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A Type Primer by John Kane

John Kane is both an old-school typographer, but has also been a teacher for many years. It shows in this work. It is a simple book, sometimes with a single image on each page. But yet it manages to convey many difficult typographical principles quickly and effectively. The format could be read in an afternoon, but re-read many times.

A Type Primer (2nd Edition): 9780205066445: Computer

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Very clean, grid-based modernist design with beautiful

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proportions in classic red, white and black (but a very sumptuous, warm red was chosen). This is a great primer for design students. Takes a slightly different tact than other classics such as Designing with Type 5 (also great).

A Type Primer, 2nd Edition: Kane, John: 9781786276353

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Type Primer, A, 2nd Edition. Type Primer, A, 2nd Edition. Type Primer, A, 2nd Edition. Subject Catalog. Humanities & Social Sciences. Anthropology; Art; ... John Kane teaches typography and graphic design at Northeastern University and at The Art Institute of Boston at Lesley University. He has been a practicing

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graphic designer and teacher for ...

Kane, Type Primer, A, 2nd Edition | Pearson

Description of the book "A Type Primer": A practical introduction to typography, this book analyses the basic principles and applications of type. From measuring type and classifying typefaces to organising text on a page and understanding grid systems, the author covers everything that the beginning student of graphic design needs to know.

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The four steps shown on pages 146 - 155 provide a point of departure. As you work on your sketches, explore the use of several typefaces (possibly one for each level of text), the addition of rules to indicate sections, size changes, etc. The aim of the process is to sensitize yourself to the options available

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within this simple problem.

A Type Primer by John Kane » Expressing hierarchy

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Overview. A best-selling practical introduction to typography,

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this book analyzes the basic principles and applications of type. In this revised and expanded edition, the author includes more on digital type, as well as new material on setting of type, choosing an appropriate typeface, and the use of colour to reinforce typographic hierarchy.

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