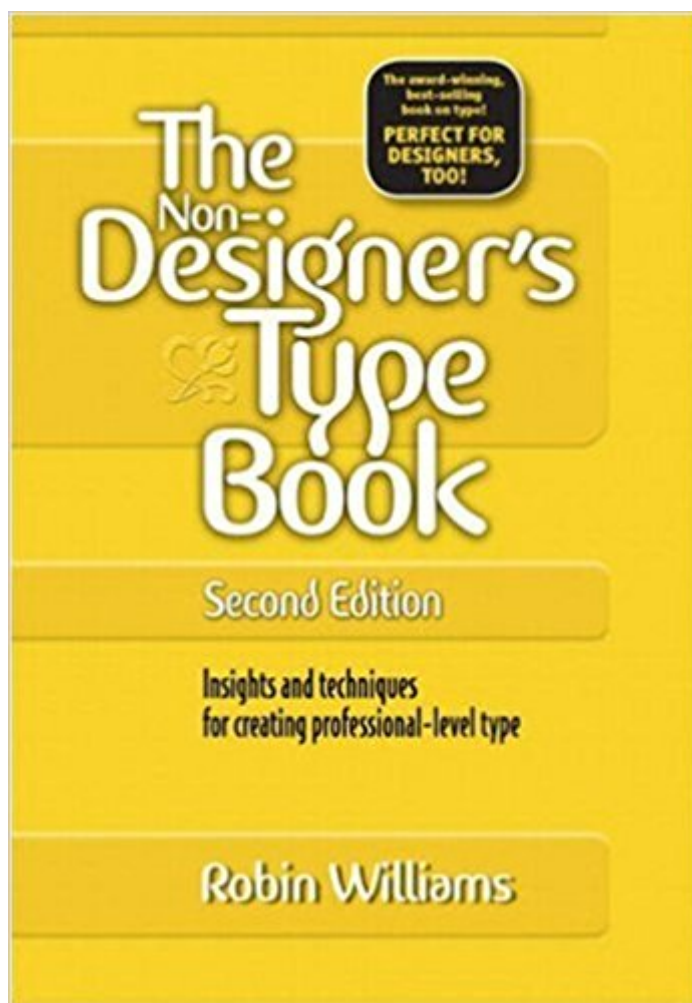The book was found

The Non-Designer's Type Book, 2nd Edition

Synopsis

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-Designer's 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!

Book Information

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Customer Reviews

Williams teaches electronic typography and has written some excellent books on digital design (e.g., The Non-Designer's Design Book, Peachpit, 1994). Anyone who has misplaced a font they just downloaded from a web site or who has witnessed the horrific use of type on many personal web sites knows how badly these books are needed. Clear explanations and good illustrations are the hallmarks of both volumes. There is little overlap, since one deals with managing the electronic fonts

and the other with the uses of type. These gems are recommended for most collections.Copyright 1998 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

This latest addition to Robin Williams' Non-Designers line of books not only defines the principles governing type but explains the logic behind them so readers can understand and see what looks best and why. Armed with this knowledge, and putting into practice the secrets Robin reveals for making type readable and artistic, readers can then go on to create beautiful, sophisticated, professional-looking pages on their computers for output as hard copy or for use on Web pages. Each short chapter explores a different type secret including use of evocative typography, tailoring typeface to project, working with spacing, punctuation marks, special characters, fonts, justification, and much more. It is written in the lively, engaging style that has made Williams one of the most popular computer authors today. And it uses numerous examples to illustrate the subtle details that make the difference between good and sophisticated use of type. The non-platform specific, non-software specific approach to the book makes this a must-have for any designer's bookshelf - from type novices to more experienced graphic designers and typesetters. Please note! If you've read Beyond the Mac is not a typewriter then you don't need this book. This book is almost exactly the same as Beyond the Mac is not a typewriter. --This text refers to an out of print or unavailable edition of this title.

I have to begin by saying that I have absolutely no experience in design or artwork. I have taken on a project (not exactly voluntarily) which I would prefer doesn't look completely amateurish by the time I finish. I got this book to give me some sort of reference in something I know I'm way over my head on.It covers everything that an amateur needs to know; it is fairly well indexed so I can locate it quickly; it doesn't go into unnecessary detail, just the to-the-point-basics. It is perfect for someone who doesn't have time to read the whole book and just needs to look up specific aspects of design as the need arises; it is not only well-written, but also well-illustrated. So far, everything I've needed is there.Having said this, I think that someone who already knows the basics or has design experience might find the tone of the book a little bit arbitrary or pedantic. In questions of taste or style there has to be a little more leeway for personal preference than this book would indicate.The author does have rather firm ideas of what is right and what is wrong and how things must be done. I tend to agree and do things his way because I don't know anything different and I desperately need strict guidelines since I don't have time to experiment or develop my own style.People who

know more than I about the subject might or might not agree with all he says. But I think everyone will find this book useful at least as a source of reference or a starting point.

While the title suggests it's a weak primer for amateurs it is actually an excellent read for all those needing to review the basics of typography. Your work will look better and your confidence will improve after reading this book. Williams style is casual, often humorous, and always easily understood.Too bad it's just a repackaging of Beyond the Mac is Not a Typewriter. I bought it cluelessly as there is no indication on the cover. A bit of a sales scam behind a generally good book.

I have been reading Robin Williams' books since "The Mac is Not a Typewriter" came out.This author gives great, clear information that will help with the look of anything that you produce in print. (Or on the web)If you aren't a designer, or aren't particularly artistic, like me, you will benefit from this book because she gives clear examples of how to catch the reader's eye, and gives examples of pitfalls to avoid.There are also some who are a little too artistic for their own good. This book will help them avoid over-embellishing to the extent that their message doesn't get accross.A good buy for anyone who has to communicate in print. It doesn't matter if it's ad copy, a report for the boss, or your book, web site or menu.

I am only a chapter in to this book and already I am hooked. My husband and I are publishers. In the past, he has done the heavy lifting on creating our books. Robin's books have helped me to become confident that I can offer some real assistance now. He is in agreement with what she writes. This is great fun for me. Thank you, Robin.

Very useful for untrained editors of in-house newsletters another publications. Well organized and illustrated.

I'm a big fan of the author, but I feel this is not one of her best books. She clearly illustrates all the important type concepts, but the book felt too long for the amount of information presented.I love her "The Non-Designer's Design Book" which concisely covers some of the same information. I've recommended the "Design Book" to lots of people but cannot think of anyone I'd recommend the "Type Book" to. I would have preferred it as a quick reference companion to the "Design Book", maybe at half its current size.

In my opinion, the "Non-Designer's Type Book" should just be considered "Volume II" of a boxed set with the "Non-Designer's Design Book." Its introduction to basic typography--the design and use of letters--is as elegant and understandable as the first book's introduction to graphic design.From a basic history and classification of typefaces, to suggestions for how to mix and match them, Williams gives you all the basic advice you need to ensure that your work will never look like it was created by a chimpanzee hitting keys at random.As always, Williams teaches sound principles, which you can apply again and again, but backs them up with a host of examples and alternatives. First things, first, though: Read the Non-Designer's Design Book first before you "graduate" to typography!

Excellent fundamental knowledge that every novice and professional graphic designer should know.

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