Shaping Text: Type, Typography And The Reader

This book will show you how

SHAPING text

can help you grab, hold, direct and manipulate the observer's or reader's attention. Within its pages you will find a rich resource of information about reading behaviour, typefaces, design strategies, technical possibilities and technical challenges. This book was written and designed by Jan Middendorp and contains visual contributions from a wide range of international designers. *Shaping text* is a guide for designers, writers, publishers, editors and students – anyone who works with fonts or is curious to know more about typography in its context.

Synopsis

Shaping Text takes a practical and broad approach to typography. It is aimed at design students and graphic designers, and also at those who are concerned with content: writers, editors, and publishers. Showing a wide range of examples from first-rate designers across the world, the book examines why and how typographic designs work well in a given context. Particular attention is given to the team play between the text itself—written language—and the design—the shaping of the text—to form a new, multilevel visual message with a complex content.

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Customer Reviews

As a typography enthusiast, I've been wanting this book for a while, especially because it shares text design (or information design) in an entertaining and fully informative manner for non-typographers.The book design is superb and easy to navigate, and the unique book covers are something extraordinary.

We have many books which talk about type history and classification. We have books that have become the Strunk&White of style usage and others that praise the type heroes of the past. Finally, we now have a book that looks into typography's active ingredients as well as their symbiotic interaction. I hope that every professor or instructor of typography in the World will make this book a must read and own for all of their students.

Fantastic book for the beginner or experienced designer. Covers all of the basics as well many advanced topics. If your interested in type, I can't recommend this book enough.

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