Designing with Type, 5th Edition: The Essential Guide to Typography

By James Craig, Irene Korol Scala

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The classic *Designing with Type* has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

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Editorial Review

From Publishers Weekly
Part textbook and part reference work, the fifth edition of a typographic classic begins with a thumbnail history of the development of written language and ends with a glossary; in between are in-depth looks at five classic typefaces, lessons on designing with text type, display type and color, and plenty of project assignments. Though Craig, the former design director for Watson-Guptill, touches on the way that type design can be akin to fine art, most of his focus is on the subtle ways in which typeface affects "mood," and letter shape and spacing influences readability, emphasis and even meaning. Even though technological advances have made innovative text design ever simpler, readers—of books, brochures, cereal boxes and subway advertisements—still tend to prefer their type to be "invisible"—in other words, "to serve as a quiet vehicle for enhancing the meaning of a text." While best suited for a beginning graphic design student, this clear, readable book should also intrigue those interested in how the look of a sentence has an impact on the way we read it. 100 color and 500+ b&w illus. *(May)*
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Review
"An excellent and useful introduction to the subject." - Milton Glaser"

About the Author
James Craig is a renowned author of books on graphic design, including *Basic Typography: A Design Manual*. He was the design director of Watson-Guptill Publications for more than twenty-five years; today he teaches typography at The Cooper Union in New York City, where he lives.

William Bevington, executive director of Parsons Institute for Information Mapping, New School University. He teaches at Parsons School of Design in New York and lives in Atlantic Highlands, New Jersey.

Irene Koral Scala, a graduate of The Cooper Union, has also studied at the Bezalel Academy of Art in Design in Jerusalem. She lives in New York City.

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