

A Type Primer John Kane

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Digital Foundations Profile Books

Based on a self-published typographic notebook first produced in 1959; this reproduction includes thoughts by influential designers such as George Lois and April Greiman on the lasting impact of this type primer.

Inspiration from 50 Masters Addison-Wesley

This straight-talking, fun book is aimed at fresh graduates planning a career in the creative industries. It gives them the tools to identify and navigate the right path. Filled with practical tips and exercises, and illustrated with 'how to' flow charts and diagrams, it focuses not just on the creative skills needed for a successful and lucrative career but a great lifestyle too.

The Politics of Moral Capital Princeton Architectural Press

Includes Complete Coverage of the OpenGL® Shading Language! Today 's OpenGL software interface enables programmers to produce extraordinarily high-quality computer-generated images and interactive applications using 2D and 3D objects, color images, and programmable shaders. OpenGL® Programming Guide: The Official Guide to Learning OpenGL®, Version 4.3, Eighth Edition, has been almost completely rewritten and provides definitive, comprehensive information on OpenGL and the OpenGL Shading Language. This edition of the best-selling " Red Book " describes the features through OpenGL version 4.3. It also includes updated information and techniques formerly covered in OpenGL® Shading Language (the " Orange Book "). For the first time, this guide completely integrates shader techniques, alongside

classic, functioncentric techniques. Extensive new text and code are presented, demonstrating the latest in OpenGL programming techniques. OpenGL® Programming Guide, Eighth Edition, provides clear explanations of OpenGL functionality and techniques, including processing geometric objects with vertex, tessellation, and geometry shaders using geometric transformations and viewing matrices; working with pixels and texture maps through fragment shaders; and advanced data techniques using framebuffer objects and compute shaders. New OpenGL features covered in this edition include Best practices and sample code for taking full advantage of shaders and the entire shading pipeline (including geometry and tessellation shaders) Integration of general computation into the rendering pipeline via compute shaders Techniques for binding multiple shader programs at once during application execution Latest GLSL features for doing advanced shading techniques Additional new techniques for optimizing graphics program performance

The 3D Type Book Princeton Architectural Press

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

Geometry of Design, Revised and Updated Chronicle Books

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 ofbooks, advertising, magazines, and information data. The various contending schools oftypography 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.

Just My Type University of Toronto Press

A guide to type design and lettering that includes relevant theory, history, explanatory diagrams, exercises, photographs, and illustrations, and features interviews with various designers, artists, and illustrators.

A Graphic Style Manual for Understanding Structure and Design Rockport Pub

'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!

A Type Primer Chronicle Books

This is the go-to guide for designers as it outlines and details the essential color design skills needed to create successful, meaningful, and aesthetically compelling designs. Along with hands-on projects, it offers unique insights into strategy and business when working in the real world with real clients.Color Worksstarts with basic information on color practices and fundamentals, and then delves more deeply into theory and application on a project-by-project basis. Illustrated with real-world projects and case studies, this book offers a behind-the-scenes take on the design process and the necessary steps to go from concept to final outcome, including the challenges encountered along the way.

Cambridge University Press

The long awaited follow-up to our all-time bestseller Thinking with Type is here. Type on Screen is the definitive guide to using classic typographic concepts of

form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. Type on Screen is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

A Basic Course in Typography Chronicle Books

The Graphic Design Reference & Specification Book should always be next to a designer's computer. Completely practical with only the most needed information, this valuable book provides designers with all the little details that can make or break a design, such as how much space to leave in the gutter when designing barrel folds, how to layout a template for a box, and the ratios of each part, as well as metric conversion charts, standard envelope sizes in the USA, Europe, Canada and Asia, and much more. This hardworking handbook is compact and accessible and is a must-have for any graphic designer.

Understanding the First Generation of Digital Natives Laurence King Publishing

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.

Design with Type A Type Primer

Fuses design fundamentals and software training into one cohesive book ! The only book to teach Bauhaus design principles alongside basic digital tools of Adobe's Creative Suite, including the recently released Adobe CS4 Addresses the growing trend of compressing design fundamentals and design software into the same course in universities and design trade schools. Lessons are timed to be used

in 50-minute class sessions. Digital Foundations uses formal exercises of the Bauhaus to teach the Adobe Creative Suite. All students of digital design and production—whether learning in a classroom or on their own—need to understand the basic principles of design in order to implement them using current software. Far too often design is left out of books that teach software. Consequently, the design software training exercise is often a lost opportunity for visual learning. Digital Foundations reinvigorates software training by integrating Bauhaus design exercises into tutorials fusing design fundamentals and core Adobe Creative Suite methodologies. The result is a cohesive learning experience. Design topics and principles include: Composition; Symmetry and Asymmetry; Gestalt; Appropriation; The Bauhaus Basic Course Approach; Color Theory; The Grid; Scale, Hierarchy and Collage; Tonal Range; Elements of Motion. Digital Foundations is an AIGA Design Press book, published under Peachpit's New Riders imprint in partnership with AIGA, the professional association for design.

Graphic Design and Postmodernism Kendall Hunt Publishing Company

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.

Understanding the rules and knowing when to break them - A Visual Communication Manual Prestel Pub

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.

Inside Paragraphs Laurence King Publishing

Five nominees for Best Actress at the Academy Awards include one ready to kill the winner if she herself does not win, in a satiric comic thriller featuring an aging diva whose notorious addictions may finally wreck her career. Original.

Sh*t They Didn't Tell You Macmillan

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.

A Guide to Setting Perfect Type Rockport Publishers

The first generation of Digital Natives children who were born into and raised in the digital world are coming of age, and soon our world will be reshaped in their image. Our economy, our politics, our culture, and even the shape of our family life will be forever transformed. But who are these Digital Natives? And what is the world they're creating going to look like? In Born Digital, leading Internet and technology experts John Palfrey and Urs Gasser offer a sociological portrait of these young people, who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow. Exploring a broad range of issues, from the highly philosophical to the purely practical, Born Digital will be

essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present and shape the digital future.

Lettering & Type: Creating Letters and Designing

Typefaces Templar Publishing

Chronicles 150 years of type design with examples ranging from nouveau elegance to scrappy grunge

The Evolution of Type SAGE

With the international take-up of new technology in the 1990s, designers and typographers reassessed their roles and jettisoned existing rules in an explosion of creativity in graphic design. This book tells that story in detail, defining and illustrating key developments and themes from 1980-2000.

The Essential Guide to Typography John Wiley & Sons

An alphabet made of people -- here are the 26 familiar letters of the alphabet and images to illustrate them, each made with ingenious grips, bends and twists of the human form.