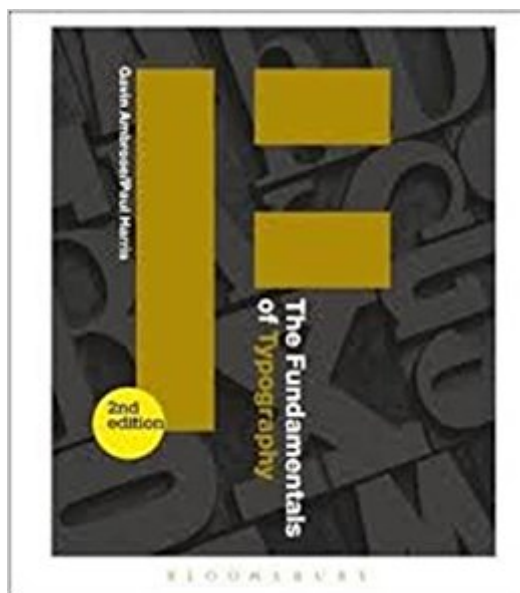The book was found

The Fundamentals Of Typography: Second Edition

Synopsis

The Fundamentals of Typography (Second Edition) introduce the fundamental principles of typographic theory and practice. It covers a wide range of subjects, including the history of typography, typographic detailing and the use of creative typography across a range of media. Packed with clear explanations, expanded illustrations and historical and contemporary examples from leading practitioners around the world. The second edition includes considerable new and revised content from the authors, including new case studies and student exercises.

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Customer Reviews

'Very useful book, the anatomy of typography graphics were used as mandatory course material. Great list of resources in the back, extremely detailed captions and comments. All around a fantastic book.' - Irina Lee, State University of New York at Farmingdale, USA.'Very useful book, the anatomy of typography graphics were used as mandatory course material. Great list of resources in the back, extremely detailed captions and comments. All around a fantastic book.' - Irina Lee, State University of New York at Farmingdale, USA. (Irina Lee, State University of New York at Farmingdale, USA)

The Fundamentals of Typography (second edition) is an updated version of the popular first edition of this book, in which Ambrose and Harris introduce the fundamental principles of typographic theory and practice. It covers a wide range of subjects, including the history of typography, typographic detailing and the use of creative typography across a range of media.Packed with clear

explanations, expanded illustrations and historical and contemporary examples from leading practitioners around the world, this book offers an essential guide to the subject of typography and its role within graphic design.Ã Â The second edition includes considerable new and revised content from the authors, including new case studies and student exercises.

An Advertising Art Director the last 10 years, I guess that I have a pretty good understanding of Typography. But recently I decided to design a new font for a client from scratch. No easy feat it turned out (duh!) and thought that I might need a bit of a refresher in the fundamentals of Typography.This book does the job well. I read it in a few hours on a plane and was surprised how much I had forgotten since college. I think this would be a great teaching aid and also a must have for any young Designer or Art Director starting out. The layout of the book also takes the reader on a nice journey, through the history of written language and typefaces. It then presents a good base of how Type should be laid out and some helpful fundamentals in composition and grid systems. It also clears the air rather well on font classification which is a right pain when one has to sort out a rather large library of fonts.But overall it is what it says it is "The Fundamentals of Typography" and it is delivered in a concise and simple way which is what is important. Oh and not to forget it last of all it's very well written and was a joy to read.So in conclusion I think there are a load of books out there dealing on the subject but this is as good and better than most on delivering the above.So a great book for anybody starting out or in my case dusting up the old memory banks of Design.

It was what I need to complete a class. Has great information. Came in time for me to do my paper

If you love typography, this book is for you. You can get all nerdy with the origin of written language along with learning all of the specific names for every part of type. What's the difference between a font and a typeface? This book will tell you!

This was the text used in my Intro to Typography class. It does a good job of providing a nice overview of the subject, offering illustrative examples along the way. Advanced students might find that they know most of what is presented.

Had to get this book for a typography class. Pretty much one of the only books I still reference and use, it is a great purchase for designers.

I got this book for a class right.... and i'm like "aight, another text book, its prob gonna suck to read" NOPE.I've kept this book for 2 years now and continue to go back to it for its easy readability and useful information.

I received the book in excellent condition and right on time. I've enjoyed reading it so far and i'm very glad that I ordered it here. Thank you!

This is an attractive book with an appealing mix of text and images, but it has several flaws that make it confusing for beginners. Many times in the opening chapters, terms are used that have not yet been defined. "Sans serif" typefaces are introduced before a serif is illustrated, for example. Some definitions are quirky and at odds with history and commercial usage; the proposed distinction between a font and a typeface would confuse a user of, say, the Adobe catalog. Other definitions are just wrong: a ligature is not the crossbar or arm that joins a pair of letters, but two or more letters treated as a single unit, as if cast on the same metal type; ligatures such as the 'ae' and 'oe' combinations have no crossbar, for instance. Straight vertical "typewriter" single and double quotes are called primes, which are completely different angled marks (as properly used for feet and inches or angular minutes and seconds). And some illustrations are badly matched with their explanations, as in the depiction of small caps on page 83 (the two lines are in the reverse order of their description). The list of characters used for non-numeric footnote marks are supposed to be used in left-to-right order beginning with asterisk, but the accompanying illustration shows them in a vertical column, not in a row.The case studies at the end of the first two chapters are logo designs that are purely drawn artwork, and have nothing to do with the discussions of type in the surrounding text, so seem badly placed in the learning sequence.All in all, I wanted to like this book but wouldn't recommend it as a textbook because of its many quirks and mistakes.

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