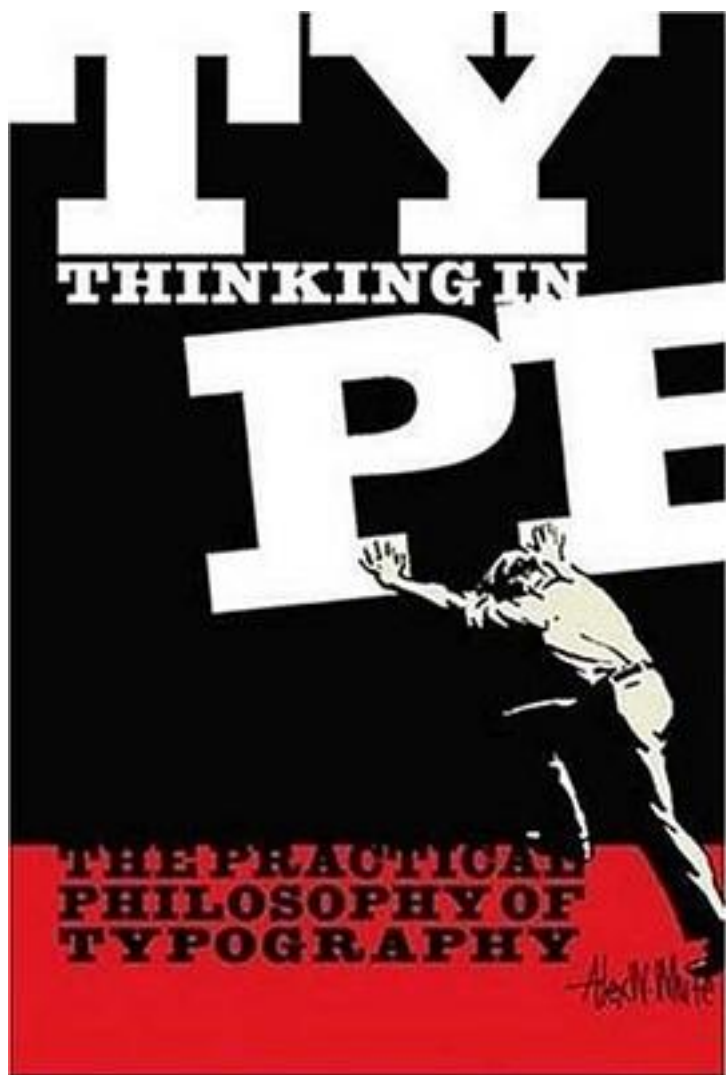


Thinking in Type



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著者:Alex W White

出版者:Allworth Press

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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.

- From the author of How to Spec Type (0-78815-978-x), which has sold more than 34,000 copies, and The Elements of Graphic Design (1-58115-250-7)
- Advertising in Communication Arts

作者介绍:

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书评

在此先给出中文链接 <http://book.douban.com/subject/1923578/>
中文版设计的很漂亮，掂在手里手感很好～质感是我评价这类书的标准之一。
写对这本书的评论还不如说说对字体设计的感受吧，我固执的认为，网页设计的灵魂是字体，眼睛是否舒服，心灵是否放松，全有赖于此。 那...

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