



What is Typography: Essential Design Handbooks (Paperback)

By David Jury

The Ivy Press, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. What is Typography? is a compact guide to the discipline that lies at the epicentre of design and communication. With three sections exploring issues, anatomy, and an analysis of an eclectic group of portfolios, the book explores the structures and acceptable variations of type. The anatomy section breaks down the elements of this discipline to look at individual tools and processes, methods of organizing information, the mechanics of type, and the various means of arranging and displaying type. Finally, it looks at how the chosen media, and consequent process of reproduction, underpins every aspect of design. The new edition of this classic handbook has been thoroughly revised and redesigned, with content focusing on typography's development in new media.



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