



# Type Matters!

By Jim Williams

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**Type Matters!** By Jim Williams

Once upon a time, only typesetters needed to know about kerning, leading, ligatures, and hanging punctuation. Today, however, most of us work on computers, with access to hundreds of fonts, and we'd all like our letters, reports and other documents to look as good – and as readable – as possible. But what does all the confusing terminology about ink traps, letter spacing, and visual centring mean, and what are the rules for good typography? *Type Matters!* is a book of tips for everyday use, for all users of typography, from students and professionals to anyone who does any layout design on a computer. The book is arranged into three chapters: an introduction to the basics of typography; headline and display type; and setting text. Within each chapter there are sections devoted to particular principles or problems, such as selecting the right typeface, leading, and the treatment of numbers. Examples throughout show precisely what makes good typography – and, crucially, what doesn't. Authoritatively written and designed by a practitioner and teacher of typography, *Type Matters!* has a beautifully clear layout that reinforces the principles discussed throughout.

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## Type Matters! By Jim Williams Bibliography

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### Editorial Review

#### Review

This book recalls the wise words of the great Jan Tschichold: 'The greatest benefit from looking at good work will always be gained by those who study its finest details and subtleties. This is the only way to teach oneself typographic design....' Critical close-looking is an invaluable tool for anyone working with type and *Type Matters!*, a delight to look at, read and hold, is a handy way to sharpen the eye. — *Communication Arts, July / Aug '12*

A solid addition to the field of introductory texts on the subject of typography. — *I Love Typography*

In short, *Type Matters* is an indispensable guide to the basics of typography that no budding graphic designer should be without. — *The Point*

This book is perfectly positioned to ease the newbie into the world of typography... it is a learner's bible. — *Seattle Post Intelligencer*

This book is pleasing to the touch, the nose, the eye, and when actually read, the hungry mind. — *Blog Critics*

These may be simple tips, but they could change the way the world reads the writing you want to present. — *Columbus Dispatch*

#### About the Author

JIM WILLIAMS began his career as a typographer in advertising, and is now an award-winning graphic designer and a senior lecturer in graphics at Staffordshire University.

BEN CASEY is Creative Director of The Chase design consultancy and Professor of Visual Communication at the University of Central Lancashire.

### Users Review

#### From reader reviews:

##### Cheryl Steele:

Here thing why this *Type Matters!* are different and trusted to be yours. First of all reading a book is good however it depends in the content of it which is the content is as scrumptious as food or not. *Type Matters!* giving you information deeper as different ways, you can find any guide out there but there is no book that similar with *Type Matters!*. It gives you thrill looking at journey, its open up your eyes about the thing in which happened in the world which is might be can be happened around you. You can bring everywhere like in park your car, café, or even in your means home by train. For anyone who is having difficulties in bringing the published book maybe the form of *Type Matters!* in e-book can be your substitute.

**James Helm:**

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