The Complete Typographer (3rd Edition)

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This hands-on design guide helps students build a foundation for the development of an individual typographic sensibility by providing a brief outline of the evolution of type, an introduction to the language and terminology of type and type setting, fundamental rules and conventions of professional practice, and key decisions on type selection and page layout. More typefaces are now readily available to a wider public than at any time in the past—this book presents a basis for the confident and informed exploration of a rich and vivid medium that continues to play a fundamental role in human communication.

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