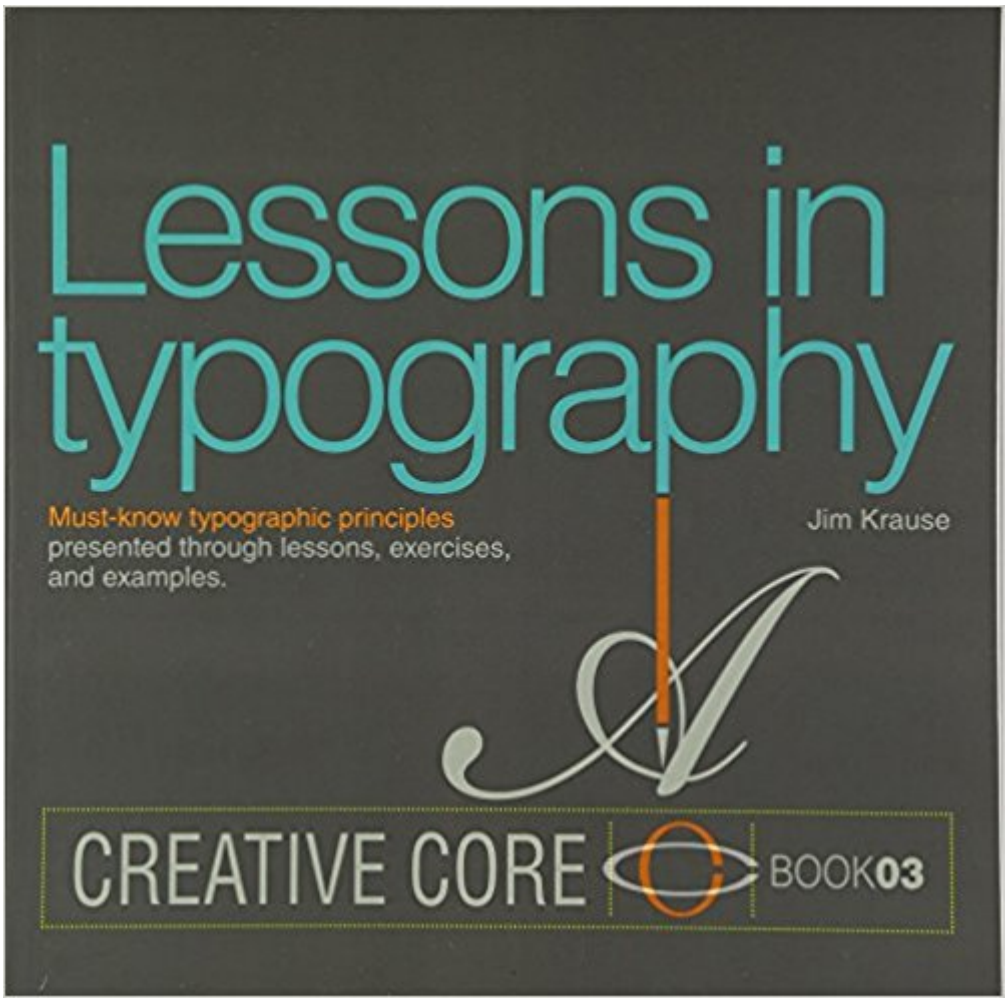
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Lessons In Typography: Must-know Typographic Principles Presented Through Lessons, Exercises, And Examples (Creative Core)



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Synopsis

Get hands on with type in this lesson-based addition to Jim KrauseÃ¢â ¬â„¢s popular new Creative Core series on design fundamentals. In Lessons in Typography, youÃ¢â ¬â„¢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, youÃ¢â ¬â„¢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, youÃ¢â ¬â„¢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 designÃ¢â ¬â„¢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

ISBN-13: 978-0133993554

Product Dimensions: 8.4 x 0.7 x 8.4 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 24 customer reviews

Best Sellers Rank: #126,205 in Books (See Top 100 in Books) #73 inÃ Â Books > Arts & Photography > Graphic Design > Typography

Customer Reviews

Jim Krause has worked as a designer and illustrator since 1982. His clients have included Microsoft,

Boeing, Seattle Schools, Washington Apples, and dozens of others. His first book, Idea Index, was published in 1999 and immediately became the best-selling art/design-related title at HOW Books. Krause is the creator and author of the New Riders Creative Core series, which includes Visual Design: Ninety-five things you need to know. Told in Helvetica and Dingbats and Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations. Krause lives and works in Bellingham, Washington.

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."Ideas for your designs: * You can use typefaces and fonts sarcastically, ie use a script font for something crude or manly. * Use webdings as backdrop patterns. * Use negative spaces (ie, the space inside the lowercase e or p) to add images/designs * Start by identifying feelings that you want to convey when you begin designing a logo * Don’t be afraid to merge type and illustration. * Look out for situations where you’re working with a pair of words where one word has one more or one less letter than the second! It’s great for symmetrical design. * Look at old type to get ideas. Like, to make things seem retro, look at what old posters looked like and what type/colors they used.The book was filled with illustrations and examples of what to do, what not to do, and what you could possibly do. So incredibly helpful. I saved a lot of the images for later reference not just to check the typefaces or designs, but also colors. The images were

amazing.And there were also exercises given throughout the book, so you can easily practice what you’re reading about.AND there’s a glossary of all type-related terminology! AAAND there are Adobe Photoshop/Illustrator/InDesign tips all throughout the book.Seriously. Absolutely fantastic book. I’m new to type and this has given me not just a starting point, but a foundation of knowledge. I’m so excited to learn more. And I’m totally reading the rest of Jim Krause’s books. They’re treasures.Anyone can get something out of this book. But if you’re new to type or design in general, start here. Get this book! Do it!

Jim is one of the best in the field.

At start till I reached half book it was difficult to read, many things wasn’t understandable well for me even after I read it three times, but later on I started to enjoy it a lot and understand everything much more well, I bet in the future I will read this book again at some point, just to be sure I get everything I can from it. However I think still it’s a great book, I’m self studying graphic design and I want to focus on identity branding, so I don’t want or need to get too much deep to typography, I think I got to know just enough for my side. Book is informative, just I didn’t used the lessons, because I read it on phone while going to work, and I didn’t have enough time to do tge exercises, however I think I have much better understanding of typography now. So thank you, and for everybody else - have a nice reading!

It has a los of examples you can apply no your design. I will recomend it to all students in The field of design

This is one of the essential books for graphic designers.

As described, prompt shipping. Thanks!

Loved the book, loved the illustrations, and the explanations. It was one of the best investments I’d made in a while.

No matter how seasoned a design professional you may be, I guarantee you’ll learn some new material. I was about to jump into a new creative project and I picked up the book first to grab a new idea or two, but I ended up reading it cover to cover. When I did get back to my project, it was

greatly influenced and my client loved my concepts - thanks Jim! I wish I had this book while going through Typography class in college. In fact, any college typography course should add this to their student curriculum. You'll probably find your students will love learning the principles, but will also retain more of the information well into their careers. The author often encourages further exploration of the material and that would easily translate into exercises in each chapter. It's also well rounded in its explanation of type terminology and the art of letters and working with words. Krause also reviews multi-word presentations along with text and layouts. I especially liked his section on punctuational correctness. And though I am not perfect, I can't stand when editors, writers and designers use straight quotes when they should really be using quotation marks. So get the book and see what other typographical blunders you may be committing. I know I'll certainly be changing a few things in my future layouts. This book will change your typographical perspective and possibly your world! And if you don't already have Color for Designers and Visual Design by Jim Krause, you should definitely check them out as well. ~DG

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