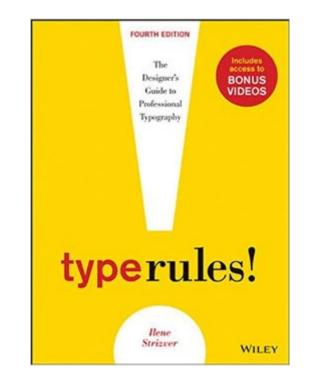
The book was found

# Type Rules: The Designer's Guide To Professional Typography





## Synopsis

Type Rules!, Fourth Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite.Includes video clips showing examples of projects discussed in Chapter 11- Type on the Web and Chapter 12- Type in Motion

# **Book Information**

Series: Type Rules: The Designer's Guide to Professional Typography Paperback: 320 pages Publisher: Wiley; 4 edition (November 4, 2013) Language: English ISBN-10: 1118454057 ISBN-13: 978-1118454053 Product Dimensions: 8.1 x 0.6 x 10.9 inches Shipping Weight: 2.2 pounds (View shipping rates and policies) Average Customer Review: 4.8 out of 5 stars Â See all reviews (20 customer reviews) Best Sellers Rank: #251,653 in Books (See Top 100 in Books) #113 in Books > Arts & Photography > Graphic Design > Typography #910 in Books > Arts & Photography > Graphic Design > Techniques #47471 in Books > Textbooks

## **Customer Reviews**

Let's get something off my chest right here and now. I rarely allow a single book to change my life, but I let Frank Romano's 1984 work Type Encyclopedia send me on a whole new course. It is the book that single-handedly convinced me I could be an independent typographer, designing my own books and websites rather than putting up the cash for somebody else to do it. Since then I've gradually collected books on type, page design, and HTML coding. So when a venerable title like Type Rules! come down the Vine in its Fourth Edition, and it is written by a woman with a long history of modern typography on her resume, gotta figure there is something to check out here too.--Parameters--I compared Type Rules to four other books in my collection:Thinking with Type, 2nd revised and expanded edition by Ellen LuptonTypencyclopedia: A User's Guide to Better Typography by Frank RomanoEPUB Straight to the Point Creating ebooks for the Apple iPad and other ereaders by Liz CastroButterick's Guide to Practical Typography, a web book by Matthew Butterick (see comments for link).Each of these books has a slightly different intent, so the comparison cannot be complete. Thinking with Type is essentially that, a psychology art book for getting into a type frame of mind.

### Download to continue reading...

Type Rules: The Designer's Guide to Professional Typography Type Rules, Enhanced Edition: The Designer's Guide to Professional Typography Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Designing with Type, 5th Edition: The Essential Guide to Typography Designing with Type, 5th Edition: The Essential Guide to Typography: WITH Online Resource Mastering Type: The Essential Guide to Typography for Print and Web Design Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students Typography 21: The Annual of the Type Directors Club Typography, Vol. 22: The Annual of the Type Directors Club Typography 15: The Annual of the Type Director's Club Shaping Text: Type, Typography and the Reader Old-Time Advertising Cuts and Typography: 184 Plates from the Boston Type and Stereotype Foundry Catalog (1832) (Dover Pictorial Archives) Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70 Simple Recipes for Any Skin Type and Hair Type Language Culture Type: International Type Design in the Age of Unicode Final Fantasy Type-0 Side Story, Vol. 5: The Ice Reaper (Final Fantasy 0-Type) Final Fantasy Type-0 Side Story, Vol. 4: The Ice Reaper (Final Fantasy 0-Type) Medical Management of Type 2 Diabetes (Burant, Medical Management of Type 2 Diabetes) The Non-Designer's Type Book, 2nd Edition The Architecture Of Light (2nd Edition): A textbook of procedures and practices for the Architect, Interior Designer and Lighting Designer. The Fashion Designer's Handbook & Fashion Kit: Learn to Sew and Become a Designer in 33 Fabulous Projects

#### <u>Dmca</u>