

# jan tschichold



# introduction

one of the most outstanding and influential typographers  
of the 20th century

wrote a number of books, designed typefaces, and worked  
his entire life as a designer and writer

his famous typeface “sabon” is still a bestseller

# childhood

april 2, 1902: he was born in leipzig, germany

heavily influenced by:

edward johnston (calligraphy, ornamental script, and applied script)

rudolph von larisich (study in ornamental writing)

1919- 1921: he attended the academy for graphic arts in leipzig

1921-1923: one of walter tiemann's master pupils, and was an assistant to hermann delitsch

# adulthood

1924: he was heavily influenced by the style of the bauhaus and by elementary and functional design

1925ish: during this time mostly robust or bold typefaces were used regular fonts were rarely being used by most typesetters

1925: his article “elementary typography” appeared in the magazine “typographic news” and created quite an uproar

1926: he settled in berlin, germany

1928: his instructional book “the new typography” became the bible of every young typesetter

# adulthood

1933: moves to basel, switzerland

1935: book “typographic design”

1942: book “typeface theory, practice and sketches”

he leaves behind the bauhaus and elementary influence and

again embraces classic typography and art

he also begins to center almost all of his work

1946: reworks the typographic form of penguin books and he

instates strict typesetting rules

1949: becomes an honorary member of the london double

crown club, book “the master book of typefaces”

# adulthood

1962: book “arbitrary measurement relations of the book page”

