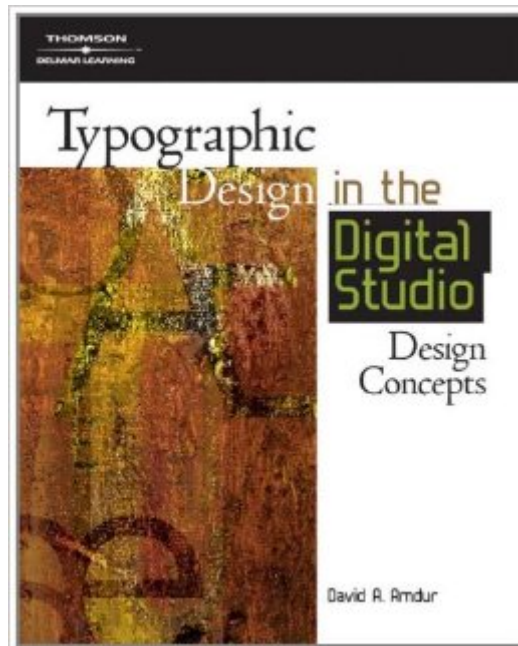


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# Typographic Design In The Digital Studio (Graphic Design/Interactive Media)



## Synopsis

The craft of graphic design requires mastery of typographic design and of the digital applications used to execute it--these companion guides build capacities in both of these areas together. The Design Concepts book will guide readers to observe and reflect on how type functions and to develop strategies for creative typographic expression. The Application Skills Modules book pairs each lesson in typography with a lesson in the digital tools of design production. This book introduces the essential features of the Macintosh Operating System X (OSX) as well as Mac or PC versions of InDesign, Photoshop, Illustrator, and QuarkXPress, so readers can develop good working knowledge in one or all of these applications. A DVD in the Application Skills Modules book includes Quicktime movies demonstrating software lessons, exercise resources, and type specimens.

## Book Information

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## Customer Reviews

I am using this book and workbook not as a graphic designer but as an artist and writer who often needs to produce well-designed print presentations. It's a text that welcomes you into it; the introduction, a history of printing and type design, is fascinating, lucid, and thorough, but never descends into mere specialist obsession. The lessons cover both sides of type design: why printed pages look and work the way they do; and how to make them look and work the way they should. I'm finding it both easy to use (even though I'm not in a classroom, but using it on my own) and

really illuminating. This book would be a great intro text for a type design or graphic design course, but also (and this is a real rarity) an excellent tool for working artists and writers and other professionals who need to do handsome presentations. To top it off, it's even suffused with a charming sense of humor. I'm very happy to have found it.

Every year more colleges seem to be dropping dedicated typography courses, leaving it up to those of us who teach computer applications to beef up that extremely important component of our curriculum. This book enhances the digital aspects of type instruction and use, increasing its value compared to the raft of otherwise fine titles out there that are not medium-specific. The structure is intelligent, rational, and obviously written by a teacher for teachers, but college students (and precocious high-schoolers) who recognize the importance of typography will find this an ideal vehicle for self-guided study. I got the workbook and companion dvd, too. The adoption of this new text is top priority for my next meeting with my department head. Help is here for design teachers needing to merge type study into computer classes!

I haven't had this book very long, so I can't provide an in depth review of it... I will say that while the written information seems very well laid out and useful- the author does assume you will purchase the "Application Skills Module" book & accompanying CD in order to complete the activities at the end of each chapter. I cannot find these additional materials and am very frustrated with my apparent need for them. Considering how much I spent on this book, I think it should include everything I need to work through it. I will hobble my way through- for the text is certainly worthwhile, but I do feel as though I'm missing out on a huge part of the experience I was expecting and paid for.

"Typographic Design in the Digital Studio" is a good introduction to typography. It presents an extensive history of typography and shows how letterforms have changed over the centuries due to various cultural and technological changes. The book is well-illustrated throughout. Certainly designers and design students will benefit from it, though it is written so that even non-designers will be able to enjoy it as well. The book also explores how to effectively use typography in graphic design. "Typographic Design in the Digital Studio" contains chapter review questions and exercises at the end of every chapter. It is one of the best introductions to typography I have seen.

Typographic Design in the Digital Studio (TDDS) is an integrated two volume guide. TDDS: Design

Concepts introduces the fundamentals of designing with type, and this companion book, TDDS: Application Skills Modules, instructs readers in executing those designs with today's digital tools. It introduces the essential features of Macintosh Operating System X (OSX) as well as Mac or PC versions of InDesign, Photoshop, Illustrator, and QuarkXPress. Readers can develop good working knowledge in one or all of these applications. A DVD included with the book includes Quicktime movies demonstrating software lessons, plus exercise resources and type specimens.

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