

The book was found

Typographic Design: Form And Communication



Synopsis

Precise visual communication requires first-rate typography skills. *Typographic Design: Form and Communication, Sixth Edition* is the latest update to the classic typography text that covers all aspects of designing with type. Revised to reflect the shift in graphic design conception and understanding, the book contains a brand-new exploration of typography in media versus typography in motion, and provides the latest information on emerging trends and technology in the design process. Full-color images showcase recent design examples and a companion website features a robust collection of resources for students and instructors. Striking a balance between fundamental information and pivotal new knowledge and ideas, the book provides the perfect basis for engaging new learners as well as seasoned professionals. Typography is the comprehensive design of type, encompassing selection, placement, manipulation, and communication. An integral element of the graphic designer's arsenal, typography skills translate across industry boundaries into print, video, film, television, packaging, advertising, digital design, and more. *Typographic Design* provides insight, information, and practical instruction for every step in the process, from concept to execution. Topics include: Letterforms, syntax, and legibility; Communication and the typographic message; Evolution and technology of typography; Typographic design processes, and using the grid. The book also contains case studies that illustrate the successful use of typography, demonstrating the impact of good type on the overall design, and a listing of type specimens that exhibit good communication through good design. Words are an important part of the human condition, and presentation can have a major impact on the message. Graphic designers must be able to manipulate type to convey precisely what's intended, and *Typographic Design* is a comprehensive guide to mastery.

Book Information

Paperback: 352 pages

Publisher: Wiley; 6 edition (September 29, 2014)

Language: English

ISBN-10: 1118715764

ISBN-13: 978-1118715765

Product Dimensions: 8.6 x 0.8 x 10.9 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (13 customer reviews)

Best Sellers Rank: #89,006 in Books (See Top 100 in Books) #44 in [Books > Arts & Photography](#)

> Graphic Design > Typography #121 inÂ Books > Engineering & Transportation > Engineering > Reference > Architecture #148 inÂ Books > Textbooks > Humanities > Architecture

Customer Reviews

My professor helped write this book and he is one of the best Graphic Design teachers in the business. It shows samples of his works and other colleagues of his. The book illustrates in details projects that they have worked on and the true process that go behind graphic design works.

A fantastic job on the latest edition of this venerable book! The newly-added authors/designers (Sandra Maxa and Mark Sanders) have added fresh, impactful information and introduced an elegance, utility, and ease of reading that was missing from previous versions. I'm comparing it to my copy of the 4th edition and frankly, there's just no comparison. Really well done!

Textbook for school, but still a great book...any one doing Typography will find it well worth the purchase. Wish it was an e-book.

It's a good book. Got here fast. Teaches you what you need to know if you have a decent professor.

Book is good. Plenty of examples and typefaces to look at.

Learning a lot from this book!!!!

product as described

[Download to continue reading...](#)

Typographic Design: Form and Communication Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Typographic Design in the Digital Studio (Graphic Design/Interactive Media) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Typographic Systems of Design Roget's 21st Century Thesaurus: Updated and Expanded 3rd Edition, in Dictionary Form (Roget's Twentieth-First Century Thesaurus in Dictionary Form) How to Form a Nonprofit Corporation (National Edition): A Step-by-Step Guide to Forming a 501(c)(3) Nonprofit in Any State (How to Form Your Own Nonprofit Corporation) Lessons in Typography: Must-know typographic

principles presented through lessons, exercises, and examples (Creative Core) A Typographic Workbook: A Primer to History, Techniques, and Artistry The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition The Elements of Typographic Style Typographic Specimens: The Great Typefaces Public Relations Writing: Form & Style (Wadsworth Series in Mass Communication and Journalism) Augmentative and Alternative Communication: Supporting Children and Adults with Complex Communication Needs, Fourth Edition A Primer on Communication and Communicative Disorders (Allyn & Bacon Communication Sciences and Disorders) Digital Speech: Coding for Low Bit Rate Communication Systems (Wiley Series in Communication and Distributed Systems) American Pragmatism and Communication Research (Routledge Communication Series) Service Learning in Technical and Professional Communication (Part of the Allyn & Bacon Series in Technical Communication) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders)

[Dmca](#)