Exploring Typography

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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 important notice media content referenced within the product description or the product text may not be available in the ebook version

typography is a very powerful design element whenever we have a typographic system in place we can use it to structure content communicate ideas and even enhance meaning however employing

it in a way that masters that delicate balance between being unobtrusive catering for a pleasant reading experience and engaging enough keeping the reader s interest on a page can be quite a challenge with the help of this ebook you can learn how to train and sharpen your eyes to recognize specific typographic details which will be sure to guide you in your own projects and make it easier for you to make design decisions after an initial stroll through type terminology and classification this ebook reflects on the quality of fonts including web font providers of course and explores typographic design patterns as well as current practices these practical considerations and a plethora of real world examples are bound to be a valuable companion throughout your adventures when designing with type

typography is the means by which a written idea is given a visual form effective use of typography can produce a neutral effect or rouse the passions symbolise artistic political or philosophical movements or express the personality of a person or organization this book aims to impart a comprehensive understanding of typography to explore its history theory and practice aimed at both students and practising designers it provides a thorough examination of how typography informs other aspects of creative design

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

get your attractive type design up and running in the browser with real world responsive and tailored tutorialsabout this book no coding experience necessary get started with responsive typography today find out how to customize your own typography designs to truly own your website s identity from the basics to cutting edge design this book is the perfect guidewho this book is forthis book is for web developers familiar with the basics of html5 and css3 who want to learn how to implement responsive typography no coding experience is required so dive in and get started what you will learn customize and personalize fonts on a responsive website learn how to write css3 rules for viewports define media queries and write them using css3 and html5 implement sass typography techniques to minimize the css output and manage the font variables get to grips with dropcaps and learn how to use them effectively on the webin detailtypography is an essential part of any website s design it can help you stand out from the crowd communicate with clarity and cultivate a distinctive identity practical responsive typography demonstrates how to use typography to greatest effect with this book you won t underestimate it s importance you ll be in complete control over this crucial component of web design from scaling and optimizing screen spaces to using a range of different web fonts you ll quickly get up to speed with the practical considerations behind successful typography but more than the fundamentals you ll also find out how to go further by customizing typography designs to suit your identity style and approachthis is an easy to follow guide full of real world examples and tutorials each typography

style and rule is clearly explained and placed in context

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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