1967: designs “sabon”, his most popular typeface

august 11, 1974: he dies in locarno, switzerland

# works

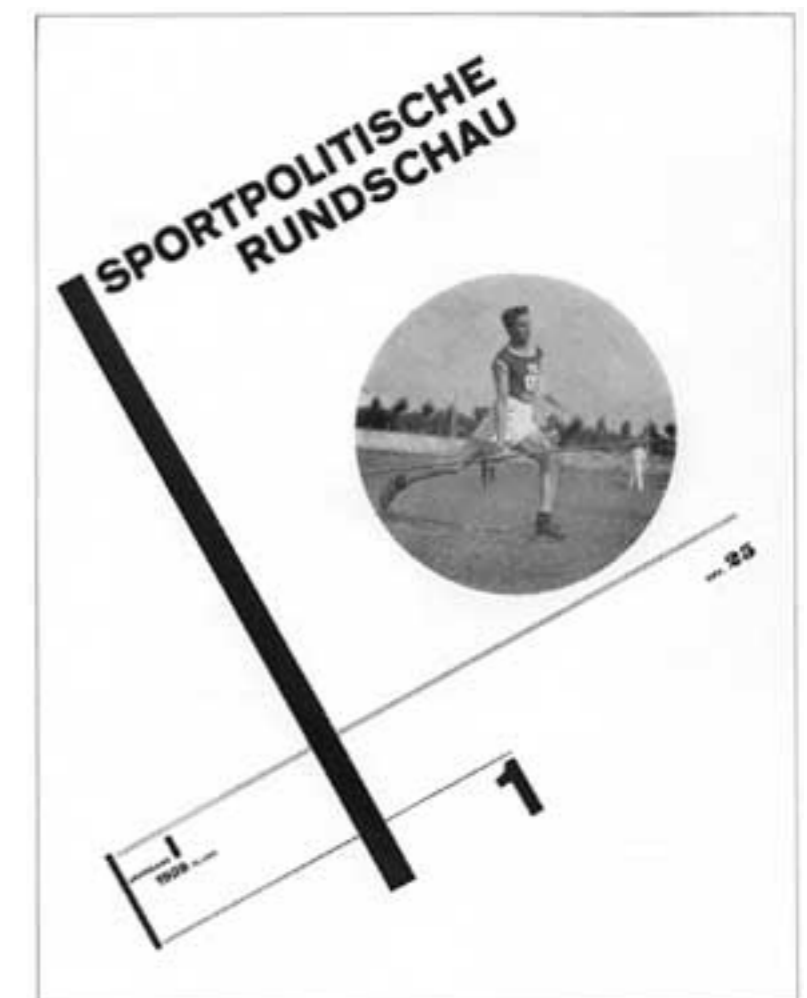
advertisement 1922



cover 1925



magazine cover 1928



# works

cover 1931



book ad 1932

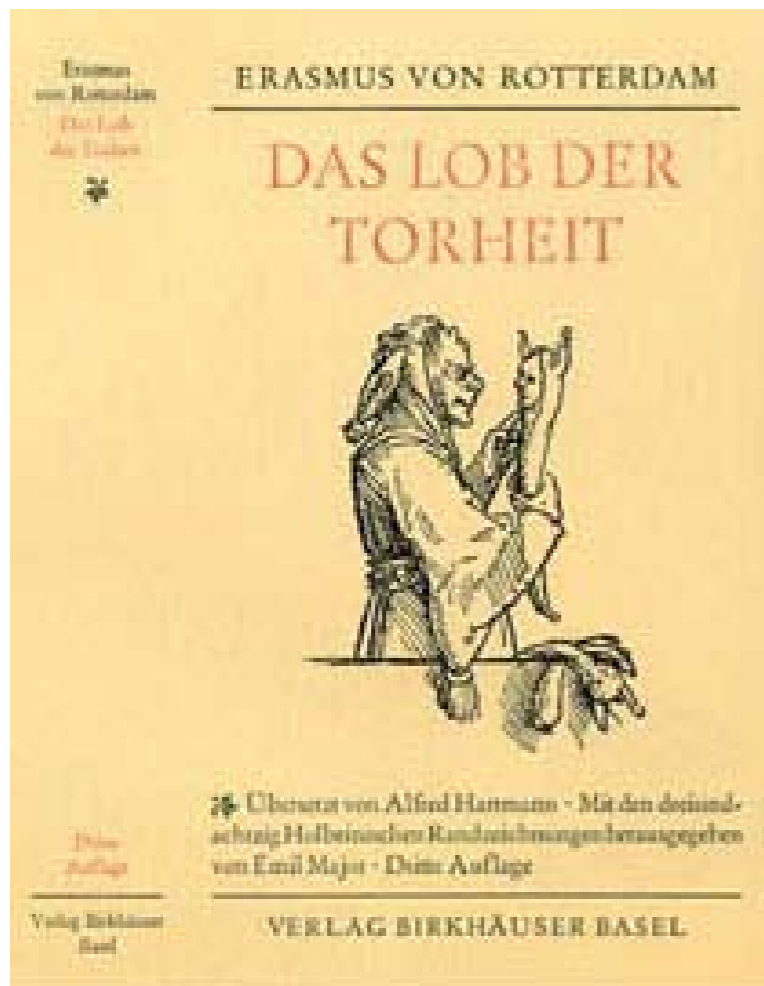


cover 1938



# works

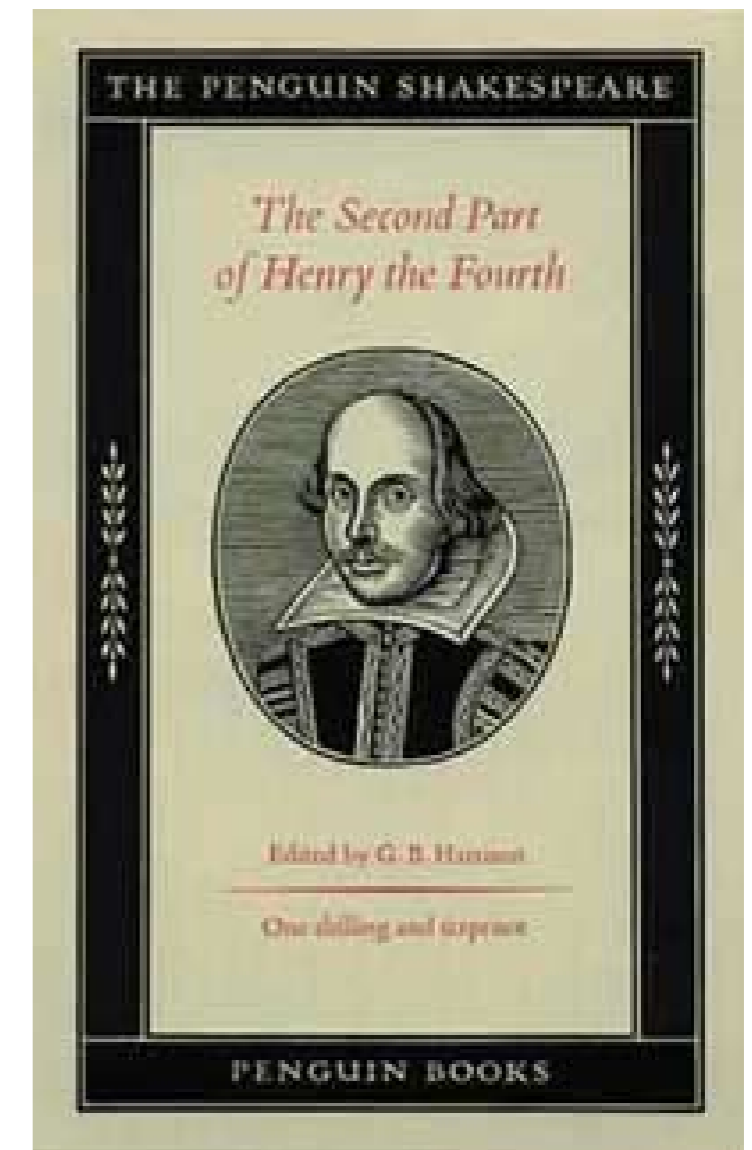
cover 1945



cover 1951



cover 1949



# discussion

basically the forefather of typesetting and book design

he believed that typography lay in abandoning rules

he had a lifelong occupation with arranging typefaces

we should look to him for inspiration, to find structure within typography

# conclusion

he was a very inspirational and important typesetter of the 20th century

his works and fonts are still popular today

# references

<http://www.linotype.com/794/inhonorofthe100thbirthdayof-jantschichold.html>

<http://www.textism.com/textfaces/index.html?id=19>

<http://richard91761.tripod.com/assn3/tschichold.htm>

<http://www.mantex.co.uk/reviews/tsch-01.htm>