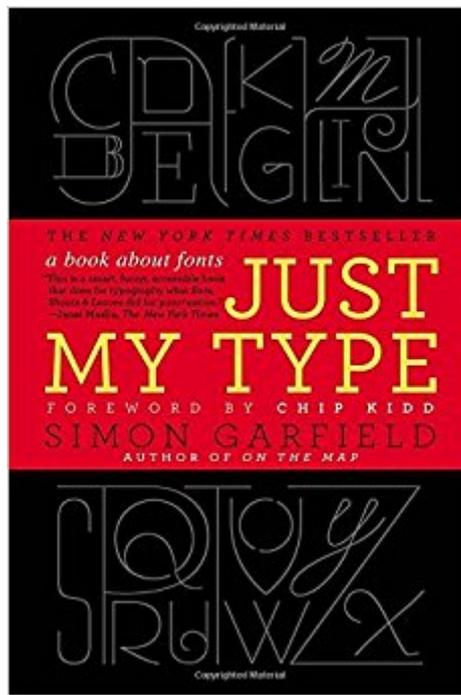# Just My Type: A Book About Fonts

Synopsis

A delightfully inquisitive tour that explores the rich history and the subtle powers of fonts.Fonts surround us every day, on street signs and buildings, on movie posters and books, and on just about every product that we buy. But where do fonts come from and why do we need so many? Who is behind the businesslike subtlety of Times New Roman, the cool detachment of Arial, or the maddening lightness of Comic Sans (and the movement to ban it)? Simon Garfield embarks on a mission to answer these questions and more, and reveal what may be the very best and worst fonts in the world.Typefaces are now 560 years old, but we barely knew their names until about twenty years ago, when the pull-down font menus on our first computers made us all the gods of type. Beginning in the early days of Gutenberg and ending with the most adventurous digital fonts, Garfield unravels our age old obsession with the way our words look. Just My Type investigates a range of modern mysteries, including how Helvetica took over the world, what inspires the seemingly ubiquitous use of Trajan on bad movie posters, and what makes a font look presidential, male or female, American, British, German, or Jewish. From the typeface of Beatlemania to the graphic vision of the Obama campaign, fonts can signal a musical revolution or the rise of an American president. This book is a must-read for the design conscious that will forever change the way you look at the printed word.

Book Information

Paperback: 384 pages

Publisher: Avery; Reprint edition (September 4, 2012)

Language: English

ISBN-10: 1592407463

ISBN-13: 978-1592407460

Product Dimensions: 7.6 x 2.9 x 8.7 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (181 customer reviews)

Best Sellers Rank: #47,043 in Books (See Top 100 in Books)   #23 in Books > Arts & Photography > Graphic Design > Typography   #226 in Books > Arts & Photography > Decorative Arts & Design   #14425 in Books > Reference

Customer Reviews

You are looking at it right now, and if it is doing its job, you don't even notice it. It might represent a creation that has taken centuries to come to its current state of perfection, or it might be something

that a dedicated specialist worked on for years and brought out a decade ago. It represents artistry directed within a circumscribed realm. I am talking about the font in which these letters are presented. Thirty years ago, fonts were usually the interest of only a select few in the printing world, but now every computer is charged with fonts and everyone gets to be an amateur typographer (technically, the font is a specific set of metal parts, or digital files, that allows reproduction of letters, and a typeface is the design of letters the font allows you to reproduce, but you can see how the words would get used interchangeably). Simon Garfield is not a professional typographer; his role is bringing out fine nonfiction about, say, stamp collecting, history, or the color mauve. But he has an amateur's enthusiasm for fonts, and communicates it infectiously in _Just My Type: A Book About Fonts_ (Profile Books). This is not a collection of type designs, though there are many illustrations. In most cases it won't help you in finding out what font you happen to be looking at (but it will tell you how to do so in surprising ways). It is a book of appreciation for an art that is largely invisible, but is also essential.I would not like to read pages set in any of the fonts in one of Garfield's last chapters, "The Worst Fonts in the World." On the list is Papyrus, which caused a stir when it was used extensively in the film _Avatar_. The expensive film used a free (and overused) display font, and font fans noticed.

Just My Type: A Book About Fonts From Gutenberg to OpenType: An Illustrated History of Type from the Earliest Letterforms to the Latest Digital Fonts Emigre Fonts: Type Specimens 1986-2016 Language Culture Type: International Type Design in the Age of Unicode Final Fantasy Type-0 Side Story, Vol. 5: The Ice Reaper (Final Fantasy 0-Type) Final Fantasy Type-0 Side Story, Vol. 4: The Ice Reaper (Final Fantasy 0-Type) Medical Management of Type 2 Diabetes (Burant, Medical Management of Type 2 Diabetes) Essential Oils Beauty Secrets Reloaded: How To Make Beauty Products At Home for Skin, Hair & Body Care: A Step by Step Guide & 70 Simple Recipes for Any Skin Type and Hair Type Just Type 2016 Wall Calendar Lettering: Beginners Guide to Lettering and Calligraphy Fonts for DIY Crafts and Art (Typography, Hand Writing, Paper Crafts, Thank You Notes, DIY wedding, Drawing, Hand Lettering Book 1) Gothic and Old English Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Script and Cursive Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Classic Roman Alphabets: 100 Complete Fonts (Dover Pictorial Archives) Rustic and Rough-Hewn Alphabets: 100 Complete Fonts (Dover Pictorial Archives) Extended Alphabets: 100 Complete Fonts (Dover Pictorial Archive) Script Fonts Why Fonts Matter The Scrapbooker's Handwriting Workshop: 20 Unique Fonts to Practice and Play With Art Nouveau Display Alphabets: 100 Complete Fonts (Dover Pictorial Archives) Graffiti Alphabets:

Street Fonts from Around the World