

Obed Ledezma
COMD 3504
The New Type Face and The Newer Type Face (Jan Tschichold)

Bibliography

1. Jan Tschichold, *The New Typography* (1928): [Tschichold_NewTypo](#)
2. Robin Kinross, *Modern Typography* (1992):
https://www.hyphenpress.co.uk/samples/36/MT_sample.pdf
3. Paul Rand, *Good Design is Goodwill* (1987): [Rand_Goodwill](#)
4. Barthes, Roland. *Rhetoric of the Image*. 1977. [Barthes-Rhetoric-of-the-image](#)
5. <http://www.typeroom.eu/article/typography-all-time-classic-fashion-trend-why>
6. Ambrose, Gavin; Salter, Beth. *The dichotomic tension of experimental typography* (2019) <https://research.brighton.ac.uk/en/publications/the-dichotomic-tension-of-experimental-typography>
7. Herbert Bayer; *On Typography* (1967): [Bayer_OnTypography](#)
8. Josef Müller-Brockmann, *Grid and Design Philosophy* (1981): [MullerBrockmann_Grid_Des-Phil](#)
9. M.László Moholy-Nagy; *Typophoto* (1925): [MoholyNagy_Typophoto](#)
10. Lissitzky, El. "El Lissitzky Our Book." *Graphic Design Theory: Readings from the Field*, by Helen Armstrong, Princeton Architectural Press, 2012, pp. 28-30.
11. <https://www.off---white.com/en/US>
12. <https://www.heronpreston.com/en/US/men/t/seasons/ss-20>