



Shaping Text: Type, Typography and the Reader

Jan Middendorp

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Shaping Text takes a practical and broad approach to typography. It is aimed at design students and graphic designers, and also at those who are concerned with content: writers, editors, and publishers. Showing a wide range of examples from first-rate designers across the world, the book examines why and how typographic designs work well in a given context. Particular attention is given to the team play between the text itself—written language—and the design—the shaping of the text—to form a new, multilevel visual message with a complex content.

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