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The font, color, spacing, size, imagery, and other factors all have a strong impact on the perceived attractiveness of cover design. And while we claim to never judge a book by its cover, the reality is that the cover is the very first thing we do judge a book by. This gallery has 35 examples of wonderful typography in book cover design.

~~35 Creative Examples of Typography in Book Cover Design~~

This rich monograph gives Max Bill fans an extensive and inspiring look at works for which he has received little attention, in the fields of typography, advertising and book design. On 1 book list

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This book has some great material about use of typography in design, with great examples and anecdotes from advertising campaigns dating back to the early days of design. The problem is the execution of the book. The sections designed for reading are overshadowed by confusing side bars and cut-lines for the examples.

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One of the principal uses of design—and typographic design especially—is to solve communication problems. That's why we want to eliminate confusion, get rid of ambiguity, and create clear, concise messages. Bad typography stands in the way. Elements of Bad Typography

~~The Elements of Bad Typography The Book Designer~~

Layering elements of your typography in your ads is a great way to not only add dimension but another layer of design. This print ad by Thomas Kohl combines two layers of text: the red text is still

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incredibly legible and the white text stands out without overshadowing the text underneath it.

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Stop thinking of typography as simply headlines and body copy and start thinking of it as a design element. Typefaces are meticulously designed and therefore possess an aesthetic that can be a valuable asset to your design arsenal. This of course goes well beyond building faces with letters. If you want to create a typography-centric design, think about how you can incorporate attractive type ...

~~8 Rules for Creating Effective Typography | Design Shack~~

Typography. Advertising. Book Design This book offers a comprehensive view of an area of work from MaxBill that has so far received little...

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This volume offers a comprehensive view into an area of his work that has so far received little attention: typography, advertising and book design. It shows for that almost everything that the Swiss Avantgarde movement accomplished during the 1930s was visualized in Bill's studio "bill-zurich reklame". The reader discovers Max Bill as the tireless

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creator of highly individual types ...

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It's an outstanding design though that makes people want to work to read it. Hahn Nitzsche Recording Studios - Jeans . Same approach has been taken in this ad as that of the previous one. Messy but excellent design. Mitchell Eye Centre - Trash . With such a creative use of typography, you can land within people's interest and concentration.

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This selection of typographic design, edited by leading typographers A2/SW/HK, showcases more than 100 carefully selected contemporary designers, including the best examples of their current work, and also features an introduction by Rick Poynor. Buy the book. 17. Watching Words Move - Ivan Chermayeff and Tom Geismar. This legendary document of typographic creativity, after nearly fifty ...

~~50 essential books every graphic designer should read ...~~

Max Bill: Typography, Advertising, Book Design Gerd Fleischmann Hans Bosshard Christoph Bignens . From the Publisher. Max Bill considered himself primarily an architect, yet he was also an inventive and tireless creator of type fonts and commercial logos, as well as being

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a designer with wonderful sense of visual humor - not exactly a common feature of Swiss graphic art, as the publisher (also ...

~~10 Books on Advertising Design | Designers & Books~~

Typography can make or break a book cover design. A book cover with smart or creative typography can engage the viewer in an instant and help them decide if they want to learn more about the book. In the world of book cover design, it all starts with curiosity, and you only have a few seconds to get the reader's attention.

~~20 Iconic Examples of Book Cover Typography~~

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Typography is the art and technique of arranging type to make written

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language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning).The term typography is also applied to the style, arrangement, and appearance of ...