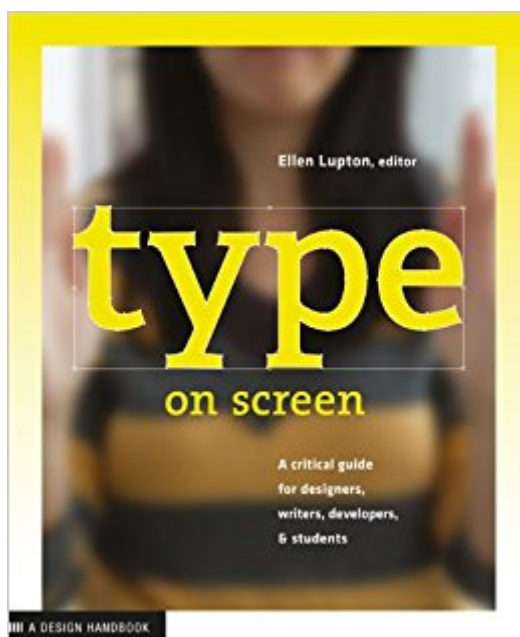


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# Type On Screen: A Critical Guide For Designers, Writers, Developers, And Students (Design Briefs)



## Synopsis

The long awaited follow-up to our all-time bestseller *Thinking with Type* is here. *Type on Screen* is the definitive guide to using classic typographic concepts of form and structure to make dynamic compositions for screen-based applications. Covering a broad range of technologies—from electronic publications and websites to videos and mobile devices—this hands-on primer presents the latest information available to help designers make critical creative decisions, including how to choose typefaces for the screen, how to style beautiful, functional text and navigation, how to apply principles of animation to text, and how to generate new forms and experiences with code-based operations. *Type on Screen* is an essential design tool for anyone seeking clear and focused guidance about typography for the digital age.

## Book Information

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## Customer Reviews

"This superb introductory work is lucid, comprehensive, and fun. Every library should purchase a copy of this inexpensive, indispensable book. Summing Up: Essential." - Choice

Ellen Lupton is the author of thirteen books with PAPER Press, including *Thinking with Type* (more than 100,000 sold and translated into ten languages), *Graphic Design: The New Basics*, and *Graphic Design Thinking*

This was a great resource for learning about rendering type on screen. It is probably the most useful

for junior designers trying to understand the tenants of typography within the constraints of web development, and HTML and CSS. It is probably best read after Ellen Lupton's other book on type and it doesn't have a lot of information on layout, leading, kerning, etc. Happy typesetting!

Love it! Very good info

This book will not download to any of my devices. I'm so frustrated!

Great primer on how to use type on screen based devices. Highlights important concepts and shows many many examples.

Ellen Lupton and her team have put together a well thought out book that balances the history, theory and modern components of screen based design. Type on Screen respects traditional typography fundamentals, while at the same time showing what designers need to know to work in the digital design field. The author makes it very clear that the book is not a technical manual, but shows various aspects of technology. The book dedicates chapters to important topics: Ch 01 - Fonts on Screen Ch 02 - Text on Screen Ch 03 - Digital Publishing Ch 04 - Type on Interface Ch 05 - Icons and Logotypes Ch 06 - Animation and Code As a interactive design educator I long awaited a text that could support my course work and was engaging for my students. The visual examples allow readers to gain quick insight, while the detail written descriptions give meaning to each section. An added bonus is that the book also has project examples for professionals and design students to work towards. I really felt like I got my money's worth with this book, it's something you can gain knowledge in the first read and use as a reference on future occasions. Highly recommended resource!

Regular if i want manuals i can get it from the Internet but she explain why is better to put specific typos in the screen

Very informative.

Thank you.

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BLOOD TYPE DIET : Eat recipes according to blood type(blood diet,blood type diet o,blood type diet b,blood type cookbook,blood type a diet,blood type a cookbook,blood type ab,blood type book)  
Type 2 Diabetes:The Type 2 Diabetes Guide With Powerful Type 2 Diabetes Tips (Free Checklist Included)[Type 2 Diabetes, Type 2 Diabetes Cure,Type 2 Diabetes Diet, Diabetes Diet, Diabetes Magazine] Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students TYPE 2 DIABETES DESTROYER: The Secret to REVERSE Type 2 Diabetes, 3 Proven Steps to Reverse Type-2 Diabetes in 11 Days (Diabetes type 2, Diabetes, diabetes ... DIABETES,diabetic cookbook,type 2 diabetes) Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students Diabetes: Fight It with the Blood Type Diet: The Individualized Plan for Preventing and Treating Diabetes (Type I, Type II) and Pre-Diabetes (Dr. ... Eat Right 4 Your Type Health Library) Form Based Codes: A Guide for Planners, Urban Designers, Municipalities, and Developers Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) BLOOD TYPE DIET FOR BEGINNERS: Your Guide To Eat Right 4 Your Type And Lose Up To A Pound A Day: Lose Weight Fast, Look Healthy With Your Blood Type O, A, B And AB Eat Right For Your Blood Type: A Guide to Healthy Blood Type Diet, Understand What to Eat According to Your Blood Type BLOOD TYPE DIET: EAT RIGHT FOR YOUR BLOOD TYPE FOOD AND SUPPLEMENTS FOR TYPE A BLOOD TYPE DIET: EAT RIGHT FOR YOUR BLOOD TYPE FOOD AND SUPPLEMENTS FOR TYPE O Step by Step passing the EPA 608 certification exam, including the Core, Type I, Type II, and Type III test with practice questions British Guided Missile Destroyers: County-class, Type 82, Type 42 and Type 45 (New Vanguard) Eat Right 4 Your Type Personalized Cookbook Type O: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your Type Personalized Cookbook Type A: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your Type Personalized Cookbook Type B: 150+ Healthy Recipes For Your Blood Type Diet Eat Right 4 Your Type Personalized Cookbook Type AB: 150+ Healthy Recipes For Your Blood Type Diet

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