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Typography (Graphic Design In Context)

graphic design in context

TYPOGRAPHY

Denise Gonzales Crisp

With primers by William F. Temple
Series editor Meredith Davis

Thames & Hudson
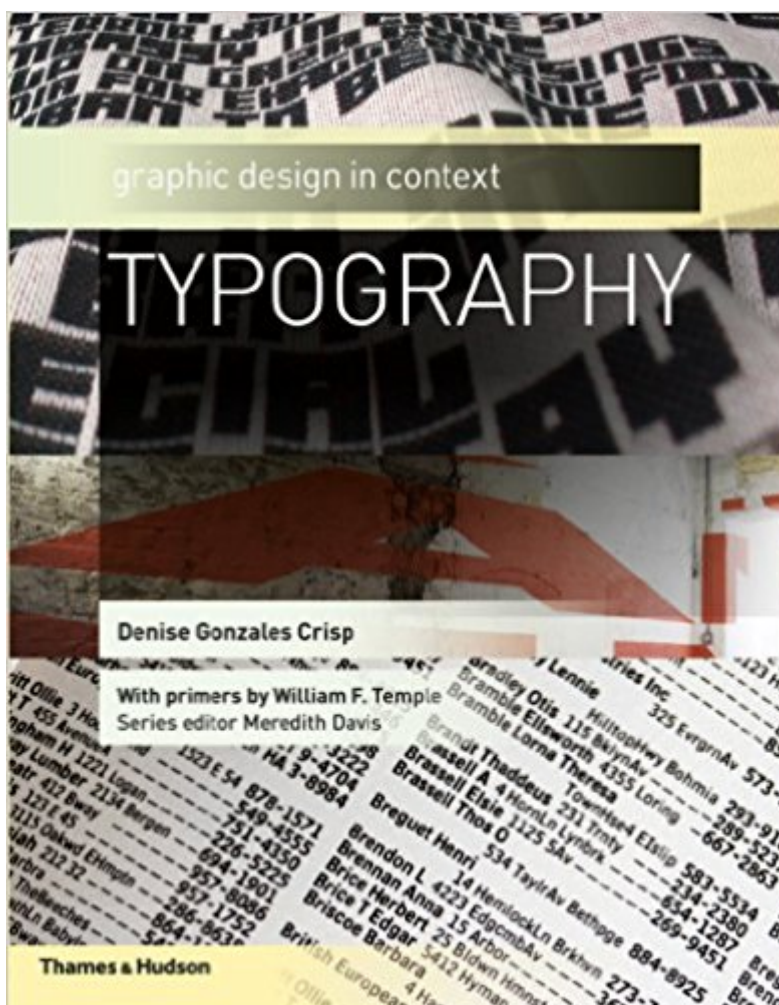
Synopsis

A typography textbook for the digital age. This book moves beyond the traditional rules-based approach by describing typography as a system of interrelated concerns heavily influenced by the contexts of audience, medium, and message. It presents the key visual and intellectual skills necessary to make informed design decisions when using typography for modern contexts and audiences and gives full attention to designing with type in digital media. 475 illustrations, 340 in color

Book Information

Series: Graphic Design in Context

Paperback: 256 pages

Publisher: Thames & Hudson; 1 edition (October 9, 2012)

Language: English

ISBN-10: 9780500289815

ISBN-13: 978-0500289815

ASIN: 0500289816

Product Dimensions: 8.3 x 0.8 x 10.7 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars   4 customer reviews

Best Sellers Rank: #237,631 in Books (See Top 100 in Books)   #126 in Books > Arts & Photography > Graphic Design > Typography   #68085 in Books > Textbooks

Customer Reviews

Denise Gonzales Crisp is Professor of Graphic Design at North Carolina State University, where she was Chair of the Department of Graphic Design from 2002 to 2006. She was previously Senior Designer for Art Center College of Design in Pasadena, California, and has taught part-time at Art Center College of Design, California Institute of the Arts, and Otis Art Institute.William F. Temple is an independent scholar based in Honolulu. He was previously Assistant Professor of Graphic Design at North Carolina State University.

Purchased as a college textbook for my daughter's graphic design classes.

I liked it so much that I taught a class with this text. The author's break down of information is goodâ Â"there is alot of information. The emphasis is on type in context (see title). This makes so

much sense that you have to wonder why no one really did it before. I love that she even speaks to the topic of taste. Its a really solid book that introduces typography from form to function and covers all the potential hurdles in between.

It's a textbook, so not much more I can say. It's what I needed.

everything good

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