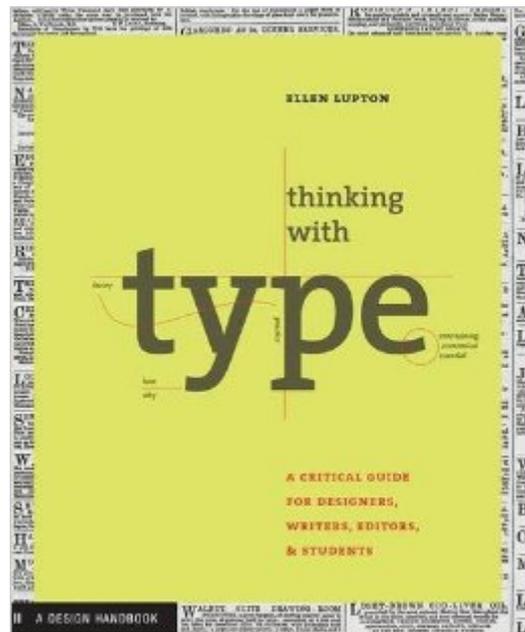# Thinking With Type: A Primer For Designers: A Critical Guide For Designers, Writers, Editors, & Students

Synopsis

The organization of letters on a blank sheet -- or screen -- is the most basic challenge facing anyone who practices design. What type of font to use? How big? How should those letters, words, and paragraphs be aligned, spaced, ordered, shaped, and otherwise manipulated? In this groundbreaking new primer, leading design educator and historian Ellen Lupton provides clear and concise guidance for anyone learning or brushing up on their typographic skills. Thinking with Type is divided into three sections: letter, text, and grid. Each section begins with an easy-to-grasp essay that reviews historical, technological, and theoretical concepts, and is then followed by a set of practical exercises that bring the material covered to life. Sections conclude with examples of work by leading practitioners that demonstrate creative possibilities (along with some classic no-no's to avoid).

Book Information

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Customer Reviews

This book and some of the other books from the Design Briefs series, have become an integral part of my working resource library. Ellen Lupton's book has been one that I have used over and over again. I often reference it when I am faced with a blank page that I am having a hard time laying out.The section on typography, the largest section of the book, was a very interesting read. I enjoyed learning about the history of printing and typography. Beginning designers will appreciate the categorizing of typefaces. This leads into the discussion of electronic typesetting and the limitations and challenges that has created for designers.Lupton's book shed a lot of light on different strategies for organizing type, graphics, and pictures on my own layouts. Unlike many other

books on graphic design, Lupton's book was down-to-earth and was easy for a non-designer (like myself) to understand. It used some meaningful practical examples, instead of relying on art school projects that have limited real-life applications.The section on grids was one of the most easy to understand that I have ever come across. It also gave many examples of grids that can be incorporated for page layout. Lupton also gave a decent low-level overview on the golden section, but she did not give enough of examples of how the golden section can be used as a more flexible grid.One of my favourite parts of her book is the section on proofreading where she has one of the best proofreader's marking charts that I have ever seen. I have used this resource on complex projects like annual reports with agency graphic designers. No more second-guessing edits, Lupton's list captures it all.

Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students (Design Briefs) Working with Words: A Handbook for Media Writers and Editors Editing by Design: For Designers, Art Directors, and Editors--the Classic Guide to Winning Readers Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70 Simple Recipes for Any Skin Type and Hair Type Classical Philosophy For High School Students: An Introduction, History, And Philosophical Thinking Primer Strategies, Techniques, & Approaches to Critical Thinking: A Clinical Reasoning Workbook for Nurses, 5e (Strategies, Techniques, & Approaches to Thinking) Language Culture Type: International Type Design in the Age of Unicode Final Fantasy Type-0 Side Story, Vol. 5: The Ice Reaper (Final Fantasy 0-Type) Final Fantasy Type-0 Side Story, Vol. 4: The Ice Reaper (Final Fantasy 0-Type) Medical Management of Type 2 Diabetes (Burant, Medical Management of Type 2 Diabetes) A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers A Type Primer (2nd Edition) The Writers Journey: Mythic Structure for Writers, 3rd Edition Romance, Emotion, and Erotica Writers' Phrase Book: Essential Reference and Thesaurus for Authors of All Romantic Fiction, including Contemporary, ... Suspense (Writers' Phrase Books) (Volume 7) 101 Best Sex Scenes Ever Written: An Erotic Romp Through

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