Type Rules: The Designer's Guide to Professional Typography

By Ilene Strizver

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Type Rules!, Fourth Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite.Includes video clips showing examples of projects discussed in Chapter 11- Type on the Web and Chapter 12- Type in Motion

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Type Rules: The Designer's Guide to Professional Typography By Ilene Strizver Bibliography

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Editorial Review

From the Back Cover

A comprehensive introduction to typography, from principle to practice

Type Rules!, Fourth Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this *Fourth Edition* has everything today's serious designer needs in order to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the typographic features and power of InDesign – with new coverage of the latest version. Bonus videos tied to the book offer examples of digital typography and type in motion.

"I've purchased and read just about every book on typography written over the last twenty-five years. Ilene Strizver's *Type Rules!* is one of the best. It's a book that will prove its value time and again."
—Allan Haley, Director of Words and Letters, Monotype Imaging

"*Type Rules!* is a must-have book for students and professionals alike. I highly recommend it."
—Prof. Ed Benguiat, world-renowned type designer and educator, School of Visual Arts

This new *Fourth Edition* includes:

- Expanded coverage of type on the web, web fonts, and type in motion
- New chapters on typographic hierarchy and guidelines for mobile devices
- Access to bonus video content
- More type tips and embedded exercises than ever before
- In-depth coverage of the latest type trends, including OpenType, scaling logos, and interactive typography
- An expanded discussion of the history of typography and notable type designers, along with a glossary of key terms

About the Author

Ilene Strizver is the founder of The Type Studio in Westport, Connecticut. She writes and teaches extensively on typography. During her career, she has been creative and production director of *U&lc* magazine, as well as director of typeface development at International Typeface Corporation (ITC) in New York City, where she developed more than 300 text and display typefaces with respected type designers such as Sumner Stone, Erik Spiekermann, Jill Bell, Jim Parkinson, and the late Phill Grimshaw. In addition to penning the popular TypeTalk column for creativepro.com, Ilene is a featured contributor to the Fontology series for fonts.com.

Users Review

From reader reviews:

Marcia Eberhart:

Have you spare time to get a day? What do you do when you have much more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a wander, shopping, or went to the particular Mall. How about open or read a book titled Type Rules: The Designer's Guide to Professional Typography? Maybe it is being best activity for you. You know beside you can spend your time using your favorite's book, you can wiser than before. Do you agree with their opinion or you have various other opinion?

Eric Langley:

As people who live in the modest era should be revise about what going on or info even knowledge to make them keep up with the era that is certainly always change and move ahead. Some of you maybe can update themselves by studying books. It is a good choice in your case but the problems coming to you actually is you don't know which one you should start with. This Type Rules: The Designer's Guide to Professional Typography is our recommendation to help you keep up with the world. Why, because this book serves what you want and wish in this era.

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