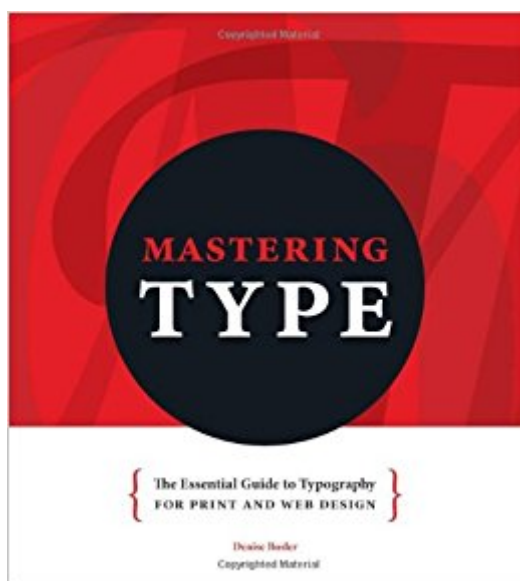


The book was found

Mastering Type: The Essential Guide To Typography For Print And Web Design



Synopsis

Good Design, Down to the Letter Packages on store shelves, posters on building walls, pages of a website—all contain information that needs to be communicated. And at the heart of that communication is type: visually interesting, interactive, expressive and captivating. Each letter must come alive; therefore, each letter must be carefully crafted or chosen. A solid foundation in typography, as well as an understanding of its nuances, will help you optimize your visual communication—in whatever form it takes. By breaking down the study of type into a systematic progression of relationships—letter, word, sentence, paragraph, page and screen—award-winning graphic designer and professor of communication design Denise Bosler provides a unique and illuminating perspective on typography for both print and digital media and for designers of all skill levels. Through instruction, interviews and real-world inspiration, *Mastering Type* explores the power of each typographic element—both as it stands alone and as it works with other elements—to create successful design, to strengthen your skill set and to inspire your next project.

Book Information

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Customer Reviews

Denise Bosler is a graphic designer, illustrator, and professor of communication design at Kutztown University in Pennsylvania. For the last fifteen years, Denise has focused her design work on print collateral, product packaging, and identity. She has produced numerous award-winning logo and packaging designs featuring hand rendered and custom type. For the past eight years, Denise has taught typography and upper level graphic design classes, allowing her to apply her extensive

practical knowledge. Her website is bosler.com.

I purchased this book for one of my college courses. This book is easy to follow along, has a great layout of material, and plenty of useful examples. I referred to this book often throughout my college days, and I would recommend this to other college students, as well as those who would like to study type on their own! This is a hardback book with a paper cover. The cover does get wear and tear, which is typical. The pages in the book are thick, glossy, and of good quality for the color-pages! Note: I was not paid to write this review, nor was I given this item for free. I purchased this item on my own.

I was looking for a manual on how to do great layouts for newsletters, brochures and the like. This book explains much more than mastering type. It teaches you how to create a professional publication - from typography to layout. So happy I found it at last!

Honestly, even if you only have a passing interest in how to present the written word, you will find this book fascinating and illuminating. Definitely worth the read!

Great for mastering the basics of type, and even a little bit beyond. Taught me everything I needed to know to succeed with graphic design.

This is a great ebook. I reference it quite often when preparing documents and designing graphics with typography. Worth the money!

I'm an industrial designer who wanted to learn more about graphic and the importance of type. This book covers things from history of typography, till parts and how they work on different situations, so I found it pretty good for someone (like me) with no experience in the subject.

Great for anyone doing a newsletter or other publication. Lots of pictures and plenty of geeky information for those that enjoy it. In depth information about type and design. I keep the on line version on my tablet for ready reference at work.

This is a good book for graphic designers. It reminds me of the classic GRAPHIS, but it doesn't have the foreign examples that series is noted for.

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