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KEY=VISUAL - SWANSON BRAIDEN

The Visual History of Type

Laurence King Publishing **The Visual History of Type is a comprehensive, detailed survey of the major typefaces produced since the advent of printing with movable type in the mid-fifteenth century to the present day. Arranged chronologically to provide context, more than 320 typefaces are displayed in the form of their original type specimens or earliest printing. Each entry is supported by a brief history and description of defining characteristics of the typeface. This book will be the definitive publication in its field, appealing to graphic designers, educators, historians, and design students. It will also be a significant resource for professional type designers and students of type.**

Type Specimens

A Visual History of Typesetting and Printing

Bloomsbury Publishing **"This richly illustrated book guides readers through four centuries of visual and trade history, equipping them to contextualize the aesthetics and production of typography in a way that is practical, engaging, and relevant to their practice. It is fully illustrated throughout with 200 color images of type specimens and related ephemera, and written for design educators, advanced design students, design practitioners, and type aficionados"--**

Type Specimens

A Visual History of Typesetting and Printing

Bloomsbury Publishing **Type Specimens introduces readers to the history of typography and printing through a chronological visual tour of the books, posters, and ephemera designed to sell fonts to printers, publishers, and eventually graphic designers. This richly illustrated book guides design educators, advanced design students, design practitioners, and type aficionados through four centuries of visual and trade history, equipping them to contextualize the aesthetics and production of type in a way that is practical, engaging, and relevant to their practice. Fully illustrated throughout with 200 color images of type specimens and related ephemera, the book illuminates the broader history of typography and printing, showing how letterforms and their technologies have evolved over time, inspiring and guiding designers of today.**

Type - a Visual History of Typefaces and Graphic Styles

This text offers a novel overview of typeface design, exploring the most beautiful and remarkable examples of font catalogs from the history of publishing, with a special emphasis on the period from the mid-19th century to the mid-20th century.

The Evolution of Type

Thames & Hudson **The Evolution of Type takes the reader on a journey through the development of type design and typographic style from the mid-15th century to the present day, by way of 100 typefaces. Chosen to represent the key elements of style and form used by the punch cutters, calligraphers and designers of their day, and presented in chronological order according to release date, each typeface is discussed in terms of its origins and its impact on the design and print industry, and latterly the additional considerations for screen use. Versions released in metal-foundry type for hand-setting, as hot-metal type for the monotype and linotype machines, as phototype, and as digital revivals or originals, are covered in detail alongside information about the people responsible for the design and development of each adaptation of the typeface. Key glyphs from each face are annotated to indicate the specific features that mark out how typeface design has evolved over the last 500 or so years, and visual comparisons illustrate how typefaces**

created years ago have influenced the design of many contemporary releases. For the general reader, this book offers a thorough history of the typefaces we have been reading for decades; for typographers and designers, it is a valuable resource that will help to inform their choice of the most appropriate typeface for a project.

Just My Type

A Book About Fonts

Profile Books **Just My Type is not just a font book, but a book of stories. About how Helvetica and Comic Sans took over the world. About why Barack Obama opted for Gotham, while Amy Winehouse found her soul in 30s Art Deco. About the great originators of type, from Baskerville to Zapf, or people like Neville Brody who threw out the rulebook, or Margaret Calvert, who invented the motorway signs that are used from Watford Gap to Abu Dhabi. About the pivotal moment when fonts left the world of Letraset and were loaded onto computers ... and typefaces became something we realised we all have an opinion about. As the Sunday Times review put it, the book is 'a kind of Eats, Shoots and Leaves for letters, revealing the extent to which fonts are not only shaped by but also define the world in which we live.' This edition is available with both black and silver covers.**

Type

A Visual History of Typefaces and Graphic Styles

This text offers a novel overview of typeface design, exploring the most beautiful and remarkable examples of font catalogs from the history of publishing, with a special emphasis on the period from the early 20th century to the mid-20th century.

