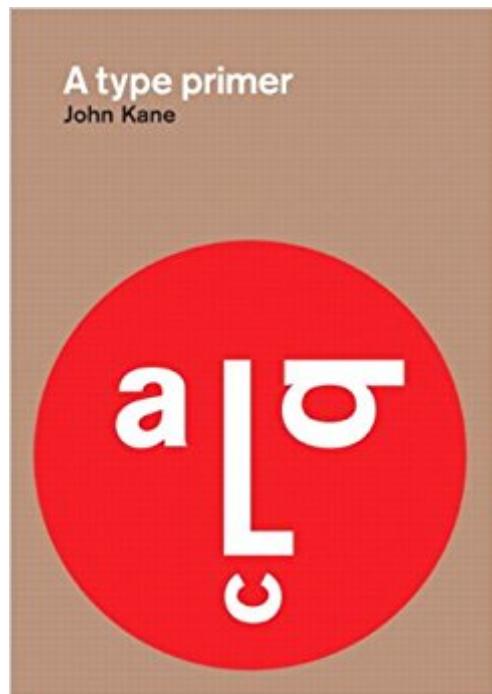


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# A Type Primer



## **Synopsis**

Practical and hands-on in approach, this book/exercise manual speaks clearly to beginning graphic designers and others involved with type about the complex meeting of message, image, and history surrounding typography. Focused on intent and content, not affect or style, it makes informed distinctions between what is appropriate and what is merely show (especially in terms of the "junk" often generated unenlightened by computer users). Filled with examples, exercises, and background information--and designed itself to reflect good typographic design--it guides readers systematically to the point where they can not only understand but demonstrate basic principles of typography, and thereby strengthen their own typographic instincts. Basics. Development. Letters. Words and Phrases. Text. Simple Organization. Grid Systems. For beginning graphic designers and others interested in learning the effective use of type.

## **Book Information**

Paperback: 196 pages

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Best Sellers Rank: #205,068 in Books (See Top 100 in Books) #110 in Books > Arts & Photography > Graphic Design > Typography #8284 in Books > Textbooks > Education #14084 in Books > Education & Teaching > Schools & Teaching

## **Customer Reviews**

A practical introduction to typography, this book analyzes the basic principles and applications of type. From measuring type and classifying typefaces to organizing text on a page and understanding grid systems, the author covers everything that the beginning student of graphic design needs to know. In addition, he includes a brief history of typography, numerous examples to illustrate the points raised, and a series of useful exercises to help readers put basic principles into practice. Engagingly written, this book is an invaluable resource for the beginning graphic designer and a useful refresher for the more experienced one.

John Kane teaches typography and graphic design at Northeastern University and at The Art Institute of Boston at Lesley University. He has been a practicing graphic designer and teacher for the last twenty-five years.

I bought the electronic version and I somewhat regret it. Go with the paper one, things will be much better for the eyes and you can turn to the pages you want easier. Sometimes when I zoomed on the ebook it becomes distorted/blurry so get the paper version. Lots of information on structure as well and what goes into the typefaces and such.

Beautiful book, very informational. Bought it for a class I'm taking on design. I bought it new, showed up with a creased cover and bent corners from the shipping, but I like my books a little used, so it didn't bother me.

This is an excellent introductory text on typography, both in terms of content and design of the book. I continuously come back to this book for examples on typefaces, terminology specific to describing the qualities of type, and history of classic typefaces. To anyone who is starting out in graphic design, I highly recommend this book.

Clean and clear: this book walks you through a few simple exercises, such as typesetting a recipe. Very clean, grid-based modernist design with beautiful proportions in classic red, white and black (but a very sumptuous, warm red was chosen). This is a great primer for design students. Takes a slightly different tact than other classics such as *Designing with Type 5* (also great).

I loved it.

I bought this book for a typography class. It is a must have for anyone pursuing a career in graphic arts or design. A great reference guide for beginners and professionals alike and has a beautiful layout. My only gripe is that there is no hardcover available for the 2nd edition.

I've loved type for a long time, and hoped to find a book that would frame it in a simple, but insightful package. This book did just that. I feel like I have enough to understand the language of the industry and really begin a healthy course towards progress in the profession. Thank you.

Took a Typography class with John Kane the author and it was extremely helpful for his class. We covered a lot that was included in the book. The materials in the book help you develop a basic understanding of how typography really works, and it did help me learn a lot. I would highly recommend this book not only for his class, but to get a better understanding of how typography works.

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