Steven Heitman
San Francisco, CA USA

Portfolio: http://www.stevenheitman-ia.com
Blog: http://stevenheitmaninformationarchitect.blogspot.com
Contact: mailto@stevenheitman-ia.com
LinkedIn: http://www.linkedin.com/in/stevenheitmania

Sr. User/Design Researcher / Information Architect Specialist
User Experience Designer

BAIA / BFA

Typographic Design: Form and Communication
Synopsis:

- For more than two decades, the type book of choice for design professionals and students
- Typographic design has been a field in constant motion since Gutenberg first invented movable type. Staying abreast of recent developments in the field is imperative for both design professionals and students. Thoroughly updated to maintain its relevancy in today's digital world, *Typographic Design, Fifth Edition* continues to provide a comprehensive overview of every aspect of designing with type.
- This *Fifth Edition* of the bestselling text in the field offers detailed coverage of such essential topicsas the anatomy of letters and type families, typographic syntax and communication, design aesthetics, and designing for legibility. Supplementing these essential topics are theoretical and structural problem-solving approaches by some of the leading design educators across the United States. Unwrapping the underlying concepts about typographic form and message, *Typographic Design, Fifth Edition* includes four pictorial timelines that illustrate the evolution of typography and writing within the context of world events—from the origins of writing more than 5,000 years ago to contemporary typographic applications.

The gist of typographic design: form and communication:

- **1 The Evolution of Typography**
  - From the origins of writing to Gutenberg's invention of movable type
  - Typography from Gutenberg to the nineteenth century
  - The nineteenth century and the Industrial Revolution
  - Typography in the twentieth century
  - A new century and millennium begin

- **2 The Anatomy of Typography**
  - Letterforms analyzed
  - The typographic font
  - Historical classification of typefaces
  - Typographic measurement
  - The type family

- **3 Syntax and Communication**
  - Typographic syntax
  - Typographic space
  - Visual hierarchy
  - ABA form

- **4 Legibility**
  - Distinguishing characteristics of letters
  - The nature of words
  - Capital and lowercase letters
  - Interletter and interword spacing
  - Type size, line length, and interline spacing
  - Weight
  - Character width
  - Italics
  - Legibility and color
  - Justified and unjustified typography
  - Paragraphcs and indentions
  - Legibility and electronic page design
  - Legibility and the Internet
  - Typographic details

- **5 The Typographic Grid**
  - Background
  - Structure and space
  - Proportion
  - Single column grids
  - Multi-column grids
  - Modular grids
  - Improvisational structures

- **6 The Typographic Message**
  - A multidimensional language
  - Verbal/visual equations
  - Function and expression

- **7 Typographic Technology**
  - Hand composition
  - Linotype
  - Monotype
  - Ludlow
  - Phototypesetting
  - Digital typesetting
  - Electronic page design

- **8 Case Studies in Typographic Design**
  - Integrating type and image in poser design
  - The U.S. National Park Service Unigrid System
  - Design and typography for *Interiors* magazine
  - Typographic film titles
  - Hancock Park: interpretive exhibit for the La Brea Tar Pits
  - CD-ROM design for *Crank Call:* a holiday typeface by MetaDesign
  - Sonoma County Woodworkers Association Web site
  - Book design for *Listen Up: The Lives of Quincy Jones*
  - A typographic program for the 17th Street Farmers' Market
  - Exhibition design for the Jewish Historical Museum Amsterdam, Netherlands

- **9 Typographic Design Education**
  - Generation of a typographic sign from a gestural mark
  - Letter/digit configurations
  - Urban letterform studies
  - Inventing sign systems
  - Letterform analysis
  - Flowering typography
  - Sequential typographic forms in space
  - Visual organization and grid structures
  - Introduction to systems design
  - Designing with a single letter
  - Typography compositions with found typography
  - Experimental compositions with found typography
  - Syntactic explorations using onomatopoeic terms
  - Type chronology booklet
  - Expressive typography: form amplifies message
  - Computer improvisation and manipulation
  - Type as metaphor
  - Interpretive typography: exploring legibility and impact
  - Symphony poster series
  - Information design: changing typographic parameters

- **9 Typographic Design Education (Cont'd.)**
  - Typographic cubes
  - Calendar typography
  - Unity of form and communication
  - Typeface history powers
  - Performance typography
  - Type in Motion
  - Type and image in the third dimension
  - Comparative relationships: type and image
  - Directional poster: from your house to the university
  - Graphic-design history posters and booklet
  - Animated Web site flash pages
  - Typezine: my favorite typeface
  - Type history posters
  - Typeface design: mind/machine
  - Banknote design

- **10 Typographic Design Process**
  - A traditional model
  - Processing typographic form and ideas
  - Exploring typographic permutations
  - The Green project

- **11 Type Specimens**
  - Old Style
  - Adobe Garamond
  - Adobe Minion Display Regular
  - Additional Old style fonts
  - Sans serif
  - Univers
  - Meta Normal
  - Futura Regular
  - Additional Sans Serif fonts
  - Transitional
  - Baskerville Regular
  - Additional Transitional fonts
  - Modern
  - Bauer Bodoni Regular
  - Additional Modern fonts
  - Egyptian
  - Serifa Roman
  - Additional Egyptian fonts
  - Selected Decorative fonts
  - Glossary
  - A chronology of type designs
  - Bibliography
  - Picture Credits
  - Index