



Letterforms: Bawdy, Bad and Beautiful: The Evolution of Hand-Drawn, Humorous, Vernacular, and Experimental Type

Steven Heller, Christine Thompson

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A publishing first, this is the only book on the market to examine the intriguing history, evolution, and application of four specific genres of dynamic letterforms: hand-drawn, vernacular, humorous, and digitally driven.

The book provides a historical context for each genre and explores the anatomy of its type, with a look at the form and function of representative examples. Selected full alphabets and letterforms are presented with text on their origins and analog or digital evolution, and work produced by a wide range of designers shows how these typographic forms are applied. The authors then assess how these forms will continue to evolve.



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