Lessons In Typography: Must-know Typographic Principles Presented Through Lessons, Exercises, And Examples (Creative Core)
Synopsis
Get hands on with type in this lesson-based addition to Jim Krauseâ€™s popular new Creative Core series on design fundamentals. In Lessons in Typography, youâ€™ll learn the basics of identifying, choosing, and using typefaces and immediately put that knowledge to work through a collection of exercises designed to deepen and expand your typographic skills. After a crash course in type terminology, youâ€™re encouraged to walk the talk with lessons and exercises on creating type-based logos, crafting personal emblems, choosing and using the right fonts for layouts, designing your own fonts, fine-tuning text like a professional, hand lettering, and more. Krause uses practical advice, humor, and page after page of visual examples to give you a complete education in designing with type that you can read in a matter of hours and continue to learn from over the course of your career. In Lessons in Typography, youâ€™ll learn how to: Identify and discuss fonts like a design professional Choose and combine fonts effectively for use in your projects and layouts Create monograms and logos using existing typefaces and custom-built letterforms Modify fonts to meet your designâ€™s specific needs Space letters properly using tracking, kerning, and leading and create eye-pleasing layouts Lessons in Typography is the third book in the New Riders Creative Core series, which provides instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. Additional titles in the series include Visual Design and Color for Designers.

Book Information
Series: Creative Core
Paperback: 240 pages
Publisher: New Riders; 1 edition (July 16, 2015)
Language: English
ISBN-10: 0133993558
Product Dimensions: 8.5 x 0.9 x 8.4 inches
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Average Customer Review: 5.0 out of 5 stars Â· See all reviews (20 customer reviews)
Best Sellers Rank: #41,546 in Books (See Top 100 in Books) #19 in Books > Arts & Photography > Graphic Design > Typography #12782 in Books > Reference

Customer Reviews
This was a FANTASTIC book! Absolutely loved it! Are you interested in design at all? Buy it. Now.
You won't regret. I was worried about it at first. It was $17 for Kindle. That's a lot to shell out for an e-book. But this one was worth every penny. I kinda feel like a used-car salesman. So here’s everything I learn from the book:

Advice:

* Build up a collection of typefaces and fonts!
* Some typefaces use lining numerals (numbers that align vertically) while others use non-lining numerals (numbers that align horizontally). BE AWARE.
* Don’t get too excited by a “good idea” right at the beginning of your brainstorming. Keep brainstorming. The idea will still be there for you to pursue and flesh out more when you’re finished thinking.
* “Decisively aim for either clear and obvious connections or clear and obvious differences when combining typefaces.”
* Keep an eye on the values of your colors so that legibility is effortless.

Rules / conventionalities:

* Serif fonts are usually chosen for books, magazines, and general large bodies of texts.
* Legibility is a MUST. ALWAYS.
* Consistent letterspacing is ESSENTIAL. It’s not about math. Trust your eyes. Does it look right?
* Medium-weight serif fonts are best for when you want to reverse text.
* Apparently you’re not supposed to indent the first paragraph of a chapter or block of text.
* “When reversing small and/or fine type from a colored panel, make sure your panel’s color is built from only one or two of the four CMYK inks. The more inks involved, the great the chance that registration issues will cause some of the reversed areas to fill in.”

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Barron’s Spanish-English Pocket Dictionary: 70,000 words, phrases & examples presented in two sections: American style English to Spanish -- Spanish to English

Barron’s French-English Pocket Dictionary: 70,000 words, phrases & examples presented in two sections: American style English to French -- French to English

Dorothy Must Die Stories: No Place Like Oz, The Witch Must Burn, The Wizard Returns (Dorothy Must Die Novella)

Typography!: The Ultimate Beginner’s Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography)

Ornate Pictorial Calligraphy: Instructions and Over 150 Examples (Lettering, Calligraphy, Typography)

Through a Glass Brightly: Studies in Byzantine and Medieval Art and Archaeology Presented to David Buckton

Corporate Taxation: Examples And Explanations (Examples & Explanations)

Calligraphy Step By Step: Learn Calligraphy In 3 Days With 30 Handwriting Exercises: (Calligraphy for kids, Typography, Hand Writing, Paper Crafts, Thank ... Calligraphy And Illumination, Drawing))

Creative Doodling & Beyond: Inspiring exercises, prompts, and projects for turning simple doodles into beautiful works of art (Creative...and Beyond)

Presented by Southern Living Big Book of Cupcakes: 150 Brilliantly...
Delicious Dreamcakes
The Vatican Cookbook: Presented by the Pontifical Swiss Guard
The rudiments of tap presented in standard rhythmic [sic] notation
Dorothy Must Die Stories Volume 2: Heart of Tin, The Straw King, Ruler of Beasts (Dorothy Must Die Novella)
How To Buy And Sell Gold & Silver PRIVATELY: Must Know Strategies To Keep Your Portfolio Private, Stay In The IRS's Good Graces, Know Your Tax ... Avoice Other Forms Of Metals Like The Plague
Typographic Design: Form and Communication
A Typographic Workbook: A Primer to History, Techniques, and Artistry
The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition
The Elements of Typographic Style
Typographic Design in the Digital Studio (Graphic Design/Interactive Media)