



# Type Rules: The Designer's Guide to Professional Typography

*Ilene Strizver*

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**Type Rules: The Designer's Guide to Professional Typography** Ilene Strizver

*Type Rules!, Fourth Edition* is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite. Includes video clips showing examples of projects discussed in Chapter 11- Type on the Web and Chapter 12- Type in Motion

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