Basics Typography 03: Understanding Type

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If you are going to use type in a design project, you will probably have lots of questions - what is type? What is a typeface? What is a font? How do you go about choosing the best typeface for a design project? Basics Typography: Understanding Type sets out to answer these questions by looking at the basic components used to create typographic matter. It gives readers the knowlege they need to understand type in order to make the best-informed design decisions. This book looks closer at what most take for granted and offers an illuminating insight into this key area of visual communication.

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