Thinking With Type Second Revised And Expanded Edition A Critical For Designers Writers Editors And Students Design Briefs

Simplified Chinese edition of Lies My Teacher Told Me: Everything Your American History Textbook Got Wrong. Loewen surveyed 18 high school history textbooks and was appalled at the amount of myths, misinformation, blind patriotism, and even lies that mislead our students. It's an eye-opener. In Simplified Chinese. Distributed by Tsai Fong Books, Inc.

Traditional Chinese edition of The Shallows: What the Internet Is Doing to Our Brains. A discussion of a controversial topic of how the Internet dumb us down. Finalist for the 2011 Pulitzer Prize in General Nonfiction. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

Thinking with Type, 2nd revised and expanded editionA Critical Guide for Designers, Writers, Editors, & StudentsPrinceton Architectural Press

The best-selling Thinking with Type in a revised and expanded second edition:Thinking with Type is the definitive guide to using typography in visual communication. Ellen Lupton provides clear and focused guidance on how letters, words, and paragraphs should be aligned, spaced, ordered, and shaped. The book covers all typography essentials, from typefaces and type families, to kerning and tracking, to using a grid. Visual examples show how to be inventive within systems of typographic form, including what the rules are, and how to break them. This revised edition includes forty-eight pages of new content with the latest information on: * style sheets for print and the web * the use of ornaments and captions * lining and non-lining numerals * the use of small caps and enlarged capitals * mixing typefaces * font formats and font licensing Plus, new eye-opening demonstrations of basic typography design with letters, helpful exercises, and dozens of additional illustrations. Thinking with Type is the typography book for everyone: designers, writers, editors, students, and anyone else who works with words. If you love font and lettering books, Ellen Lupton's guide reveals the way typefaces are constructed and how to use them most effectively.

A classic and essential text for designers since 2009, Layout Essentials: 100 Design Principles for Using Grids just got better with a fresh exploration of its design principles, updated text, and new photos and international graphics. Grids are the basis for all design projects, and learning how to work with them is fundamental for all graphic designers. From working with multi-column formats to using type, color, images, and more, Layout Essentials not only demonstrates, using real world examples, how to use grids effectively, but shows you how to break the rules to use them effectively, too. This revised and updated version of Layout Essentials is your one-stop reference and resource for all layout design projects.

Our bestselling introduction to graphic design is now available in a revised and updated edition. In Graphic Design: The New Basics, bestselling author Ellen Lupton (Thinking with Type, Type on Screen) and design educator Jennifer Cole Phillips explain the key concepts of visual language that inform any work of design, from logo or letterhead to a complex website. Through visual demonstrations and concise commentary, students and professionals explore the formal elements of twodimensional design, such as point, line, plane, scale, hierarchy, layers, and transparency. This revised edition replaces sixty-four pages of the original publication with new content, including new chapters on visualizing data, typography, modes of representation, and Gestalt principles, and adds sixteen pages of new student and professional work covering such topics as working with grids and designing with color.

• Includes 2 extensive timecharts, one on type designers, one on the evolution of writing and printing—reference at a glance • Newly revised and expanded • Hundreds of remarkable photographs and illustrations From the history of language and writing systems, to the development of letterforms and movable type, to the evolution of today’s digital systems,Type and Typographyoffers an overview of the typefaces available today and a practical guide to using type as a meaningful element of design in all mediums. Newly expanded with fifty additional pages of text and eighty-five new illustrations, this second edition reflects the exciting developments in typography since the first edition was published in 2002.

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essential text demonstrates the use of type as a dynamic and expressive communication tool. This edition provides new and updated coverage of a broad range of topics–from a logical, clear historical overview of the craft to the latest digital technologies. Known for its highly interactive format, this Second Edition continues to include helpful review questions and multiple-choice quizzes, as well as many new projects and skill-building exercises that help readers immediately apply what they have learned. A Typographic Workbook, Second Edition is a valuable professional resource for working designers and an indispensable training tool for graphic design students.

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Children's Fiction

A young boy grows to manhood and old age experiencing the love and generosity of a tree which gives to him without thought of return.

Our all time best selling book is now available in a revised and expanded second edition. Thinking with Type is the definitive guide to using typography in visual communication, from the printed page to the computer screen. This revised edition includes forty-eight pages of new content, including the latest information on style sheets for print and the web, the use of ornaments and captions, lining and non-lining numerals, the use of small caps and enlarged capitals, as well as information on captions, font licensing, mixing typefaces, and hand lettering. Throughout the book, visual examples show how to be inventive within systems of typographic form—what the rules are and how to break them. Thinking with Type is a type book for everyone: designers, writers, editors, students, and anyone else who works with words. The popular online companion to Thinking with Type (www.thinkingwithtype.com) has been revised to reflect the new material in the second edition.

Pending

Presents a picture of the field of intellectual styles, through describing, analyzing, and integrating the major theoretical and research works on the topic. This book describes nature, origins, historical development, theories, research, and applications of this field, and addresses three major controversial issues.

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Chinese edition of Malcolm Gladwell's Outliers: The Story of Success. The #1 New York Times and Amazon bestselling book in nonfiction. Gladwell examines the lives of Outliers - the best of the top 1%, asks what makes them different than ordinary lives. He approaches the remarkable answers that proves this brilliant book is a revolution. Distributed by Tsai Fong Books, Inc.
Shaughnessy combines practical advice with philosophical guidance to help young professionals embark on their careers in graphic design.
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