Reinventing Print

Technology and Craft in Typography

By David Jury
208 pages, softcover, $44.95
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bloomsbury.com

Read the title carefully. If you stop at "reinventing print," you'll probably be disappointed with this book. The rest of the title—"technology and craft in typography"—is more telling. *Reinventing Print* is about technology's effect on printing over the last five centuries. David Jury begins with a series of essays on technology's relationship to creativity, culture, the craft of printing and the business of graphic design. Following these, he explores the changes technology has made to how the phone book, encyclopedias and similar directories have been redefined digitally. Other chapters celebrate the resilience, tactility and charm of paper; the resurgence of the maker ethic; and the new popularity of hard-copy novels and children's books.

Jury's books abound with illustrations, and *Reinventing Print* is no exception. Pages are filled with historical prints, magazine and book covers, double-page spreads, photographs, and typographic specimens.

An academic and design historian—perhaps one of the best of our time—Jury has a lot to say and takes his time doing so. The book is approachable, but his writing can be a bit hefty, and it's not one to scan. It's one to learn from and reflect on. *Reinventing Print* is about wrapping yourself in the history of print since Gutenberg decided he wanted to make Bibles, and learning how printing has been forced to change over time. *Reinventing Print* is about evolution and survival—not just about reinvention. It's about the history of a craft that's at the soul of graphic design, be it digital or hard copy. —Allan Haley
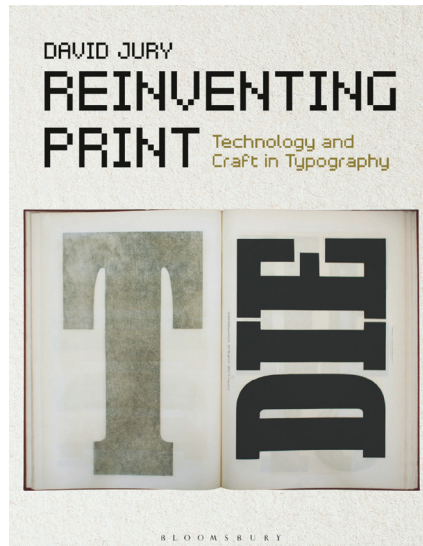
Typeset in the Future

Typography and Design in Science Fiction Movies

By Dave Addey

When you watch sci-fi movies, do you notice the typefaces used on ships, data logs—and everything else? Dave Addey does. His book, *Typeset in the Future: Typography and Design in Science Fiction Movies*, continues the obsessive attention to detail started on his website of the same name. Beginning with *2001: A Space Odyssey*, Addey walks readers through seven influential sci-fi films as only a design and typography nerd can. In the process, Addey makes us laugh with sarcastic quips, and makes us wonder at design's role in storytelling. Prepare to buckle up and hyperdrive into a fascinating look at the visualizations of the future that grace our screens. *264 pages, hardcover, $40, Abrams.* —Michelle Yee

Letraset

The DIY Typography Revolution

Edited by Tony Brook and Adrian Shaughnessy

Remember Letraset? If you do, then *Letraset: The DIY Typography Revolution* is for you. If you don't, then *Letraset: The DIY Typography Revolution* is for you. Inside the yellow covers of *Letraset* is both love letter and chronicle—essays, a gatefold timeline, images and a series of interviews illuminate the story of a company whose products democratized typography before desktop publishing. You'll learn about more than just the dry-transfer lettering sheets that enabled even students to set their own professional-quality display type without professional typesetting services; you'll also discover how Letraset impacted the cultural and typographic landscape, from fostering punk graphics to creative experimentation. *312 pages, softcover, £55, Unit Editions.* —Esther Oh