

BASICS

DESIGN

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# TYPOGRAPHY

Second Edition



B L O O M S B U R Y

# Resumo de Typography

Typography is the most effective tool that graphic designers use to express ideas and convey a message. The ability to choose the right typeface for the right job, to design readable and legible pages, and to marry type and image to create visually compelling results are skills that every designer must master.

This book introduces the student to the basic principles of typography with clear examples from international practitioners, interviews with designers and typographers, plus exercises to reinforce the concepts covered. With its attractive layout, approachable text and skillful use of typography on every spread, the author sets the standard to inspire the beginning student of design.

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