Typography: a Very Short Introduction

Oxford University Press, USA **Typography, the art of designing printed words, was once the domain of an elite few artists but has become an area with which millions of people engage daily. The widespread usage of digital devices from laptops to tablets and smart phones which are used for written communications means that we are regularly asked to make decisions about the fonts, sizes, and layouts we use in our writing. This broadening engagement with the field of typography has led to a perceptible shift from debates about legibility and technicalities to conversations about which fonts best reflect the writer's personality or style. In this Very Short Introduction, Paul Luna offers a broad definition of typography as design for reading, whether in print or on screens, where a set of visual choices are taken to make a written message more accessible, more easily transmitted, more significant, or more attractive. Considering the development of letterforms and the shapes of letter we use, Luna discusses the history behind our modern day letters and fonts, before considering the issues behind key typographic decisions, and the differences between printed and on-screen typography. Presenting any piece of typography as a fundamental design choice, Luna introduces the options available today, and explores the reasons why key typographic decisions are made. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.**

Typography, Referenced

A Comprehensive Visual Guide to the Language, History, and Practice of Typography

Rockport Publishers **Typography, Referenced is the single most comprehensive volume covering every aspect of typography that any design student, professional designer, or design aficionado needs to know today. In these pages, you'll find: —Thousands of illustrated examples of contemporary usage in design —Historical developments from Greek lapidary letters to the movie Helvetica —Landmark designs turning single letters into typefaces —Definitions of essential type-specific language, terms, ideas, principles, and processes —Ways technology has influenced and advanced type —The future of type on the web, mobile devices, tablets, and beyond In short, Typography, Referenced is the ultimate source of typographic information and inspiration, documenting and chronicling the full scope of essential typographic knowledge and design from the beginnings of moveable type to the present "golden age" of typography.**

Type. a Visual History of Typefaces and Graphic Styles

Ouvrage de spécialiste sur l'univers de la création typographique, Type offre une histoire authentique des polices les plus élégantes de 1628 au milieu du XXe siècle. Réalisés à partir d'une prestigieuse collection néerlandaise, cette

réunion de catalogues à la mise en page raffinée retrace l'évolution de la lettre imprimée à travers différents types de caractères — romain, italique, gras, semi-gras, étroit et large — ainsi que des frises, des ornements et des lettrines.

Visual and Technical Aspects of Type

<u>Cambridge University Press</u> **Visual and Technical Aspects of Type gives an introduction to the rules of font design and describes how fonts and their metrics are managed by computers. The aim of this book is to provide insights into the production and rendering of digital type and to make traditional type design rules accessible to a wider audience. The first part contains an overview of the evolution of letterforms in their historical and cultural context. The second part is devoted to technical aspects of type; topics covered include character metrics, outline font fasterization techniques, and algorithms for various tasks. Finally, articles by Hans Meier and Fernand Baudin provide an interesting view of the progress of typefaces and page layout, and insight into future developments. This unique book will appeal to graphics designers, computer scientists, typographers and desktop publishers, who wish to know more about computer typography.**

An A-Z of Type Designers

<u>Yale University Press</u> **Review: "This illustrated A-Z features outstanding type designers from around the world, from Gutenberg to the present day. Arranged alphabetically by designer's name, the book contains over 260 biographical profiles. Entries are illustrated by key typefaces taken from a wide range of sources, including type specimens, original posters, private press editions and magazine covers, and also give a list of work and, where applicable, further reading references and a website address. An essential reference for typographers, graphic designers and students, the book also features a full index and eight short texts by leading typographers - Jonathan Barnbrook, Erik van Blokland, Clive Bruton, John Downer, John Hudson, Jean Francois Porchez, Erik Spiekermann and Jeremy Tankard - that cover a variety of different aspects of type design, including typeface revivals, font piracy, designing fonts for corporate identities and the role of nationality in type design."--BOOK JACKET**

