illustrated anthology from	McLean, Ruari.		●							●	
Printing types, their history, forms, and use; a study in		Updike, Daniel Berkeley,									
Hermann Zapf & his design philosophy : selected articles	Zapf, Hermann		●			○		●			
Type studies : the Norstedt collection of matrices in the	Axel-Nilsson, Christian, 1934-		●			●					
The visible word.	Spencer, Herbert, 1924-				●			●			
Type : design, color, character & use /	Beaumont, Michael.			●			●				
3-D and shaded alphabets : 100 complete fonts /	Solo, Dan X.			●				●	●		
Book of American types, standard faces.		American Type Founders Sales									
The art and technology of typography /	Compugraphic Corporation. Type		●			●					

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
A manual of comparative typography : the PANOSE system	Bauermeister, Benjamin.	●									
The encyclopaedia of type faces	Berry, W. Turner (William										
20th century type : remix	Blackwell, Lewis, 1958-	●					●				
Handbook of type faces and lettering for artists,	Biegeleisen, Jacob Israel,		●								
An approach to type	Biggs, John R.			●			●			●	●
The use of type; the practice of typography.	Biggs, John R.		●				●		○	○	
A psychological study of typography.	Burt, Cyril Lodowic, Sir,		●								
Typography.	Burns, Aaron.				●			●	●		
Photo display catalog	Cardinal Type Service.				●		●			●	●
A tally of types : cut for machine composition and	Morison, Stanley, 1889-1967.		●				●			○	
Watching words move	Chermayeff, Ivan.		●								●
Factors in the choice of type faces.	Dowding, Geoffrey, 1911-			●		●		●			
Cool type	Drate, Spencer.			●				●			
The ABC's of typography	Ernst, Sandra B.			●			●	●			●
The complete manual of typography : a guide to setting	Felici, James		●			●					
Fine print on type : the best of Fine print magazine on	Bigelow, Charles A.	●									

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Type, sign, symbol	Frutiger, Adrian.										
Type.	Gates, David, 1927-		●				○			○	○
A constructed Roman alphabet : a geometric analysis of the Goines,			●			○					
Tips on type	Gray, Bill, 1913-		●			●					
ABC's of type	Haley, Allan.			●		●		●			●
Type: a selection of types : 80 alphabets of old and modern	Hostettler, Rudolf.			●		●				●	
A manual of decorated typefaces;	Hutchings, Reginald Salis,			●		●		●		●	
The encyclopaedia of type faces	Jaspert, W. Pincus.										
The designer's guide to text type	King, Jean Callan.		●								
Anatomy of a typeface	Lawson, Alexander S.										
Printing types : an introduction	Lawson, Alexander S.			●		●			●		
Typography: basic principles: influences and trends since	Lewis, John Noel Claude, 1912-				●			●			
Typography: design and practice	Lewis, John Noel Claude, 1912-			●			●			●	
Type and lettering	Longyear, William Levwyn,			●				●			●
Printed books; a short introduction to fine typography.	MacRobert, Thomas Murray,				●		●	●			
Creative typography!	March, Marion.			●			●	●			

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Mergenthaler VIP typeface catalog	Volk & Huxley.		●								
Dimensional typography : case studies on the shape of	Miller, J. Abbott.				●			●			
Specimen book of "Monotype" printing types	Monotype Corporation.			●				●			
Specimen book of "Monotype" rules, borders, figures, etc.	Monotype Corporation.		●								
Four centuries of fine printing; one hundred and ninety-two	Morison, Stanley, 1889-1967.			●			●				
A guide to type design	Morrison, Sean, 1933-	●									
The complete typographer : a manual for designing with type	Hill, Will, 1954-	●									
Rookledge's classic international typefinder : the	Perfect, Christopher.		●							○	
Revival of the fittest : digital versions of classic	Annand, Carolyn.										
Typographic design.	Roberts, Raymond.		●			○	●				
Type and typography, the designers type book.	Rosen, Ben.		●						●		
Alphabets : an introductory treatise on written and printed	Scarfe, Laurence			●				●			
Stop stealing sheep & find out how type works	Spiekermann, Erik.										
Ein Schriftmusterbuch : s chriften + zeichen = Types +	Stiebner, Erhardt D.	●									
Type rules!	Strizver, Ilene, 1953-		●				○				
Type rules! : the designer's workbook for professional	Strizver, Ilene, 1953-		●			○					

