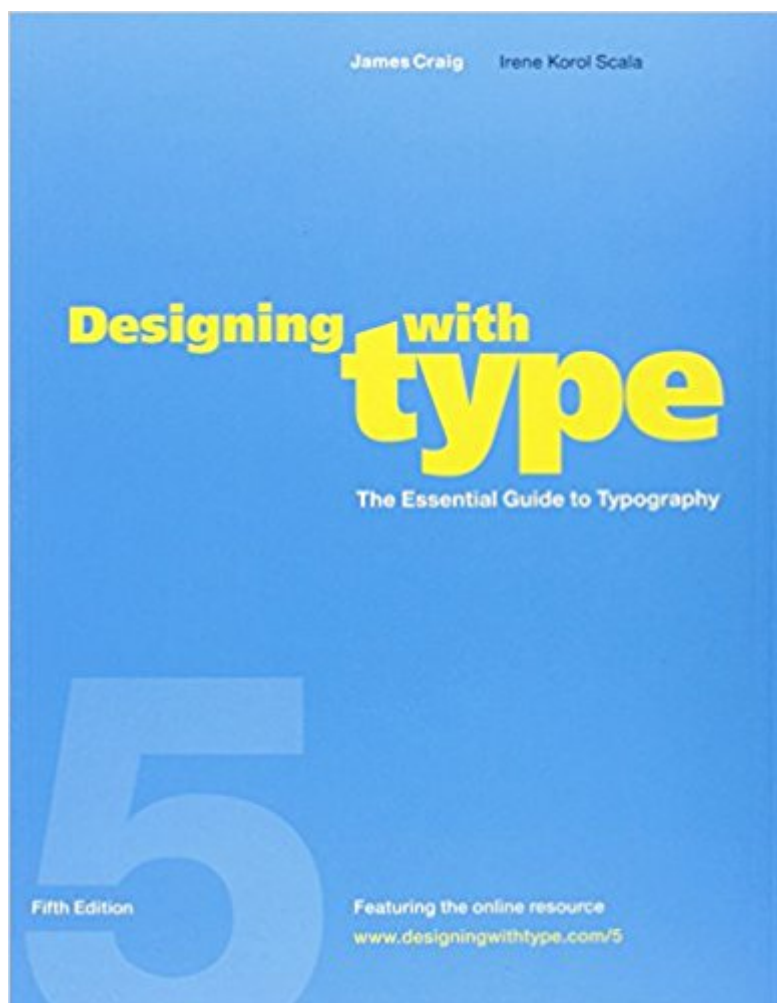


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Designing With Type, 5th Edition: The Essential Guide To Typography



Synopsis

The classic *Designing with Type* has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

Book Information

Series: *Designing With Type*

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Customer Reviews

Part textbook and part reference work, the fifth edition of a typographic classic begins with a thumbnail history of the development of written language and ends with a glossary; in between are in-depth looks at five classic typefaces, lessons on designing with text type, display type and color, and plenty of project assignments. Though Craig, the former design director for Watson-Guptill, touches on the way that type design can be akin to fine art, most of his focus is on the subtle ways in which typeface affects "mood," and letter shape and spacing influences readability, emphasis and even meaning. Even though technological advances have made innovative text design ever simpler, readers of books, brochures, cereal boxes and subway advertisements still tend to

prefer their type to be "invisible" – in other words, "to serve as a quiet vehicle for enhancing the meaning of a text." While best suited for a beginning graphic design student, this clear, readable book should also intrigue those interested in how the look of a sentence has an impact on the way we read it. 100 color and 500+ b&w illus. (May) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"An excellent and useful introduction to the subject." - Milton Glaser"

It really should be called something like "Basic of Type" or "ABC of Type". That book is for those, who has no idea about type and typography... but usually if you know the words 'type' and 'typography', you already know more than this book can offer you. Better, find this book in your local library, and read it, and return it, and forget it. It is not so valuable to take a place on your shelf.

This book covers an amazing amount of ground in relatively few pages. It feels like a whirlwind introduction to the entire universe of typography and type design, and I think it is therefore one of the best primers available on the subject. For me, this book served as a jumping-off point to delve into more specific areas that I was personally interested in. Other books I have read (Bringhurst comes to mind) assume the reader has some background education in the subject. This book will give it to you. It's also just a beautiful book: It's large, comfortable to hold and read, and set wonderfully. The book contains a number of projects that seem like they would be useful in a classroom setting, but are of modest value to the individual reader. Overall, I highly recommend this book, particularly as an introduction to the subject.

The biggest let down was the font the book is displayed in isn't always what the printed version uses so a few of the typed examples don't work as well. They have a lot of the examples as images however so you know you are being shown the proper ones but not always sure about the size. Has plenty of links to their online database which is a super plus (so long as you have internet while reading you can utilize them). My favorite aspect vs a printed version is the quick searching electronic books have, much faster and simpler. The book itself introduces you quickly but smoothly into the world of type. It has a nice narrative that guides you along as you read each section.

Great purchase!

I had to get this book for a Typography class in college. I was actually presently surprised by how knowledgeable the book was. I never thought I would be interested in the study of type, but this book changed that.

Most everyone uses written word to get someone to listen to them. While this is geared toward graphic design and advertisement, it can be very useful to nearly all people. We often do not realize how important a font, type size, spacing, etc. can be. This book will help clear that and send you on the right path for developing clearer and more exciting ways to present your material. Get this book and reach the people that you've been missing!

Every designer needs this book. I would be lost without this informative digital bible of design knowledge. You will be a better designer afterwards.

I bought this book for a class, but later found out the book was changed. I found this edition much more helpful than the later edition that I had to buy and use for class.

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