Mastering Type: The Essential Guide To Typography For Print And Web Design

Synopsis

Good Design, Down to the LetterPackages on store shelves, posters on building walls, pages of a website—all contain information that needs to be communicated. And at the heart of that communication is type: visually interesting, interactive, expressive and captivating. Each letter must come alive; therefore, each letter must be carefully crafted or chosen. A solid foundation in typography, as well as an understanding of its nuances, will help you optimize your visual communication—in whatever form it takes.By breaking down the study of type into a systematic progression of relationships—letter, word, sentence, paragraph, page and screen—award-winning graphic designer and professor of communication design Denise Bosler provides a unique and illuminating perspective on typography for both print and digital media and for designers of all skill levels.Through instruction, interviews and real-world inspiration, Mastering Type explores the power of each typographic element--both as it stands alone and as it works with other elements--to create successful design, to strengthen your skill set and to inspire your next project.

Book Information

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Customer Reviews

As a freelance designer, I know only too well that typography is often very much an afterthought, a bolt-on to a design rather than the focus of such. Ms Bosler demonstrates clearly and entertainingly in her book why this needs to change, and shows just what a huge difference good typography can make to a design.Filled with illustrations and photographs on every page, providing masses of examples to illustrate her points, Mastering Type is an essential guide for anyone either working in the design industry or interested in good, creative design.The book is broken down into easily understandable sections - letter, word, sentence, paragraph, page and screen - covering every aspect of typographic design, suitable for either working professionals or creative amateurs, and within the book are interviews with the top designers in the field, discussing their own approaches to typography and peppered with examples of their work.On top of all of this, it's also a beautiful coffee table book, filled with gorgeous typograpy and massive amounts of inspiration. Anyone serious about graphic design, or even just curious about how to go about creating imaginative graphics, really needs to read this book.Hugely recommended.

I purchased this book for one of my college courses. This book is easy to follow along, has a great layout of material, and plenty of useful examples. I referred to this book often throughout my college days, and I would recommend this to other college students, as well as those who would like to study type on their own!This is a hardback book with a paper cover. The cover does get wear and tear, which is typical. The pages in the book are thick, glossy, and of good quality for the color-pages!Note: I was not paid to write this review, nor was I given this item for free. I purchased this item on my own.

Honestly, even if you only have a passing interest in how to present the written word, you will find this book fascinating and illuminating. Definitely worth the read!

This is a great ebook. I reference it quite often when preparing documents and designing graphics with typography. Worth the money!

I was looking for a manual on how to do great layouts for newsletters, brochures and the like. This book explains much more than mastering type. It teaches you how to create a professional publication - from typography to layout. So happy I found it at last!

I'm an industrial designer who wanted to learn more about graphic and the importance of type. This

books covers things from history of typography, till parts and how they work on different situations, so i found it pretty good for someone (like me) with no experience in the subject.

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 (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students Designing with Type, 5th Edition: The Essential Guide to Typography Designing with Type, 5th Edition: The Essential Guide to Typography: WITH Online Resource 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 Type Rules: The Designer's Guide to Professional Typography Type Rules, Enhanced Edition: The Designer's Guide to Professional Typography Old-Time Advertising Cuts and Typography: 184 Plates from the Boston Type and Stereotype Foundry Catalog (1832) (Dover Pictorial Archives) Shaping Text: Type, Typography and the Reader 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 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) Adobe Fireworks Web Design Interview Questions: Web Design Certification Review with Adobe Fireworks Adobe Fireworks Web Design Interview Questions: Web Design Certification Basics of Design: Layout & Typography for Beginners (Design Concepts)