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â€œType is the foundation of print and web design. Everything you need to know about thinking with type, you will find here. This richly detailed update to the classic text belongs on the shelf of every designer, writer, editor, publisher, and client.

Thinking With Type

The title of this book, Thinking with Type, is an homage to James Craigâ€™s primer Designing with Type, the utilitarian classic that was our textbook at the Cooper Union. If that book was a handymanâ€™s manual to basic typography, this one is a naturalistâ€™s field guide, approaching type as a phenomenon that is more evolutionary than mechanical.

Typography is what language looks like. - DePaul University

Thinking with Type is divided into three sections: letter, text, and grid. Each section begins with an easy-to-grasp essay that reviews historical, technological, and theoretical concepts, and is then followed by a set of practical exercises that bring the material covered to life.

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"Thinking with Type" is a very informative and well structured book. It provides a lot of advice on how to choose a typeface, how to combine typefaces in order to get a contrast, which typefaces look better bigger/smaller and much more.

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This book aims to be the comprehensive manual for type-level programming. It's about getting you from here to there---from a competent Haskell programmer to one who convinces the compiler to do their work for them.

Thinking with Types by Sandy Maguire [Leanpub PDF/iPad/Kindle]

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Thinking with Type: A Critical Guide for Designers

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Ellen Lupton is curator of contemporary design at Cooper-Hewitt, National Design Museum in New York City and director of the Graphic Design MFA program at Maryland Institute College of Art (MICA) in Baltimore. An author of numerous books and articles on design, she is a public-minded critic, frequent lecturer, and AIGA Gold Medalist. Read More

Ellen Lupton

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