Graphic Design and Architecture, A 20th Century History

A Guide to Type, Image, Symbol, and Visual Storytelling in the Modern World

<u>Rockport Pub</u> **This innovative volume is the first to provide the design student, practitioner, and educator with an invaluable comprehensive reference of visual and narrative material that illustrates and evaluates the unique and important history surrounding graphic design and architecture. Graphic Design and Architecture, A 20th Century History closely examines the relationship between typography, image, symbolism, and the built environment by exploring principal themes, major technological developments, important manufacturers, and pioneering designers over the last 100 years. It is a complete resource that belongs on every designer's bookshelf.**

CLUBBED

A Visual History of Uk Club Culture

Letterforms

Typeface Design from Past to Future

<u>Rockport Publishers</u> **Designer, author, educator Timothy Samara is a world authority on type and graphic design. His 2004 Rockport book, Typography Workbook has become an essential reference text for design classrooms and industry professionals. Now, in Letter Forms: The Design of Type, Past to Future he takes readers even deeper, expertly guiding them through the aesthetics as well as the technical considerations of his subject. He begins with an overview spanning the invention of movable type to today's digital typography, and ends with a showcase of contemporary fonts. Samara's true focus in this book is conveying the essentials of type design to practitioners, and thoughtfully and thoroughly explaining and illustrating the development of form and style. He walks you through letter form anatomy, stroke formation and rhythm, tool methodologies, structure and proportion, tool methodologies, and tons more. This all makes for one excellent, timely reference work that designers can return to in designing logos, wordmarks, signage, titling accents, and all of their graphic design work.**

Type

A Visual History of Typefaces & Graphic Styles

Taschen **Know your type: A history of fonts and graphic styles from 1628 to 1938 This compact yet comprehensive book offers a thorough overview of typeface design from 1628 to the mid-20th century. Derived from a distinguished Dutch collection, a series of exquisitely designed catalogs trace the evolution of the printed letter via specimens in roman, italic, bold, semi-bold, narrow, and broad fonts. Borders, ornaments, initial letters, and decorations are also included, along with lithographic examples, letters by sign writers, inscription carvers, and calligraphers. The first part of the book covers pre-20th century typeface, with texts by editor Cees de Jong and collector Jan Tholenaar. The second part covers the period from 1900 to the mid-20th century, and contains a historical outline by Alston W. Purvis. Featured type designers include: William Caslon, Fritz Helmuth Ehmcke, Peter Behrens, Rudolf Koch, Eric Gill, Jan van Krimpen, Paul Renner, Jan Tschichold, A. M. Cassandre, Aldo Novarese, and Adrian Frutiger. About the series: Bibliotheca Universalis -- Compact cultural companions celebrating the eclectic TASCHEN universe at an unbeatable, democratic price! Since we started our work as cultural archaeologists in 1980, the name TASCHEN has become synonymous with accessible, open-minded publishing. Bibliotheca Universalis brings together nearly 100 of our all-time favorite titles in a neat new format so you can curate your own affordable library of art, anthropology, and aphrodisia. Bookworm's delight -- never bore, always excite!**

