The book was found

The Typography Idea Book: Inspiration From 50 Masters

Synopsis

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.

Book Information

Paperback: 128 pages

Publisher: Laurence King Publishing (August 23, 2016)

Language: English

ISBN-10: 1780678495

ISBN-13: 978-1780678498

Product Dimensions: 6.2 x 0.5 x 8.6 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars   1 customer review

Best Sellers Rank: #173,097 in Books (See Top 100 in Books)   #91 inÃ Â Books > Arts & Photography > Graphic Design > Typography

Customer Reviews

Steven Heller is the co-chair of the MFA Designer as Author program and co-founder of the MFA in Design Criticism program at SVA, New York. For 33 years he was an art director at the New York Times. He is editor of AIGA VOICE and contributing editor to Print, Eye, Baseline, and I.D. magazines. He is the recipient of the 1999 AIGA Medal for Lifetime Achievement.Gail Anderson is a designer, writer, and educator. Anderson is the recipient of the 2008 Lifetime Achievement Medal from the AIGA, the 2009 Richard Gangel art direction award from the Society of Illustrators, and has lectured about design at organizations and conferences around the world.

Typography and design often go hand in hand, and never before have words like typography, lettering, fonts, hand-drawn or script lettering been more popular in Google searches or more widely known by non-designers. Thanks to creative blogs, websites, Pinterest and apps like Instagram, heightened interest in typography has led to many more books on the subject. This is another one worth taking notice.The followup to "The Graphic Design Idea Book,ÃƒÂ¢Ã â ¬Ã Â• (the yellow

one) Steven Heller & Gail Anderson have put together another great inspirational guide (the red one) to help creative blocks or bolster smart conceptual thinking. Similar in format, design (cover by Pentagram) and page count, itÃƒÂ¢Ã¢â¬ÃⲠâ„¢s also full of brilliant examples demonstrating the power and diversity of typography in action.Rather than wall-to-wall imagery ÃƒÂ la Pinterest, this book constructively explains basic graphic design precepts and history in a way that sticks. Connecting a conceptual premise with an proven visual example by one of 50 celebrated creative thinkers known for their mastery in typographic design (including Herb Lubalin, Paula Scher & Zuzana Licko) on each spread, the authors demonstrate an effective idea in action.For example, New York illustrator & designer Seymour Chwast was tasked with designing a logo for Artone ink label and box in 1964. Hand drawn as a stylized lowercase A in solid black, the simple curves match well with the Art Nouveau-inspired forms that can be created with the flow of ink. However, as classic design is apt to do via timeless concepts, the visual twist of having the counter (or negative space) of the A shaped as a drop of ink functions as a pleasant surprise. The idea of hidden imagery inside the negative space of logotypes has been a graphic device that still resonates over the years and continues today, regardless of style, subject matter or medium. The thinking behind these examples are primarily print, but it doesnÃƒÂ¢Ã¢â¬ÃⲠâ„¢t mean the precepts end there. Many of the ideas covered can carry over into web, app, product, or even interior design disciplines. They also transcend overused design trends, visuals or typography in pursuit of the core visual device.An easy guide of ideas using letters of all languages (not limited to English alone) is well-delivered in a short and sweet book that encourages the reader to spend time with it thoughtfully. Described as ÃƒÂ¢Ã¢â¬Ã Å"Inspiration from 50 Masters,ÃƒÂ¢Ã¢â¬Ã Â• much is covered here; fundamental design themes of dimension, transformation and layering to more complex ones like abstraction, collage & expressive reduction. Part typographic design history lesson, part mentor in a book, part light inspirational reading, this is worthy as a creative resource regardless of whether you are a longtime professional or just getting started.

The Typography Idea Book: Inspiration from 50 Masters Cake Idea: 101 Photo Inspiration Cake Idea A Picture Guide Book For Wedding Cake, Birthday Cake. Stonescaping Idea Book (Taunton's Idea Book Series) All New Backyard Idea Book (Taunton's Idea Book Series) New Backyard Idea Book (Taunton Home Idea Books) Patios & Walkways Idea Book (Taunton Home Idea Books) New Front Yard Idea Book: Entries*Driveways*Pathways*Gardens (Taunton Home Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books) Deck & Patio Idea Book: Outdoor RoomsÃ¢â¬Â¢Shade and

ShelterÃ¢ ¬Â¢Walkways and Pat (Taunton Home Idea Books) Pool Idea Book (Taunton Home Idea Books) Ribbon Trims: An Embellishment Idea Book (Embellishment Idea Books) Water Garden Idea Book (Taunton Home Idea Books) GOOD IDEA OR GOD IDEA LATINO INSPIRATION 1: Inspiration for the Dance Teacher (ChoreographyTown Book 8) TAP INSPIRATION 1: Inspiration for the Dance Teacher (ChoreographyTown Book 3) Cheer Inspiration 1: Inspiration for the Dance Teacher (ChoreographyTown Book 4) From Inspiration to Legislation: How an Idea Becomes a Bill Mediterranean Inspiration: 125 Home Plans Influenced by Southern European Style (Inspiration (Homeplanners)) Inspiration 2018 7 x 7 Inch Monthly Mini Wall Calendar, Inspiration Motivation Quotes (Multilingual Edition) Master of Freedom: A Mountain Masters Novella (Mountain Masters & Dark Haven Book 7)