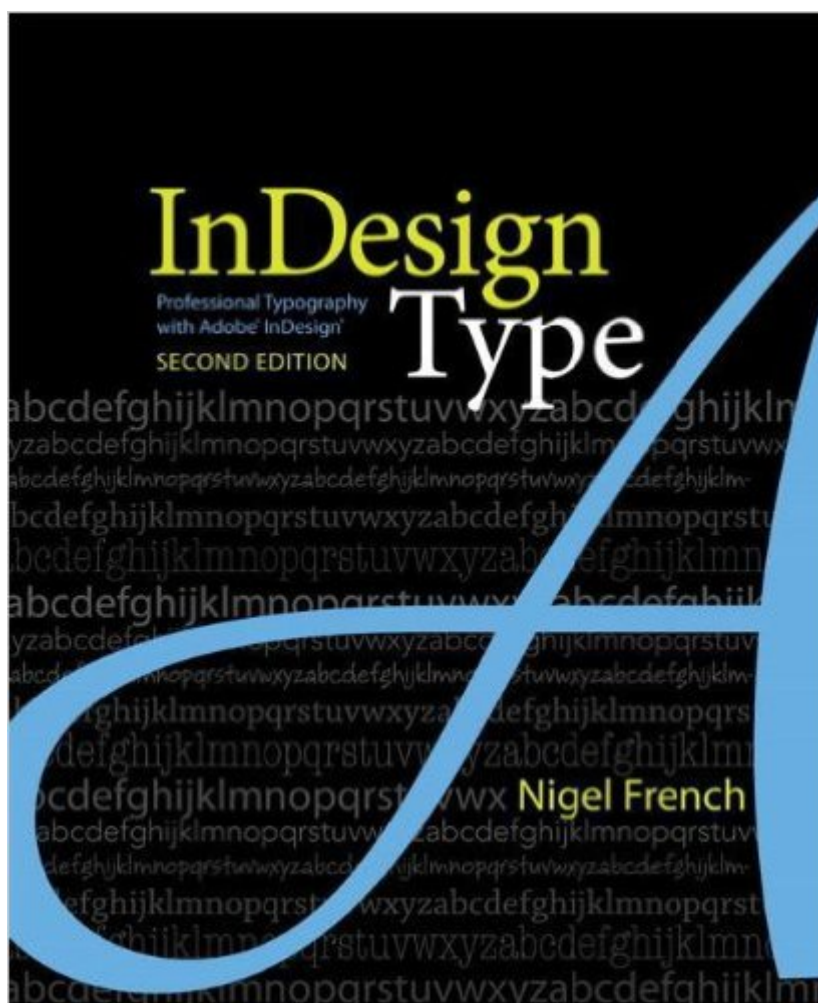


The book was found

InDesign Type: Professional Typography With Adobe InDesign (2nd Edition)



Synopsis

Adobe InDesign is the world's premier page-layout tool, and its user-friendly yet sophisticated typographic controls are a big reason why. This updated edition of Nigel French's InDesign Type, the first book to focus exclusively on the typographic features of InDesign, provides a comprehensive overview of the application's vast array of type capabilities, from the basics of character-level formatting to strategies for designing complex layouts using grids. With practical examples, loads of tips, and a wealth of illustrations, InDesign Type offers guiding principles for how to get the best-looking type in the most efficient way possible. InDesign Type is a rich resource for anyone who wants to master the fine points of typography and works with Adobe InDesign.

Book Information

Paperback: 288 pages

Publisher: Adobe Press; 2 edition (July 10, 2010)

Language: English

ISBN-10: 0321685369

ISBN-13: 978-0321685360

Product Dimensions: 7.5 x 0.5 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (12 customer reviews)

Best Sellers Rank: #902,330 in Books (See Top 100 in Books) #63 in Books > Computers & Technology > Digital Audio, Video & Photography > Adobe > Adobe InDesign #388 in Books > Arts & Photography > Graphic Design > Typography #416 in Books > Computers & Technology > Graphics & Design > Desktop Publishing

Customer Reviews

I've used InDesign to produce literally hundreds of books, and I can honestly say that InDesign Type is the single most useful book on InDesign that I've ever run across. The book is not for an InDesign beginner. If you don't know the difference between kerning and leading, much of the material will be out of your scope. If you have the basics down, though, and want to start to refine your work, this is the book you want. French illustrates every single feature discussed with an example...I find that not only remarkable but incredibly useful. For me, every chapter had at least one or two pieces of advice that I immediately applied to my work. I have the book on my desk right next to my style book and dictionary.

