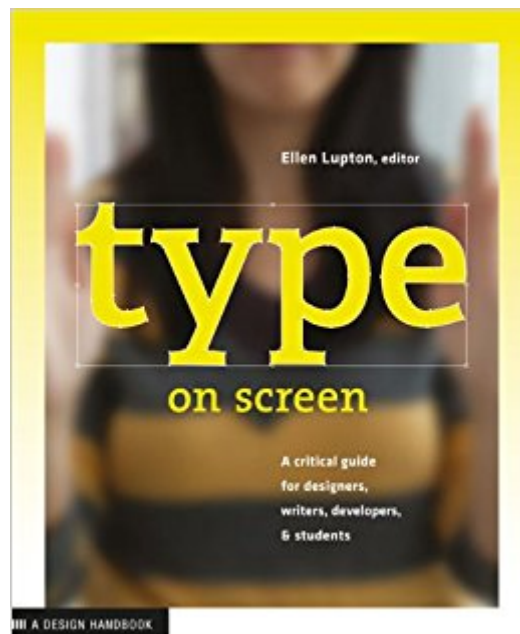




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Type On Screen: A Critical Guide For Designers, Writers, Developers, And Students (Design Briefs)



Synopsis

The long awaited follow-up to our all-time bestseller *Thinking with Type* is here. *Type on Screen* is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologiesâfrom electronic publications and websites to videos and mobile devicesâthis hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. *Type on Screen* is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

Book Information

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Customer Reviews

"This superb introductory work is lucid, comprehensive, and fun. Every library should purchase a copy of this inexpensive, indispensable book. Summing Up: Essential." - Choice

Ellen Lupton is the author of thirteen books with PAPress, including *Thinking with Type* (more than 100,000 sold and translated into ten languages), *Graphic Design: The New Basics*, and *Graphic Design Thinking*

This was a great resource for learning about rendering type on screen. It is probably the most useful

for junior designers trying to understand the tenants of typography within the constraints of web development, and HTML and CSS. It is probably best read after Ellen Lupton's other book on type and it doesn't have a lot of information on layout, leading, kerning, etc. Happy typesetting!

Love it! Very good info

This book will not download to any of my devices. I'm so frustrated!

Great primer on how to use type on screen based devices. Highlights important concepts and shows many many examples.

Ellen Lupton and her team have put together a well thought out book that balances the history, theory and modern components of screen based design. Type on Screen respects traditional typography fundamentals, while at the same time showing what designers need to know to work in the digital design field. The author makes it very clear that the book is not a technical manual, but shows various aspects of technology. The book dedicates chapters to important topics: Ch 01 - Fonts on Screen Ch 02 - Text on Screen Ch 03 - Digital Publishing Ch 04 - Type on Interface Ch 05 - Icons and Logotypes Ch 06 - Animation and Code As a interactive design educator I long awaited a text that could support my course work and was engaging for my students. The visual examples allow readers to gain quick insight, while the detail written descriptions give meaning to each section. An added bonus is that the book also has project examples for professionals and design students to work towards. I really felt like I got my money's worth with this book, it's something you can gain knowledge in the first read and use as a reference on future occasions. Highly recommended resource!

Regular if i want manuals i can get it from the Internet but she explain why is better to put specific typos in the screen

Very informative.

Thank you.

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