

Angela Huber

Wozu Neuschnitte?

Das Beispiel der Optima



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Der Typograph Hermann Zapf Nikolaus Julius Weichselbaumer, 2015-12-14 Hermann Zapf 1918 2015 gilt als einer der bedeutendsten Schriftgestalter Kalligraphen und Typographen des 20. Jahrhunderts. Sein Werk berspannt mehr als sieben Jahrzehnte, in denen er Schriftklassiker wie Palatino, Optima und Zapfino vorgelegt hat. Daneben war Zapf als Buchgestalter, Berater, Dozent, Unternehmer, Künstler und Aktivist in Urheberrechtsfragen tätig. Die vorliegende Studie nützt sich diesem Werk auf Basis des umfassenden an der Herzog August Bibliothek verwahrten Eigenarchivs des Gestalters. Untersuchungsleitend ist ein feldtheoretisches Konzept von Gestaltung, das Fragen zu Entwurfstechniken und dem Einfluss von Satztechnologien aufwirft, aber auch nach der Entstehung von Zapfs Ansehen und dem Aufbau seines Beziehungsnetzwerks. Durch die Verortung Zapfs im Kontext seiner Zeitgenossen wird mit dieser Werkbiografie ein Schlaglicht auf die Typographie der 2. Hälfte des 20. Jahrhunderts geworfen. **Wozu Neuschnitte?** Angela Huber, 2015-07-08 Die Frage, warum Neuschnitte bei Schriften so wichtig sind, beantwortet Angela Huber in ihrer Bachelorarbeit am Beispiel der Schrift Optima. Hierbei geht Sie sowohl auf die Biografie des Schriftgestalters Hermann Zapf ein, als auch auf die historischen und technischen Hintergründe der Schrift und ihren Veränderungen. Zuletzt werden all diese Informationen genutzt und mit dem Neuschnitt in Relation gesetzt. Dabei ist das Beispiel der Optima besonders interessant, da diese Schriftfamilie über alle Stationen von der Entwicklung des ersten Schnitts in der ausgehenden Blei-zeit

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