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Beyond the Mac Is Not a Typewriter

Robin Williams

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Beyond the Mac Is Not a Typewriter

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Beyond the Mac Is Not a Typewriter Robin Williams
This book takes up where the phenomenally successful The Mac is not a typewriter left off, providing short, pithy chapters on all the typographic principles necessary to create sophisticated and professional typography. It covers issues and techniques that every designer and typographer will want to know, including how to make type more readable and legible, issues regarding punctuation and spacing, and examples of special techniques such as initial caps and swash characters. It also includes a chapter on evocative typography, or how to choose typefaces to emphasize your message, as well as how to cater typefaces according to project. In all, this book is an entire and final course in excellent typography.

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