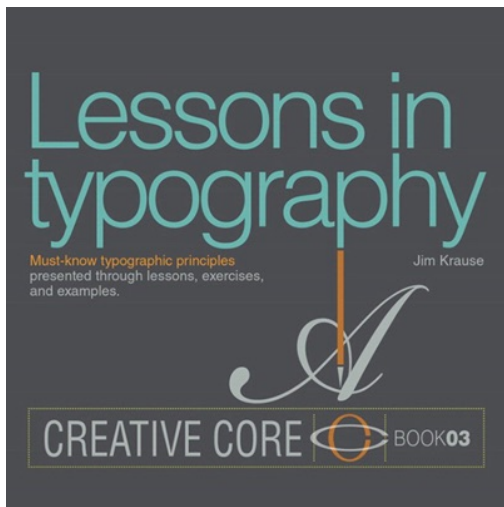


Download Lessons in Typography free Jim Krause (PDF, ePub, Mobi)



Designers get hands-on with type in this lesson-based addition to Jim Krause's popular, new **Creative Core** series on design fundamentals.

Lessons in Typography uses big visuals, concise and witty explanations, illustrated captions, and lots of lessons and exercises to help readers become invested in-and even geekish about-designing with type.

Readers can work through the exercises on their own-or within a class setting-to learn how to do things like make their own fonts, customize characters from existing typefaces, craft logos from letters, design personal emblems, and fine-tune the look of the headlines and text used in layouts.

Krause covers all of the basics of understanding, identifying, and designing with type using attractive, contemporary, and compelling examples of logos, monograms, headlines, word graphics, and text blocks-each of which has been custom-created by Krause solely for the purposes of this book (an approach rarely seen in books dealing with type).

Lessons in Typography-releasing on the heels of its companion volumes, *Visual Design* and *Color for Designers*-is the third book in the **New Riders Creative Core** series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

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| Autor | : | Jim Krause |
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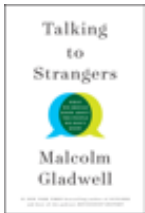
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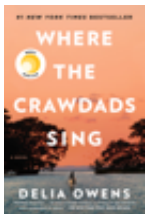
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