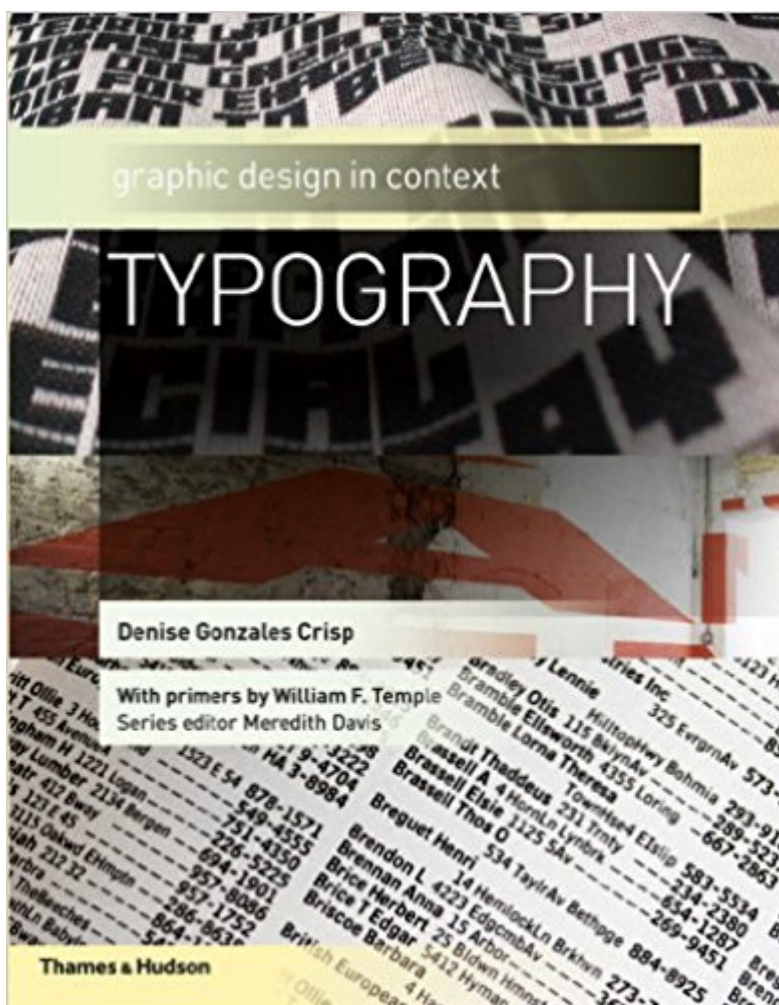


The book was found

Typography (Graphic Design In Context)



Synopsis

A typography textbook for the digital age. This book moves beyond the traditional rules-based approach by describing typography as a system of interrelated concerns heavily influenced by the contexts of audience, medium, and message. It presents the key visual and intellectual skills necessary to make informed design decisions when using typography for modern contexts and audiences and gives full attention to designing with type in digital media. 475 illustrations, 340 in color

Book Information

Series: Graphic Design in Context

Paperback: 256 pages

Publisher: Thames & Hudson; 1 edition (October 9, 2012)

Language: English

ISBN-10: 9780500289815

ISBN-13: 978-0500289815

ASIN: 0500289816

Product Dimensions: 8.3 x 0.8 x 10.7 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #237,631 in Books (See Top 100 in Books) #126 in [Books > Arts & Photography > Graphic Design > Typography](#) #68085 in [Books > Textbooks](#)

Customer Reviews

Denise Gonzales Crisp is Professor of Graphic Design at North Carolina State University, where she was Chair of the Department of Graphic Design from 2002 to 2006. She was previously Senior Designer for Art Center College of Design in Pasadena, California, and has taught part-time at Art Center College of Design, California Institute of the Arts, and Otis Art Institute. William F. Temple is an independent scholar based in Honolulu. He was previously Assistant Professor of Graphic Design at North Carolina State University.

Purchased as a college textbook for my daughter's graphic design classes.

I liked it so much that I taught a class with this text. The author's break down of information is good. There is a lot of information. The emphasis is on type in context (see title). This

makes so much sense that you have to wonder why no one really did it before. I love that she even speaks to the topic of taste. Its a really solid book that introduces typography from form to function and covers all the potential hurdles in between.

It's a textbook, so not much more I can say. It's what I needed.

everything good

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

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) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Typography (Graphic Design in Context) Typography Workbook: A Real-World Guide to Using Type in Graphic Design Exploring Typography (Graphic Design/Interactive Media) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) Basics of Design: Layout & Typography for Beginners (Design Concepts) 1000 French Verbs in Context: A Self-Study Guide for French Language Learners: 1000 Verb Lists in Context, Book 2 Grammar in Context 3 (Grammar in Context, New Edition) Grammar in Context 1 (Grammar in Context, New Edition) Grammar in Context 2 (Grammar in Context, New Edition) Standalone book Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Graphic Icons: Visionaries Who Shaped Modern Graphic Design Elegantissima: The Design and Typography of Louise Fili Typeface: Classic Typography for Contemporary Design

Contact Us

DMCA

[Privacy](#)

[FAQ & Help](#)