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Titolo	Type matters : the rhetoricity of letter forms / / edited by Christopher Scott Wyatt and Danielle Nicole DeVoss
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ISBN	1-60235-978-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (413 pages)
Collana	Visual rhetoric
Disciplina	686.2/2
Soggetti	Type and type-founding Graphic design (Typography) Rhetoric
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	On type and typographic anatomy / C. S. Wyatt -- Type reveals culture: a defense of "bad" type / Garrett W. Nichols -- "Give us back our serifs": the cultural rhetoric of rage against the [new] Google logo / Philip Rice -- The development of typeface personas and the consequences of perceived identities / Heather Noel Turner -- Nostalgia for handwriting: the rhetoric of comics lettering / Aaron Kashtan -- "All your font are belong to us": gaming in the late age of print / Elizabeth J. Fleitz -- Why I hate Times New Roman, and other confessions of a creative-critical scholar / Ames Hawkins -- Why bookerly isn't (and why that's not such a terrible thing) / John Logie -- Jan Tschichold's renunciation of die neue typographie: the anatomy and ethics of a typographical reversal / David Bedsole -- Typographic nationalism and the banal uniformity of imagined communities / Jake Cowan -- Logotypes in place: a visual rhetorical history of Cigar City / Meredith A. Johnson, Peter Cannon, Roxanna Palmer, Joshua M. Rea, and Tanya Zarlengo -- Font of wisdom: the vernacular rhetoric of the Serenity Prayer / William T. FitzGerald -- Standardized typography in interactive internet environments / John R. Gallagher and Rebecca Tarsa -- Kinetic typography: reinserting embodied delivery into recorded oral texts / Christal Seahorn, Diana I. Bowen, Charles Jeffery Darwin, and Dragana Djordjevic.

Sommario/riassunto

"Type Matters bridges the scholarship of typography and design with the field of rhetoric. Contributors address the ways in which and places where typography enacts or reveals rhetorical principles"--
