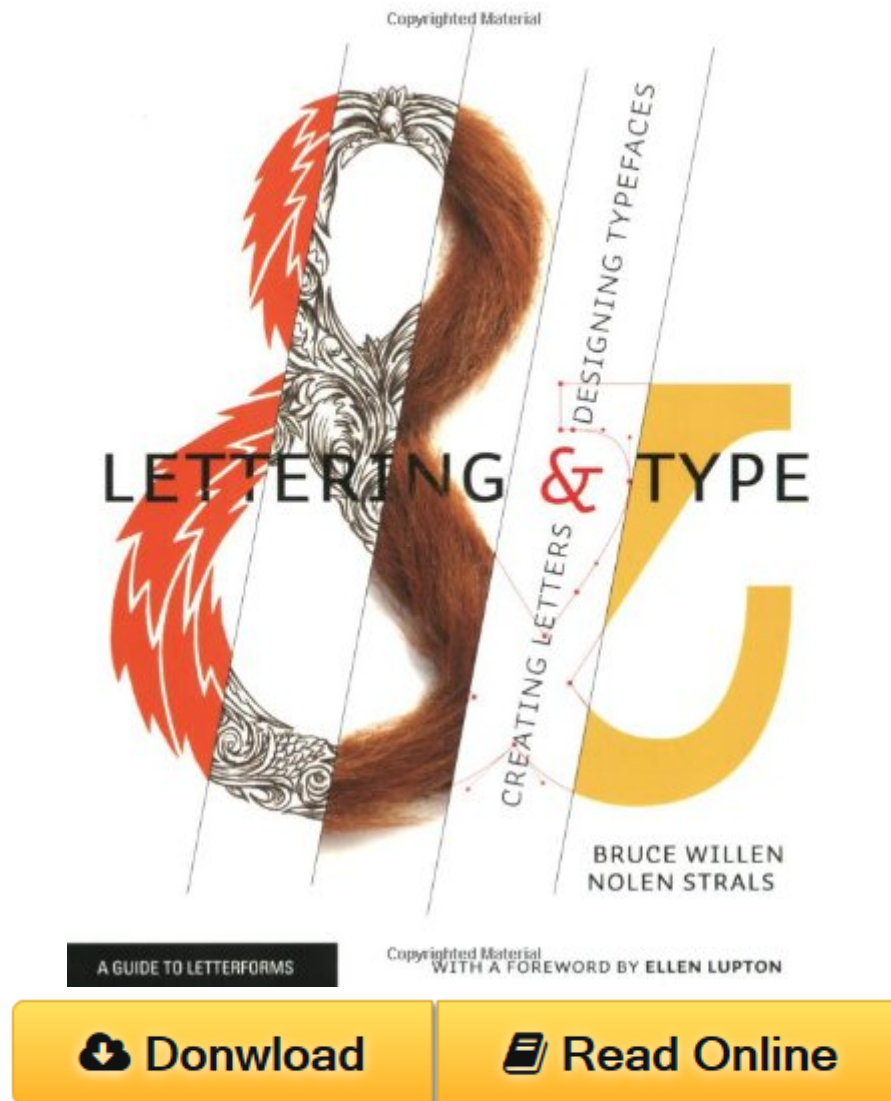# Lettering & Type: Creating Letters and Designing Typefaces PDF

Lettering & Type: Creating Letters and Designing Typefaces by Bruce Willen, Nolen Strals ISBN 156898765X

No component of graphic design has attracted as much interest or inspired as much innovation in recent years as lettering and type. These fundamentals of design, once the exclusive domain of professional typographers, have become an essential starting point for anyone looking for a fresh way to communicate. Practical information about creating letters and type often amounts to a series of guidelines for executing a particular process, font program, or style. But what makes lettering and type endlessly fascinating is the flexibility to interpret and sometimes even break these rules. *Lettering & Type* is a smart-but- not-dense guide to creating and bending letters to one's will. More than just another pretty survey, it is a powerful how-to book full of relevant theory, history, explanatory diagrams, and exercises. While other type design books get hung up on the

technical and technological issues of type design and lettering, *Lettering & Type* features the context and creativity that shape letters and make them interesting.

Authors and designers Bruce Willen and Nolen Strals examine classic design examples as well as exciting contemporary lettering of all stripes—from editorial illustrations to concert posters to radical conceptual alphabets. *Lettering & Type* is ideal for anyone looking to move beyond existing typography and fonts to create, explore, and use original or customized letterforms. This latest addition to our best-selling Design Briefs seriesfeatures a foreword by Ellen Lupton and hundreds of images and examples of work by historical and contemporary designers, artists, and illustrators, including Marian Bantjes, Stefan Sagmeister, Matthew Carter, Christoph Niemann, Steve Powers (ESPO), House Industries, Christian Schwartz, Margaret Kilgallen, James Victore, Abbott Miller, Sibylle Hagmann, Ed Fella, and many more. Throughout the book interviews with type designers, artists, and graphic designers provide real-world perspective from contemporary practitioners.

Lettering & Type: Creating Letters and Designing Typefaces Review

This Lettering & Type: Creating Letters and Designing Typefaces book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Lettering & Type: Creating Letters and Designing Typefaces without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Lettering & Type: Creating Letters and Designing Typefaces can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Lettering & Type: Creating Letters and Designing Typefaces having great arrangement in word and layout, so you will not really feel uninterested in reading.