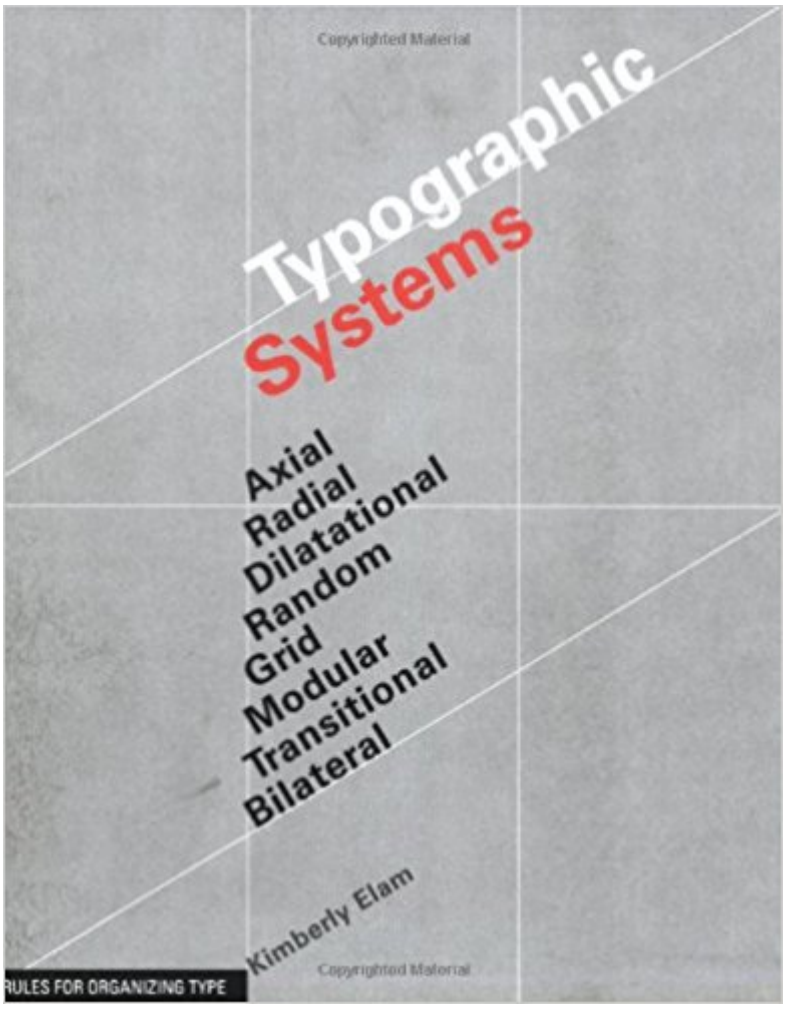
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Typographic Systems Of Design



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Synopsis

Typographic organization has always been a complex system in that there are so many elements at play, such as hierarchy, order of reading, legibility, and contrast. In Typographic Systems, Kim Elam, author of our bestselling books, Geometry of Design and Grid Systems, explores eight major structural frameworks beyond the gridincluding random, radial, modular, and bilateralsystems. By taking the reader through exercises, student work, and professional examples, Elam offers a broad range of design solutions. Once essential visual organization systems are understood the designer can fluidly organize words or images within a structure, combination of structures, or a variation of a structure. With clarity and substance, each systemfrom the structured axis to the nonhierarchical radial arrayis explained and explored so that the reader comes away with a better understanding of these intricate complex arrangements. Typographic Systems is the seventh title in our bestselling Design Briefs series, which has sold more than 100,000 copies worldwide.

Book Information

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Customer Reviews

A beautiful little book on the rules for organizing type in graphic design. While the grid system is undoubtedly the author’s favorite, Elam expertly reveals the potential that the other systems (rarely seen in print or on-screen work these days) can have in enabling visual solutions for the graphic designer. -- Creative Review, June 2007"To be a good designer, you must be creative. But because all design is based on structural systems, it’s also important to factor systemic thinking into your work. . . . Elam describes a structural system that can be broken down into eight main categories. Each chapter of Typographic Systems tackles one of these topics, providing an in-depth explanation

of the system as well as visual examplescomplete with transparent diagrams you can place over imagesto aid comprehension." --STEP Inside Design, May, 2007

Kimberly Elam is chairperson of the Graphic and Interactive Communication Department at the Ringling School of Art and Design in Sarasota, Florida. Her books Geometry of Design and Grid Systems have become standard reference works for students and practicing designers.

Bought this oddly for my college class: Adobe InDesign. I was confused to not be getting an InDesign Manual. Ordered it anyways (As if I had a choice..) got here last week, and skimmed through, read the intro, and have read the first chapter for the assignment so far. It is very interesting. I love the examples in the text. This isn't an ordinary textbook with endless footnotes, and stupid photos of people trying to engage you in the subject. It's professional. It's clean. It's simple. Kimberly Elam wasn't trying to fill a textbook with pointless information we don't need. She filled the book with 7 subjects, and kept them all in their own chapter (not unit). I feel like I'm been taken seriously.Being a Graphic Design Major (Undergrad, Sophomore at Colorado Mesa University) I do believe that this is one of those books I will hold on to and keep referring back to for ideas, and more information on a concept I will be working on. I read this far and I have put the examples to life in my own work. My professors are impressed.If you need this for school, don't drop the course; The book is really interesting. If you're a professional Graphic Artist perhaps you need to brush up on your typography skills or need more ideas. This one has plenty of it.My name is Kevin MeschThanks for reading. Look for my other reviews on here.

I bought this as a required textbook for my Type 2 class and the content is nice, I think it's a good read for starters and beginners.But the reason why I gave this 3 stars is because I paid for a new book and got one that didn't look new. There was a tear on the cover page (the cover!!!!!!!) with a few ink marks, pages were bent and the sides were slightly dented. I might as well have saved myself a couple dollars and bought it used. You should read my review and do yourself a favor!!!!! 0:

This has helped me understand design in more ways than i have thought. I will keep this book in my personal collection forever.

Very helpful for book making or poster for designers or students.

On one hand, this book offers great examples of different methods for laying out type on a page. On the other hand however, this book reads similarly to a classroom textbook and beyond the sample images with tracing paper overlays (Very nice touch).This book is a quick read and you may come away from it with something, then again, maybe not. I would suggest this book more-so to intro design students looking for good pictorial examples of methods for laying type on a page than I would to more advanced designers, But then again, I have referenced back to this book once or twice in search of some inspiration.

I am a Graphic Design student and I've found this book to be an excellent purchase. The book is informational and backs up the information with very good examples and guidelines to achieve the design examples presented.

It's a great classic book that's easy to understand. Recommended for beginners, but since it is the basics, it is a good book to go back to for experts, too. :)

If you are a graphics designer, this is a "must have" for your library. It breaks down font layout as an element to your composition.

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