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# Typographie: A Manual Of Design



## Synopsis

Emil Ruder's Typography is the timeless textbook from which generations of typographer and graphic designers have learned their fundamentals. Ruder, one of the great twentieth-century typographers was a pioneer who abandoned the conventional rules of his discipline and replaced them with new rules that satisfied the requirements of his new typography. Now in its sixth printing, this book has a hallowed place on the bookshelves of both students and accomplished designers. Dimension: 8 3/4 x 11 inches, over 500 examples, English, German & French text.

## Book Information

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## Customer Reviews

Text: German, English, French

truly the best design book.

Product in good conditions and good contents. I really liked it and I recommend it a lot. The price was nice.

I got this book late in my second year of study. While other reviews here call it useless, I believe this book is one of the most important I've read. Typographie sets out in very simple terms to describe the fundamentals of managing type, in both an artistic and practical sense. It is filled with insight into what is form and counterform, the typographers role in book production, how to construct contrasts with very simple means. If you're curious about typography and modern design methods then this is

the book for you. I found it insightful and a vital read for furthering my ability to design well. This book was comes with the guarantee of the master type Designer Adrian Frutiger. Pick it up at a local library and see if you agree, but please do yourself a favor and read it! Andrew

The design book that raised my adrenaline. I had never realized the real of power of white space and a simple 3 column grid. In this book, Ruder's philosophy in typography was explained into 19 chapters, showing a multitude of possible ways to see and develop in typography. He emphasised on the rule of typography which stresses on legibility and reproducibility. If you need more pictures before you buy you can go to [...] Read and feel it. You won't regret to buy this book.

This is a great analytical work by a master of modern typography. This book is meant to be read. The visuals by themselves are not very informative: they accompany the text, like the final premises of very simple yet profound arguments on good typography. I would recommend it to anyone interested in penetrating the craft of typography. As a native French speaker, I have to say that the French translation is far less than satisfactory. Continual poor syntax, bad use of key words and use of foreign words make it incomprehensible in many instances. I finally resorted to the English translation.

Typographie is a good starter read and example book for beginning typographers and designers. Many of it's exercises are the basis for most first level typography courses and the book's basic exercises are repeated in newer books like Ellen Lupton's Thinking With Type and other books on typography. I got this book well after my base knowledge was covered, but it was refreshing that some things never change in terms of the fundamentals. As far as being an inspirational book for cutting edge typography it's not, but one has to crawl before they walk, run or break into an all out sprint.

This book may be a classic, but I was "mislead" to think this was a book with good examples of typography, but no. Many examples, but extremely worthless if you ask me. Get a new book instead of this classic.

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