



Ebook Directory
the best source of ebook

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 15 customer reviews

Best Sellers Rank: #8,631 in Books (See Top 100 in Books) #5 in [Books > Engineering &](#)

Transportation > Engineering > Reference > Architecture #7 in [The Adobe Type Library](#) > Arts & Photography > Graphic Design > Typography #12 in [The Adobe Type Library](#) > Textbooks > Humanities > Architecture

Customer Reviews

THE BESTSELLING CLASSIC TYPOGRAPHY REFERENCE, UPDATED FOR NEW MEDIA

Typographic Design covers every aspect of designing with type, from stroke weight, to syntax, to legibility, and structure. Updated to reflect the shift in graphic design consumption and understanding, this edition includes new chapters on typography in media and in motion, with full color illustrations that showcase recent design examples. Case studies demonstrate the real-world application of fundamental concepts, and the companion website offers teaching guides, student resources, samples, and other tools that augment the text. This classic text is a theoretical and practical reference of unmatched breadth and depth: Explore the evolution of typography from earliest written symbols to modern mobile apps Manipulate anatomy, syntax, and grids to preserve legibility without diminishing expression Plan designs around the intended outcome, whether in print, on screen, or in motion Work through the complete typographic design process from inspiration to experimentation to realization, developing an individual approach along the way Typography is an integral element in any graphic designer's arsenal of skills, and this book is the pivotal guide. Comprehensive enough for new learners and authoritative enough for professionals, Typographic Design is a valuable resource for designers at every stage of the profession.

Rob Carter is Professor Emeritus at Virginia Commonwealth University, and has served as a visiting professor at the Gerrit Rietveld Academy in Amsterdam. He is the author of *American Typography Today*, *Typographic Design: The Great Typefaces*, the five-volume *Working with Type* series, and *Digital Color and Type*. He is also coauthor of *Meggs: Making Graphic Design History*. The late Philip B. Meggs was School of the Arts Research Professor at Virginia Commonwealth University; visiting faculty at Syracuse University and the National College of Art and Design in Dublin, Ireland; and contributing editor to *Print* magazine. He authored more than a dozen books and 150 articles and papers on design and typography, including a section on graphic design in *Encyclopedia Britannica*. The late Ben Day was Professor Emeritus at Virginia Commonwealth University. He also taught at Boston University and had been a Visiting Designer at the University of Connecticut. Sandra Maxa is Director of the Graphic Design Post Baccalaureate Program at the Maryland Institute College of Art, has served as visiting faculty at the Pratt Institute, and has taught at Parsons The New School for Design and at Rutgers University. Newark Mark Sanders is full-time

faculty in the Graphic Design department at Maryland Institute College of Art, has served as visiting faculty at the Pratt Institute, and has taught at Parsons The New School for Design and at Rutgers University–Newark. Both Sandra and Mark are Partners at Q Collective, a visual communication and branding studio in New York and Baltimore.

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.

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.

great book.

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

Learning a lot from this book!!!!

An outstanding, excellent book; beautifully designed, with thorough, substantial, and exciting content. A must for all graphic design students!

Very nice book about typography!

Fast shipping. Just as described.

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

Typographic Design: Form and Communication The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice Typographic Systems of Design Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Lessons in Typography: Must-know typographic principles presented through lessons, exercises, and examples (Creative Core) The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition The Elements of Typographic Style Typographic Specimens: The Great Typefaces Graphic Design Success: Over 100 Tips for Beginners in Graphic

Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ...
graphic design beginner, design skills) Two-Dimensional Sonata Form: Form and Cycle in
Single-Movement Instrumental Works by Liszt, Strauss, Schoenberg, and Zemlinsky Anatomy &
Physiology: The Unity of Form and Function: Anatomy & Physiology: The Unity of Form and
Function Dental Anatomy; The Form and Function of the Permanent Teeth; the Form and Function
of the Deciduous Teeth 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)
Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design
Thinking, Design Theory) 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) Clinical Decision
Making in Developmental Language Disorders (Communication and Language Intervention)
(Communication and Language Intervention Series) Marriage: How To Save And Rebuild Your
Connection, Trust, Communication And Intimacy (FREE Bonus Included) (Marriage Help, Save
Your Marriage, Communication Skills, Marriage Advice) Teaching Students with Language and
Communication Disabilities (4th Edition) (The Allyn & Bacon Communication Sciences and
Disorders)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)