

THE ART BOOK

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LIVRE ET TYPOGRAPHIE

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MOST PEOPLE IN England remember the orange covers and layout of their early Penguin Books but do they know their designer, Jan Tschichold? Tschichold was one of the creators of modern graphic design, his famous *New Typography* being published in 1928. *The Form of the Book*, recently also published in French as *Livre et Typographie*, and both translated from the German language edition *Ausgewählte Aufsätze über Fragen der Gestalt des Buches und der Typographie*, is a collection of essays written between 1937 and 1967. It is a basic text for the book designer and typesetter.

The first essays include historical studies of classical book design from the Renaissance to Tschichold's own covers for Penguin, as well as the geometrical analysis of proportion for title pages and interiors, and the relationship between layout and typography. The second half of the book deals with all the standard problems of book design and with instructions to typesetters and printers: specification pages, paragraphing, fonts, footnotes, bibliographies, superscripts, illustrations and papers. "Morality" is pleasure, and the effect of "good design" on the reader.

Even though Tschichold advocates classical proportions, this is no bad thing, particularly since the arrival of computers and in-house composition has all too often eclipsed designers and the results show it. Anyone creating books or booklets needs to know the fundamentals of good book composition. *The Form of the Book* amply fills this need, providing rules and visual examples. In this time of Europe without borders, the indications for accents and general stylistic questions in German, French and English are extremely useful.