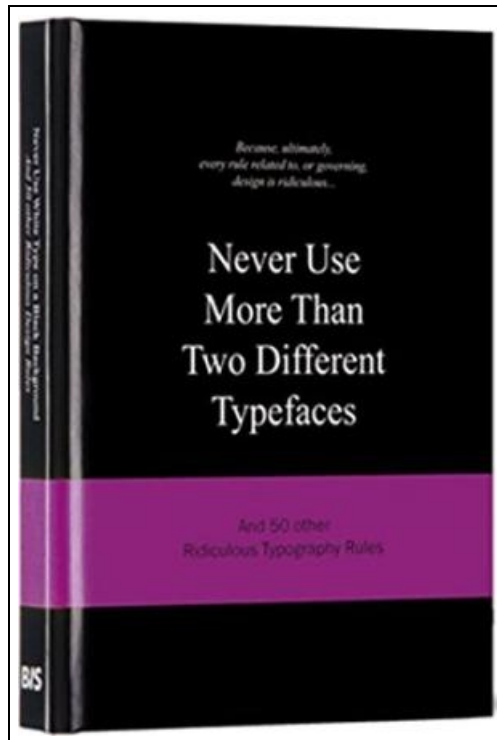


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BIS Publishers B.V. Hardback. Book Condition: new. BRAND NEW, Never Use More Than Two Different Typefaces: And 50 Other Ridiculous Typography Rules, Anneloes van Gaalen, "Never Use More than Two Different Typefaces" presents a humorous overview of the rules governing typography. A joy for graphic designers and everyone who has anything to do with designing texts. Like no other, this is a world that is held together by rules, which designers, of course, often take great delight in breaking. In this series, "ridiculous" is a relative term, because what is nonsense for one can be an important guideline for another. In these books, it is not about laying down the law. For each of the fifty rules covered in each book, Anneloes Van Gaalen refers to quotes by famous fellow designers who either think there is something to the rule or have made a personal variation of it. Whether you agree with them or not, the Ridiculous Design Rules books sharpen your own thoughts about the assumed truths of design, advertising, fashion, photography, and the Internet. Each rule is convincingly illustrated, with the illustrations either confirming or disproving the rule in question.



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