



Designing Books: Practice and Theory

Jost Hochuli , Robin Kinross

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Now available in paper, this newly revised and expanded classic in book design argues for a non-dogmatic approach, one open to both traditional and modern, and symmetrical and asymmetrical, solutions. A survey of Jost Hochuli's own work as a book designer featuring pages from a career of over 30 years is shown, along with detailed comments by noted designer and critic Robin Kinross.

"Hochuli has achieved his standing without any fuss, programme or manifesto, by sheer talent and persistence. As a designer, his main concern is to work out individual solutions for individual books. This books is sure to help anyone who is seeking to develop a considered attitude towards the design and production of the book as a codex. The use of the individual's own understanding is at the core of Hochuli's practice and theory." Fernand Baudin, "Logos"

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Ryan says

First published in 1996, *Designing Books* is a modern classic on the subject. It focuses on the tension between classic symmetrical typography and the modernist asymmetrical typography that came after it. This was somewhat strange to read in 2012, since classic and modernist book typography both seem normal and not as politically or culturally at-odds as Hochuli describes in the text.

The entire book had this same issue: it felt like it was exploring topics that have since been settled. Or worse, it occasionally dabbles in the technical complexities of book production which are no longer complexities. I had to keep reminding myself that this was written in the days before electronic page-layout, digital proofs, on-demand printing, etc.

The book is gorgeously illustrated in black and red spot color, with examples ranging from the 1930s through the 1980s. It's short enough to recommend to anyone interested in book design, but only as a supplement to information learned elsewhere.

Brian says

A beautiful book on books.

Andrew says

Serious, but not pretentious. Great examples. Perhaps a little heavy for someone who's only trying to design a 'zine, but.. LEAGUE OF INTREPID NATURALISTS, Vol. 2, to be released January 2011!!
