



Thinking in Type: The Practical Philosophy of Typography

Alex W. White

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With this visually stunning primer, designers will develop the skills and vision to produce truly innovative, eye-catching type design. All of the basics about type design are covered and in-depth information is provided on more advanced topics such as the differences between type applications, how typography creates identity, and what readers look for and respond to. Using more than 2,000 images from the 18th century up to the present day, this book can be used as a first exposure primer for students and as a reader for professionals.

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