Meggs' History of Graphic Design

John Wiley & Sons **Note from the publisher: The Interactive Resource Center is an online learning environment where instructors and students can access the tools they need to make efficient use of their time, while reinforcing and assessing their understanding of key concepts for successful understanding of the course. An access card with redemption code for the online Interactive Resource Center is included with all new, print copies or can be purchased separately. (***If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code - ISBN: 9781118922248). The online Interactive Resource Center contains resources tied to the book, such as: Interactive Resources: Flashcards featuring images from book for image identification self-study Self-test assessment by chapter Image Gallery featuring key designers and their work Downloadable Resources: Indices of key terms and people ***Winner of the First-Ever QED (Quality, Excellence, Design) award by Digital Book World*** This is the unrivaled, comprehensive, and award-winning reference tool on graphic design recognized for publishing excellence by the Association of American Publishers. Now, this Fifth Edition of Meggs' History of Graphic Design offers even more detail and breadth of content than its heralded predecessors, revealing a saga of creative innovators, breakthrough technologies, and important developments responsible for paving the historic paths that define the graphic design experience. In addition to classic topics such as the invention of writing and alphabets, the origins of printing and typography, and postmodern design, this new Fifth Edition presents new information on current trends and technologies sweeping the graphic design landscape—such as the web, multimedia, interactive design, and private presses, thus adding new layers of depth to an already rich resource. With more than 1,400 high-quality images throughout—many new or newly updated—Meggs' History of Graphic Design, Fifth Edition provides a wealth of visual markers for inspiration and emulation. For professionals, students, and everyone who works with or loves the world of graphic design, this landmark text will quickly become an invaluable guide that they will turn to again and again.**

The Geometry of Type

The Anatomy of 100 Essential Typefaces

Thames & Hudson **The Geometry of Type explores 100 traditional and modern typefaces in detail, with a full spread devoted to each entry. Characters from each typeface are enlarged and annotated to reveal key features, anatomical details, and the finer, often-overlooked elements of type design, which shows how these attributes affect mood and readability. Sidebar information lists the designer and foundry, the year of release and the different weights and styles available, while feature boxes explain the origins and best uses for each typeface, such as whether it is suitable for running text or as a display font for headlines. To help the reader spot each typeface in the wider world, the full character set is shown, and the best letters for identification are highlighted. This beautiful and highly practical work of reference for font spotters, designers and users is a close-up celebration of typefaces and great type design.**

Revival Type

Digital Typefaces Inspired by the Past

Yale University Press **An illuminating account of the design inspirations and technical transformations that have shaped the digital typefaces of the 21st century In this fascinating tour through typographic history, Paul Shaw provides a**

visually rich exploration of digital type revival. Many typefaces from the pre-digital past have been reinvented for use on computers and mobile devices, while other new font designs are revivals of letterforms, drawn from inscriptions, calligraphic manuals, posters, and book jackets. Revival Type deftly introduces these fonts, many of which are widely used, and engagingly tells their stories. Examples include translations of letterforms not previously used as type, direct revivals of metal and wood typefaces, and looser interpretations of older fonts. Among these are variations on classic designs by John Baskerville, Giambattista Bodoni, William Caslon, Firmin Didot, Claude Garamont, Robert Granjon, and Nicolas Jenson, as well as typefaces inspired by less familiar designers, including Richard Austin, Philippe Grandjean, and Eudald Pradell. Updates and revisions of 20th-century classics such as Palatino, Meridien, DIN, Metro, and Neue Haas Grotesk (Helvetica) are also discussed. Handsomely illustrated with annotated examples, archival material depicting classic designs, and full character sets of modern typefaces, Revival Type is an essential introduction for designers and design enthusiasts into the process of reinterpreting historical type.

The Art of Failure

An Essay on the Pain of Playing Video Games

MIT Press **Argues that video games are not fun but actually lead to feelings of frustration and incompetence and that video games are one of the few mediums that allow us to experience and experiment with failure.**

Type Design

Radical Innovations and Experimentation

Harper Collins **"From inception to commercial application, and with lavishly illustrated examples, this book explores the idea of type design by experimentation and how this produces innovations in typography. Treating them as two distinct disciplines, the book first deals with the design of typefaces, and secondly with the use of type in layouts. This is an essential book for professionals, students, academics and anyone who is interested in typography, graphic design, visual culture and design history."--BOOK JACKET.**

