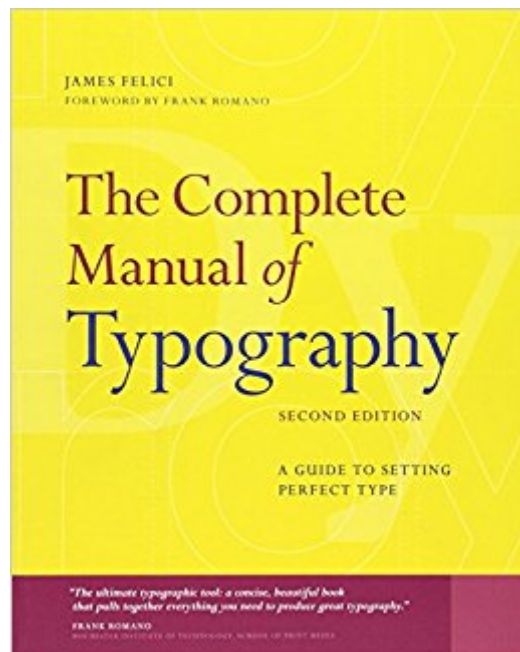




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The Complete Manual Of Typography: A Guide To Setting Perfect Type (2nd Edition)



Synopsis

Note to customers: The print version of this book is highly formatted, and many pages contain examples that use a variety of approaches to text layout including the use of multiple fonts. The subtleties of this layout would be lost when converted to ePub, so we have chosen to offer this ebook only in PDF format, which keeps the page layout intact. Beautifully designed and richly illustrated *The Complete Manual of Typography, Second Edition*, is the fully updated version of THE seminal book on typography by Jim Felici. This book is about how type should look and how to make it look that way – in other words, how to set type like a professional. It explains in practical terms how to use today's digital tools to achieve the secret of good design: well set type. An essential reference for anyone who works with type: designers, print production professionals, and corporate communications managers can go straight to the index to find focused answers to specific questions, while educators and students can read it as a text book from cover to cover. **You'll Learn:** Basic Concepts and anatomy of good typography, indexed for quick reference by busy professionals How to manage fonts and handle corrupted or missing fonts on any operating system What makes good type good (and bad type bad) Techniques for working with measure, point-size, leading, kerning, and other type fundamentals Practical ways to fix composition problems such as loose lines, bad rags, windows, and orphans Hard-to-find rules for managing hyphenation and justification, indents, text wraps, and expert-set characters Secrets of how to wring out good type from uncooperative word-processing and layout problems The latest font technologies, including OpenType New typographic tools and improved font services in Operating Systems such as Windows and Mac OS New Techniques, and coverage of working methods such as style sheets. 35 page glossary of type terms Praise for the first edition "Clear and elegant... There's no better or more useful introduction to the whole craft of typography" Roger Black - Danilo Black, Inc "All you've wanted to know about type and typography but never dared ask. Jim Felici brings together a vast amount of knowledge in this book. Must-Have!" Erik Spiekermann author, *Stop Stealing Sheep (and Find Out How Type Works)*

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Customer Reviews

I am a typography maven and find this sort of graphic design relaxing. This book takes you through some history of fonts and their relation to available papers. Rather than reiterate what this book says, just get it and enjoy a journey through art history. From Trajan classic serified fonts, calligraphic styles and formal typefaces, Jim Felici gives us some lovely furniture to hold in our minds. In my own time, I have gone from slugging a dingbat to digital type made easy by the technological changes that have given us 200,000 fonts (and counting). Typographers are a sensitive group: they are acutely aware of the tension between readability and decoration. His illustrations are precise and clear while each page is lovingly laid out in white space, image and type. If you like this book, consider Hofstadter's "Metamagical Themas: Questing for the Essence of Mind and Pattern." Fonts mean so much more than beauty: they embody fluid creativity. My personal favorites for elegance in decoration are Hofstadter's 'Magnificat' and Adobe's Master font 'Bickham Script.' I also have some personal favorites in the "grunge font" realm. For readability I go with unserified fonts such as 'Arial.' However, as the Spanish say, "It takes taste to know taste!" After all, fonts are patterns in the formal sense of motif and design. If the mathematics of this aspect of typography are of interest, I suggest Grunbaum and Shephard's abundantly illustrated "Tilings and Patterns" now available in an affordable edition. Get the 1987 version and wallpaper your brain.

After searching for sources on typography, I chose this one based on reviews and the index. A+++ decision on my part as it has to be the best reference available. Reading it has been more than a pleasure as it is so complete and well written. Mr. Felici discusses each area of typography with fine detail and clarity. The book is perfectly organized, concise, beautifully typeset. Anyone and everyone who wishes to communicate well with whatever software program available to them and for whatever purpose (graphic design, print, desktop publishing or web) would benefit greatly from Mr. Felici's Complete Manual of Typography! Thanks, James for all the details in one outstanding

source.

After creating publications of various sorts at work for 15 years and feeling dissatisfied with previous reading on typography (Stop Stealing Sheep, among others), I finally found the right a book. This one is amazingly readable for a book that demystifies every setting in you desktop publishing software. The author provides just enough historical background to make the concepts and terminology memorable and logical. And it's interesting -- typography today as most of us use it in desktop publishing is a mish-mash of ideas and language from centuries of calligraphy, type-setting, typewriters... And Felici gives an interesting, succinct account of the important bits, with good visual examples in the margins. Definitely recommended for anyone who regularly puts type to page (electronic or print) but does not have a typography background.

The greatest compliment I can give this book is to say that I read it from cover to cover. It's true- each of its 290 pages contained useful information and- perhaps more importantly- it is written in a very approachable style. Discussions often include interesting historical explanations, leaving the reader with a comprehensive understanding of the 'why' as well as the 'how' or 'what'. The tone of the book is engaging and straightforward with moments of surprising wit. Helpful examples comparing blocks of text are used generously throughout the chapters. A brief summary of the book:-Part one, Typographic Basics: History of type; units of measurement; about fonts & typefaces; using typefaces; typesetting versus typewriting; setting type on a personal computer; the differences between good and bad type-Part two, How to Set Type: Measure, point size, leading; hyphenation and justification; kerning and tracking; indentation and alignment; special characters; document structures; tables; language-specific issues; style sheets; output resolution issues-Part three, References: includes a very thorough glossary and index As a whole, the book is intended primarily for people wishing to learn about typeography, and more specifically, the typography of printed text (books, newspapers, and magazines, as opposed to broadcast or advertising). This book is not meant to be a guide to print in advertising, although reading it will help you set better type in your ads if that is your job. Nor is this book a compendium of typefaces; the examples show typefaces primarily used by book publishers, such as Sabon, Garamond, or Caslon. This book is not a guide on which typeface to use for every situation; the author writes most of the book with the assumption that the typesetter will have the font and style dictated by the publisher. From the introduction: "This is not a style guide, but an execution guide." What this book intends to teach is proper typesetting: The spacing of letters within words; the spacing of words and punctuation within sentences; the

spacing and arrangement among lines of text and paragraphs; functional and attractive justification; and page color. This book would be helpful to anyone involved in printing text, whether large scale or small.

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