Exploring Typography (Graphic Design/Interactive Media)

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What do designers need to know about typography? The answer can be found in this richly illustrated book that examines the varied uses of type in contemporary visual communications. Exploring Typography takes a concise but thorough approach to introducing and examining the principles of typography. Coverage begins with a brief history of type and a survey of how type is classified. Readers then learn about the physical components of letters and the rules of legibility, readability, and style. Subsequent chapters survey the creative use of emphasis, designing effective layouts, using grids, and developing original type styles. Finally, the author examines contemporary challenges in type while introducing terminology and concepts relevant to designing with type in a digital environment.

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