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# Type Matters!



## Synopsis

Once upon a time, only typesetters needed to know about kerning, leading, ligatures, and hanging punctuation. Today, however, most of us work on computers, with access to hundreds of fonts, and we'd all like our letters, reports and other documents to look as good and as readable as possible. But what does all the confusing terminology about ink traps, letter spacing, and visual centring mean, and what are the rules for good typography? *Type Matters!* is a book of tips for everyday use, for all users of typography, from students and professionals to anyone who does any layout design on a computer. The book is arranged into three chapters: an introduction to the basics of typography; headline and display type; and setting text. Within each chapter there are sections devoted to particular principles or problems, such as selecting the right typeface, leading, and the treatment of numbers. Examples throughout show precisely what makes good typography and, crucially, what doesn't. Authoritatively written and designed by a practitioner and teacher of typography, *Type Matters!* has a beautifully clear layout that reinforces the principles discussed throughout.

## Book Information

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## Customer Reviews

This book recalls the wise words of the great Jan Tschichold: "The greatest benefit from looking at good work will always be gained by those who study its finest details and subtleties. This is the only way to teach oneself typographic design." Critical close-looking is an invaluable tool for anyone working with type and *Type Matters!*, a delight to look at, read and hold, is a handy way to sharpen the eye. — Communication Arts, July / Aug 2012 A solid addition

to the field of introductory texts on the subject of typography. "I Love Typography" In short, *Type Matters* is an indispensable guide to the basics of typography that no budding graphic designer should be without. "The Point" This book is perfectly positioned to ease the newbie into the world of typography... it is a learner's bible. "Seattle Post Intelligencer" This book is pleasing to the touch, the nose, the eye, and when actually read, the hungry mind. "Blog Critics" These may be simple tips, but they could change the way the world reads the writing you want to present. "Columbus Dispatch"

JIM WILLIAMS began his career as a typographer in advertising, and is now an award-winning graphic designer and a senior lecturer in graphics at Staffordshire University. BEN CASEY is Creative Director of The Chase design consultancy and Professor of Visual Communication at the University of Central Lancashire.

If you want to know about typesetting, this is the book for you. Very, very informative book. What makes this book one of the best 'what's it all about' ones I've ever read on any subject is the clarity, humor and - speaking sincerely - the elegance of the presentation. I had originally wanted to purchase (which has not arrived yet), but in reading the reviews of *Just My Type*, which is an account of fonts, I encountered numerous recommendations and citations of this one, which is written by a typesetting expert. The story of how the book came to be is pretty interesting. The book itself talks about different types of situations - say, where you want a tall, skinny swath of text and you wish to avoid what they call 'rivers' - those strips of white that develop as spaces between words as they pile up one atop the other. There's a way to tweak the font to change that. He has examples of what fonts work for what application. For example, if you have a patch of text in a fairly small size, you don't want to use something like Chilada (hint: it works well for Southwest Food-themed applications) and would do better to stick with Times New Roman or Tahoma. Well, it was fascinating for me. But then I do some of my own graphic design and formatting, and it's just interesting to read. For example, do you know where the terms 'upper case' and 'lower case' come from? Well, the capital letters ('upper case') type (the pieces set into the press) were generally kept on a top shelf and the 'lower case' ones were kept on a lower shelf. Mr. Williams writes well and with humor. The illustrations are very good, and even if you don't plan to set up a printing press or design books, you may very well enjoy this book and read it just for the fun of it.

A nifty little reference. Sort of a pocket bible for typography. Nothing groundbreaking for people who

have read a bunch on typography, but still a pleasant consolidation of information. Well bound book as well.

## Gift

Great book when wanting to learn more about typography.

It's bound like a bible, it's clearly printed, comes with two book mark ribbons. Absolutely gorgeous print and formatting. This is not the definitive guide to types, but damn close to it. If you want your website, manuals, signs, etc., to look like Apple and other high end companies, study this first.

Solid little book. Designed very well and straight forward. Some design books can get a little full of themselves and so pseudo-sophisticated they lose all of their practicality. I've been at it for years and still recommend this book to students and professionals alike. The only sad part is the production value - the little ribbon book markers came off as did the elastic place holder. I swear I do not juggle my books.

This is a beautiful book explaining the basics of typography. It's easy to read and beautiful to look at. The paperback cover almost has a faux leathery feel to it and the elastic band makes it feel like my own private typography diary. If you love the FEEL of a book in hand and the subject of typography, this is a great little gem.

This book shows exceptional love for typography. This is an essential book for anyone interested in typography, expert or amateur level. It has great definitions and visual explanations ranging from the simplest subjects (i.e. type terminology) to real expert advise on how to use and choose type in different projects. The book is gorgeously printed, has great design overall. Anyone considering type as a study subject should purchase this book.

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