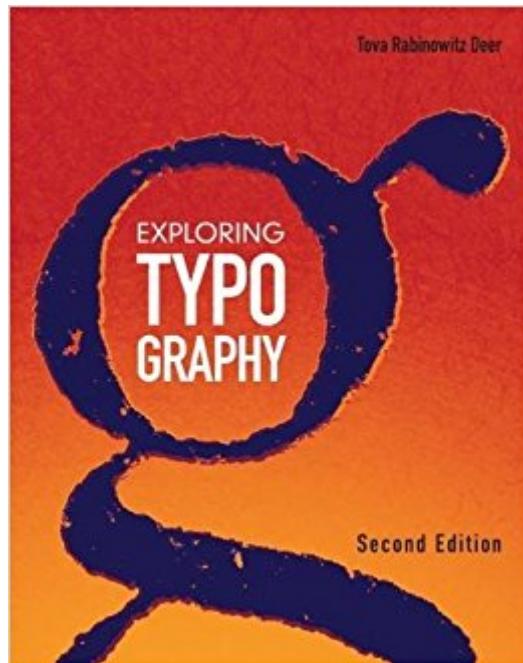


The book was found

Exploring Typography



Synopsis

Showcasing the latest in best practices across print and digital media, EXPLORING TYPOGRAPHY, 2e provides a well-researched, authoritative introduction to typography that explores the varied uses of type in visual communications. Coverage begins with a history of type and a survey of how type is classified before advancing to the physical components of letters and the rules of legibility, readability, and style. The text surveys the creative use of emphasis, designing effective layouts, using grids, and developing original type styles. Examining contemporary challenges in type, it also introduces terminology and concepts relevant to designing with type in a digital environment and includes coverage of designing type for mobile devices. More "Designer at Work" boxes and new "Designer Processes" and "Typography for Social Change" features provide insight into professional designers' work and processes. With a large new format, EXPLORING TYPOGRAPHY, 2e is packed with dynamic illustrations that bring chapter concepts to life.

Book Information

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Real world spotlight from the industry's

finest. "Designer at Work" features spotlight contemporary and influential designers-- and expands beyond print to include film, products, and other application areas. Interviews with today's leading typographic practitioners offer insight into real-world practice from the industry's finest. Illustrations provide a deeper look. Text is packed with illustrations that

illuminate chapter concepts and present examples of quality work from real-world practice. Timeline puts typography progress into perspective. The timeline in Chapter 1 offers a clear presentation of the history of typography. Keeping it relevant. Completely up to date, type examples reflect the current state of the art and the latest trends from the field. The chapter on "Type in a Digital Environment" includes designing type for mobile devices, including smartphones and the iPad.

Tova Rabinowitz Deer has conducted extensive research on the subject of typography, including a vast amount of reading on historical and contemporary theories and practices. At Westwood College she served as Graphic Design Program Director, designing and administrating curriculum and programming for online and classroom environments nationwide. She received a Bachelor of Fine Arts from the University of Michigan and a Master of Education from the University of Illinois.

Really good, thorough book. I'm enjoying it. It's actually for a typography class I'm taking, but I have found that it's interesting enough I enjoy just reading it for itself. I especially like that one chapter has large examples of various typefaces with information on them. I also like that there are interviews included at the ends of each chapter on prominent graphic designers or typographers, authors of fonts, etc. Very informative! I actually rented it due to its cost, but I am debating whether to just keep it, as I think it's a great reference and tool to have in my arsenal.

Little to no wear, good condition. There were no big noticeable problems with the book.

Wonderful source of information for my class.

Excellent condition.

I had to get this book for school. It's a book.

Even though this primer on typography is generously illustrated, it covers lot of territory, including history and grids in addition to the expected stuff. It achieves this through clear, concise writing, and carefully curated images. Each chapter concludes with review questions and exercises, facilitating use as a textbook (as do the included glossary and index). The only reason I didn't award 5 stars is my objection to the classification of Times New Roman as an oldstyle rather than a transitional

category typeface. This is the only time I've ever seen Times considered to an oldstyle, and I've been studying type more than three decades.

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