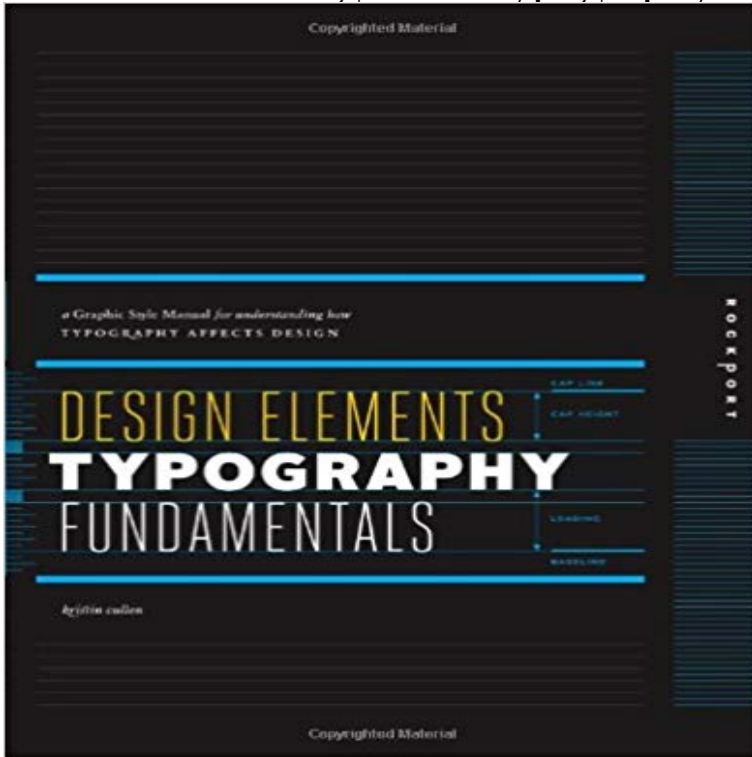


Design Elements, Typography Fundamentals: A Graphic Style Manual for Understanding How Typography Affects Design



Explore the fundamentals of typography with this practical new guide. An instructional reader rather than historical survey, Design Elements: Typography Fundamentals uses well-founded, guiding principles to teach the language of type and how to use it capably. Designers are left with a solid ground on which to design with type. Limitless potential for meaningful and creative communication existsthis is the field guide for the journey!

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