

The book was found

Listening To Type: Making Language Visible



Synopsis

With this visually stunning primer, designers will develop the skills and vision to produce truly innovative, eye-catching type design. All the basics of type design are covered, and in-depth information is provided on more advanced topics such as the differences between type applications, how typography creates identity, and what best inspires readers. Chapters cover: The language of typeSpace and typeTypographic unityWhat makes readers respondType and identityEvolving type treatmentsReadability and legibilityA timeline of the evolution of writing and typography Designer Alex W. White packs the pages with fifteen hundred images—modern and ancient, specially created and found—that illustrate typographic concepts and continue to yield more complexity and connectivity with each viewing. Listening to Type proves that type is much more than groups of letterforms on a page; it is a language with the ability to convey meaning and evoke emotions beyond the spoken words it symbolizes. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

Paperback: 272 pages

Publisher: Allworth Press (October 25, 2016)

Language: English

ISBN-10: 1621535355

ISBN-13: 978-1621535355

Product Dimensions: 7.9 x 0.8 x 10 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 6 customer reviews

Best Sellers Rank: #164,065 in Books (See Top 100 in Books) #94 in Books > Arts &

Photography > Graphic Design > Typography #566 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

“My colleague, Alex W. White, has done it again. Even if you’ve read other books by Alex, like his excellent *Elements of Graphic Design*, *Listening to Type* is a revelation. This book represents his clearest and most perceptive explanation of the building blocks of effective graphic design: Space, image and putting what is probably most important first—the workings of type itself.

— Brian D. Miller, partner, executive creative director, MillerSmith; author of *Above the Fold*, 2nd ed.

“Maybe Alex White should be called the type whisperer. Examples of outstanding work are abundant throughout this volume. Typography, space, image, and color are the building blocks of graphic design and are beautifully represented. Splendidly arranged and easy to understand, this book is indispensable whether you are an initiate or seasoned professional.

— Graham Clifford, independent design director and chairman emeritus of the Type Directors Club

This book is a vastly expanded, full-color second edition of the book originally published as *Thinking in Type: The Practical Philosophy of Typography*. The title has been changed to avoid confusion with another book with a closely similar title.

This is a 2nd edition of his 2004 book *Thinking in Type*. It is full of detailed information on type (history, type terminology) from a designer who has deep experience in using type in practical design. It’s filled with rich imagery that illustrate the points, and has great exercises. I’ve also read his book “*The Elements of Graphic Design*”, and his writing is consistently engaging -- one of the best design writers I’ve encountered. (I’ve edited this review after the author and editor quickly responded to promise to fix an error, which I much admire. Thank you for excellent customer focus!)

The book arrived as described within the stated timeframe. Impressed!

First a disclaimer. I know the author and consider him a friend, and he invited me to review his book. Alex White is a wonderful classroom teacher, and the results he extracts from his students are excellent. This book represents Alex’s full body of knowledge about typography, and it is a huge amount of information. Perhaps the best way to appreciate this book (which is an update of Alex’s previous book, “*Thinking In Type*”) is to take it one page at a time, slowly. Visually, it is jam-packed. As a read, I can hear Alex’s voice on every page. I can imagine what an enormous effort it was to add to and update the previous work. Typographic principles may be timeless, but the typographic world keeps spinning... and one or two bits may have been overlooked: on page 477, Alex reports

that there are over thirty thousand typefaces available...in fact, as of this writing, that number is likely well over two hundred thousand. Nonetheless, as the owner of hundreds of books about typography, I believe one can never have enough books about this wonderful and complex subject, and I am glad to add this new volume to my typographic library.

To paraphrase an old joke about the weather in some locales: if you don't like this book, just look somewhere else on the page (or flip to the next one.) Alex White has stuffed this book full of a range of information on typography and publication design. If multiple images and sidebars distress you, you might prefer the straightforward narrative and relatively calm visuals of something like Robert Bringhurst's *The Elements of Typographic Style* but *Listening to Type* offers a wide array of typographic information packaged for the widest audience. I suppose it would be possible to just sit down and read the book through but it seems best suited to biting off a bit at a time. And there will be plenty left for the next meal. This book is an expansion of White's earlier *Thinking in Type*. That volume came out at the same time as Ellen Lupton's *Thinking with Type*. The new title not only eliminates the confusion of the very similar titles but indicates the larger scope, color printing, and general development that takes this beyond what someone would expect of a new edition.

I was given this book by a friend after a discussion on what constitutes a well designed visual communication - marketing piece, book cover, poster etc and the process to achieve it. He loved the first edition and thought the second one is even better. This book is filled with an incredible depth of information on how to communicate any message using type, space and image in the ideal proportions, hence "Making Language Visible"! Many illustrations and examples make basic to advanced concepts clear on every page. A book experienced as well as new designers could use as a reference guide in their work.

Extensive examples of great graphic design visuals. I used to teach typography classes, and I can see this book as a wonderful tool to learn typography and to inspire designers.

[Download to continue reading...](#)

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] Listening to Type: Making Language Visible 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) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days 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) Visible Cities Budapest (Visible Cities Guidebook series) Visible Cities Vienna (Visible Cities Guidebook series) The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) 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 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 4 Your Type Personalized Cookbook Type AB: 150+ Healthy Recipes For Your Blood Type Diet 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)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)