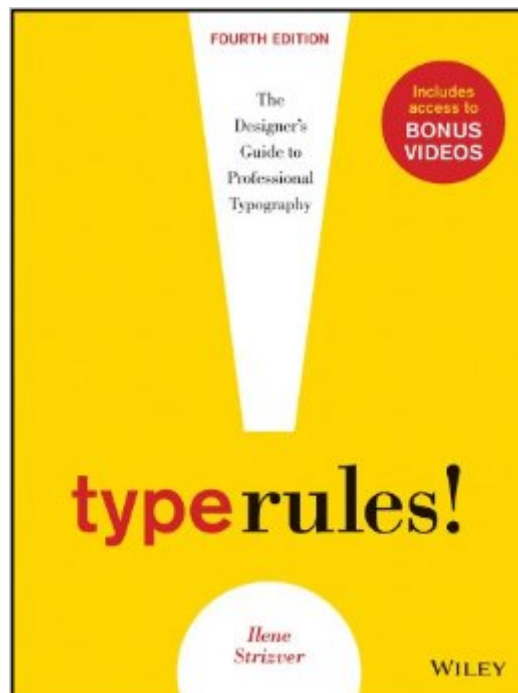# Type Rules, Enhanced Edition: The Designer's Guide To Professional Typography

Synopsis

Type Rules!, Fourth EditionÂ is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite.Includes video clips showing examples of projects discussed in Chapter 11- Type on the Web and Chapter 12- Type in Motion

Book Information

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Customer Reviews

Let's get something off my chest right here and now. I rarely allow a single book to change my life, but I let Frank Romano's 1984 work Type Encyclopedia send me on a whole new course. It is the book that single-handedly convinced me I could be an independent typographer, designing my own books and websites rather than putting up the cash for somebody else to do it. Since then I've gradually collected books on type, page design, and HTML coding. So when a venerable title like

Type Rules! come down the Vine in its Fourth Edition, and it is written by a woman with a long history of modern typography on her resume, gotta figure there is something to check out here too.--Parameters--I compared Type Rules to four other books in my collection:Thinking with Type, 2nd revised and expanded edition by Ellen LuptonTypencyclopedia: A User's Guide to Better Typography by Frank RomanoEPUB Straight to the Point Creating ebooks for the Apple iPad and other ereaders by Liz CastroButterick's Guide to Practical Typography, a web book by Matthew Butterick (see comments for link).Each of these books has a slightly different intent, so the comparison cannot be complete. Thinking with Type is essentially that, a psychology art book for getting into a type frame of mind.

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