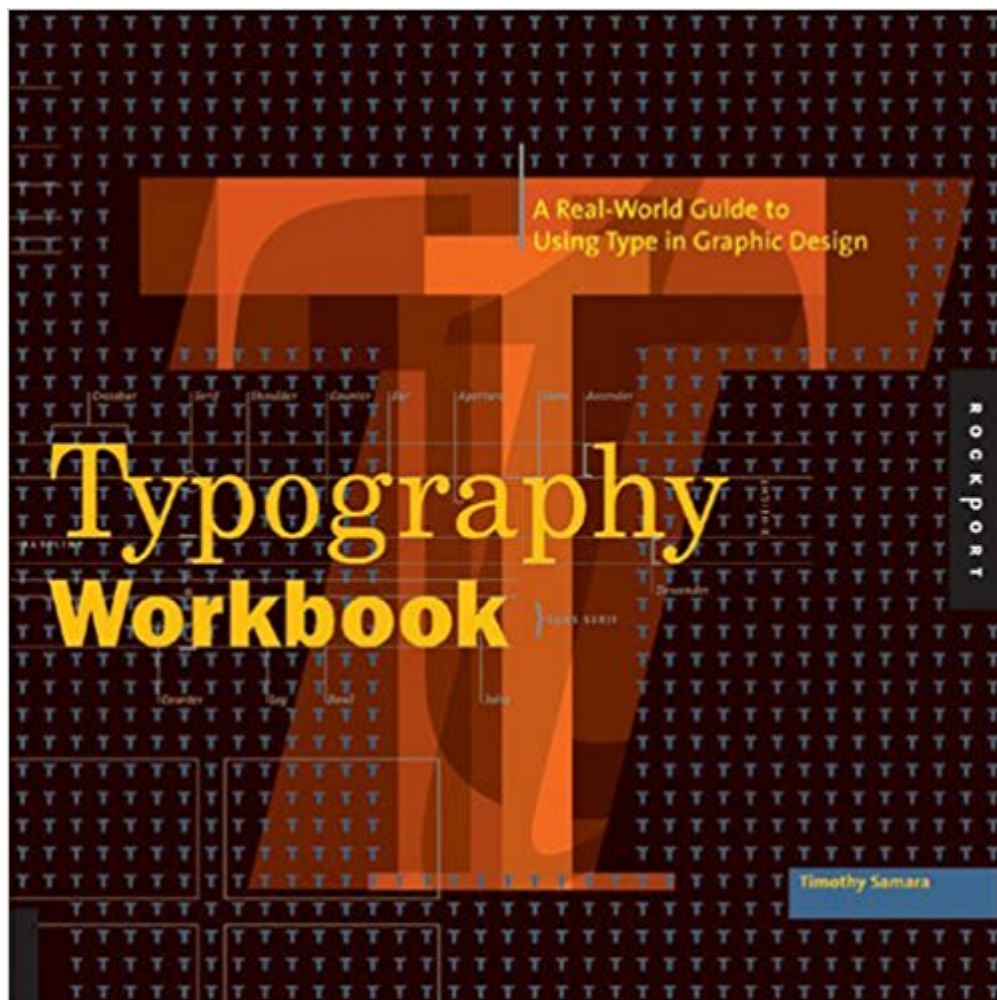


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Typography Workbook: A Real-World Guide To Using Type In Graphic Design



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

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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 in Books > Arts &

Photography > Graphic Design > Typography #208 in Books > Arts & Photography > Graphic

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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 seem 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, kerning, 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!

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