Having been in the Printing / Publishing business for thirty years, I did not need to learn how to do a layout, or typography, I needed to know how to fit the skills I have into the new paradigm, How to use and apply the skill I have using the new tools in Indesign. This book fills that bill exactly, and for those just starting out it will teach you how to use those skills as your typography skills grow as well. So you do not end up using a screw driver as a chisel, or using a hammer to pound on that chisel when you should be using a wooden mallet. It will make your life easier. Remember at ten percent profit margin if you spoil a \$100.00 dollar job you have to do a thousand dollars worth of work to recover that loss. At 2% profit margin that amount jumps to five thousand dollars before you start to earn a profit again. This book helps you to do it right the first time and eliminate the errors that lead to the costly spoilage. To get it to look right the first time in soft proofing and not discover it at the press check.

The book takes a very different approach and there are few books that so eloquently wed a heritage of typographic tradition with up to date technical expertise that is both practical and accessible. As a teacher/trainer I find it great inspiration. There is one problem though, when I finally find an expression I want to remember I feel reluctant to buy a highlighter to spoil the book.

Easily understood and digested instructions for applications of leading, kerning tracking of type. The book also offers instructions that give full diagrams and explanations for drop cap aesthetics along with applications such as creating a picture drop cap or contoured drop cap design to type characters. Furthermore it relays instructions such as wrapping text around objects. Each chapter has clear figure illustrated imagery. The book covers the basics of type anatomy along with classifications for basic history and knowledge. It carries information for page set up and paragraph formation techniques along with breaking and not breaking words or lines. I must say it can be scary to decide on which book to get but I found a winner here and it will remain on my bookshelf for years as a go to information source! This text book is perfect addition to classroom assigned text books or for instructors to apply as the main textbook for students. It is clear and concise with a nice building of information chapter to chapter to gain knowledge and achieve a firm grip on Indesign Typography standards. I also think it is highly suitable to Adobe's CS6 version of Indesign.

If you buy just one book for understanding typography in Adobe InDesign, make it this one. Nigel French has written the best possible technical guide to managing type for beginners and advanced users alike. It covers every detail with excellent illustrations, and works well as a desk reference too.

It is rare to find a book on typography that talks about practicalities. Nigel's book does. I used it as my textbook the last few years I taught digital publishing. It's very good, though of course, I didn't agree with everything.

[Download to continue reading...](#)

Blood Type Diet: An Essential Guide For Eating Based On Your Blood Type (blood type, blood type diet, blood type a, blood type o, blood type ab, blood type b, blood type diet success,) InDesign Type: Professional Typography with Adobe InDesign (2nd Edition) InDesign Type: Professional Typography with Adobe InDesign (3rd Edition) TYPE 2 DIABETES DESTROYER: The Secret to REVERSE Type 2 Diabetes, 3 Proven Steps to Reverse Type-2 Diabetes in 11 Days (Diabetes type 2, Diabetes, diabetes ... DIABETES,diabetic cookbook,type 2 diabetes) Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) The Design Collection Revealed: Adobe Indesign CS4, Adobe Photoshop CS4, and Adobe Illustrator CS4 Diabetes: Fight It with the Blood Type Diet: The Individualized Plan for Preventing and Treating Diabetes (Type I, Type II) and Pre-Diabetes (Dr. ... Eat Right 4 Your Type Health Library) Diabetes: Reverse Diabetes: How to reverse diabetes and manage type 2 diabetes, type 1 diabetes and gestational diabetes (Diabetes, Type 2 diabetes, Type ... sugar, diabetic recipes, what is diabetes) Adobe InDesign Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) The Design Collection Revealed: Adobe InDesign, Photoshop and Illustrator CS6 (Adobe CS6) Adobe CS6 Design Tools: Photoshop, Illustrator, and InDesign Illustrated with Online Creative Cloud Updates (Adobe CS6 by Course Technology) The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) The Design Collection Revealed: Adobe InDesign CS6, Photoshop CS6 & Illustrator CS6 (Adobe CS6) The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop CS5, Illustrator CS5 & InDesign CS5 (Adobe Creative Suite) Exploring Adobe InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) Adobe InDesign CS6 Illustrated with Online Creative Cloud Updates (Adobe CS6 by Course Technology) Adobe InDesign CS6 Interactive: Digital Publishing for the Internet and the iPad (Adobe CS6) Adobe InDesign CS6 Revealed (Adobe CS6) By Dr. Peter J. D'Adamo - Eat Right 4 Your Type Personalized Cookbook Type B: 150+ Healthy Recipes For Your Blood Type Diet (1st Edition) (9.1.2013) Step by Step passing the EPA 608 certification exam, including the Core, Type I, Type II, and Type III test with practice questions

[Dmca](#)