



The Complete Typographer: A Manual for Designing with Type

Christopher Perfect

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Provides a definitive visual survey of type to help the typographer use type to best effect. It features: profiles of influential designers; the qualities that make a type design effective; characteristics, applications, and creative uses of each of the seven major typeface groups; special typographic effects; and advantages and disadvantages of desk top publishing typography. A hands-on design guide for typographers, graphic artists, desk top publishers, and advertising production people who want to sharpen their attention to detail and develop a sensitive typographical eye.



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