



Webtypografie (German Edition)

Santa Jason Maria

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Präzise und auf den Punkt vermittelt Jason Santa Maria typografisches Grundwissen für das Webdesign: vom Erkennen, Auswählen und Kombinieren von Schriften bis hin zu flexiblen typografischen Systemen und der Gestaltung der Seite. Er überträgt bewährte Prinzipien auf den Bildschirm und geht auf die technischen Möglichkeiten und Beschränkungen ein. Vor allem zeigt er, wie Typografie das Leseerlebnis und die gesamte Kommunikation prägt.

Typografie ist die Stimme des Designs. Sie bestimmt mit, ob und wie gern wir einen Text lesen, und damit, wie lange wir auf einer Website verweilen.

Aus dem Inhalt:

- Wie Schrift funktioniert
- Schriften bewerten, auswählen und kombinieren
- Die Leser mit Typografie leiten
- Typografie im Responsive Design

»... in diesem klugen und sympathischen Buch finden Sie Inspiration und Anleitung von einem der anerkanntesten typografischen Köpfe im Web.« Aus dem Vorwort von Ellen Lupton

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