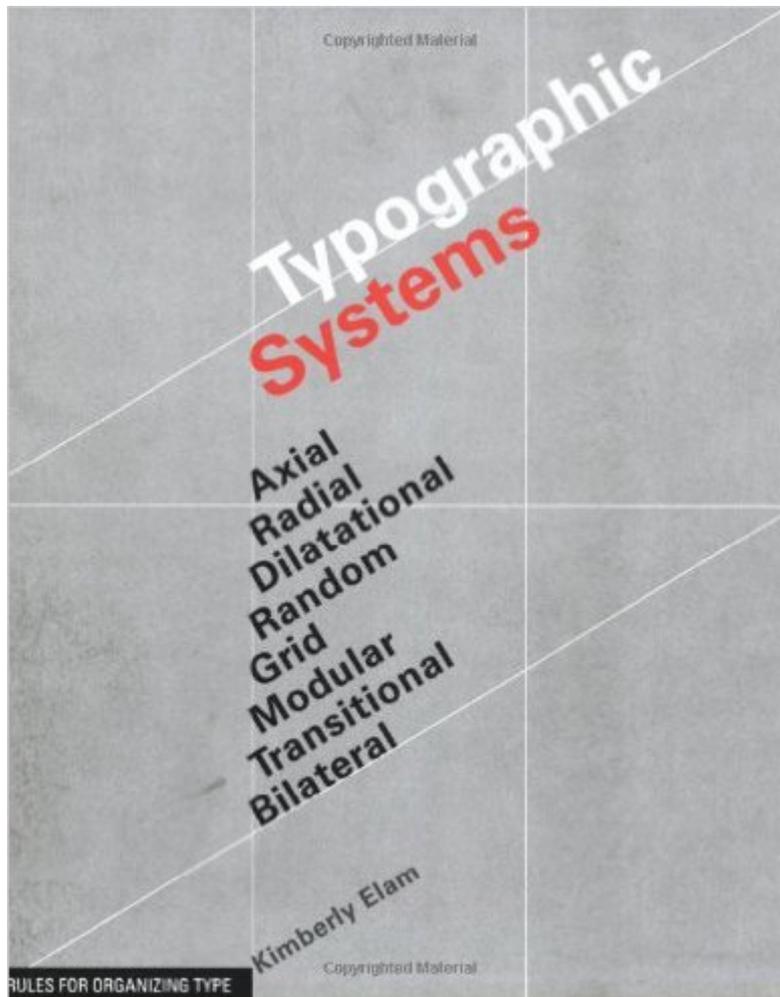# Typographic Systems Of Design

Synopsis

Typographic organization has always been a complex system in that there are so many elements at play, such as hierarchy, order of reading, legibility, and contrast. In Typographic Systems, Kim Elam, author of our bestselling books, Geometry of Design and Grid Systems, explores eight major structural frameworks beyond the gridincluding random, radial, modular, and bilateralsystems. By taking the reader through exercises, student work, and professional examples, Elam offers a broad range of design solutions. Once essential visual organization systems are understood the designer can fluidly organize words or images within a structure, combination of structures, or a variation of a structure. With clarity and substance, each systemfrom the structured axis to the nonhierarchical radial arrayis explained and explored so that the reader comes away with a better understanding of these intricate complex arrangements. Typographic Systems is the seventh title in our bestselling Design Briefs series, which has sold more than 100,000 copies worldwide.

Book Information

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Customer Reviews

Bought this oddly for my college class: Adobe InDesign. I was confused to not be getting an InDesign Manual. Ordered it anyways (As if I had a choice..) got here last week, and skimmed through, read the intro, and have read the first chapter for the assignment so far. It is very interesting. I love the examples in the text. This isn't an ordinary textbook with endless footnotes, and stupid photos of people trying to engage you in the subject. It's professional. It's clean. It's simple. Kimberly Elam wasn't trying to fill a textbook with pointless information we don't need. She filled the book with 7 subjects, and kept them all in their own chapter (not unit). I feel like I'm been

taken seriously.Being a Graphic Design Major (Undergrad, Sophomore at Colorado Mesa University) I do believe that this is one of those books I will hold on to and keep referring back to for ideas, and more information on a concept I will be working on. I read this far and I have put the examples to life in my own work. My professors are impressed.If you need this for school, don't drop the course; The book is really interesting. If you're a professional Graphic Artist perhaps you need to brush up on your typography skills or need more ideas. This one has plenty of it.My name is Kevin MeschThanks for reading. Look for my other reviews on here.

