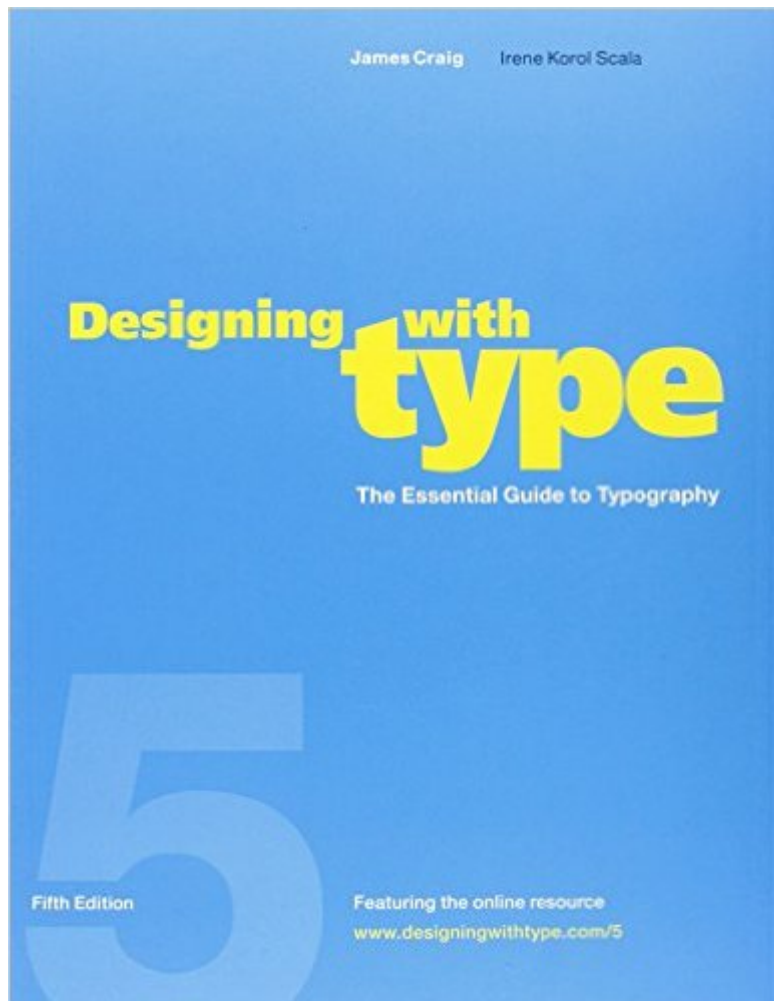


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Designing With Type, 5th Edition: The Essential Guide To Typography



Synopsis

The classic *Designing with Type* has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

Book Information

Series: *Designing With Type*

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Average Customer Review: 4.5 out of 5 stars — See all reviews (62 customer reviews)

Best Sellers Rank: #36,437 in Books (See Top 100 in Books) #14 in Books > Arts & Photography > Graphic Design > Typography #84 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books #88 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems

Customer Reviews

I am a second year Communication Design student at a prestigious (pretentious) art school in New York City. This year marks my first foray into typography, and this book was the first recommendation on my to-buy list. Anyone who is at least vaguely familiar with the concept of typography knows that most type enthusiasts range from "I didn't realize there was that much involved" to "Oh my god, you even named your child after a typeface." (I didn't know that's what they meant by "font family.") But seriously, folks: for those not yet versed in the trials and tribulations contained within passionate pursuit of the perfect sans-serif, typography can be very intimidating. When I bought *DWT 5* -- because I had to, remember -- I expected a tome comparable

to the tedious scrolls of a monastery scribe; typography was to be my new religion and I was ok with that. Thankfully, that's not how my experience with DWT played out at all. First of all, it's actually a book, complete with pleasing cover that isn't obnoxiously heavy and is able to withstand backpack fare. It's solid and smooth and looks good on my shelf -- apparently an improvement over earlier editions. But this is hardly the reason for my enthusiastic review. The truth of the matter is, the "hands-on" way this book approaches the art of teaching typography is beyond superb. In fact, it's so superb, it makes me want to jump into a rambling anecdote -- so bear with me. I once had a beyond awful chemistry teacher. Awful because he was dryer than a saltine and refused to get off his wrinkly behind to put some damn liquid over a Bunsen and show us the magic of the science. Don't get me wrong here -- chemistry is and should be treated with academic respect and precision.

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