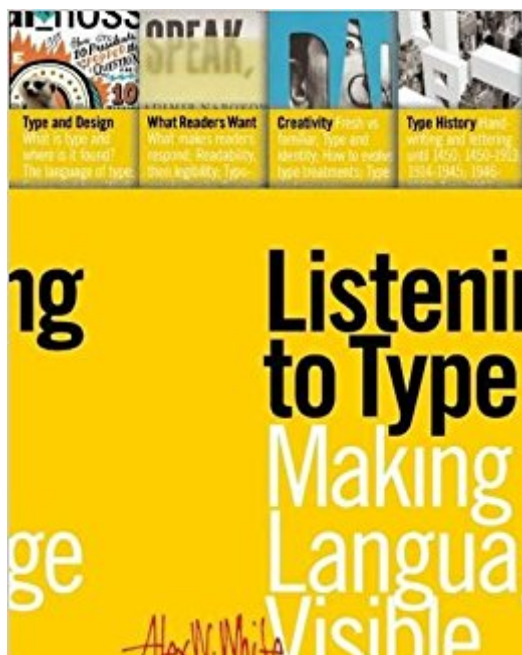## The book was found

Listening To Type: Making Language Visible

Synopsis

With this visually stunning primer, designers will develop the skills and vision to produce truly innovative, eye-catching type design. All the basics of type design are covered, and in-depth information is provided on more advanced topics such as the differences between type applications, how typography creates identity, and what best inspires readers. Chapters cover: The language of typeSpace and typeTypographic unityWhat makes readers respondType and identityEvolving type treatmentsReadability and legibilityA timeline of the evolution of writing and typography Designer Alex W. White packs the pages with fifteen hundred images—modern and ancient, specially created and found—that illustrate typographic concepts and continue to yield more complexity and connectivity with each viewing. Listening to Type proves that type is much more than groups of letterforms on a page; it is a language with the ability to convey meaning and evoke emotions beyond the spoken words it symbolizes. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

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Customer Reviews

Ã¢â ¬Å"My colleague, Alex W. White, has done it again. Even if youÃ¢â ¬â„¢ve read other books by Alex, like his excellent Elements of Graphic Design, Listening to Type is a revelation. This book represents his clearest and most perceptive explanation of the building blocks of effective graphic design: Space, image andÃ¢â ¬â ¢putting what is probably most important firstÃ¢â ¬â ¢the workings of type itself.Ã¢â ¬Å• Ã¢â ¬â ¢Brian D. Miller, partner, executive creative director, MillerSmith; author of Above the Fold, 2nd ed. Ã¢â ¬Å"Maybe Alex White should be called the type whisperer. Examples of outstanding work are abundant throughout this volume. Typography, space, image, and color are the building blocks of graphic design and are beautifully represented. Splendidly arranged and easy to understand, this book is indispensible whether you are an initiate or seasoned professional.Ã¢â ¬Å• Ã¢â ¬â ¢Graham Clifford, independent design director and chairman emeritus of the Type Directors Club

This book is a vastly expanded, full-color second edition of the book originally published as Thinking in Type: The Practical Philosophy of Typography. The title has been changed to avoid confusion with another book with a closely similar title.

This is a 2nd edition of his 2004 book Thinking in Type. It is full of detailed information on type (history, type terminology) from a designer who has deep experience in using type in practical design. It's filled with rich imagery that illustrate the points, and has great exercises. I've also read his book "The Elements of Graphic Design", and his writing is consistently engaging -- one of the best design writers I've encountered. (I've edited this review after the author and editor quickly responded to promise to fix an error, which I much admire. Thank you for excellent customer focus!)

The book arrived as described within the stated timeframe. Impressed!

First a disclaimer. I know the author and consider him a friend, and he invited me to review his book. Alex White is a wonderful classroom teacher, and the results he extracts from his students are excellent. This book represents Alex's full body of knowledge about typography, and it is a huge amount of information. Perhaps the best way to appreciate this book (which is an update of Alex's previous book, "Thinking In Type") is to take it one page at a time, slowly. Visually, it is jam-packed. As a read, I can hear Alex's voice on every page. I can imagine what an enormous effort it was to add to and update the previous work. Typographic principles may be timeless, but the typographic world keeps spinning... and one or two bits may have been overlooked: on page 477, Alex reports

that there are over thirty thousand typefaces available...in fact, as of this writing, that number is likely well over two hundred thousand.Nonetheless, as the owner of hundreds of books about typography, I believe one can never have enough books about this wonderful and complex subject, and I am glad to add this new volume to my typographic library.

To paraphrase an old joke about the weather in some locales: if you don't like this book, just look somewhere else on the page (or flip to the next one.) Alex White has stuffed this book full of a range of information on typography and publication design. If multiple images and sidebars distress you, you might prefer the straightforward narrative and relatively calm visuals of something like Robert BringhurstÃƒÂ¢Ã â ¬Ã â„¢s The Elements of Typographic Style but Listening to Type offers a wide array of typographic information packaged for the widest audience. I suppose it would be possible to just sit down and read the book through but it seems best suited to biting off a bit at a time. And there will be plenty left for the next meal.This book is an expansion of WhiteÃƒÂ¢Ã â ¬Ã â„¢s earlier Thinking in Type. That volume came out at the same time as Ellen LuptonÃƒÂ¢Ã â ¬Ã â„¢s Thinking with Type. The new title not only eliminates the confusion of the very similar titles but indicates the larger scope, color printing, and general development that takes this beyond what someone would expect of a new edition.

I was given this book by a friend after a discussion on what constitutes a well designed visual communication - marketing piece, book cover, poster etc and the process to achieve it. He loved the first edition and thought the second one is even better. This book is filled with an incredible depth of information on how to communicate any message using type, space and image in the ideal proportions, hence "Making Language Visible"! Many illustrations and examples make basic to advanced concepts clear on every page. A book experienced as well as new designers could use as a reference guide in their work.

Extensive examples of great graphic design visuals. I used to teach typography classes, and I can see this book as a wonderful tool to learn typography and to inspire designers.

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