



Design with Type

By Carl Dair

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Design with Type By Carl Dair

Design with Type was first published in 1952 and appeared in this multi-award-winning revised edition in 1967, which was the first Canadian work to be named Book of the Year by the American Institute of Graphic Arts (AIGA). Its author, Carl Dair (1912–1967) was one of Canada’s best-known and most celebrated type compositors and designers.

Discussing type as a design material as well as a means of communication, Dair argued that if type is understood in terms of design, the user of type will be better able to work with it to achieve maximum clarity and aesthetic pleasure. He guides the reader through a study of typography that starts with the examination of an individual letter and proceeds with words, lines, and masses of text.

Dair details the main design elements of type – size, weight, structure, form, colour, direction, and texture – and illustrates the applications of typography in books, advertising, magazines, and other printed forms. The various schools of typography are discussed and the book includes over 150 examples of imaginative typography from around the world.

Design with Type is a classic work in a field of design that continues to flourish. Dair’s influence on subsequent typographers and designers of print media is considerable and deserving of further study.

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Editorial Review

Review

“Imaginative and intelligent, it makes typography come alive ...” (Graphis: The International Journal of Visual Communication)

“... absolutely stunning. Its imaginative and intelligent approach to what many might consider a prosaic subject should delight anyone who uses type as a craft, who finds enjoyment in the printed word, or pleasure in design.” (Montreal Gazette)

About the Author

Carl Dair was awarded numerous prestigious prizes in his field, including the Medal of the Royal Canadian Academy for distinguished achievements in the arts and a Silver Medal at the Leipzig International Book Exhibition. Among his prodigious designs is the Cartier typeface.

Users Review

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