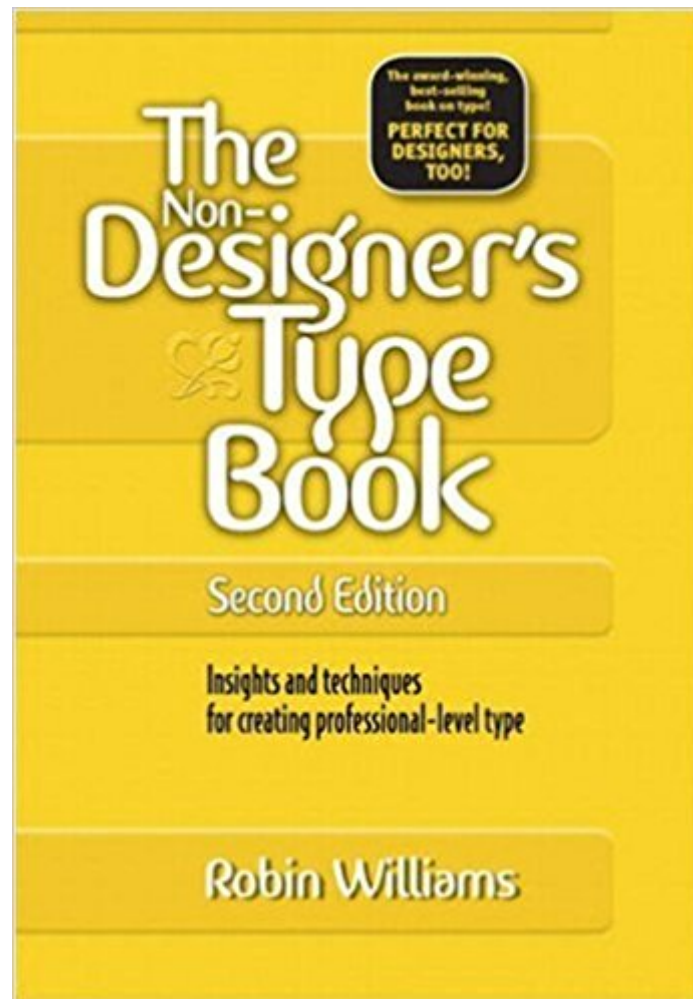# The Non-Designer's Type Book, 2nd Edition

Synopsis

Seven years is a long time in any industry, but when it comes to the worlds of design and technology (and particularly the point at which the two merge), it's an eternity! No wonder, then, that you (and about a million other readers!) have been eagerly awaiting this latest update to Robin Williams' enormously popular Non-Designer's series. In these pages, Robin defines the principles that govern type as well as the logic behind them so that you learn not just what looks best but why on your way to creating effective print and Web pages. Each short chapter in this thoroughly updated guide (which includes new coverage of typography in Adobe InDesign and Mac OS X) explores a different type secret or technique, including understanding legibility and readability; tailoring typeface to a particular project; mastering pull quotes and captions; working with spacing, punctuation marks, special characters, fonts, and justification; and more. The nonplatform- and nonsoftware-specific approach and Robin's lively, engaging style make this a must-have for any designer's bookshelf!

Book Information

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Customer Reviews

When I picked up this book, I figured that the title, "The Non-Designer's Type Book," meant that it was a book about type, FOR non-designers. After reading it, from cover to cover, I now wonder if the title refers to the author's credentials rather than the book's target audience. I love typography. I sit in theaters and watch every minute of the rolling credits if the font used is well chosen and well displayed. I have a Caslon 540 lower-case "g" pinned to the wall above my Mac instead of swimsuit

pics. If you love type, you know what I'm talking about. If you love type, avoid this book and do not recommend it to anyone who hopes to someday love typography and master its use. Robin Williams' cutesy and heavy-handed text, while sometimes informative, is loaded with irritating "insights" as well as written-in-stone directives that are passed off as law. For instance, in at least two places, she states that type should NEVER, EVER be underlined. She says that it's a "law" that should "never" be broken. C'mon Robin! I mean yes, underlining is very often misused, but have you looked at the latest PRINT or CA Annual? There is a time and a place for underlining and the sensitive, savvy designer knows when and how to do it. She outright trashes one of the most elegantly designed faces in the history of the printed word, Helvetica, and glibly states that it will be out of style for the "next two hundred years." What?? Again, has Ms. Williams even looked at what contemporary (and effective) designers are doing these days? Helvetica is alive and flourishing.

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