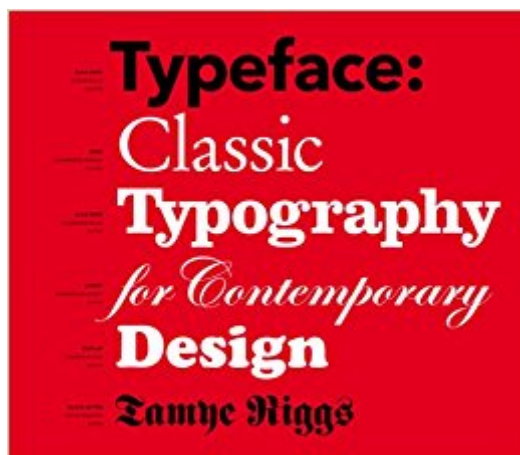The book was found

Typeface: Classic Typography For Contemporary Design

Synopsis

If there is one experience that any graphic designer can relate to, it's the quest for the perfect typeface. The right typeface communicates the visual essence of the content while enhancing the impact of the overall design. The dozens of type samplers available are often more confusing than helpful, offering hundreds of choices but little guidance. Typeface: Classic Typography for Contemporary Design is a unique sourcebook featuring sixty classic typefaces that continue to resonate with today's most influential graphic designers. The book is organized using typographic classifications such as sans serif, serif, display, script, and dingbats. Each typeface is presented in detail, including its origin, main characteristics, and uses. The main character set of each type specimen is accompanied by typesheet style examples including technical specifications and non-Latin characters.In addition, Typeface includes a unique feature certain to delight designers: a choice of similar typefaces is given for each font, so that alternatives can be easily compared, taking the stress out of tracking down typefaces. Characteristics such as vertically stressed oblique serifs or abrupt contrasts are highlighted and easily cross-referenced, allowing designers to make educated type choices without having to trawl through the seemingly endless pages of type vendor libraries. Accompanying the main character sets and typesheets are examples of the typefaces in use. Leading practitioners such as Pentagram, karlssonwilker inc., and Why Not Associates provide a working context for each typeface, making Typeface both a fully functional sourcebook and an inspirational showcase of international typographic design.

Book Information

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Customer Reviews

"Typeface is a unique source book of 60 classic typographical designs. Among the best features of the book is quick comparison between like designs. Offering solutions, alternatives, and even technical specifications." --Curated Magazine, June 10, 2009"The concept is simple: Tamye and her crew made small showcases for 46 classic fonts. Each presentation includes background information, along with examples of contemporary designs that utilize each face.This book has a few key features. First, it gives a handy, full-size reference for fonts that are used on a regular basis. Second, we get to see the fonts in a wide range of uses and weights (and the examples are stellar). Third, in limiting this book to 46 well-known fonts, it really makes a case for why (and how) some fonts are classic." --Ejnord"From Princeton Architectural Press, Typeface is a unique sourcebook featuring sixty classic typefaces that continue to resonate with today's most influential graphic designers. The book is organized using typographic classifications such as sans serif, serif, display, script, and dingbats. Each typeface is presented in detail, including its origin, main characteristics, and uses." --TYPEMEDIA.COM"People see and interact with typefaces every day: a printed book, a computer screen, a kiosk design, a box of cereal. But they rarely recognize the typeface or realize how much thought and time has gone into the design and selection process. Type designers who do this work use many tools to make their selections. The proliferation of computer-designed typefaces, however, has made thier choices overwhelming." --Choice Magazine

Very useful type book, good selection of san and san serifs fonts and the sample sizes for body copy.

Great typography book.

I have quite a few typography and graphic design books. This is one of my top three that I go to when I need inspiration. Very classic in nature and well worth the money.

This book is great for type references, every type section contains a sidebar with similar types, for beginners that don't aren't familiar with the basic families this is a great addition to their library.My only complain was that since they sent the book in an envelope (even if it is a protected one) some pages "took the hit" and came a bit crumpled. In other occasions my books come in cardboard, which protects them better.

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