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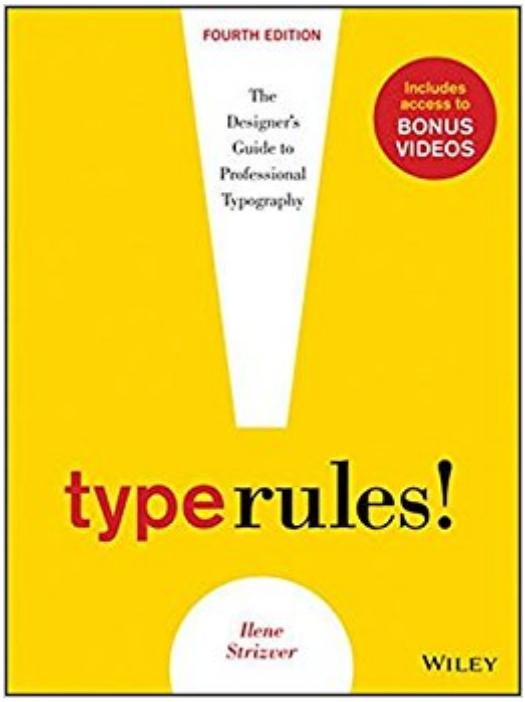
Type Rules: The Designer's Guide To Professional Typography



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Synopsis

Type Rules!, Fourth EditionÃ Â 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

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Customer Reviews

A comprehensive introduction to typography, from principle to practice 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 Fourth Edition has everything today's serious designer needs in order 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, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the typographic features and power of InDesign – with new coverage of the latest version. Bonus videos tied to the book offer examples of digital typography and type in motion. "I've purchased and read just about every book on typography written over the last twenty-five years. Ilene Strizver's Type Rules! is one of the best. It's a book that will prove its value time and again." —Allan

Haley, Director of Words and Letters, Monotype Imaging "Type Rules! is a must-have book for students and professionals alike. I highly recommend it." —Prof. Ed Benguiat, world-renowned type designer and educator, School of Visual Arts This new Fourth Edition includes: Expanded coverage of type on the web, web fonts, and type in motion New chapters on typographic hierarchy and guidelines for mobile devices Access to bonus video content More type tips and embedded exercises than ever before In-depth coverage of the latest type trends, including OpenType, scaling logos, and interactive typography An expanded discussion of the history of typography and notable type designers, along with a glossary of key terms

Ilene Strizver is the founder of The Type Studio in Westport, Connecticut. She writes and teaches extensively on typography. During her career, she has been creative and production director of U&lc magazine, as well as director of typeface development at International Typeface Corporation (ITC) in New York City, where she developed more than 300 text and display typefaces with respected type designers such as Sumner Stone, Erik Spiekermann, Jill Bell, Jim Parkinson, and the late Phill Grimshaw. In addition to penning the popular TypeTalk column for creativepro.com, Ilene is a featured contributor to the Fontology series for fonts.com.

Purchased for a college Typography course. Rather dry course but the text book is educational and presents itself in an interesting way.

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