This book examines interesting ideas about alternative type layout and design. It is missing an introductory chapter that examines the traditional grid system and offers guidelines about how to break the rules, but for experienced designers this book offers a solid argument on breaking the grid, backed up with good historical references on how the grid has been broken in the past. It would be nice if Elam had addressed the reasons behind why designers are looking for alternative ways to work with type. This is strictly a reference book, with little or no discussion on the conceptual ideas behind breaking the grid. Tons of interesting illustrations and historic layouts back up the samples, also a nice touch, the tissue overlays that "map" out the different strategies. Overall, a good book for your typographic library and an excellent student reference.

I am a Graphic Design student and I've found this book to be an excellent purchase. The book is informational and backs up the information with very good examples and guidelines to achieve the design examples presented.

I feel like most Architectural graphic books are simply offensive because:1. Architects have a lot to say2. Architects don't know how to do graphics3. Architects know how to manipulate space and form, but for some reason don't know how to do that with type on paper.There is most definitely an art to doing graphic process books and this is the step by step guide to teaching people how to do it right.Remember negative space people!Sometimes the most powerful messages are the ones that are between the lines.

I purchased this book as required text for my Typography II class and it has been an invaluable tool on becoming a better designer for a base platform of design layouts. The categories are broken down into basic forms that work well.

I bought this as a required textbook for my Type 2 class and the content is nice, I think it's a good read for starters and beginners.But the reason why I gave this 3 stars is because I paid for a new book and got one that didn't look new. There was a tear on the cover page (the cover!!!!!!!) with a few ink marks, pages were bent and the sides were slightly dented. I might as well have saved myself a couple dollars and bought it used. You should read my review and do yourself a favor!!!!! 0:

On one hand, this book offers great examples of different methods for laying out type on a page. On the other hand however, this book reads similarly to a classroom textbook and beyond the sample images with tracing paper overlays (Very nice touch).This book is a quick read and you may come away from it with something, then again, maybe not. I would suggest this book more-so to intro design students looking for good pictorial examples of methods for laying type on a page than I would to more advanced designers, But then again, I have referenced back to this book once or twice in search of some inspiration.

This was a remarkable book. With examples after examples of how to dynamically utilize text in your design. Allowing typesetters and designers to remain legible, unique and informative. It shatters conventional methods of format by fearlessly venturing into newer ones. It's a book I recommend to anyone dealing with type and design.

Typographic Systems of Design Typographic Design in the Digital Studio (Graphic Design/Interactive Media) Typographic Design: Form and Communication 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 A Typographic Workbook: A Primer to History, Techniques, and Artistry Database Systems: Design, Implementation, and Management (with Premium Web Site Printed Access Card) (Management Information Systems) Real-Time Systems: Design Principles for Distributed Embedded Applications (Real-Time Systems Series) Operating Systems Design and Implementat: Design and Implementation Performance and Evaluation of Lisp Systems (Computer Systems Series) Digital Speech: Coding for Low Bit Rate Communication Systems (Wiley Series in Communication and Distributed Systems) 2012 ASHRAE Handbook -- HVAC Systems and Equipment (I-P) - (includes CD in I-P and SI editions) (Ashrae Handbook Heating, Ventilating, and Air Conditioning Systems and Equipment Inch-Pound) Transplant Production Systems: Proceedings of the International Symposium on Transplant

Production Systems, Yokohama, Japan, 21-26 July 1992 Global Health Systems: Comparing Strategies for Delivering Health Systems Neuroanatomy in Clinical Context: An Atlas of Structures, Sections, Systems, and Syndromes (Neuroanatomy: An Atlas of Strutures, Sections, and Systems () Show Networks and Control Systems: Formerly "Control Systems for Live Entertainment" Lean for Systems Engineering with Lean Enablers for Systems Engineering Managing Risk In Information Systems (Information Systems Security & Assurance)