Designing with Type: The Essential Guide to Typography

James Craig , William Bevington , 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.

Designing with Type: The Essential Guide to Typography Details

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Vitaliy says

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Kathy Bateman says

Even if you don't consider yourself much of a designer you will certainly get a bunch of useful information out of this book. Anybody and everybody could use a little help making their Word Documents and other digital text be more readable.

Designing with Type even includes a selection of exercises to help you practice what you learn.

I learned so much from this book that when I got to the end I just kept reading all the way through the glossary item-by-item to make sure I absorbed every piece of information provided.

Lindig says

When I was a typesetter, this was the bible, not for everyday look-ups but for reading to learn the basics and for guidelines and for ways to think about the box and the rules and how and when to flout them.

DeAnna Knippling says

Absolutely stellar. After trying to sort through some other books on graphic design and typography, this one was a pleasant, clear, insightful read that didn't just give the rules of design but explained them so I could both understand and start brainstorming.

Jon says

Good overview.

Sirajum Munir Galib says

Loved all the basics and history of typography. Only one objection is why a book like this introduces some basic terms related to computer, like CPU, RAM, Disk and so on? I think those who is reading this book

have ordered this from Amazon or reading the digital copy. I think in the next edition these junks will be eliminated.

Kristian Ignatov says

This book serves as both a very compressed history of typography as well as a glossary of type terms every designer should know. It is a must read for the beginner and a great stepping stone for the veteran.

Marc says

Incredibly well-organized and designed. Excellent balance between historical and practical information. Great examples. Only drawback may be it feels dated in terms of not really mentioning the challenges of typography in the 21st century (designing for multiple display types; online platforms requiring flexible designs and/or giving up some control; screen-based typefaces; etc.). Overall, a very solid primer that would be well-paired with a class.

Peter says

I'm actually reading the 3rd edition, and it looks from this that they're up to the 5th by now, so my impressions won't be entirely up-to-date...

Erin Pieronek says

I lot of good information well laid out. Good reference information. This was the text for my Typography I class at Otis.

Nourhan Saad says

It was a very interesting and informative book to me specially that I have just started my typography studies. As for the eBook edition, the illustrations was very poor quality although I think the publisher tried to makeup for that by the website content.

Tracy E. says

On the plus side, contains a quick overview of typography history and has plenty of graphic examples. Discusses key terms and gives an overview of typography standards.

On the con side, contains too much information that is outdated to digital producers of content. Leave it as a history lesson, not something to be practically absorbed, unless the student wants to. Also found three typographic mistakes, which is hardly encouraging in a book about typography.

Annamarie says

I had to get this book for my typography class and I found this to be very informative, and the background on some of the most used typefaces helped. But at times I found the book to be rather dry and boring.

Overlord says

Good introductory book, nothing mind blowing.

Nat says

Given my profession, I was unsettled by this practical recommendation on p.138:

"Try to avoid spending excessive amounts of time discussing or philosophizing about what you might do, since this is a highly developed form of procrastination and reflects an uncertainty of just how to proceed".

And I wonder why the authors feel entitled to the following dogmatic statement on the same page, given their ability throughout the rest of the work to outline general heuristics for good type design:

"Keep in mind that, as impressive as computer-aided design may appear, it will never be a substitute for human creativity".

I submit that given enough time, computing power, and interest in replacing human workers, computer-aided design will indeed one day be a substitute for human creativity.