Type in Use: Effective Typography for Electronic Publishing

Alex White

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A guide to better design with type, this book is for use by editors and designers who use either desktop publishing equipment or traditional methods. Organized by type application - text, headlines, subheads, breakouts, captions, etc - this book focuses on type forms used primarily in publication design, but which can be applied to all print media. It explains why developing a logical hierarchy of type is so important in communications, and shows how to choose and mix typefaces, how to create unique grids, how to use white space and colour and how to exploit desktop techniques.

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