BASIC TYPOGRAPHY DESIGN

Formerly: Phototypesetting: A Design Manual

Basic Typography A Design Manual

S Ashworth

Basic Typography A Design Manual:

Basic Typography James Craig,1990 For designers non designers and desktop publishers Fine typography is timeless typesetting technology may change but there is only so much a good computer program can do Using type creatively has more to do with aesthetics and common sense than it does with how the type is set who sets it or how much it costs For guidance we can no longer look to the professional typographer for help we are now the typographers Basic Typography explains clearly and simply how type works so the designer and non designer alike will be able to take full advantage of type s enormous potential To help the reader find the necessary information quickly the book is presented in a series of self contained units that are grouped under three headings Terminology Design and Copyfitting

Basic Typography, 1990

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working with grids and designing with color A Type Primer John Kane, 2002 A guide full of practical hints to help build the confidence of graphics and typography students Its aim is to bring the reader to the point where they understand the basic principles of typography and to strengthen the designer s eye through informed direct observation and Production Pete Masterson, 2005 If you are a writer working with a publisher large or small or if you are a small or first time publisher BOOK DESIGN AND PRODUCTION will help you understand the book production process and the principles of good cover and interior book design It will allow you to look at a book design and immediately see the common errors and to see that a book is following the traditions of good book design that gives credibility to your message Whether you do the work yourself of hire it done BOOK DESIGN AND PRODUCTION will help you get your book done right Use this book to guide you through the book design and production process Typography, Referenced Jason Tselentis, Allan Haley, Richard Poulin, Tony Seddon, Gerry Leonidas, Ina Saltz, Kathryn Henderson, Tyler Alterman, 2012-02-01 Typography Referenced is the single most comprehensive volume covering every aspect of typography that any design student professional designer or design aficionado needs to know today In these pages you ll find Thousands of illustrated examples of contemporary usage in design Historical developments from Greek lapidary letters to the movie Helvetica Landmark designs turning single letters into typefaces Definitions of essential type specific language terms ideas principles and processes Ways technology has influenced and advanced type The future of type on the web mobile devices tablets and beyond In short Typography Referenced is the ultimate source of typographic information and inspiration documenting and chronicling the full scope of essential typographic knowledge and design from the beginnings of moveable type to the present golden age of typography Visual management manual United States. Department of Agriculture, 1980

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