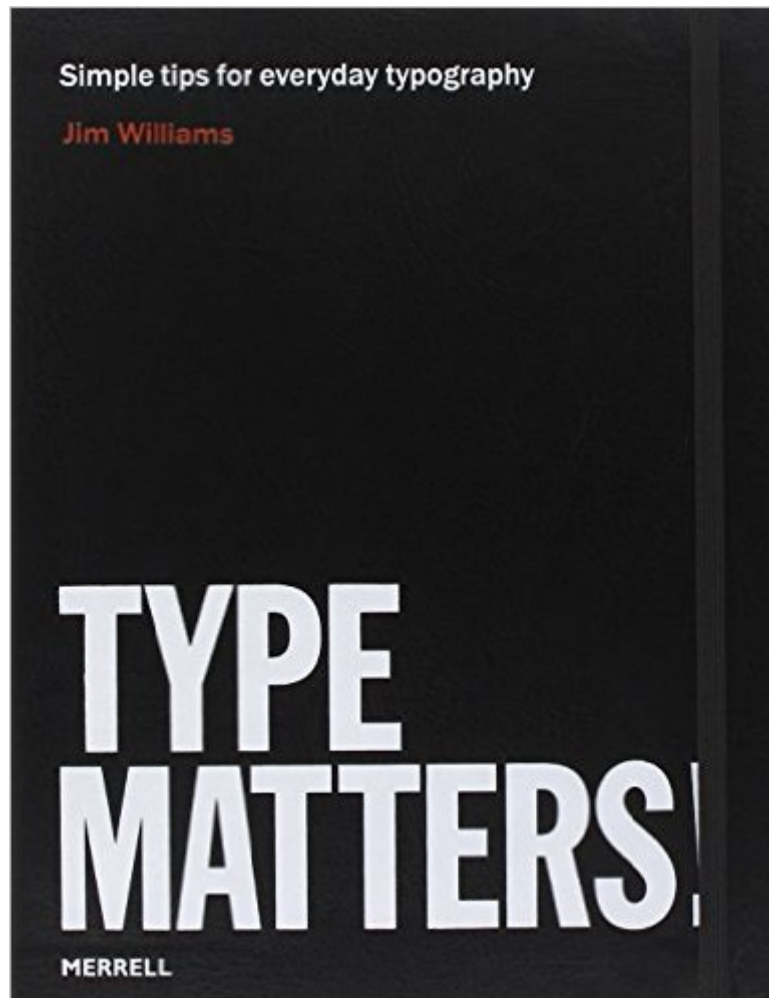


The book was found

Type Matters!



Synopsis

Once upon a time, only typesetters needed to know about kerning, leading, ligatures, and hanging punctuation. Today, however, most of us work on computers, with access to hundreds of fonts, and we'd all like our letters, reports and other documents to look as good & as readable & as possible. But what does all the confusing terminology about ink traps, letter spacing, and visual centring mean, and what are the rules for good typography? *Type Matters!* is a book of tips for everyday use, for all users of typography, from students and professionals to anyone who does any layout design on a computer. The book is arranged into three chapters: an introduction to the basics of typography; headline and display type; and setting text. Within each chapter there are sections devoted to particular principles or problems, such as selecting the right typeface, leading, and the treatment of numbers. Examples throughout show precisely what makes good typography & and, crucially, what doesn't. Authoritatively written and designed by a practitioner and teacher of typography, *Type Matters!* has a beautifully clear layout that reinforces the principles discussed throughout.

Book Information

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Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (29 customer reviews)

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Customer Reviews

Let's say you have read a popular volume like the delightful *Just My Type: A Book About Fonts* by Simon Garfield, and you have a new awareness of how important typefaces are. You didn't used to pay attention to fonts, but you'd like to know some practical information about how to use type, and how to avoid basic mistakes. If you have realized that type matters, you will do well to get the

primer *_Type Matters!: Simple Tips for Everyday Typography_* (Merrell Publishers) by Jim Williams. It is a handsome volume, with flexible covers, two ribbon page markers, and an elastic loop in the back so that you can hold the end pages close to the back cover. Williams was asked by a design company in Manchester, England, to give a series of talks to help its designers with day-to-day typography, a presentation that was later printed up, was popular, and is now bound as this fine-looking book. It is obvious that every page has been carefully laid out, usually with examples (good and bad) of type at work in black, and comments or instruction in red. The pages are thick and their color creamy. The fonts are labeled, but this is not a book of font specimens, although there are plenty. It is, rather, a broader view of what makes a page communicate well and what makes it look good. *_Type Matters!_* is well organized. The first part, "Background," gives a three-page history of type design, and gives some basic terminology. You may have been told to pay attention to every jot and tittle, and while jot can mean the tiniest part of writing or the least detail, a tittle in typography is specific: it is the dot above the i or j.

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