

Typographic Design: Form and Communication



Precise visual communication requires first-rate typography skills. *Typographic Design: Form and Communication, Sixth Edition* is the latest update to the classic typography text that covers all aspects of designing with type. Revised to reflect the shift in graphic design conception and understanding, the book contains a brand-new exploration of typography in media versus typography in motion, and provides the latest information on emerging trends and technology in the design process. Full-color images showcase recent design examples and a companion website features a robust collection of resources for students and instructors. Striking a balance between fundamental information and pivotal new knowledge and ideas, the book provides the perfect basis for engaging new learners as well as seasoned professionals. Typography is the comprehensive design of type, encompassing selection, placement, manipulation, and communication. An integral element of the graphic designers arsenal, typography skills translate across industry boundaries into print, video, film, television, packaging, advertising, digital design, and more. *Typographic Design* provides insight, information, and practical instruction for every step in the process, from concept to execution. Topics include: Letterforms, syntax, and legibility Communication and the typographic message Evolution and technology of typography Typographic design processes, and using the grid The book also contains case studies that illustrate the successful use of typography, demonstrating the impact of good type on the overall design, and a listing of type specimens that exhibit good communication through good design. Words are an important part of the human condition, and presentation can have a major impact on the message. Graphic designers must be able to manipulate type

to convey precisely what's intended, and
Typographic Design is a comprehensive
guide to mastery.

Typographic Design: Form and Communication [Rob Carter, Ben Day, Philip Meggs, Philip B. Meggs] on . *FREE* shipping on qualifying offers. Typographic Design: Form and Communication [Philip B. Meggs] on . *FREE* shipping on qualifying offers. Amazon????? Typographic Design: Form and Communication????????? Amazon????????????? Rob Carter, Ben Day, Philip B. Typographic Design: Form and Communication by Rob Carter (2-Dec-2011) Paperback on . *FREE* shipping on qualifying offers. Description. Precise visual communication requires first-rate typography skills. Typographic Design: Form and Communication, Sixth Edition is the latest update Typographic Design: Form and Communication [Rob Carter, Ben Day, Philip B. Meggs] on . *FREE* shipping on qualifying offers. For more than Buy Typographic Design: Form and Communication, Sixth Edition 6th ed. by Rob Carter, Philip B. Meggs, Ben Day, Sandra Maxa, Mark Sanders (ISBN: This new edition of the premier reference on typographic design provides a comprehensive overview of every aspect of designing with type, from the basic terms Typographic Design: Form and Communication [Rob Carter, Sandra Maxa, Mark Sanders, Philip B. Meggs, Ben Day] on . *FREE* shipping on Editorial Reviews. Review. . . . Typography has undergone continuous change. This book provides a concise and comprehensive overview of the fundamental Buy Typographic Design: Form and Communication 3rd Revised edition by Rob Carter, Ben Day, Philip B. Meggs (ISBN: 9780471383413) from Amazon's Book For more than two decades, the type book of choice for design professionals and students Typographic design has been a field in constant motion since Description. The bestselling introduction to designing the written word. Typographic Design: Form & Communication is the definitive reference for graphic Library of Congress Cataloging-in-Publication Data: Carter, Rob. Typographic design : form and communication / Rob Carter, Ben Day, Philip. Meggs, Sandra