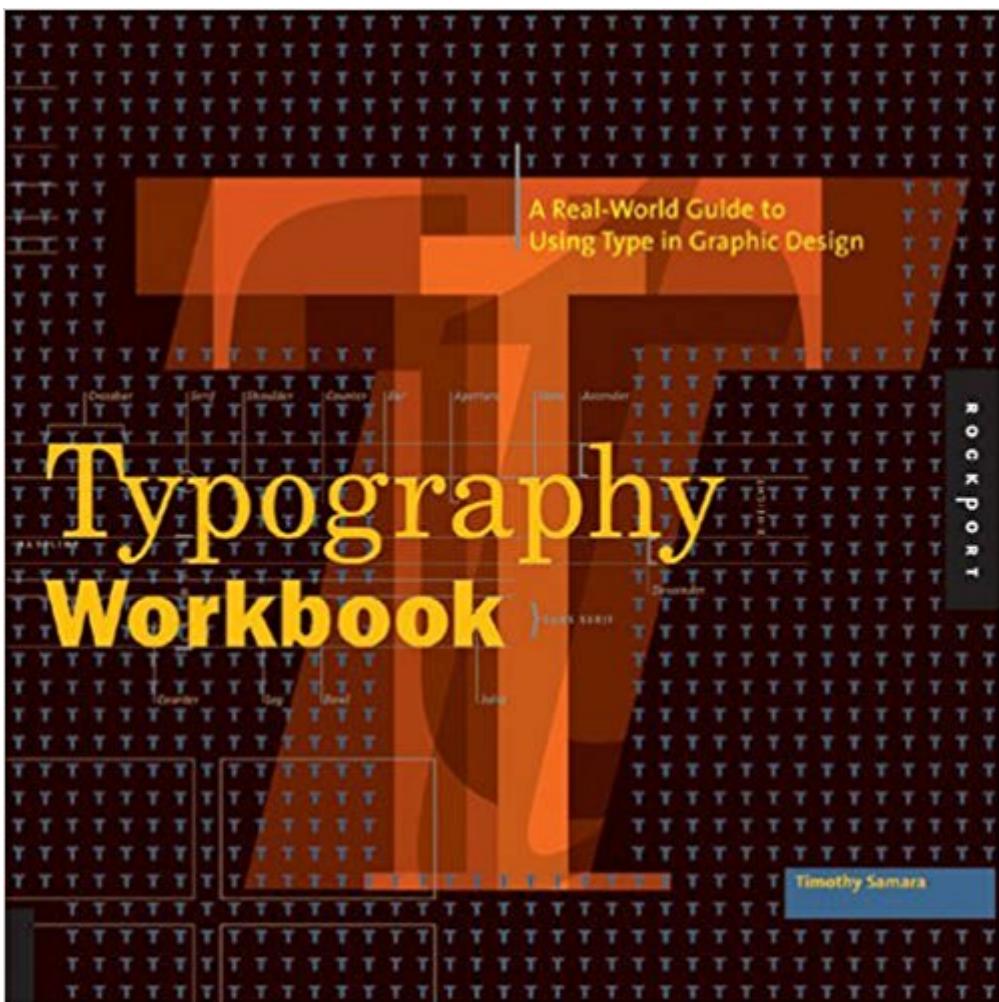The book was found

Typography Workbook: A Real-World Guide To Using Type In Graphic Design

Synopsis

New in paperback, The Typography Workbook provides an at-a-glance reference book for designers on all aspects of type.The book is part of Rockport's popular Workbook series of practical and inspirational workbooks that cover all the fundamental areas of the graphic design business. This book presents an abundance of information on type - the cornerstone of graphic design - succinctly and to the point, so that designers can get the information they need quickly and easily.Whereas many other books on type are either very technical or showcase oriented, this book offers ideas and inspiration through hundreds of real-life projects showing successful, well-crafted usage of type. The book also offers a variety of other content, including choosing fonts, sizes, and colors; incorporating text and illustrations; avoiding common mistakes in text usage; and teaching rules by which to live (and work) by.

Book Information

Series: Workbook

Paperback: 240 pages

Publisher: Rockport Publishers; Revised edition (November 1, 2006)

Language: English

ISBN-10: 1592533019

ISBN-13: 978-1592533015

Product Dimensions: 9 x 0.8 x 9.1 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars   55 customer reviews

Best Sellers Rank: #63,721 in Books (See Top 100 in Books)   #38 inÃ Â Books > Arts & Photography > Graphic Design > Typography   #208 inÃ Â Books > Arts & Photography > Graphic Design > Commercial   #321 inÃ Â Books > Arts & Photography > Decorative Arts & Design

