

Type Specific



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Type Specific shows designers how typefaces designed for a specific purpose succeed by exploring each of the features that must be considered. These include letterforms, counterspaces, cross sections, ascenders/descenders, and junctions and how they work, in both print and screen, across a range of applications: posters, directories, newspapers and magazines, CD covers, packaging, signage, and film titles-including The Kitchen's organic paintbrush front for the promotion of Levi's Vintage Clothing

and Saturday’ s elegant stencil-style face for the Chen Pascual identity. The whole gamut from free-from to precision is explored.

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