



# New Ornamental Type: Decorative Lettering in the Digital Age

*Steven Heller, Gail Anderson*

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**Words becoming pictures: a rich typographical resource of images and inspiration for designers.**

Expressive lettering and illustrated words: here is a kaleidoscope of highly animated text and type from a broad spectrum of styles and effects. Psychedelia, Hip-Hop, Gothic, flowers, smoke, hair, electricity, and monuments are just a few of the creative allusions for the dramatic and intricate examples inspired by nature, history, and just about anything that is visually provocative.

Beginning with an historical overview of ornamental type and how it has evolved through the major creative periods from the beginning of the twentieth century to the present, the book includes hundreds of contemporary examples from around the world, organized into three sections: History Lesson, Au Naturel, and Eclectic. Each includes a brief essay introducing the background, influences, and outstanding aspects of the graphic work so beautifully displayed.

*New Ornamental Type* is an essential reference for practitioners and students, and for anyone who appreciates the sheer delight of type as illustration. 272 color and 88 black-and-white illustrations

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