DESIGNING FONTS

An Introduction to Professional Type Design

Type

A Visual History of Typefaces and Graphic Styles Vol. 2

This title presents a visual history of fonts and graphic styles. This book offers a novel overview of typeface design, exploring the most beautiful and remarkable examples of font catalogs from the history of publishing, with a special emphasis on the period from the mid-19th century to the mid-20th century, when color catalogs were at their height. Taken from a Dutch collection, this exuberant selection traverses the evolution of the printed letter in all its various incarnations via exquisitely designed catalogs displaying not only type specimens in roman, italic, bold, semi-bold, narrow, and broad, but also characters, borders, ornaments, initial letters and decorations as well as often spectacular examples of the use of the letters. The Victorian fonts, sumptuous and sometimes unbelievably outrageous, are accorded a prominent place in this book. In addition to lead letters, examples from lithography and letters by window-dressers, inscription carvers, and calligraphers are also displayed and described. This title features works by type designers including: William Caslon, Fritz Helmuth Ehmcke, Peter Behrens, Rudolf Koch, Eric Gill, Jan van Krimpen, Paul Renner, Jan Tschichold, A.M. Cassandre, Aldo Novarese, and Adrian Frutiger.

Extra Bold

A Feminist, Inclusive, Anti-racist, Nonbinary Field Guide for Graphic Designers

Chronicle Books **Extra Bold is the inclusive, practical, and informative (design) career guide for everyone! Part textbook and part comic book, zine, manifesto, survival guide, and self-help manual, Extra Bold is filled with stories and ideas that don't show up in other career books or design overviews. • Both pragmatic and inquisitive, the book explores power structures in the workplace and how to navigate them. • Interviews showcase people at different stages of their careers. • Biographical sketches explore individuals marginalized by sexism, racism, and ableism. • Practical guides cover everything from starting out, to wage gaps, coming out at work, cover letters, mentoring, and more. A new take**

on the design canon. • Opens with critical essays that rethink design principles and practices through theories of feminism, anti-racism, inclusion, and nonbinary thinking. • Features interviews, essays, typefaces, and projects from dozens of contributors with a variety of racial and ethnic backgrounds, abilities, gender identities, and positions of economic and social privilege. • Adds new voices to the dominant design canon. Written collaboratively by a diverse team of authors, with original, handcrafted illustrations by Jennifer Tobias that bring warmth, happiness, humor, and narrative depth to the book. Extra Bold is written by Ellen Lupton (Thinking with Type), Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaleena Sales, Leslie Xia, and Valentina Vergara.

Why Fonts Matter

Random House **We all constantly interact with type in almost every aspect of our lives. But how do fonts affect what we read and influence the choices we make? This book opens up the science and the art behind how fonts influence you. It explains why certain fonts or styles evoke particular experiences and associations. Fonts have different personalities that can create trust, mistrust, give you confidence, make things seem easier to do or make a product taste better. They're hidden in plain sight, they trigger memories, associations and multisensory experiences in your imagination. * Fonts can alter the meanings of words right before your very eyes. * See what personalities fonts have, and what they reveal about YOUR personality. * Explore how you respond to fonts emotionally and can make fonts work for your message. * Be amazed that a font has the power to alter the taste of your food. This book is for anyone who is interested in giving words impact, who loves words and how they influence us.**

Advanced Typography

From Knowledge to Mastery

Bloomsbury Visual Arts **Once you have learnt the fundamentals of typography, there is still a wealth of knowledge to grasp to really become a master in the art and craft of working with type. In Advanced Typography, expert practitioner and instructor Richard Hunt goes beyond the basics to take your understanding and usage to the next level. Taking a practical approach, the book combines visual, linguistic, historical and psychological systems with the broad range of applications and audiences of type today. From the challenges of designing across media and cultures, to type as information and craft, Hunt marries theoretical context with applied examples so you feel confident in improving your skills as an advanced typographer.**

