



The Art of Type and Typography: Explorations in Use and Practice (Paperback)

By Mary Jo Krysinski

Taylor Francis Ltd, United Kingdom, 2018. Paperback. Condition: New. Language: English . Brand New Book. The Art of Type and Typography is an introduction to the art and rules of typography. Incorporating the industry standard-InDesign-for typesetting from the outset, this book serves as a guide for beginning students to learn to set type properly through tutorials, activities, and examples of student work. Encompassing the history of typography from ancient times to widespread modern use, The Art of Type and Typography provides context and fosters creativity while developing key concepts, including: The history of type; Terminology; Classification; Measurement; Spacing; Alignment; Legibility; Hierarchy; Layout and Grids; Page Elements; InDesign tools and style sheets. Writing clearly and to the point, Mary Jo Krysinski brings over 30 years of design experience to this essential guide. With a glossary, sample class activities, additional online resources and a beautiful clean design, this book is the perfect introduction for a beginning typography student, and a handy reference for those needing a refresher.



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