Customer Reviews

Timothy Samara is a graphic designer based in New York City, where he divides his time between teaching, writing, lecturing, and freelance consulting through STIM Visual Communication. His 18-year career in branding and information design has explored projects in print, packaging, environments, user interface design, and animation. He has been a senior art director at Ruder Finn, New York's largest public relations firm, and senior art director at Pettistudio, a small multidisciplinary design firm. Before relocating to Manhattan, he was principal of Physiologic in Syracuse, located in upstate New York. In 1990, he graduated a Trustee Scholar from the Graphic

Design program at the University of the Arts, Philadelphia. Mr. Samara is a faculty member at New York's School of Visual Arts, New York University, Purchase College/SUNY, and The New School, and has published six books on design and typography, all through Rockport Publishers: Making and Breaking the Grid; Typography Workbook; Publication Design Workbook; Type Style Finder; Design Elements; and, most recently, Design Evolution, released in January 2008. Mr. Samara and his partner live in the Williamsburg neighborhood of Brooklyn.

Instructor suggested this for class. Ended up never using it, although, looking through it, it does seems good to have for reference.

I bought this book to feed my insatiable appetite for information on typography. I have recently developed a strong interest in the subject, and figured that this purchase would be a good next step.Well, it fit the bill in the sense that it introduced me to the world of graphic design. Fascinating stuff; the topic is covered thoroughly, and with eye catching photos and illustrations. I plan to continue studying this topic once I have a better knowledge of typography.This leads me to my one small complaint.Concerning the subject of typography, topics such as fonts, kearning, leading, etc are given just a few pages at the beginning of the book. Also, this is NOT an "exercise " book, meaning there are no exercises.As I said earlier, a great book for an introduction to graphic design, but maybe not if you're looking for something on typography itself.

So dense, but so incredibly helpful and nerdy, for those wanting an intro, or advanced look at type. Ironically, the 6pt and 7pt is a bit excessive at times for my aging eyes, but it's such an incredible wealth of information, I kinda don't care.

I purchased this book to supplement my current Typography class textbook, as I really enjoy all of Timothy Samara's design books, and now have all of them. It deals more with the DESIGNING of type and layout on the page vs. my textbook. It is beautifully done, a feast for the eye on every page, with detailed information on every topic in typography.My only problem is that the text copy is very small, so have to read more slowly, it is like an 8pt...if I gave any suggestion to enlarge the text more.

Really cool textbook. It's a lot more interesting than I thought it'd be.

This book wasn't as useful as some of the others I looked into. I needed hands-on information and less illustrations

I really do like this book, has some great information. Looking forward to a newer version. I do agree with another reviewer that the text is too small to read. But where is the index? I was thinking of using this for a class but changed my mind to a different book that has an index, which will make it easier for the students to find things quickly.

This is a fun book, I learned so much from it! I was provided this book for free in exchange for a fair and honest review, but I bought one for a friend it was so good!

BLOOD TYPE DIET : Eat recipes according to blood type(blood diet,blood type diet o,blood type diet b,blood type cookbook,blood type a diet,blood type a cookbook,blood type ab,blood type book) 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) Type 2 Diabetes:The Type 2 Diabetes Guide With Powerful Type 2 Diabetes Tips (Free Checklist Included)[Type 2 Diabetes, Type 2 Diabetes Cure,Type 2 Diabetes Diet, Diabetes Diet, Diabetes Magazine] Typography Workbook: A Real-World Guide to Using Type in Graphic Design TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) TYPE 2 DIABETES DESTROYER: The Secret to REVERSE Type 2 Diabetes, 3 Proven Steps to Reverse Type-2 Diabetes in 11 Days (Diabetes type 2, Diabetes, diabetes ... DIABETES,diabetic cookbook,type 2 diabetes) Diabetes: Fight It with the Blood Type Diet: The Individualized Plan for Preventing and Treating Diabetes (Type I, Type II) and Pre-Diabetes (Dr. ... Eat Right 4 Your Type Health Library) Color Design Workbook: A Real World Guide to Using Color in Graphic Design Color Design Workbook: New, Revised Edition: A Real World Guide to Using Color in Graphic Design Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) Mastering Type: The Essential Guide to Typography for Print and Web Design BLOOD TYPE DIET FOR BEGINNERS: Your Guide To Eat Right 4 Your Type And Lose Up To A Pound A Day: Lose Weight Fast, Look Healthy With Your Blood Type O, A, B And AB Eat Right For Your Blood Type: A Guide to Healthy Blood Type Diet, Understand What to

Eat According to Your Blood Type The Real Book of Real Estate: Real Experts. Real Stories. Real Life. Hawaii Real Estate Wholesaling Residential Real Estate Investor & Commercial Real Estate Investing: Learn to Buy Real Estate Finance Hawaii Homes & Find Wholesale Real Estate Houses in Hawaii Typography Essentials: 100 Design Principles for Working with Type Type Hybrid: Typography in Multilingual Design Eat Right 4 Your Type Personalized Cookbook Type O: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your Type Personalized Cookbook Type A: 150+ Healthy Recipes For Your Blood Type Diet