

Captions for press images for *Shift Happens*

Please rely on these captions for the images provided for media use. Where possible, please use the attribution provided. For more information see <https://shifthappens.site/presskit>.

File name	Caption
exterior/two-volumes.jpg	Rendering of volume 1 open to a spread and volume 2 closed with its cover. Volume 1 shows a juxtaposition of typing classes in the 20th century. Volume 2 cover shows Rolf Hagedorn at the Culler-Fried On-Line System computer at CERN.
exterior/slipcase.jpg exterior/slipcase-white.jpg exterior/slipcase-rev-white.jpg	A rendering of volume 1 and 2 shown in custom slipcase: <i>Shift Happens</i> is 1,216 pages divided into two volumes, one mostly about typewriters and the other mostly about computer keyboards.
exterior/slipcase-bk-white.jpg	A rendering of the book's custom slipcase with various Shift keys throughout history.
exterior/volume-slipcase.jpg	A rendering of volume 1 with its cover showing a long-exposure photo used for keyboard motion study, plus a custom slipcase.
renders/data-entry.jpg	A spread from <i>Shift Happens</i> of women data-entry operators across a century, from the 1890-era pantograph punch to an IBM floppy disk-driven machine in 1973. Photos courtesy Seved Walter, Örebro County Museum, and Joseph Phillips.
renders/first-qwerty.jpg	A spread from <i>Shift Happens</i> showing the early QWERTY keyboard on a Sholes & Glidden typewriter (photograph by Eremeev). The layout established on that typewriter led directly to the layout of every keyboard today.
renders/joystick.jpg	A spread from <i>Shift Happens</i> showing various approaches to embedding pointing devices inside keyboards. One photo courtesy frescho.hu.
renders/mechanical.jpg	A spread from <i>Shift Happens</i> showing examples of modern mechanical minimalistic keyboard layouts. Renders courtesy Nathanalphaman.
renders/olivetti-praxis.jpg	A spread from <i>Shift Happens</i> showing the author's photos of the Olivetti Praxis 48 electric typewriter. Praxis 48 is regarded as one of the best designed typewriters in history.
renders/parades.jpg	A spread from <i>Shift Happens</i> showing a juxtaposition of two parades: one for an Underwood typewriter (courtesy Alan E. Mays), an another showing one of the very few original computers ever produced in East Germany (photo via Thomas Uhleman, Bundesarchive)
renders/selectric.jpg	A spread from <i>Shift Happens</i> showing the author's photograph of an IBM Selectric typewriter. The Selectric was a pivotal typewriter, and the decisions made around its keyboard layout are still seen in keyboards today.

File name	Caption
renders/switches.jpg	A spread from <i>Shift Happens</i> showing authors's photographs of various switches controlling modern mechanical keyboards.
renders/underwood.jpg	A spread from <i>Shift Happens</i> showing the author's photograph of the popular Underwood No. 5 typewriter from 1901, the typewriter industry's first bona fide hit.
spreads/beam-spring.jpg	A spread from <i>Shift Happens</i> showing various IBM beam spring keyboards from the 1960s. The beam spring keyboards were a predecessor to modern mechanical keyboards and are highly regarded by today's collectors. One photo courtesy Tekniska Museet.
spreads/model-m.jpg	A spread from <i>Shift Happens</i> showing variants of the IBM Model M keyboard. The Model M keyboard from the mid-1980s set the tone of most computer keyboards that followed. Some photos courtesy Eric Keppel and Dmitry Nosachev.
spreads/olivetti.jpg	A spread from <i>Shift Happens</i> showing various Olivetti typewriters, universally regarded as some of the best-designed typewriters in history. Photos courtesy typewriter.company, Mr & Mrs Vintage Typewriters, and Georg Sommeregger.
spreads/practice-keyboards.jpg	A spread from <i>Shift Happens</i> showing practice keyboards for typewriters, Linotype, calculators, and home computers.
spreads/touch-typing.jpg	A spread from <i>Shift Happens</i> showing a juxtaposition of touch typing classes in the 20th century.
keycap/on-book.jpg keycap/on-manual.jpg keycap/on-keyboard-1.jpg keycap/on-keyboard-2.jpg keycap/packaging-1.jpg keycap/packaging-2.jpg	Rendering of a rare two-top keycap made in collaboration with Max Voltar, celebrating 150 years of typewriters, included as a reward in the Kickstarter tiers of the book.