Designing Type

Second Edition

Yale University Press **The now-classic introduction to designing typography, handsomely redesigned and updated for the digital ageIn this invaluable book, Karen Cheng explains the processes behind creating and designing type, one of the most important tools of graphic design. She addresses issues of structure, optical compensation, and legibility, with special emphasis given to the often-overlooked relationships between letters and shapes in font design. In this second edition, students and professional graphic designers alike will benefit from an expanded discussion of the creative practice of designing type—what designers need to consider, their rationale, and issues of accessibility—in the context of contemporary processes for the digital age.Illustrated with more than 400 diagrams that demonstrate visual principles and letter construction, ranging from informal progress sketches to final type designs and diagrams, this essential guide analyzes a wide range of classic and modern typefaces, including those from many premier type foundries. Cheng's text covers the history of type, the primary systems of typeface classification, the parts of a letter, and the effects of new technology on design methodology, among many other key topics.**

Graphic Design Play Book

An Exploration of Visual Thinking

Laurence King Publishing **An entertaining and highly original introduction to graphic design, this beautifully designed book uses puzzles and visual challenges to demonstrate how typography, signage, posters, and branding work. Through a series of games and activities, including spot the difference, matching games, drawing, and dot-to-dot, readers are introduced to concepts and techniques in an engaging and interactive way. Further explanation and information is provided by solution pages and a glossary, and a loose-leaf section contains stickers, die-cut templates, and colored paper to help readers complete the activities. Illustrated with typefaces, posters, and pictograms by distinguished designers including Otl Aicher, Pierre Di Sciullo, Otto Neurath and Gerd Arntz, the book will be enjoyed both by graphic designers, and anyone interested in finding out more about visual communication.**

Type for Type

Custom Typeface Solutions for Modern Visual Identities

The business world today is ever-evolving and filled with challenges more complex than they used to be. For a brand to take off or thrive in this digital age, it must find meaningful ways to stand out and resonate when it comes to communicating its core messages or content across multiple platforms. To this end, custom typefaces have become an increasingly common means for forward-thinking brands to establish and further strengthen their visual identities. By expressing its unique personality or supporting a campaign effectively, these typefaces go beyond aesthetics and achieving marketing objectives to build value for the brand over the long term. Type for Type collates some of the best custom typography work around the world that demonstrates both creative and commercial ingenuity, with insights into key processes and techniques to inspire both designers and clients alike.

Designing Type

An indispensable new guide for developing and designing typefaces One of the most essential tools of graphic design, typography influences the appearance of visual print materials perhaps more than any other component. This essential book explains the processes behind creating and designing type. Author Karen Cheng discusses issues of structure, optical compensation, and legibility, with special emphasis given to the often overlooked relationships between letters and shapes in font design. The book is illustrated with numerous diagrams that demonstrate visual principles and letter construction, ranging from informal progress sketches to final type designs and diagrams. A wide range of classic and modern typefaces is analyzed, including those from many premier contemporary type foundries. Introductory essays and diagrams emphasize the history of type, the primary systems of typeface classification, the two main proportional systems for type, the parts of a letter, the effects of new technology on design methodology, the optical illusions that affect density and balance in letterforms, and the differences in form between basic serif typestyles. The book provides detailed guidelines for creating serif and sans serif letters, numbers, punctuation, and accents. As design clients increasingly call for original and custom typefaces, Designing Type is a superb reference for both students and professional graphic designers.

Typography

Black Dog & Leventhal **Featuring more than 3,500 illustrations in full color and black and white, an extraordinarily detailed history of typography and alphabets chronicles the development of type design, techniques, and fashion, from the origins of writing to the present.**

Type Directory

The most comprehensive, practical, and beautiful directory of type, organized by type category - Serif, Sans Serif, Display, and Script - and covering all styles throughout history. Type Directory offers 1,800 examples of the best in type design, spanning almost 600 years of design history. From classics such as Garamond, Baskerville, Futura, and Helvetica, to more idiosyncratic recent creations such as Gotham and Filosofia, Type Directory features illuminating profiles of the most important and influential typefaces ever created. Organized by type category - Serif, Sans Serif, Display, and Script - each typeface is presented in uppercase and lowercase alphabetical letters, along with numbers, key punctuation marks, and symbols. This comprehensive guide also features profiles and interviews with leading designers and type foundries, as well as inspirational examples of graphic designs using specific typefaces.

