



Designing with Type, 5th Edition: The Essential Guide to Typography

By James Craig, Irene Korol Scala

Download now

Read Online ➔

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala

The classic *Designing with Type* has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

↓ [Download Designing with Type, 5th Edition: The Essential Gu ...pdf](#)

📄 [Read Online Designing with Type, 5th Edition: The Essential ...pdf](#)

Designing with Type, 5th Edition: The Essential Guide to Typography

By James Craig, Irene Korol Scala

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala

The classic *Designing with Type* has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala Bibliography

- Sales Rank: #107666 in Books
- Brand: Brand: Watson-Guptill
- Published on: 2006-05-01
- Released on: 2006-05-01
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x .50" w x 8.50" l, 1.62 pounds
- Binding: Paperback
- 176 pages

 [Download Designing with Type, 5th Edition: The Essential Gu ...pdf](#)

 [Read Online Designing with Type, 5th Edition: The Essential ...pdf](#)

Download and Read Free Online Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala

Editorial Review

From Publishers Weekly

Part textbook and part reference work, the fifth edition of a typographic classic begins with a thumbnail history of the development of written language and ends with a glossary; in between are in-depth looks at five classic typefaces, lessons on designing with text type, display type and color, and plenty of project assignments. Though Craig, the former design director for Watson-Guptill, touches on the way that type design can be akin to fine art, most of his focus is on the subtle ways in which typeface affects "mood," and letter shape and spacing influences readability, emphasis and even meaning. Even though technological advances have made innovative text design ever simpler, readers—of books, brochures, cereal boxes and subway advertisements—still tend to prefer their type to be "invisible"—in other words, "to serve as a quiet vehicle for enhancing the meaning of a text." While best suited for a beginning graphic design student, this clear, readable book should also intrigue those interested in how the look of a sentence has an impact on the way we read it. 100 color and 500+ b&w illus. (May)

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

"An excellent and useful introduction to the subject." - Milton Glaser"

About the Author

James Craig is a renowned author of books on graphic design, including *Basic Typography: A Design Manual*. He was the design director of Watson-Guptill Publications for more than twenty-five years; today he teaches typography at The Cooper Union in New York City, where he lives.

William Bevington, executive director of Parsons Institute for Information Mapping, New School University. He teaches at Parsons School of Design in New York and lives in Atlantic Highlands, New Jersey.

Irene Korol Scala, a graduate of The Cooper Union, has also studied at the Bezalel Academy of Art in Design in Jerusalem. She lives in New York City.

Users Review

From reader reviews:

Kim Duncan:

The book *Designing with Type, 5th Edition: The Essential Guide to Typography* gives you the sense of being enjoy for your spare time. You should use to make your capable considerably more increase. Book can for being your best friend when you getting pressure or having big problem together with your subject. If you can make reading through a book *Designing with Type, 5th Edition: The Essential Guide to Typography* for being your habit, you can get considerably more advantages, like add your own personal capable, increase

your knowledge about a few or all subjects. It is possible to know everything if you like wide open and read a guide *Designing with Type, 5th Edition: The Essential Guide to Typography*. Kinds of book are several. It means that, science reserve or encyclopedia or other people. So , how do you think about this publication?

Catherine Walters:

This book untitled *Designing with Type, 5th Edition: The Essential Guide to Typography* to be one of several books in which best seller in this year, that's because when you read this guide you can get a lot of benefit on it. You will easily to buy that book in the book retail outlet or you can order it via online. The publisher of this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Cell phone. So there is no reason to your account to past this guide from your list.

Aaron Covington:

A lot of people always spent their free time to vacation as well as go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, as well as playing video games all day long. In order to try to find a new activity here is look different you can read a new book. It is really fun for yourself. If you enjoy the book that you simply read you can spent the entire day to reading a guide. The book *Designing with Type, 5th Edition: The Essential Guide to Typography* it doesn't matter what good to read. There are a lot of folks that recommended this book. We were holding enjoying reading this book. If you did not have enough space to develop this book you can buy the particular e-book. You can m0ore quickly to read this book from your smart phone. The price is not very costly but this book features high quality.

Benjamin Martinez:

Would you one of the book lovers? If so, do you ever feeling doubt while you are in the book store? Make an effort to pick one book that you never know the inside because don't ascertain book by its protect may doesn't work is difficult job because you are frightened that the inside maybe not because fantastic as in the outside search likes. Maybe you answer might be *Designing with Type, 5th Edition: The Essential Guide to Typography* why because the wonderful cover that make you consider with regards to the content will not disappoint you. The inside or content will be fantastic as the outside or even cover. Your reading 6th sense will directly assist you to pick up this book.

Download and Read Online *Designing with Type, 5th Edition: The Essential Guide to Typography* By James Craig, Irene Korol Scala #F91YR5B0MDJ

Read Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala for online ebook

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala books to read online.

Online Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala ebook PDF download

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala Doc

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala Mobipocket

Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala EPub

F91YR5B0MDJ: Designing with Type, 5th Edition: The Essential Guide to Typography By James Craig, Irene Korol Scala