

# Typography



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This further addition to AVA's Basics Design series will follow on from Format and Layout to cover the third fundamental element of graphic design, typography. Typography is the means by which a written idea is given a visual form. The selection of this visual form can dramatically affect the readability of the written idea and a reader's feelings towards it due to the hundreds, if not thousands of typefaces available. Effective use of typography can produce a neutral effect or rouse the passions, symbolise artistic, political or philosophical movements, or even express the personality of a person or organisation. Typefaces vary from clear and distinguishable letterforms that flow easily before the eye and are suitable for extended blocks of text, to more dramatic and eye-catching typefaces that grab attention and are used in newspaper headlines and advertisements. Aimed at both students and practising designers, this book will provide an in-depth exploration of typography and a thorough examination of how it informs other aspects of creative design.

作者介绍:

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标签

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评论

在书店翻了一遍，不错啊，有学到

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书评

国内的设计类图书很少对设计规则有系统性的描述。很多人把设计归属于感性艺术，实际设计需要更多的理性思维指导。

看过的这两本书翻译差强人意，难懂的地方是关于印刷以及其他技术问题，不过这些问题本来就难以从字面上理解，需要实际操做。我觉得有收获的部分是书中把设计类...

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刚看完这本 起初是觉得卓越上目录介绍的很详尽 而且貌似很专业  
结果仅仅是实例堆砌而已 堂堂还是做设计的书 居然还有那么多排版漏字问题  
而且印刷错版厉害 凭良心说 这个价钱的书还出成这样 无可救药！

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