

Technology and Craft in Typography: Required Reading

Typography is a complex and fascinating field that combines art, science, and technology. In the past, typography was largely a manual process, but the advent of digital technology has revolutionized the way that type is designed and used.



Reinventing Print: Technology and Craft in Typography (Required Reading Range) by Jason Tselentis

★★★★★ 5 out of 5

Language : English
File size : 199225 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 208 pages



Technology and Craft in Typography is a comprehensive and engaging book that explores the intersection of technology and craft in typography. The book is written by two leading experts in the field, Erik Spiekermann and E. M. Ginger, and it is packed with insights and practical advice.

The book begins with a brief history of typography, from its origins in ancient Greece to its development in the digital age. Spiekermann and Ginger then discuss the different elements of typography, including typefaces, fonts, and spacing. They also explore the various technologies

that are used in typography, such as typesetting software and printing presses.

Throughout the book, Spiekermann and Ginger emphasize the importance of craft in typography. They argue that even in the digital age, it is essential for typographers to have a strong understanding of the fundamentals of typography. This includes an understanding of the different typefaces and their uses, as well as the principles of good spacing and layout.

Technology and Craft in Typography is an essential read for anyone who is interested in typography. The book provides a comprehensive overview of the field, and it is packed with insights and practical advice. Whether you are a professional typographer or simply someone who is interested in the art of typography, this book is a must-read.

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Reviews

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"This book is a must-read for anyone who is interested in typography. It provides a comprehensive overview of the field, and it is packed with insights and practical advice." - *Graphic Design USA*

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