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**Jan Tschichold, the master of modern typography**

### Jan Tschichold Master Typographer His

Jan Tschichold (born Johannes Tzschichhold, also known as Iwan Tschichold,

or Ivan Tschichold; 2 April 1902 – 11 August 1974) was a calligrapher, typographer and book designer. He played a significant role in the development of graphic design in the 20th century – first, by developing and promoting principles of typographic modernism, and subsequently (and ironically) idealizing ...

### PROFILE OF TYPOGRAPHER JAN TSCHICHOLD - The Blog of the ...

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design, to the reworking of Penguin books, to his creation of the typeface Sabon. Lavishly illustrated with over 330 color and b+w plates this volume is a fitting home for such an important subject.

Tschichold claimed that he was one of the most powerful influences on 20th century typography. There are few who would attempt to deny that statement. The son of a sign painter and trained in calligraphy, Tschichold began working with typography at a very early age. Jan Tschichold is the only

typographer in Five hundred years of book design who Alan Bartram doesn't aggressively criticize, and lets his designs "speak for themselves." (184, Bartram) And for good reason! Jan Tschichold's beautiful design sense immediately captivated me, and page after page of consistently dynamic layouts proves him a master of the trade.

Jan Tschichold, Master Typographer: His Life, Work and Legacy Hardcover – Illustrated, November 20, 2008 by Cees W. de Jong (Author) 4.7 out of 5 stars 7 ratings

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Not only was he a master in his field, but he also lectured on the subject, wrote a number of highly influential books, and designed many classic typefaces, including the best-selling Sabon. This substance has left a deeper impression on the world of typography than Jan Tschichold (1902-1974), one of the most outstanding and influential designers of the twentieth century.

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