Typography (Graphic Design in Context)

Denise Gonzales Crisp, William F. Temple

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A typography textbook for the digital age.

This book moves beyond the traditional rules-based approach by describing typography as a system of interrelated concerns heavily influenced by the contexts of audience, medium, and message. It presents the key visual and intellectual skills necessary to make informed design decisions when using typography for modern contexts and audiences and gives full attention to designing with type in digital media. 475 illustrations, 340 in color

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