Typography Idea Book: Inspiration from 50 Masters (Paperback)

By Gail Anderson

Laurence King Publishing, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. This book serves as an introduction to the key elements of good typographic design. Broken into sections covering the fundamentals of typography, the book features inspiring works by acclaimed typographic designers from across the world. Each section illustrates technical points and encourages readers to try out new ideas of their own. The subjects covered include typographic rebus, abstract form, overlapping, using grids, metaphoric construction and illumination. The result is an instantly accessible, jargon-free guide to typographic design using professional techniques.

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