



Typography Essentials: 100 Design Principles for Working with Type (Design Essentials)

Ina Saltz

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A deep understanding of letterforms and knowledge of their effective use can only be obtained with constant observation and experimentation; it evolves over a lifetime of design practice and study. This comprehensive guide is intended to advance the progress of designers seeking to deepen their typographic expertise.

Typography Essentials is a practical, hands-on resource to distill, organize, and compartmentalize—but not to oversimplify—the many complex issues surrounding the effective use of typography. It is for designers of every medium in which type plays a major role, and is organized and designed to make the process enjoyable and entertaining, as well as instructional.

New in paperback, this book is divided into four easy-to-use sections: The Letter, The Word, The Paragraph, and The Page. Each of the 100 principles has an explanation and examples representing the principle in action.

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