Type Primer (Paperback)

By John Kane

Laurence King Publishing, United Kingdom, 2011. Paperback. Condition: New. 2 Revised edition. Language: English . Brand New Book. A practical introduction to typography, this book analyses the basic principles and applications of type. From measuring type and classifying typefaces to organising text on a page and understanding grid systems, the author covers everything that the beginning student of graphic design needs to know. In addition, he 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. Engagingly written, this book is an invaluable resource for all students of graphic design and typography.

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