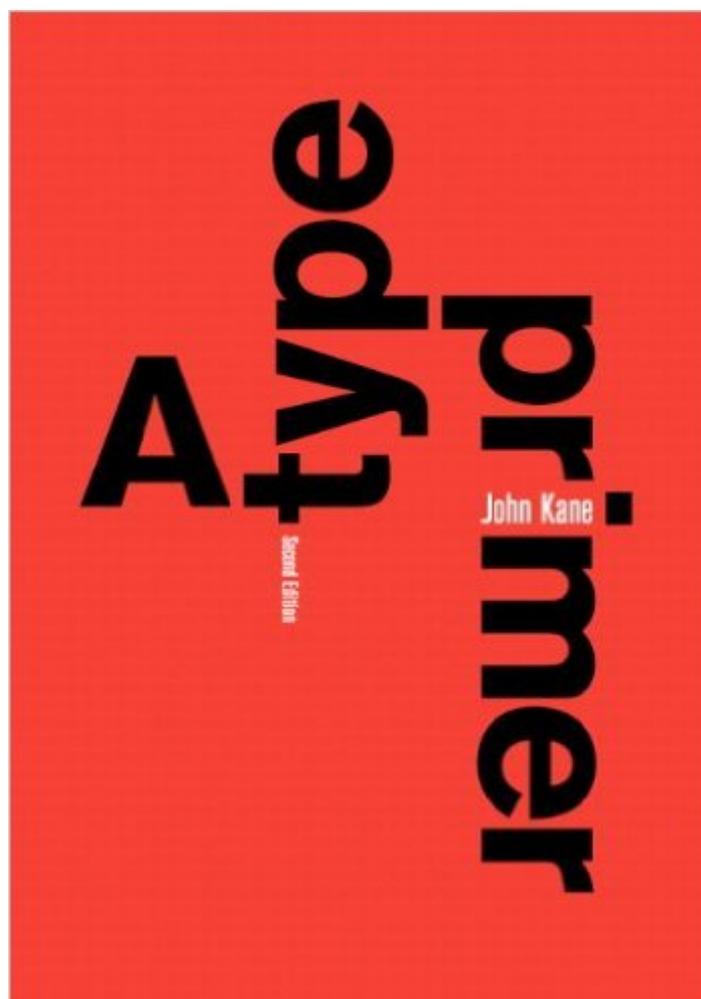


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A Type Primer (2nd Edition)



Synopsis

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For beginning and intermediate typography courses. A practical and hands-on approach. Designed for beginning design and typography students, this text assists students in understanding and demonstrating the basic principles of typography. Focused on intent and content, not affect or style, it makes informed distinctions between what is appropriate and what is merely show. Filled with examples, exercises, and background information and designed itself to reflect good typographic design it guides students systematically to the point where they can, not only understand but, demonstrate basic principles of typography, and thereby strengthen their own typographic instincts.

Book Information

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Customer Reviews

I found this book to be an excellent, well organized, and easy to use tool in learning the history, classification, and organization of type. It is a great text for anyone starting out in the design field as well as for the experienced designer. I never knew exactly how much care and detail went into

properly setting type until I got into this book. Mr. Kane has included excellent visual examples and some extremely useful exercises to help illustrate each subject covered in the text. The book flows very well and is a pleasurable read, and there is always something new for your eyes to take in on the next page. I had the pleasure of taking two classes taught by Mr. Kane, and he definitely knows typography backwards and forwards. He, as well as his book, is a wealth of knowledge for the aspiring designer.

I bought the electronic version and I somewhat regret it. Go with the paper one, things will be much better for the eyes and you can turn to the pages you want easier. Sometimes when I zoomed on the ebook it becomes distorted/blurry so get the paper version. Lots of information on structure as well and what goes into the typefaces and such.

A great book that introduces to the beginner many of the sensitivities that one ought to have when working with type. It gives many great practical examples and exercises that makes one appreciate type on many levels. As one who is taking a class in Typography, this is a great book to have by one's side.

This is an excellent introductory text on typography, both in terms of content and design of the book. I continuously come back to this book for examples on typefaces, terminology specific to describing the qualities of type, and history of classic typefaces. To anyone who is starting out in graphic design, I highly recommend this book.

Clean and clear: this book walks you through a few simple exercises, such as typesetting a recipe. Very clean, grid-based modernist design with beautiful proportions in classic red, white and black (but a very sumptuous, warm red was chosen). This is a great primer for design students. Takes a slightly different tact than other classics such as *Designing with Type 5* (also great).

I bought this book for a typography class. It is a must have for anyone pursuing a career in graphic arts or design. A great reference guide for beginners and professionals alike and has a beautiful layout. My only gripe is that there is no hardcover available for the 2nd edition.

Took a Typography class with John Kane the author and it was extremely helpful for his class. We covered a lot that was included in the book. The materials in the book help you develop a basic

understanding of how typography really works, and it did help me learn a lot. I would highly recommend this book not only for his class, but to get a better understanding of how typography works.

I've loved type for a long time, and hoped to find a book that would frame it in a simple, but insightful package. This book did just that. I feel like I have enough to understand the language of the industry and really begin a healthy course towards progress in the profession. Thank you.

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