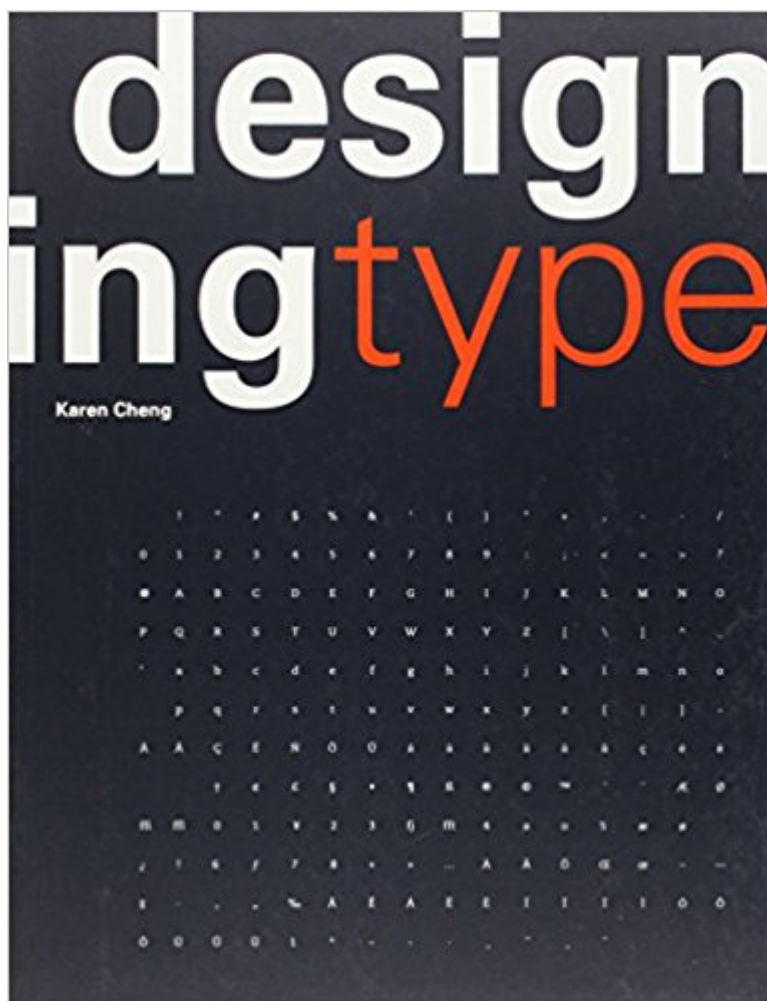The book was found

Designing Type

Synopsis

One of the most essential tools of graphic design, typography influences the appearance of visual print materials perhaps more than any other component. This essential book explains the processes behind creating and designing type. Author Karen Cheng discusses issues of structure, optical compensation, and legibility, with special emphasis given to the often overlooked relationships between letters and shapes in font design.The book is illustrated with numerous diagrams that demonstrate visual principles and letter construction, ranging from informal progress sketches to final type designs and diagrams. A wide range of classic and modern typefaces is analyzed, including those from many premier contemporary type foundries. Introductory essays and diagrams emphasize the history of type, the primary systems of typeface classification, the two main proportional systems for type, the parts of a letter, the effects of new technology on design methodology, the optical illusions that affect density and balance in letterforms, and the differences in form between basic serif typestyles. The book provides detailed guidelines for creating serif and sans serif letters, numbers, punctuation, and accents. As design clients increasingly call for original and custom typefaces, Designing Type is a superb reference for both students and professional graphic designers.Â

