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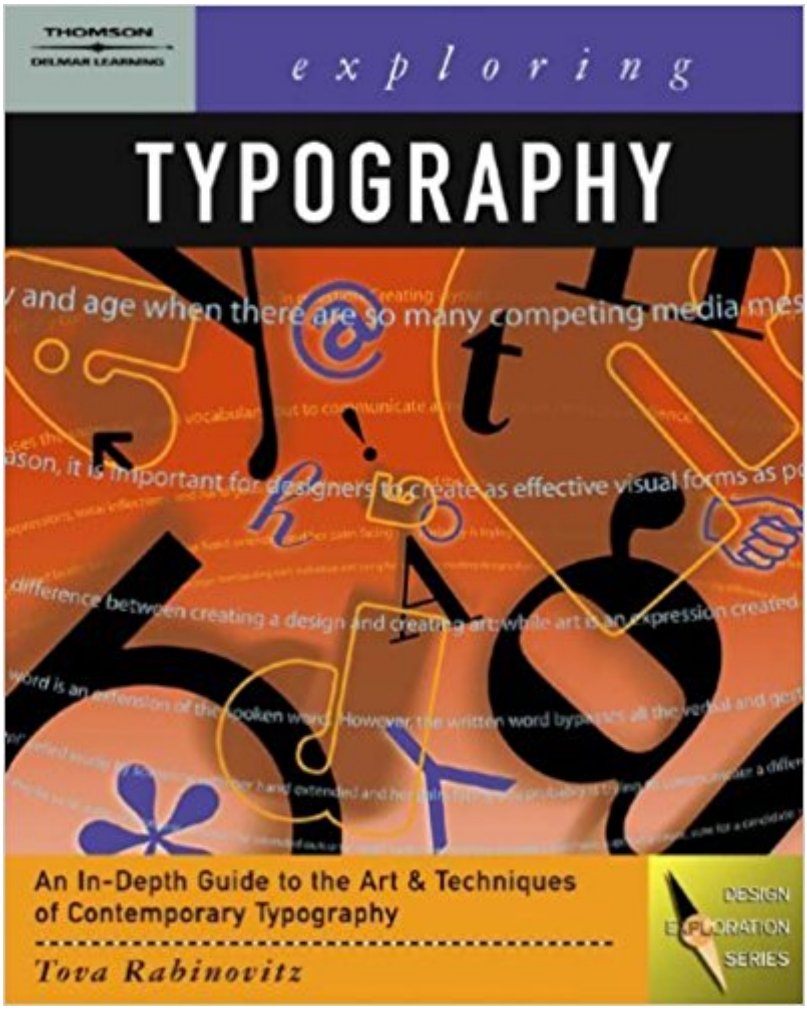

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Synopsis

What do designers need to know about typography? The answer can be found in this richly illustrated book that examines the varied uses of type in contemporary visual communications. Exploring Typography takes a concise but thorough approach to introducing and examining the principles of typography. Coverage begins with a brief history of type and a survey of how type is classified. Readers then learn about the physical components of letters and the rules of legibility, readability, and style. Subsequent chapters survey the creative use of emphasis, designing effective layouts, using grids, and developing original type styles. Finally, the author examines contemporary challenges in type while introducing terminology and concepts relevant to designing with type in a digital environment.

Book Information

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Customer Reviews

Type Throughout History. Classifying Type - Type Families. Typographic Lingo - The Anatomy of Letters. Legibility, Readability and Style. Emphasizing Type Creatively. Designing Effective Layouts. What is a grid and why should I use one? Designing Type. Type in a Digital Environment.

Tova Rabinowitz Deer has conducted extensive research on the subject of typography, including a vast amount of reading on historical and contemporary theories and practices. At Westwood College she served as Graphic Design Program Director, designing and administrating curriculum and

programming for online and classroom environments nationwide. She received a Bachelor of Fine Arts from the University of Michigan and a Master of Education from the University of Illinois.

I teach at a 4 year university and had been unhappy for a while at the textbook we were using; but like any big ship, it takes a while to steer in another direction. In the meantime, I had a lot of time given to checking out possible exchanges and I was so glad that I found this book. It is everything many of the others in its genre are not.One issue from a previously used textbook was the layout and the amount of material being presented. It was not only clumsy for a book on typography, but tragically full of errors; in spelling, grammar and facts. This book, "Exploring Typography," covers all of the important information for a first introduction into the subject. It gives a nice overview of the history of written communication starting with pre-historic man, up to the present digital era we are in. It also challenges us to think outside of where we are now and to grasp typography's place in the future.The thing I enjoy perhaps most about the book is its easy layout. Students often have so much to read in their studies, and sadly many only skim the surface for the relevent information to get by. The layout is broken into bite-sized paragraphs, lots of images and consequently keeps their interest longer. A number of chapters highlight a present-day typographer or designer, which gives students a look at their upcoming peers as they look toward graduation.For those interested in using the book as a textbook, I would certainly recommend having a look at it. It is a very easy-to-follow book for any age level and is definitely worth exploring. Tova Rabinowitz has done a very nice job in supplying future and current designers with something they can tangibly use and apply into their design.

Christopher A. RogersVery GoodExploring Typography has certainly met all of my expectations and I have found it to be interesting and informative. This is a book I would recommend to anyone learning about graphic design. It has also been helpful for my typography class. When I read the first few pages of the book, I learned a few things about typography I never knew about. This is a very good read. Thank you, , for sending me this book.

This book proves that textbooks can be, in fact, important sources of education. Unlike the painfully boring & irrelevant textbooks of my schooldays, 'Exploring Typography' offers a clear, thorough and enjoyable grounding in the practical application of the craft.I've read myriad typography books, some truly useful, others, serving more as a showcase than practical training. Having been deeply and personally involved with typographic design for many years, this book still offers vital

information and has filled gaps in my education.For any student of typography, I would suggest strongly to purchase and absorb this book ASAP. My gratitude to Ms Rabinowitz.

Great book! I loved it! I have gotten many typography books, but this one is the best BY FAR! It has all the information you could want! It has a history of typography,details on the categories (like humanist, transitional, etc.), like 7 pages talking about the anatomy of typography, and much much more. Worth every cent.

There is certainly some good stuff here - the chapter on designing type is exceptional and there are good write-ups on the classification and history of type. The rest, unfortunately, just seems to be filler, as if to justify the cost of a full blown textbook. It all looks good, but the supporting text often comes comes off as lacking or inflated.

I had a typography class and this helped my look at type and text a little differently. It’s a good book to use when doing type design and learnign what will and what will not work.

In excellent condition

Good book, great quality!

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