



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

*By Robin Williams*

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

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!

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## The Non-Designer's Type Book, 2nd Edition By Robin Williams Bibliography

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## Editorial Review

From Library Journal

Williams teaches electronic typography and has written some excellent books on digital design (e.g., *The Non-Designer's Design Book*, Peachpit, 1994). Anyone who has misplaced a font they just downloaded from a web site or who has witnessed the horrific use of type on many personal web sites knows how badly these books are needed. Clear explanations and good illustrations are the hallmarks of both volumes. There is little overlap, since one deals with managing the electronic fonts and the other with the uses of type. These gems are recommended for most collections.

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From the Back Cover

This latest addition to Robin Williams' Non-Designers line of books not only defines the principles governing type but explains the logic behind them so readers can understand and see what looks best and why. Armed with this knowledge, and putting into practice the secrets Robin reveals for making type readable and artistic, readers can then go on to create beautiful, sophisticated, professional-looking pages on their computers for output as hard copy or for use on Web pages.

Each short chapter explores a different type secret including use of evocative typography, tailoring typeface to project, working with spacing, punctuation marks, special characters, fonts, justification, and much more. It is written in the lively, engaging style that has made Williams one of the most popular computer authors today. And it uses numerous examples to illustrate the subtle details that make the difference between good and sophisticated use of type. The non-platform specific, non-software specific approach to the book makes this a must-have for any designer's bookshelf - from type novices to more experienced graphic designers and typesetters.

Please note! If you've read *Beyond the Mac is not a typewriter* then you don't need this book. This book is almost exactly the same as *Beyond the Mac is not a typewriter*.

About the Author

**Robin Williams** is the author of dozens of best-selling and award-winning books, including *Robin Williams Mac OS X Book*, *The Little Mac Book*, *The Non-Designer's Design Book*, *Robin Williams Design Workshop*, and *Web Design Workshop*. Through her writing, teaching, and seminars, **Robin** has influenced a generation of computer users in the areas of design, typography, desktop publishing, the Mac, and the World Wide Web.

## Users Review

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**John Carter:**

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**Josie Garcia:**

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