Book Information

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Customer Reviews

"This book fills a conspicuous need by offering a succinct and careful treatment of how type itself comes to be. . . . Literally tackling the subject letter by letter, this treatment offers an invaluable

perspective on what needs to be considered in creating a typeface that meets the standards established over the centuries. Clear and concise, with excellent, uncluttered illustrations, this is the kind of book that designers will want to keep close at hand and one that could become a standard reference in the field. Highly recommended for any collection with an interest in printing or graphic design."â ”Library JournalÂ "While there are a number of historical studies of the relationship of letterforms and type design, none of them can be considered as thorough and instructive as Karen Cheng's recent Designing Type. Cheng takes a very complex subject and through a simple design approach and a clear, concise, and informative writing style combined with extraordinarily complementary diagrams and specimens, renders it completely comprehensible. . . . A very well done and handsome book and an invaluable reference destined to be considered a classic in the field."â ”Ampersand: The Quarterly Journal of the Book ArtsÂ "This book is especially good. Of particular interest are [Cheng's] students impressive attempts to design their own typefaces. Even if one is not a diehard type enthusiast, this is such a strikingly beautiful book that the journey from cover to cover will be well worth the effort."â ”Roy R. Behrens, Ballast Quarterly Review "Chengâ ™s Designing Type is a comprehensive, systematic guide to the complexities of letters and how they fit together. . . . Itâ ™s visually ordered and orderly, which helps to organize the complex information and make it accessible. . . . For a practical approach to designing letters today, Designing Type may be the most useful single tool available. It looks like a book that will have a long life."â ”John D. Berry, Arcade Magazine "This book provides a meticulous guide to the technical aspects of creating fitting fonts."â ”Dwell "With careful examination, the casual reader will not look at print the same way again. To graphic-designers, who specialize in typography, this book is an invaluable reference guide."â ”Doug Ing, International Examiner

Karen Cheng is a graphic designer and associate professor in the visual communications program at the University of Washington, Seattle.

This book does not teach you how to design type. But it's still great!The book goes analyzes common Latin glyphs (you won't find Vietnamese in here) from classic typefaces and points out details in their construction. There is a serif section and a sans serif section. The book does not say much about Italic type, just Roman.Really beautiful to look at, and very informative to read.

This is a book for anyone who is serious about designing type. Karen takes us through the design of each character, covering the development of its form from the time of the early Venetian designers

to the present day. The book is well arranged, so that a novice designer who started at the beginning and worked through the book would have developed two complete (serif and sans) fonts on reaching the end.As well as being an excellent reference for designers, it is also an exemplary example of contemporary book design and typography. It makes a great coffee table book!The book covers European, latin faces. The focus is on design rather than technology, so that you would probably want to read it in conjuction with your software manual and Microsoft typography pages to get the technical lowdown.

In case you haven't figured this out on your own, type design is very difficult. All kinds of odd optical illusion type things happen when you reduce a large monitor-screen-sized character to 10 points, especially when the letter is rasterized for your monitor screen at that small size.This is THE book (perhaps the only book) that teaches you about the issues on a letter-by-letter basis. If you're going to design type you absolutely must get this book. If you don't then you should be locked up for your insanity.

This book is indispensible for anyone who designs type. Clear illustrations show the visual construction of letters. For instance, on pages 100-101, an outline of the letter "v" placed directly over a shaded "y" in nine serif typeface examples make it clear that the "y" is not just a "v" with a descending tail. Is the sans serif "u" just an upside-down "n"? Pages 146-147 show with several examples that it's not quite that simple. Many visual details on every letter (including numbers and diacritical marks etc...) will help fine tune your type designs no matter your level of expertise. An extremely useful section is the simplified guidelines on designing sidebearings of letters. You will not regret adding this book to your typographic library.

Excellent book that gets into the nitty gritty, nerdy details of what makes type work. I've been wanting to design a professional looking typeface for many years, but was always frustrated at not having a resource that went beyond the anatomy of type. Karen hits the technical details of type design spot-on and I highly recommend this book to anyone wanting to design their own font.

I have learned from this book that every letter matters in type design. Every decision made on the capital "O" for example affects decisions that have to be made for every other letter. You will learn about fonts yes. But what I have discovered is that the classics are pure, solid, tested, and true. And new type needs to be judged based tested rules and the question must be asked... do we need

another font? that does not rule out new type styles. Bring them on. Just know that having a font building program and a computer does not guarantee a type that will last.

Excellent book for everyone who wants to dive in the world of typography. It took about 24 days to come in my country.Recommend it!

This is it. Cheng provides an *exhaustive* detailed analysis letter-by-letter (upper and lowercase) and completely dissects each letterform. This book is an absolute "must have" for anyone serious about type design.

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