Exploring Typography

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winner of the 2023 n katherine hayles award for criticism of electronic literature digital fiction has long been perceived as an experimental niche of electronic literature yet born digital narratives thrive in mainstream culture as communities of practice create and share digital fiction filling in the gaps between the media they are given and the stories they seek neverending stories explores the influences of literature and computing on digital fiction and how the practices and cultures of each have impacted who makes and plays digital fiction popular creativity emerges from subordinated groups often excluded from producing cultural resources accepting the materials of capitalism and inverting them for their own carnivalesque uses popular digital fiction goes by many different names webnovels adventure games visual novels twitter fiction webcomics twine games walking sims alternate reality games virtual reality films interactive movies enhanced books transmedia universes and many more the book establishes digital fiction in a foundation of innovation tracing its emergence in various guises around the world it examines infocom whose commercial success with interactive fiction crumbled in no small part because of its failure to consider women as creators or consumers it takes note of the brief flourish of commercial book apps and literary games it connects practices of cognitive and conceptual interactivity and textual multiplicity dating to the origins of the print novel to the feminine it pushes into the technological future of narrative in immersive and mixed realities it posits the transmedia franchises and the practices of fanfiction as examples of digital fiction that will continue indefinitely regardless of academic notice or approval

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the art practice of typography by edmund g gress

this text is a book of tips for everyday use for all users of typography from students and professionals to anyone who does any layout design on a computer the book is arranged into three chapters an introduction to the basics of typography headline and display type and setting text

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introduces the fundamental principles of typographic theory and practice this title offers an essential guide to the subject of typography and its role within graphic design

responsive web design helps your site maintain its design integrity on a variety of screen sizes but how does it affect your typography with this practical book graphic designers web designers and front end developers alike will learn the nuts and bolts of implementing web fonts well especially how to get the best appearance from type without sacrificing performance on any device after examining typography fundamentals and the evolution of type on the author jason pamental provides useful approaches real examples code and advice for making your type performant progressive proportional and polished the primary ingredients of responsive typography understand how type plays a vital role in content first web design weigh the tradeoffs between self hosting and using a font service to get

the best performance for your site get your type on the screen fast by designing for progressive enhancement use a responsive relative scale to adjust proportions between typographic elements for any device or resolution polish your type with ligatures kerning and other techniques to create rich textured reading experiences

this hands on design guide helps readers build a foundation for the development of an individual typographic sensibility by providing a brief outline of the evolution of type an introduction to the language and terminology of type and type setting fundamental rules and conventions of professional practice and key decisions on type selection and page layout more typefaces are now readily available to a wider public than at any time in the pastâ this book presents a basis for the confident and informed exploration of a rich and vivid medium that continues to play a fundamental role in human communication a directory of typefaces places the major type categories and typefaces into their historical context introducing some key examples of excellence in contemporary type design as well as identifying the fundamental values that have sustained the continued use of classic typefaces over the last 500 years of print history a guide for aspiring designers typographers graphic artists desktop publishers and advertising production people who want to sharpen their attention to detail and develop a sensitive typographical eye

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