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A Type Primer by John Kane

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John Kane. A best-selling practical introduction to typography, this book analyses the basic principles and applications of type. In this revised and expanded edition, the author includes

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more on digital type, as well as new material on setting of type, choosing an appropriate typeface, and the use of colour to reinforce typographic hierarchy.

A Type Primer - Laurence King

A Type Primer John Kane. Practical and hands-on in approach, this book/exercise manual speaks clearly to beginning graphic designers and others involved with type about the complex meeting of message, image, and history surrounding typography. Focused on intent and content, not affect or style, it makes informed distinctions between what is ...

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A Type Primer by John Kane (2011-03-07) John Kane. 4.4 out of 5 stars 8. Paperback. \$35.64. Only 2 left in stock - order soon. Grid systems in graphic design: A visual communication manual for graphic designers, typographers and three dimensional designers (NIGGLI EDITIONS) (German and English Edition)

A Type Primer (2nd Edition): 9780205066445: Computer ...

John Kane is both an old-school typographer, but has also been a teacher for many years. It shows in this work. It is a simple book, sometimes with a single image on each page. But yet it manages to convey many difficult typographical principles quickly and effectively. The format could be read in an afternoon, but re-read many times.

A Type Primer, 2nd Edition: Kane, John: 9781786276353 ...

John Kane. Un arte del siglo XXI Vivimos rodeados de palabras. También de palabras escritas y, por tanto, de tipografía. La tipografía es algo consustancial a la escritura y, desde luego, una parte fundamental del diseño, aun más si hablamos del diseño editorial, pero también del diseño gráfico en general.

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The four steps shown on pages 146 – 155 provide a point of departure. As you work on your sketches, explore the use of several typefaces (possibly one for each level of text), the addition of rules to indicate sections, size changes, etc. The aim of the process is to sensitize yourself to the options available within this simple problem.

A Type Primer by John Kane » Expressing hierarchy

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A Type Primer by John Kane A Type Primer by John Kane. A Type Primer, nd Edition Kane, John Very clean, grid based modernist design with beautiful proportions in classic red, white and black but a very sumptuous, warm red was chosen This is a great primer for design students Takes a slightly different tact than other classics such as Designing with Type also great.

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Get FREE shipping on A Type Primer, 2nd edition by John Kane, from wordery.com. A best-selling practical introduction to typography, this book analyzes the basic principles and applications of type. In this revised and expanded edition, the author includes more on digital type, as well as new material on setting of

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Aug 31, 2020 - 20:53 PM John Kane A Type Primer Practical and hands on in approach this book exercise manual speaks clearly to beginning graphic designers and others involved with type about the complex meeting of message image and history surro

A guide full of practical hints to help build the confidence of graphics and typography students. Its aim is to bring the reader to the point where they understand the basic principles of typography and to strengthen the designer's 'eye' through informed, direct observation.

'There's something I need you to help me with. When I say BOO, you say HOO. Are you ready?' Boo is little ghost who lives in a haunted house - and he is afraid of the dark. In I Say Boo, You Say Hoo, readers must help tell the story with a series of hilarious verbal and visual cues. This is a wonderful book for sharing with a single child or in a group ... and it's a little bit stinky. Be prepared for riotous laughter at story time!

The graphic design equivalent to Strunk & White's The Elements of Style This book is simply the most compact and lucid handbook available outlining the basic principles of layout, typography, color usage, and space. Being a creative designer is often about coming up with unique design solutions. Unfortunately, when the basic rules of design are ignored in an effort to be distinctive, design becomes useless. In language, a departure from the rules is only appreciated as great literature if recognition of the rules underlies the text. Graphic design is a "visual language," and brilliance is recognized in designers whose work seems to break all the

rules, yet communicates its messages clearly. This book is a fun and accessible handbook that presents the fundamentals of design in lists, tips, brief text, and examples. Chapters include Graphic Design: What It Is; What Are They and What Do They Do?; 20 Basic Rules of Good Design; Form and Space-The Basics; Color Fundamentals; Choosing and Using Type; The World of Imagery; Putting it All Together? Essential Layout Concepts; The Right Design Choices: 20 Reminders for Working Designers; and Breaking the Rules: When and Why to Challenge all the Rules of this Book.

Design with Type takes the reader through a study of typography that starts with the individual letter and proceeds through the word, the line, and the mass of text. The contrasts possible with type are treated in detail, along with their applications to the typography of books, advertising, magazines, and information data. The various contending schools of typography are discussed, copiously illustrated with the author's selection of over 150 examples of imaginative typography from many parts of the world. Design with Type differs from all other books on typography in that it discusses type as a design material as well as a means of communication: the premise is that if type is understood in terms of design, the user of type will be better able to work with it to achieve maximum legibility and effectiveness, as well as aesthetic pleasure. Everyone who uses type, everyone who enjoys the appearance of the printed word, will find Design with Type informative and fascinating. It provides, too, an outstanding example of the effectiveness of imaginative and tasteful typographic design.

A best-selling practical introduction to typography, this book analyses the basic principles and applications of type. In this revised and expanded edition, the author includes more on digital type, as well as new material on setting of type, choosing an appropriate typeface, and the use of colour to reinforce typographic hierarchy. The section on grid systems has been strengthened with the addition of new explanatory diagrams. The book also includes a brief history of typography, numerous examples to illustrate the points raised and a series of useful exercises to help readers put basic principles into practice. John Kane has set up an accompanying website with further information and exercises to be used in conjunction with the book. Engagingly written, this book is an invaluable resource for all students of graphic design and typography.

Lavishly illustrated with more than 450 images, A Typographic Workbook, Second Edition explains the process successful designers use to select, space, and creatively integrate fonts. This essential text demonstrates the use of type as a dynamic and expressive communication tool. This edition provides new and updated coverage of a broad range of topics—from a logical, clear historical overview of the craft to the latest digital technologies. Known for its highly interactive format, this Second Edition continues to include helpful review questions and multiple-choice quizzes, as well as many new projects and skill-building exercises that help readers immediately apply what they have learned. A Typographic Workbook, Second Edition is a valuable professional resource for working designers and an indispensable training tool for graphic design students.

The latest in this successful series, this book features around 150 of the most important buildings in the history of world architecture – from the pyramids and Parthenon to some of the most significant works by recent architects. The buildings are organized by type – from places of worship and public buildings to houses – and are divided into nine chapters, each with an informative introduction that surveys the history of that type. For each building there are numerous, accurate scale drawings showing a combination of floor plans, elevations and sections as appropriate, all specially redrawn for this book. The quality and number of the line

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drawings, together with the authoritative text by a renowned architectural historian, allow all the buildings to be understood in detail and make this an invaluable resource for students.

Since it was first published in 1969, it has served as the standard guide to the impact of twentieth century avant-garde movements on graphic design and typography.

This groundbreaking book reports on an explosive new design field: the design of information to improve, clarify, and facilitate processes of communication and learning. As the world responds to a burgeoning information superhighway, the structure and design of data becomes increasingly important. This book shows how the presentation of information can make complex material clear and accessible. To illustrate, the book presents projects by 20 world-class designers, including David Macaulay, Clement Mok, Nigel Holmes, Peter Bradford, and Krzysztof Lenk. Each contributor has provided an essay describing his or her project and the process involved in its development.

This anthology turns a critical eye on advertising, newspapers, commercial photography.

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