Typographic Design: Form and Communication, 7th Edition
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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.

## ABOUT THE AUTHOR

**Rob Carter** is Professor Emeritus at Virginia Commonwealth University, and has served as a visiting professor at the Gerrit Rietveld Academy in Amsterdam. He is the author of *American Typography Today*, *Typographic Design: The Great Typefaces*, the five-volume *Working with Type* series, and *Digital Color and Type*. He is also coauthor of *Meggs: Making Graphic Design History*.

**Sandra Maxa** is Director of the Master of Arts Graphic Design program at the Maryland Institute College of Art, where she teaches design process, theory and typography. She has served as visiting faculty at the Pratt Institute, Parsons, and at Rutgers University#Newark. As partner at Q Collective, her professional work reflects her deep interest in identity, interactivity and visual culture.

**Mark Sanders** is Professor in the Graphic Design department at the Maryland Institute College of Art, where he teaches typographic, system, and interaction design. He has also been a visiting assistant professor at the Pratt Institute and Rutgers University#Newark. As partner at Q Collective, he produces rich design systems that incorporate typography, identity, interaction, and space.

The late **Philip B. Meggs** was School of the Arts Research Professor at Virginia Commonwealth University; visiting faculty at Syracuse University and the National College of Art and Design in Dublin, Ireland; and contributing editor to *Print* magazine. He authored more than a dozen books and 150 articles and papers on design and typography, including a section on graphic design in *Encyclopedia Britannica*.

The late **Ben Day** was Professor Emeritus at Virginia Commonwealth University. He also taught at Boston University and had been a Visiting Designer at the University of Connecticut.

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