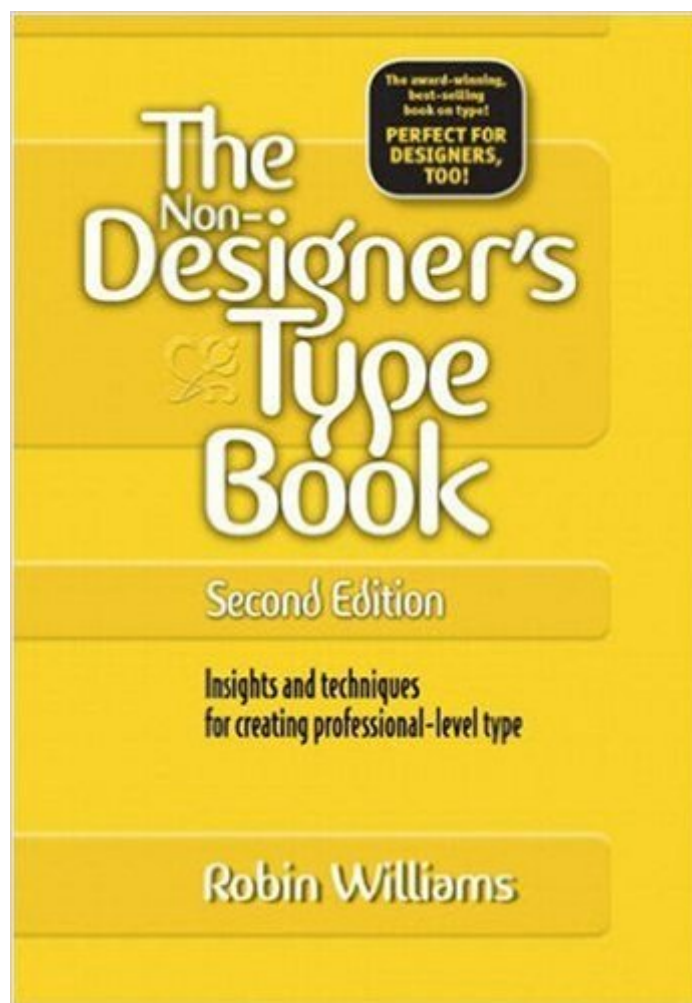


The book was found

The Non-Designer's Type Book, 2nd Edition



Synopsis

Seven years is a long time in any industry, but when it comes to the worlds of design and technology (and particularly the point at which the two merge), it's an eternity! No wonder, then, that you (and about a million other readers!) have been eagerly awaiting this latest update to Robin Williams' enormously popular Non-Designer's series. In these pages, Robin defines the principles that govern type as well as the logic behind them so that you learn not just what looks best but why on your way to creating effective print and Web pages. Each short chapter in this thoroughly updated guide (which includes new coverage of typography in Adobe InDesign and Mac OS X) explores a different type secret or technique, including understanding legibility and readability; tailoring typeface to a particular project; mastering pull quotes and captions; working with spacing, punctuation marks, special characters, fonts, and justification; and more. The nonplatform- and nonsoftware-specific approach and Robin's lively, engaging style make this a must-have for any designer's bookshelf!

Book Information

Paperback: 240 pages

Publisher: Peachpit Press; 2nd edition (October 2, 2005)

Language: English

ISBN-10: 0321303369

ISBN-13: 978-0321303363

Product Dimensions: 7 x 0.5 x 10 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (26 customer reviews)

Best Sellers Rank: #205,517 in Books (See Top 100 in Books) #76 inÂ Books > Computers & Technology > Graphics & Design > Desktop Publishing #92 inÂ Books > Arts & Photography > Graphic Design > Typography #224 inÂ Books > Textbooks > Computer Science > Graphics & Visualization

Customer Reviews

When I picked up this book, I figured that the title, "The Non-Designer's Type Book," meant that it was a book about type, FOR non-designers. After reading it, from cover to cover, I now wonder if the title refers to the author's credentials rather than the book's target audience. I love typography. I sit in theaters and watch every minute of the rolling credits if the font used is well chosen and well displayed. I have a Caslon 540 lower-case "g" pinned to the wall above my Mac instead of swimsuit

pics. If you love type, you know what I'm talking about. If you love type, avoid this book and do not recommend it to anyone who hopes to someday love typography and master its use. Robin Williams' cutesy and heavy-handed text, while sometimes informative, is loaded with irritating "insights" as well as written-in-stone directives that are passed off as law. For instance, in at least two places, she states that type should NEVER, EVER be underlined. She says that it's a "law" that should "never" be broken. C'mon Robin! I mean yes, underlining is very often misused, but have you looked at the latest PRINT or CA Annual? There is a time and a place for underlining and the sensitive, savvy designer knows when and how to do it. She outright trashes one of the most elegantly designed faces in the history of the printed word, Helvetica, and glibly states that it will be out of style for the "next two hundred years." What?? Again, has Ms. Williams even looked at what contemporary (and effective) designers are doing these days? Helvetica is alive and flourishing.

[Download to continue reading...](#)

The Non-Designer's Design Book (Non Designer's Design Book) The Non-Designer's Type Book, 2nd Edition The Architecture Of Light (2nd Edition): A textbook of procedures and practices for the Architect, Interior Designer and Lighting Designer. Type Rules, Enhanced Edition: The Designer's Guide to Professional Typography Language Culture Type: International Type Design in the Age of Unicode Final Fantasy Type-0 Side Story, Vol. 5: The Ice Reaper (Final Fantasy 0-Type) Final Fantasy Type-0 Side Story, Vol. 4: The Ice Reaper (Final Fantasy 0-Type) Medical Management of Type 2 Diabetes (Burant, Medical Management of Type 2 Diabetes) Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70 Simple Recipes for Any Skin Type and Hair Type The Non-Designer's Design Book (4th Edition) Type Rules: The Designer's Guide to Professional Typography The Fashion Designer's Handbook & Fashion Kit: Learn to Sew and Become a Designer in 33 Fabulous Projects NON FICTION BOOK TEMPLATES (2016): 3 Simple Templates for Your New Non-Fiction Book Many Many Many Gods of Hinduism: Turning believers into non-believers and non-believers into believers How to Write a Non-Fiction Kindle eBook in 15 Days: Your Step-by-Step Guide to Writing a Non-Fiction eBook that Sells! Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students A Type Primer (2nd Edition) Stop Stealing Sheep & Find Out How Type Works (2nd Edition) Designing Forms for SharePoint and InfoPath: Using InfoPath Designer 2010 (2nd Edition) (Microsoft Windows Development Series) Games for Actors and Non-Actors, 2nd Edition

[Dmca](#)