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Texts on type : critical writings on typography	Heller, Steven.		●								○
Treasury of alphabets and lettering : a source book of the	Tschichold, Jan, 1902-1974.			●			●			●	●
The type specimen book; 544 different typefaces with over	V & M Typographical, inc.										
Visual Graphics alphabet library.	Visual Graphics Corporation.			●		●					
Modern encyclopedia of typefaces, 1960-90	Wallis, L. W.		●				○				
The Western type book : analysed specimens of monotype,	Schmoller, Hans.		●				○				
Typography : the ten sections: my way to typography =	Weingart, W.										
A blip in the continuum : a celebration of grunge	Williams, Robin, 1953-										
Fonts & logos	Young, Doyald		●					○			
Decorative and display numbers : 739 complete fonts	Solo, Julie.		●								
Victorian frames, borders, and cuts from the 1882 type	Bruce's (George) Son and		●				○		○		
Typographical ornaments	Luidl, Philipp.		●				●				
Art Nouveau typographic ornaments	Solo, Dan X.		●			○					
Elegant display alphabets : 100 complete fonts	Solo, Dan X.		●			○					
Letterforms bawdy, bad & beautiful : the evolution of	Heller, Steven.										
Blackletter : type and national identity	Bain, Peter.	●									

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Book Condition		Damage Rating				Damage Remarks					
Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Classic roman alphabets : 100 complete fonts	Solo, Dan X.		●			●				○	
Type in motion : innovations in digital graphics	Bellantoni, Jeff.		●								
Working with computer type 4 : experimental typography	Carter, Rob.										
The designer's guide to web type : your connection to the	Ziegler, Kathleen.										
Digital type.	Rockport Publishers.		●			●					
Extreme fonts : digital faces of the future	Drate, Spencer.		●							○	
The complete guide to digital type	Ellison, Andy, 1967-										
Emotional digital : a sourcebook of contemporary	Branczyk, Alexander.		●			●					
FontShop Catalog	FontShop International.		●			○					
Free fonts! : designer fonts online : the best fonts money	Greco, Nick.		●							○	
Type 1 : digital typeface design	Gale, Nathan.		●							○	○
Making digital type look good	Gordon, Bob, 1944-	●									
Faces on the edge : type in the digital age	Heller, Steven.	●									
Indie fonts : a compendium of digital type from independent	Grieshaber, James.	●									
Indie fonts 2 : a compendium of digital type from	Kegler, Richard.	●									
WebWorks typography	Mills, Jason	●									

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Title	Author	Excellent	Good	Fair	Poor	cover	spine	binding	torn pages	page yellowing	dirt + marks
Letterpress : the allure of the handmade	Jury, David	●									
Finer points in the spacing & arrangement of type	Dowding, Geoffrey, 1911-	●									
Optical letter spacing for new printing systems	Kindersley, David.	●									
The Thames and Hudson manual of typography	McLean, Ruari.			●			●	●		●	
The composition of reading matter; a history from case to	Moran, James.		●								
The typEncyclopedia : a user's guide to better typography	Romano, Frank J.		●								
Asymmetric typography.	Tschichold, Jan, 1902-1974.		●			●					
How to spec type	White, Alex.		●								
CRT typesetting handbook	Rice, Stanley.		●			○					
Publication design; a guide to page layout, typography,	Hurlburt, Allen, 1910-		●				○				
Inside magazines : independent pop culture magazines	Andersson, Patrik, 1966-	●									
Editing by design; word-and-picture communication for	White, Jan V., 1928-		●							○	
The Macintosh font book	Fenton, Erfert.		●			●					
Computer type : a designer's guide to computer-generated	Rogondino, Michael.	●									
The Mac is not a typewriter : a style manual for creating	Williams, Robin, 1953-		●			○					