

Elegantissima The Design And Typography Of Louise Fili

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This peek behind-the-scenes shows how research and vintage typography give rise to her unique and ingenious designs. See how her work-still done by hand-transforms from early sketches to final design.

Louise Fili has been an inspiration for designers around the world since the 1980s, when she raised the bar on book cover design, creating close to two thousand jackets as art director for Pantheon Books. In 1989 Fili founded her own graphic design studio, Louise Fili Ltd, and branched out into the fields of restaurant and food packaging design. Her lavish and elegant typography, often hand drawn, helps advertise and market such well-known brands as Sarabeth's, Bella Cucina, Jean-Georges, and Good Housekeeping, among many others. Known for her intense attention to detail, her fresh reinterpretation of vintage sources, and her passion for all things Italian, Fili has won numerous awards. Elegantissima, the first monograph on her work, covers the breadth of her nearly forty-year design career and is a must-have for graphic design students and professionals, as well as anyone interested in advertising, food, restaurants, Italy, and books.

Chronicles 150 years of type design with examples ranging from nouveau elegance to scrappy grunge

For more than three decades, renowned graphic designer and self-described Italophile Louise Fili has traveled the cities and countryside of Italy cataloging the work of sign craftsmen in whose hands type takes on new life with a tantalizing menu of styles. Classical, eclectic, or Futurist; in gold leaf, marble, brass, wood, wrought iron, enamel, ceramic, or neon; painted, carved, inlaid, etched, tiled, or stenciled—the creative possibilities are endless. Grafica della Strada is Fili's photographic diary of hundreds of Italy's most inventive restaurant, shop, hotel, street, and advertising signs. A major influence on Fili's own work, many of these marvels of vernacular design live on solely in this book, a typographic love letter to Italy that will be an inspiration to designers and Italophiles everywhere.

A collection of Art Deco designs from across Europe features more than 1,200 images from packaging, advertisements, menus, and brochures from the period between World War I and the Second World War.

The now-classic introduction to designing typography, handsomely redesigned and updated for the digital age In this invaluable book, Karen Cheng explains the processes behind creating and designing type, one of the most important tools of graphic design. She addresses issues of structure, optical compensation, and legibility, with special emphasis given to the often-overlooked relationships between letters and shapes in font design. In this second edition, students and professional graphic designers alike will benefit from an expanded discussion of the creative practice of designing type—what designers need to consider, their rationale, and issues of accessibility—in the context of contemporary processes for the digital age. Illustrated with more than 400 diagrams that demonstrate visual principles and letter construction, ranging from informal progress sketches to final type designs and diagrams, this essential guide analyzes a wide range of classic and modern typefaces, including those from many premier type foundries. Cheng ' s text covers the history of type, the primary systems of typeface classification, the parts of a letter, and the effects of new technology on design methodology, among many other key topics.

This is the book that graphic designers and type aficionados have been waiting for: the first book in Chronicle's Art Deco design series devoted exclusively to type. Garnered from vintage specimen sheets and catalogs as well as commercial design artifacts from Germany, France, Japan, Holland, Italy, Russia, Eastern Europe, and the United States, these alphabets illustrate how the stunning style of the twenties and thirties extended to every facet of graphic design, including the typographer's art. Deco typestyles, like Deco architecture and furniture, were the heralds of the Machine Age, designed to embody progress. Endowed with a jazzy modernistic sensibility and baptized with evocative futuristic names such as Vulcan and Metropolis, these spectacular typefaces paved the way for a new era of communication via the printed word. In Deco Type, the team of Steven Heller and Louise Fili have brought together a unique collection of wonderful typefaces - many that have lain hidden for decades - to create an inspirational reference for designers and graphic artists everywhere.

Renowned graphic designer and author Louise Fili takes us on a personal tour through her most famous brands, books, and packaging. This peek behind-the-scenes shows how research and vintage typography give rise to her unique and ingenious designs. She explains how her work-still done by hand—transforms from early sketches to final design. Her instantly recognizable style, elegant and timeless, takes shape on the page before our eyes. Also included are Fili's copyright pages, which are works of art in their own right. All content appears in print for the first time.

A history of calligraphy and lettering offers examples of typefaces found on formal announcements, invitations, advertising, and other "commercial handwriting" from the United States, England, Germany, France, and Italy.

Published to instant acclaim in 2005, our best selling How to Be a Graphic Designer without Losing Your Soul has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. How to Be a Graphic Designer offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen

This show-all romp through design-world darling Jessica Hische's sketchbook reveals the creative and technical process behind making award-winning hand lettering. See everything, from Hische's rough sketches to her polished finals for major clients such as Wes Anderson, NPR, and Starbucks. The result is a well of inspiration and brass tacks information for designers who want to sketch distinctive letterforms and hone their skills. With more than 250 images of her penciled sketches, this highly visual ebook is an essential—and entirely enjoyable—resource for those who practice or simply appreciate the art of hand lettering.

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