



# Counterpunch: Making Type in the 16th Century, Designing Typefaces Now

*Fred Smeijers*

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## **Counterpunch: Making Type in the 16th Century, Designing Typefaces Now** Fred Smeijers

*Counterpunch* is both an explanation of the 16th-century method of cutting metal type and an impassioned plea for contemporary designers to incorporate the lessons of history as a means of creating typography in our digital age. Smeijers sees the counterpunch technique as essential for ensuring the regularity of form, repeatability, and speed of production necessary for rational design.

Smeijers traces the history of letterform design to discover how technique influenced the shape of type, whether the metal punches of the past or today's computer-generated forms. *Counterpunch* is generously illustrated with drawings by the author, examples of early type specimens, and detailed photographs of punches.

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