



Type Rules!: The Designer's Guide to Professional Typography

Ilene Strizver

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"Type Rules! is a 'must-have' book for students and professionals alike. I highly recommend it."

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Type Rules!, Second Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this Second Edition has everything today's serious designer needs. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the power of major design packages like Adobe InDesign and QuarkXPress.

This new Second Edition also includes three new features:

- Tech Tips—Instructional sidebars that succinctly explain how to achieve the covered typographic principles and techniques
- Type Tips—Expert tips and helpful hints that offer insightful details on covered topics
- Educational Supplements—Exercises and assignments that reinforce material and show how to apply techniques in the real world

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