



Stop Stealing Sheep & Find Out How Type Works (2nd Edition)

By Erik Spiekermann, E.M Ginger

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A guide to typography. It draws in the reader with its design and layout, making use of more than 200 illustrations and photographs. It explains in everyday layman's terms what type is and how you can use it to enhance legibility, meaning, and aesthetic enjoyment. It also includes chapters on Web typography and other forms of online text display.

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Bibliography

- Rank: #98915 in Books
- Published on: 2002-07-25
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .46" w x 5.50" l, .79 pounds
- Binding: Paperback
- 192 pages



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Editorial Review

From the Publisher

Stop Stealing Sheep, Second Edition is a unique, entertaining, and educational tour through the most basic unit of written communication: type. World-renowned type experts Erik Spiekermann and E.M. Ginger explain in everyday laymen's terms what type is and how you can use it to enhance the legibility, meaning, and aesthetic level of your work. They elegantly touch on all aspects of typography, including the history and mechanics of type, how to train your eye to recognize and choose typefaces, and how to use space and layout to improve overall communication.

Because type reaches across all boundaries and continually evolves, this edition is revised and updated to include new chapters on Web typography and other forms of online text display. You need no previous knowledge of typography to enjoy this book and apply its tenets to your daily work. A perennial bestseller since the first edition was published in 1993, *Stop Stealing Sheep* will draw you in with its beautiful design and layout, which makes liberal use of more than 200 illustrations and photographs.

From the Back Cover

An updated new edition of the classic guide to typography.

A unique, entertaining, and educational tour through the most basic unit of human communication: type. This book, a perennial seller since 1993, draws in the reader with its beautiful design and layout, making liberal use of more than 200 illustrations and photographs. The author explains in everyday layman's terms what type is and how you can use it to enhance legibility, meaning, and aesthetic enjoyment. This edition is revised and updated to include new chapters on Web typography and other forms of online text display.

About the Author

Erik Spiekermann is an internationally renowned graphic designer and the founder of MetaDesign. He wrote the bestselling first edition of this book and many articles on type and typography, as well as *Rhyme and Reason: A Typographic Novel*. He is also the designer of typefaces such as FF Meta and ITC Officina. He lives and works in Berlin.

E.M. Ginger is a typographic consultant, editor, and freelance writer in the San Francisco Bay Area. She has worked with type and typography for two decades. She was managing editor of the journal *Fine Print* for twelve years and the editor of several bestselling cookbooks.

Users Review

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