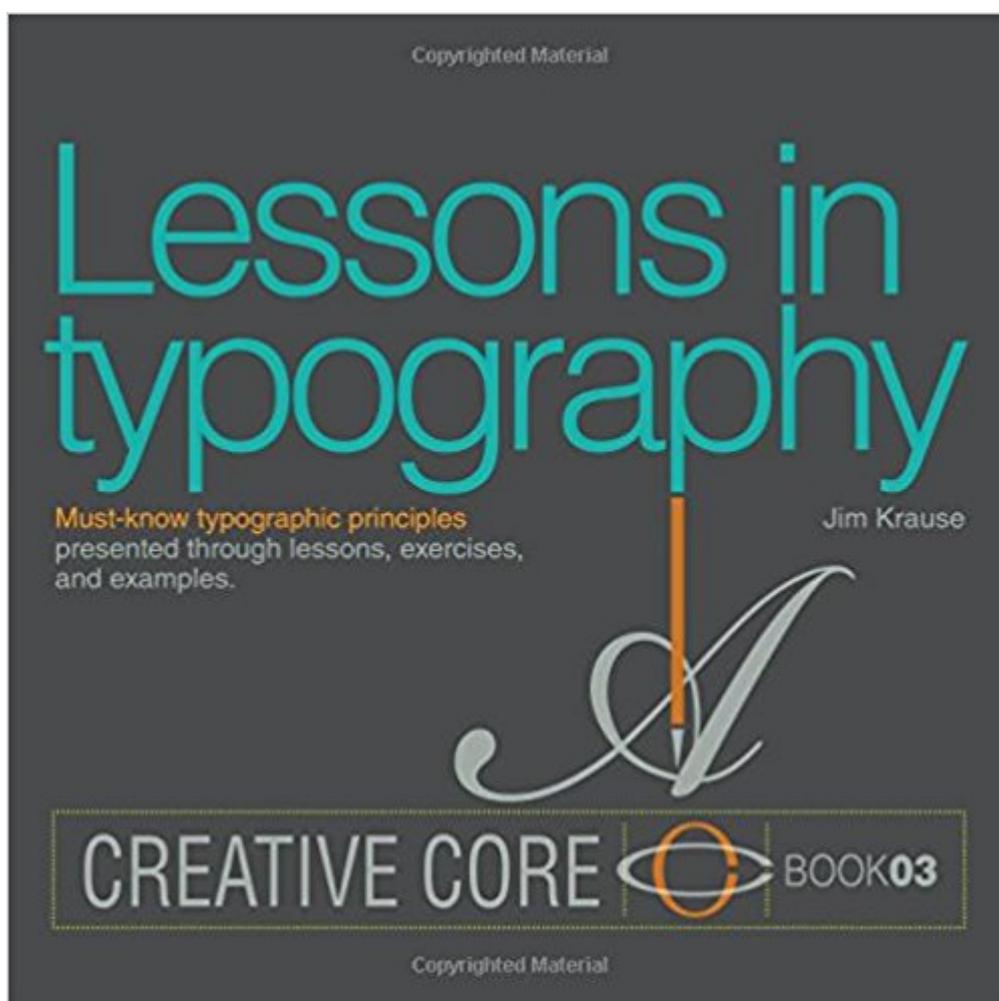# Lessons In Typography: Must-know Typographic Principles Presented Through Lessons, Exercises, And Examples (Creative Core)

Synopsis

Get hands on with type in this lesson-based addition to Jim Krauseâ ™s popular new Creative Core series on design fundamentals. In Lessons in Typography, youâ ™ll learn the basics of identifying, choosing, and using typefaces and immediately put that knowledge to work through a collection of exercises designed to deepen and expand your typographic skills.   After a crash course in type terminology, youâ ™re encouraged to walk the talk with lessons and exercises on creating type-based logos, crafting personal emblems, choosing and using the right fonts for layouts, designing your own fonts, fine-tuning text like a professional, hand lettering, and more. Krause uses practical advice, humor, and page after page of visual examples to give you a complete education in designing with type that you can read in a matter of hours and continue to learn from over the course of your career. In Lessons in Typography, youâ ™ll learn how to: Identify and discuss fonts like a design professional Choose and combine fonts effectively for use in your projects and layouts Create monograms and logos using existing typefaces and custom-built letterforms Modify fonts to meet your designâ ™s specific needs Space letters properly using tracking, kerning, and leading and create eye-pleasing layouts   Lessons in Typography is the third book in the New Riders Creative Core series, which provides instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. Additional titles in the series include Visual Design and Color for Designers.

Book Information

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Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (20 customer reviews)

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Customer Reviews

This was a FANTASTIC book! Absolutely loved it! Are you interested in design at all? Buy it. Now.

You won't regret.I was worried about it at first. It was $17 for Kindle. That's a lot to shell out for an e-book. But this one was worth every penny.I kinda feel like a used-car salesman. So here's everything I learn from the book:Advice: * Build up a collection of typefaces and fonts! * Some typefaces use lining numerals (numbers that align vertically) while others use non-lining numerals (numbers that align horizontally). BE AWARE. * Don't get too excited by a "good idea" right at the beginning of your brainstorming. Keep brainstorming. The idea will still be there for you to pursue and flesh out more when you're finished thinking. * "Decisively aim for either clear and obvious connections or clear and obvious differences when combining typefaces." * Keep an eye on the values of your colors so that legibility is effortless.Rules / conventionalities: * Serif fonts are usually chosen for books, magazines, and general large bodies of texts. * Legibility is a MUST. ALWAYS. * Consistent letterspacing is ESSENTIAL. It's not about math. Trust your eyes. Does it look right? * Medium-weight serif fonts are best for when you want to reverse text. * Apparently you're not supposed to indent the first paragraph of a chapter or block of text. * "When reversing small and/or fine type from a colored panel, make sure your panel's color is built from only one or two of the four CMYK inks. The more inks involved, the great the chance that registration issues will cause some of the reversed areas to fill in.

Lessons in Typography: Must-know typographic principles presented through lessons, exercises, and examples (Creative Core) Barron's Spanish-English Pocket Dictionary: 70,000 words, phrases & examples presented in two sections: American style English to Spanish -- Spanish to English (Barron's Pocket Bilingual Dictionaries) Barron's French-English Pocket Dictionary: 70,000 words, phrases & examples presented in two sections: American style English to French -- French to English (Barron's Pocket Bilingual Dictionaries) Dorothy Must Die Stories: No Place Like Oz, The Witch Must Burn, The Wizard Returns (Dorothy Must Die Novella) Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Ornate Pictorial Calligraphy: Instructions and Over 150 Examples (Lettering, Calligraphy, Typography) Through a Glass Brightly: Studies in Byzantine and Medieval Art and Archaeology Presented to David Buckton Corporate Taxation: Examples And Explanations (Examples & Explanations) Calligraphy Step By Step: Learn Calligraphy In 3 Days With 30 Handwriting Exercises: (Calligraphy for kids, Typography, Hand Writing, Paper Crafts, Thank ... Calligraphy And Illumination, Drawing)) Creative Doodling & Beyond: Inspiring exercises, prompts, and projects for turning simple doodles into beautiful works of art (Creative...and Beyond) Presented by Southern Living Big Book of Cupcakes: 150 Brilliantly

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