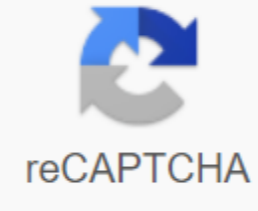




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HTML5, the Web application Beschreibung Weitere Informationen Bewertungen (0) Our book of all time the best-selling is now available in a revised and extended second edition. Thinking with type is the ultimate guide to using typography in visual communication, from the printed page to the computer screen. This revised edition includes forty-eight pages of new content, including up-to-date information on sheet styles for print and the Internet, use of ornaments and signatures, lining and non-lining figures, use of small caps and extended capitals, as well as information on signatures, font licensing, font mixing, and hand-written writing. Throughout the book, visual examples show how to be inventive within printing systems - what are the rules and how to break them. Thinking with type is the type of book for everyone: designers, writers, editors, students, and anyone else who works with words. 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Ellen Lupton gives clear and focused advice on how letters, words, and paragraphs should be aligned, arranged, streamlined and formed. The book covers all the basic necessities of the printing press, from fonts and types families to kerning and tracking, to the use of the grid. Visual examples show how to be inventive within printing form systems, including what rules are, and how to break them. This revised edition includes forty-eight pages of new content with the latest information on: style sheets for printing and online use of ornaments and signature lining and no lining figures using small caps and extended capitals mixing fonts formats and fonts, new teaching demonstrations of basic typography design with letters, useful exercises, and dozens of additional illustrations. Thinking a printing book for everyone: designers, writers, editors, students and everyone who works with words. 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