The Non-Designer's Type Book

By Robin Williams

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This latest addition to Robin Williams' **Non-Designers** line of books not only defines the principles governing type but explains the logic behind them so readers can understand and see what looks best and why. Armed with this knowledge, and putting into practice the secrets Robin reveals for making type readable and artistic, readers can then go on to create beautiful, sophisticated, professional-looking pages on their computers for output as hard copy or for use on Web pages.

Each short chapter explores a different type secret including use of evocative typography, tailoring typeface to project, working with spacing, punctuation marks, special characters, fonts, justification, and much more. It is written in the lively, engaging style that has made Williams one of the most popular computer authors today. And it uses numerous examples to illustrate the subtle details that make the difference between good and sophisticated use of type. The non-platform specific, non-software specific approach to the book makes this a must-have for any designer's bookshelf - from type novices to more experienced graphic designers and typesetters.

Please note! If you've read **Beyond the Mac is not a typewriter** then you don't need this book. This book is almost exactly the same as **Beyond the Mac is not a typewriter**.

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Editorial Review

From Library Journal
Williams teaches electronic typography and has written some excellent books on digital design (e.g., The Non-Designer's Design Book, Peachpit, 1994). Anyone who has misplaced a font they just downloaded from a web site or who has witnessed the horrific use of type on many personal web sites knows how badly these books are needed. Clear explanations and good illustrations are the hallmarks of both volumes. There is little overlap, since one deals with managing the electronic fonts and the other with the uses of type. These gems are recommended for most collections.
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From the Back Cover
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About the Author
Robin Williams is a fourth-generation Californian on both sides, born in Berkeley and raised in the Bay Area. She lived in Sonoma County for 15 years, then in 1993, she packed up her kids, the dog, and two cats and moved to New Mexico.

Users Review

From reader reviews:

Raymond Phillips:

The particular book The Non-Designer's Type Book will bring one to the new experience of reading any book. The author style to explain the idea is very unique. In case you try to find new book to learn, this book very ideal to you. The book The Non-Designer's Type Book is much recommended to you to learn. You can also get the e-book from your official web site, so you can more readily to read the book.

Mary Grays:

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