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Collana	Design elements Design elements, typography fundamentals
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Title -- Contents -- Introduction -- 1 -- TYPE IN CONTEXT -- Definition and Function -- In Practice -- 2 -- ESSENTIAL ELEMENTS -- Anatomy and Terminology -- 3 -- ON TYPEFACES -- Categories of Type -- Selection Considerations -- In Combination -- 4 -- TYPESETTING FACTORS -- Space and Spacing -- Alignments and Paragraphs -- Hierarchy -- Aesthetic Tailoring -- 5 -- STRUCTURE -- Baseline Alignment -- Grid Systems -- Alternate Methods -- Appendices -- Readings -- Contributors -- Image Credits -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X -- Z -- Acknowledgments -- About the Author.
Sommario/riassunto	"Explore the fundamentals of typography with this practical new guide. An instructional reader rather than historical survey, Design Elements: Typography Fundamentals uses well-founded, guiding principles to teach the language of type and how to use it capably. Designers are left with a solid ground on which to design with type. Limitless potential for meaningful and creative communication exists--this is the field guide for the journey!"--