DESCRIPTION

The bestselling introduction to designing the written word

Typographic Design: Form & Communication is the definitive reference for graphic designers, providing a comprehensive introduction to the visual word. Done well, typography can communicate so much more than the words themselves. Typographic design determines how you feel about a message, the associations you make, and ultimately, the overall success of the communication. Typographic design extends from the page to the screen, and is a critical element of almost any graphic design project. This book provides essential guidance on everything related to type: from letterforms and negative space, to messaging, processes, and history, aspiring designers will find great utility in mastering these critical concepts.

This new seventh edition has been fully updated with new coverage of contemporary typography processes, updated case studies, and new examples from branding, print, web, motion, and more. On-screen typographic design concepts are discussed in greater detail, and the online supplemental materials include new flashcards, terminology and quizzes.

• Understand design factors as they relate to type
• Explore communication and typographic messaging
• Learn how typography has evolved, and where it is headed
• Adopt established approaches to designing with type
The irony of typographic design is that, when done well, it often goes unnoticed—but its impact on a project’s overall success is undeniable. Typography can make or break a page, can enhance or overpower an image, and can obscure a message or bring it into sharp focus. It is one of the most powerful tools in the graphic designer’s arsenal, and *Typographic Design* is the complete, practical introduction.

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**ABOUT THE AUTHOR**

**Sandra Maxa (Baltimore, MD)**
Director of the Graphic Design Post Baccalaureate program at the Maryland Institute College of Art (MICA) where she teaches Transmedia Type Lab and Advanced Design. Previously she has taught graphic design and typography at Virginia Commonwealth University, Rutgers University - Newark, Parsons The New School for Design and Pratt Institute.

**Mark Sanders (Baltimore, MD)**
Full time faculty member in the graphic design department at Maryland Institute College of Art (MICA) where he teaches Intro to Interaction Design, Typography 3, and Experimental Typography. He has presented at the AIGA Educators’ Conference in Toronto about his research around reinventing typographic and digital curriculum in response to the broadening roles and mediums of design. He has taught undergraduate design and typography at Rutgers University - Newark and Parsons The New School for Design.

Together, Sandra and Mark via Q Collective, have received awards for excellence by the AIGA, International Association of Webmasters & Designers, *Graphic Design:usa* and the International Design Awards. Their work has been published by *The New York Times, HOW Magazine, and The Big Book of Brochures*.

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