The Poky Little Puppy

Golden Books **One of the original 12 Little Golden Books, The Poky Little Puppy has sold nearly 15 million copies since 1942, making it one of the most popular children's books of all time. Now this curious little puppy is ready to win the hearts and minds of a new generation of kids.**

Arcade Game Typography

The Art of Pixel Type

The definitive survey of '70s, '80s, and early '90s arcade video game pixel typography.

London Street Signs

A visual history of London's street nameplates

Batsford **A showcase of London's street nameplates – from the curious to the ornate. All around London, you can find a remarkable public archive of lettering in the city's street nameplates. A unique collection of styles and forms that stretches back to the 17th century, these little labels hide in plain sight – we use their information daily, but too often fail to really notice them. And they aren't just visual anchors, telling us where we are; but temporal anchors too, telling us where we've come from. This expertly curated collection documents the most significant, beautiful and curious street signs, from enamel plates to incised lettering, the simplest cast iron signs to gloriously ornamental architectural plaques. It's a visual and typographical journey through the history of a great metropolis. Along the way, the fascinating stories behind these unassuming treasures are uncovered, revealing where they came from before being affixed to brick or stone for decades to come. We're introduced to the iconic nameplates of the City of Westminster, the stunning tiled signs of Hampstead and the revival nameplates of Lambeth, as well as the ghost signs of the no-longer existent NE postal district. London Street Signs is a striking visual record of our collective history that will appeal to design and history enthusiasts alike.**

Typography Essentials Revised and Updated

100 Design Principles for Working with Type

Rockport Publishers **Typography Essentials: 100 Design Principles for Working with Type is a practical, hands-on resource that distills and organizes the many complex issues surrounding the effective use of typography. An essential reference for designers since 2009, Typography Essentials is now completely refreshed with updated text, new graphics and photos, and a whole new look. Divided into four sections—The Letter, The Word, The Paragraph, and The Page—the text is concise, compact, and easy to reference. Each of the 100 principles, which cover all practical aspects of designing with type, has an explanation and inspiring visual examples drawn from international books, magazines, posters, and more. Typography Essentials is for designers of every medium in which type plays a major role, and is organized and designed to make the process enjoyable and entertaining, as well as instructional.**

Type

A Visual History of Typefaces and Graphic Styles : 1901-1938

Advertising Design and Typography

Simon and Schuster **This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type-image relationships are thoroughly discussed. Chapters also cover: •Researching your client and your audience •What makes an ad successful •Getting the audience's attention in a crowded marketplace •Researching your client and your audience •The importance of consistent branding and identity •The difference between print advertising, billboards, the web, television, and radio •Advertising design versus editorial design Also included is an extensive section on typography with essential information on how type is perceived by readers, typographic history, principles, and practice. Complete with over fifteen hundred examples and illustrations of outstanding advertising design from around the world, Advertising Design and Typography will change the way you develop visual ideas and train you to see in a more critical and accurate way that gets messages across more effectively. 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.**

Encyclopaedia of Typefaces

Cassell **For over 50 years, Encyclopaedia of Typefaces has been the dominant typeface guide and now the internationally celebrated work is published in a new 55thAnniversary edition. With over 2,000 type faces arranged alphabetically and into three sections- Romans, Lineales and Scripts- this is the most accessible and easy-to-use edition yet. Each entry includes a specimen setting, the original founder or manufacturer, as well as the date of introduction. This definitive desktop reference guide is invaluable for historical relevance as well as for modern printers, graphic designers, publishers, typographers and desktop publishers.**

The Phantom Tollbooth

HarperCollins Children's Modern Classics **This beautiful HarperCollins Children's Modern Classics edition is perfect for every bookshelf.**