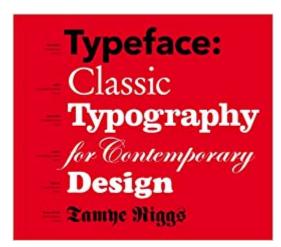


The book was found

Typeface: Classic Typography For Contemporary Design





Synopsis

If there is one experience that any graphic designer can relate to, it's the quest for the perfect typeface. The right typeface communicates the visual essence of the content while enhancing the impact of the overall design. The dozens of type samplers available are often more confusing than helpful, offering hundreds of choices but little guidance. Typeface: Classic Typography for Contemporary Design is a unique sourcebook featuring sixty classic typefaces that continue to resonate with today's most influential graphic designers. The book is organized using typographic classifications such as sans serif, serif, display, script, and dingbats. Each typeface is presented in detail, including its origin, main characteristics, and uses. The main character set of each type specimen is accompanied by typesheet style examples including technical specifications and non-Latin characters. In addition, Typeface includes a unique feature certain to delight designers: a choice of similar typefaces is given for each font, so that alternatives can be easily compared, taking the stress out of tracking down typefaces. Characteristics such as vertically stressed oblique serifs or abrupt contrasts are highlighted and easily cross-referenced, allowing designers to make educated type choices without having to trawl through the seemingly endless pages of type vendor libraries. Accompanying the main character sets and typesheets are examples of the typefaces in use. Leading practitioners such as Pentagram, karlssonwilker inc., and Why Not Associates provide a working context for each typeface, making Typeface both a fully functional sourcebook and an inspirational showcase of international typographic design.

Book Information

Paperback: 256 pages Publisher: Princeton Architectural Press; 1 edition (July 8, 2009) Language: English ISBN-10: 1568988109 ISBN-13: 978-1568988108 Product Dimensions: 10.2 x 0.9 x 9 inches Shipping Weight: 2.6 pounds Average Customer Review: 4.5 out of 5 stars 4 customer reviews Best Sellers Rank: #160,032 in Books (See Top 100 in Books) #36 inà Â Books > Arts & Photography > Graphic Design > Commercial > Advertising #92 inà Â Books > Arts & Photography > Graphic Design > Typography #297 inà Books > Arts & Photography > Graphic Design > Typography #297 inà Â Books > Arts & Photography > Architecture > Drafting & Presentation

Customer Reviews

"Typeface is a unique source book of 60 classic typographical designs. Among the best features of the book is quick comparison between like designs. Offering solutions, alternatives, and even technical specifications." -- Curated Magazine, June 10, 2009"The concept is simple: Tamye and her crew made small showcases for 46 classic fonts. Each presentation includes background information, along with examples of contemporary designs that utilize each face. This book has a few key features. First, it gives a handy, full-size reference for fonts that are used on a regular basis. Second, we get to see the fonts in a wide range of uses and weights (and the examples are stellar). Third, in limiting this book to 46 well-known fonts, it really makes a case for why (and how) some fonts are classic." -- Einord" From Princeton Architectural Press, Typeface is a unique sourcebook featuring sixty classic typefaces that continue to resonate with today's most influential graphic designers. The book is organized using typographic classifications such as sans serif, serif, display, script, and dingbats. Each typeface is presented in detail, including its origin, main characteristics, and uses." --TYPEMEDIA.COM"People see and interact with typefaces every day: a printed book, a computer screen, a kiosk design, a box of cereal. But they rarely recognize the typeface or realize how much thought and time has gone into the design and selection process. Type designers who do this work use many tools to make their selections. The proliferation of computer-designed typefaces, however, has made thier choices overwhelming." -- Choice Magazine

Very useful type book, good selection of san and san serifs fonts and the sample sizes for body copy.

Great typography book.

I have quite a few typography and graphic design books. This is one of my top three that I go to when I need inspiration. Very classic in nature and well worth the money.

This book is great for type references, every type section contains a sidebar with similar types, for beginners that don't aren't familiar with the basic families this is a great addition to their library.My only complain was that since they sent the book in an envelope (even if it is a protected one) some pages "took the hit" and came a bit crumpled. In other occasions my books come in cardboard, which protects them better.

Typeface: Classic Typography for Contemporary Design The Joy of Lettering: A creative exploration of contemporary hand lettering, typography & illustrated typeface Palatino: The Natural History of a Typeface Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) Basics of Design: Layout & Typography for Beginners (Design Concepts) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) 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) Elegantissima: The Design and Typography of Louise Fili GPO Training Series 5 Volume Set (Presswork; Typography and Design; Lithography, Composition; Bookbinding) (Theory and Practice) Typography Workbook: A Real-World Guide to Using Type in Graphic Design Mastering Type: The Essential Guide to Typography for Print and Web Design Typography (Graphic Design in Context) Exploring Typography (Graphic Design/Interactive Media) Typography Essentials: 100 Design Principles for Working with Type Type Hybrid: Typography in Multilingual Design Avant-Garde Graphics in Russia: Posters, Book Design, Children Books, Typography and more (Japanese Edition) Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) A Contemporary Christmas: 9 Arrangements of Contemporary Christian and Classic Favorites (Sacred Performer Collections) The 7.62x25 Tokarev: A Classic Russian Design, and a Classic Cartridge Designing with Type, 5th Edition: The Essential Guide to Typography

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