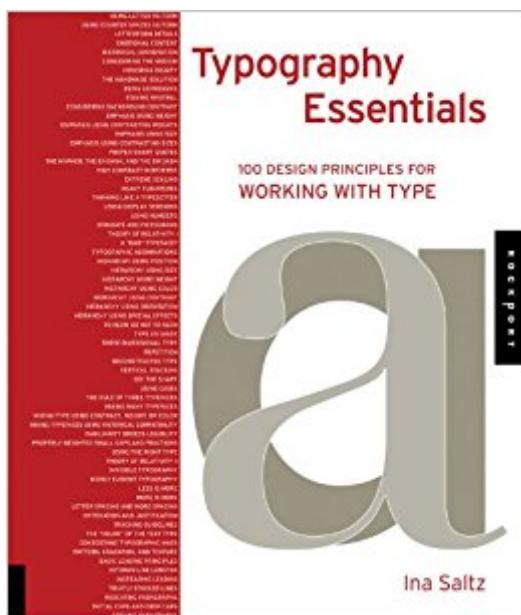


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# Typography Essentials: 100 Design Principles For Working With Type



## Synopsis

A deep understanding of letterforms and knowledge of their effective use can only be obtained with constant observation and experimentation; it evolves over a lifetime of design practice and study. This comprehensive guide is intended to advance the progress of designers seeking to deepen their typographic expertise. *Typography Essentials* is a practical, hands-on resource to distill, organize, and compartmentalize—•but not to oversimplify—•the many complex issues surrounding the effective use of typography. It is for designers of every medium in which type plays a major role, and is organized and designed to make the process enjoyable and entertaining, as well as instructional. This book is divided into four easy-to-use sections: The Letter, The Word, The Paragraph, and The Page. Each of the 100 principles has an explanation and examples representing the principle in action.

## Book Information

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## Customer Reviews

Ina Saltz is an art director, designer, writer, photographer and professor (of Electronic Design and Multimedia at The City College of New York) whose areas of expertise are typography and magazine design. For over 22 years, Ina was an editorial design director at Time Magazine (International Editions), Worth Magazine, and other magazines including Golf Magazine, Golf for Women Magazine, and Worldbusiness Magazine. Ina frequently lectures on topics related to magazine design and typography, including Toronto, Atlanta, Denver, Moscow, Amsterdam and Calgary.

arrived well and intact

Plenty of great and simple graphic examples.

Came a little damaged and dirty. :/

The Best book u can wish. Love Ina and her born talent to teach.

Had to get this book for school but it's really helpful and has a lot of great tips and ideas for basic typography.

Good book!

Love it!

This is a fantastic book that teaches advanced typographic technique and refinement. There are plenty of excellent introductory typography books, and several great expert type references, but *Typography Essentials* is great for those who already know the basics and want to learn more. Advanced students or professional designers who want to expand and refine their typographic sensibilities would benefit greatly from this text. Ina Saltz teaches this sensibility via lots of contemporary design examples; clearly organized and beautifully presented. The book could function as a linear text, but it is organized by design concept and can be accessed more randomly as needed. In other words, it would be a great inspiration book around the design studio.

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