



## Typographic Design: Form and Communication, Sixth Edition (Paperback)

By Rob Carter, Philip B. Meggs, Ben Day

John Wiley Sons Inc, United States, 2014. Paperback. Condition: New. 6th ed.. Language: English . Brand New Book. Precise visual communication requires first-rate typography skills Typographic Design: Form and Communication, Sixth Edition is the latest update to the classic typography text that covers all aspects of designing with type. Revised to reflect the shift in graphic design conception and understanding, the book contains a brand-new exploration of typography in media versus typography in motion, and provides the latest information on emerging trends and technology in the design process. Full-color images showcase recent design examples and a companion website features a robust collection of resources for students and instructors. Striking a balance between fundamental information and pivotal new knowledge and ideas, the book provides the perfect basis for engaging new learners as well as seasoned professionals. Typography is the comprehensive design of type, encompassing selection, placement, manipulation, and communication. An integral element of the graphic designer s arsenal, typography skills translate across industry boundaries into print, video, film, television, packaging, advertising, digital design, and more. Typographic Design provides insight, information, and practical instruction for every step in the process, from concept to execution. Topics include: \* Letterforms, syntax, and legibility \*...



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