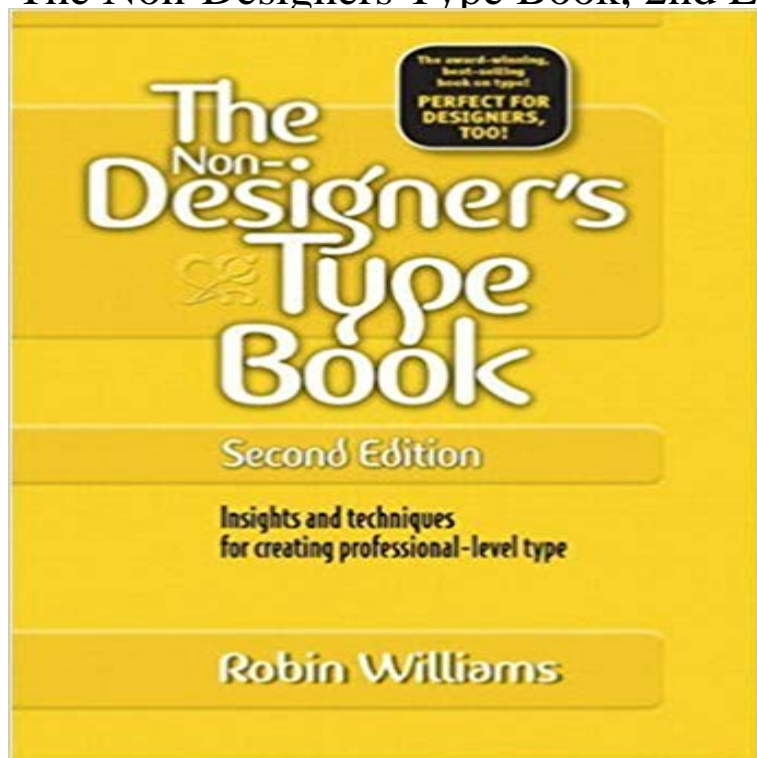


The Non-Designers Type Book, 2nd Edition



Seven years is a long time in any industry, but when it comes to the worlds of design and technology (and particularly the point at which the two merge), it's an eternity! No wonder, then, that you (and about a million other readers!) have been eagerly awaiting this latest update to Robin Williams' enormously popular Non-Designers series. In these pages, Robin defines the principles that govern type as well as the logic behind them so that you learn not just what looks best but why on your way to creating effective print and Web pages. Each short chapter in this thoroughly updated guide (which includes new coverage of typography in Adobe InDesign and Mac OS X) explores a different type secret or technique, including understanding legibility and readability; tailoring typeface to a particular project; mastering pull quotes and captions; working with spacing, punctuation marks, special characters, fonts, and justification; and more. The nonplatform- and nonsoftware-specific approach and Robin's lively, engaging style make this a must-have for any designer's bookshelf!

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