

## How to Use Type (Paperback)



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### ***Reviews***

*Definitely one of the better publication I have got possibly read. It really is writter in basic phrases and not difficult to understand. You wont sense monotony at anytime of your respective time (that's what catalogs are for about if you request me).*

*(Darion Lowe)*

## HOW TO USE TYPE (PAPERBACK)



Laurence King Publishing, United Kingdom, 2012. Paperback. Condition: New. New. Language: English . Brand New Book. This book is an introduction to the use of type in design for print and screen. It provides a creative, informative and practical introduction for those studying all pathways of graphic design. The authors discuss who uses type, where and when type is employed, audience and appropriateness of type and communication. The book includes basic information about type and its terminology, using typefaces, designing and communicating with type, colour and movement, experimentation with type and production issues. Throughout, examples are drawn from design for both print and screen. How to Use Type includes illustrated activities and case studies linked to key issues discussed in the text. This book offers an invaluable overview of an essential aspect of visual communication.



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