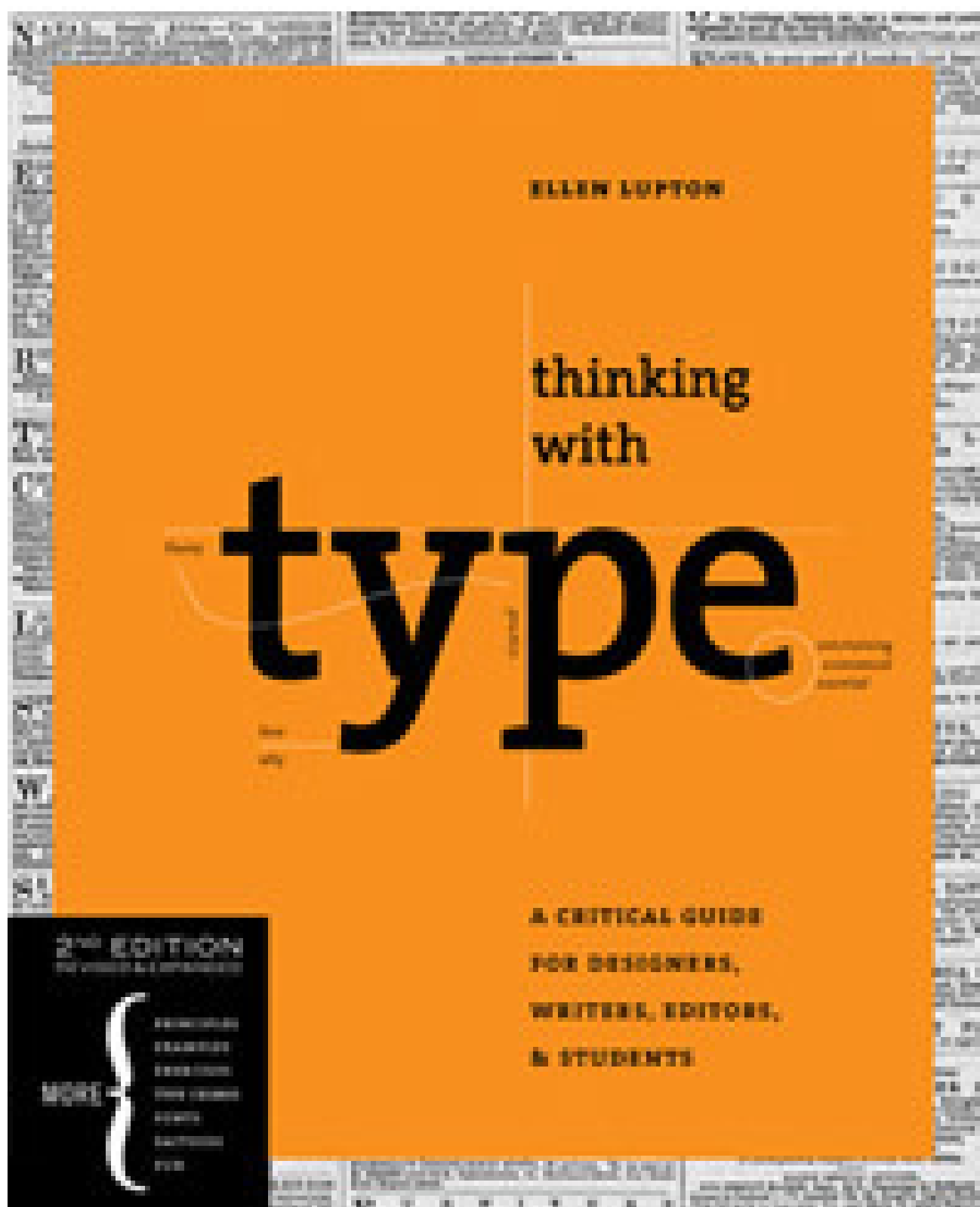
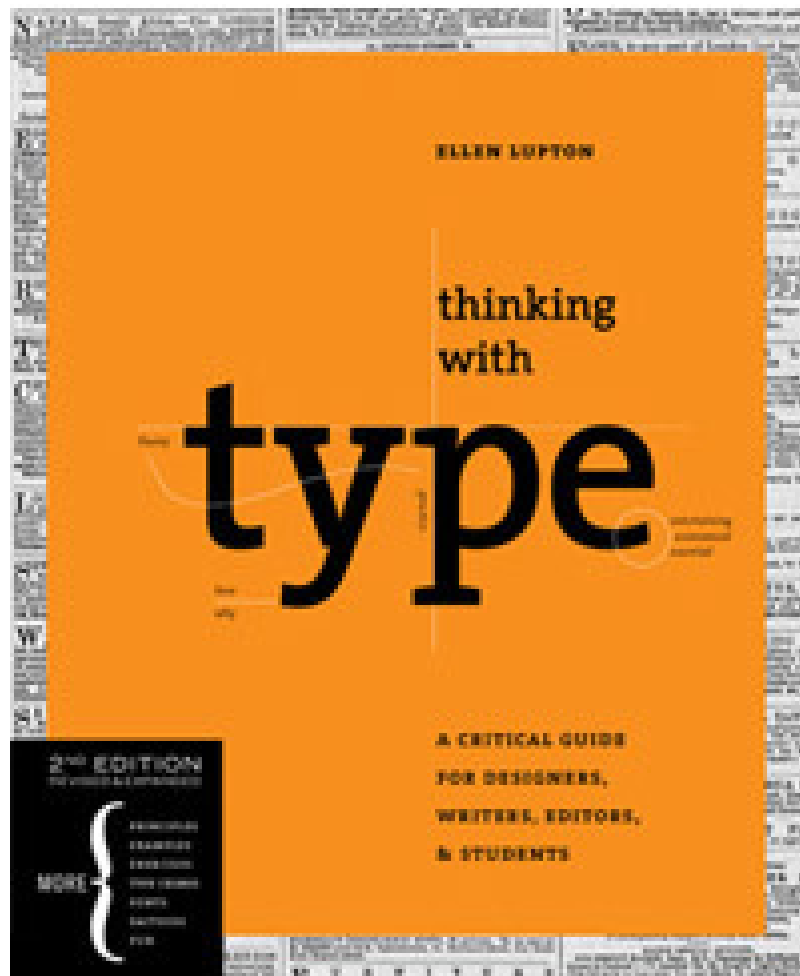


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Thinking With Type
by Ellen Lupton



Synopsis:=====

"Thinking with Type is to typography what Stephen Hawking's A Brief History of Time is to physics."?I Love TypographyThe 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 licensingPlus, new eye-opening demonstrations of

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