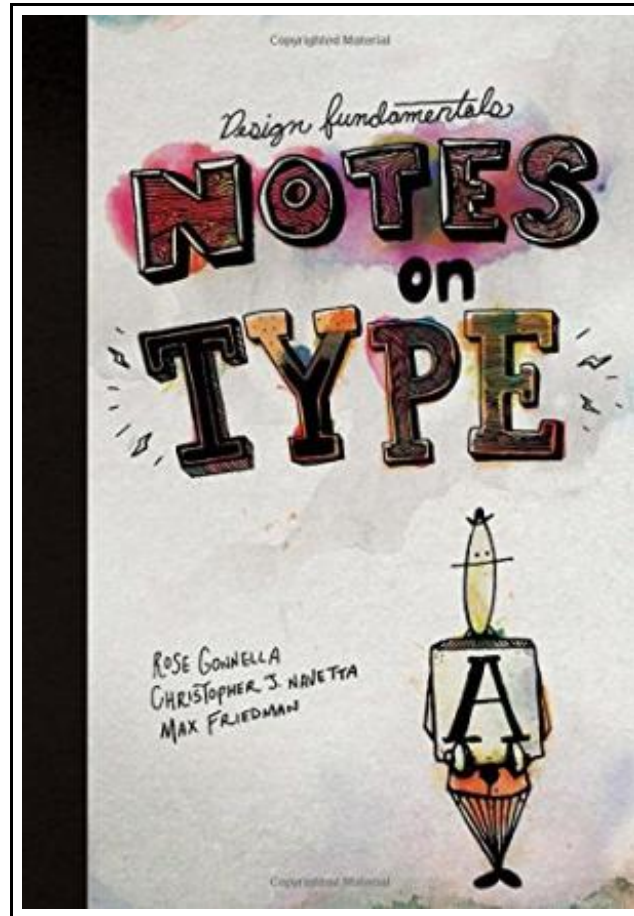


Design Fundamentals: Notes on Type



Filesize: 7.11 MB

Reviews

A really wonderful book with lucid and perfect reasons. This can be for all who statte there was not a worth reading through. You are going to like how the author write this book.

(Dr. Grady Jacobi DDS)

DESIGN FUNDAMENTALS: NOTES ON TYPE



Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Design Fundamentals: Notes on Type, Rose Gonnella, Christopher Navetta, Max Friedman, Design Fundamentals: Notes on Type looks like a design student's sketchbook with handwritten notes and full-color, hand-drawn illustrations. But it's more than that. This gorgeously illustrated "notebook" is a full-blown typography course in disguise. Young designers are lured in by the lush graphics and quirky layout only to discover by the end of the book that they've learned all of the key concepts taught in a foundational course on type. They'll learn about the history of letterforms, the anatomy and physiology of type, the basics of measurements and spacing, how to recognize and choose type for design projects, and more. Fun and fast-paced, this creative notebook isn't required reading, it's desired reading; and it's the third in a series of Design Fundamentals books that students will want to keep and enjoy long after they've mastered these basic building blocks of design. This book includes: * Core instruction on the history, anatomy, and structure of type * Direction on the basics of measurement and spacing: leading, kerning, indents, and line lengths both in text and display sizes, and optical measurement considerations. * Examination of the use, mood, and "voice" of type as seen in creative work and professional examples * Exercises and projects for practice and concept development * Strange and delightful illustrations created specifically for this book (to inspire action) * A companion website stocked with additional projects, a bibliography, glossary, and links to additional visual examples.



Read Design Fundamentals: Notes on Type Online



Download PDF Design Fundamentals: Notes on Type

Other PDFs



The new era Chihpen woman required reading books: Chihpen woman Liu Jieli financial surgery(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-05-01 Pages: 247 Publisher: Jilin Publishing Group title: new era Chihpen...

[Read ePub »](#)



Hard Up and Hungry: Hassle Free Recipes for Students, by Students

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, Hard Up and Hungry: Hassle Free Recipes for Students, by Students, Betsy Bell, This student cookbook stands out from all the others on the market. It doesn't...

[Read ePub »](#)



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read ePub »](#)



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic....

[Read ePub »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read ePub »](#)