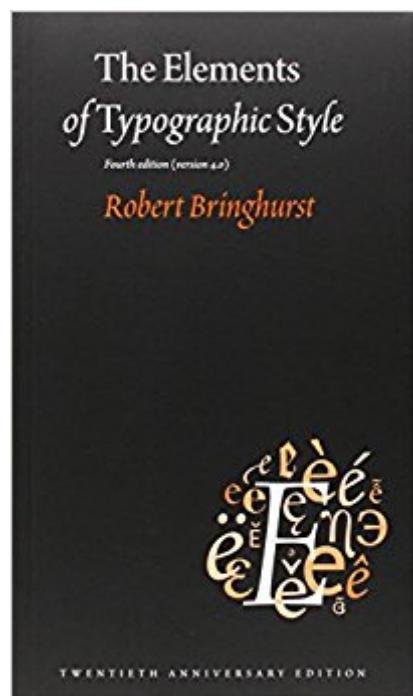


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The Elements Of Typographic Style: Version 4.0: 20th Anniversary Edition



Synopsis

Renowned typographer and poet Robert Bringhurst brings clarity to the art of typography with this masterful style guide. Combining the practical, theoretical, and historical, this edition is completely updated, with a thorough revision and updating of the longest chapter, "Prowling the Specimen Books," and many other small but important updates based on things that are continually changing in the field.

Book Information

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Customer Reviews

"A classic in the field." — Library Journal

Robert Bringhurst is a poet, typographer, linguist, critic, designer, translator, teacher, and cultural historian. He has published more than thirty books, eighteen of them books of poetry. His book, *The Black Canoe*, a study of Bill Reid's sculpture, is a classic of Native American art history and his book *The Elements of Typographic Style* is considered the "bible" for typographers the world over. In Canada, Bringhurst is best known for his groundbreaking study of Native Canadian oral literature, *A Story As Sharp as a Knife: The Classical Haida Mythtellers and Their World* (1999), a work that startled many readers and sparked intense academic and public debate. Two volumes of translation from classical Haida complete the trilogy: *Nine Visits to the Mythworld* and *Being In Being*. In 2004, the trilogy earned Bringhurst the Edward Sapir Prize, awarded by the Society for Linguistic Anthropology. Among his more recent books of poetry is *Ursa Major* (2003), a multilingual work in which characters tell simultaneous stories in English, Latin,

Greek, and Cree. Born in Los Angeles in 1946, Robert Bringhurst was brought to Canada at the age of five, raised largely in Alberta, and has lived and worked in British Columbia since 1973. He currently lives near Heriot Bay on Quadra Island.

New edition contains more extensive coverage of fonts. Excellent resource for anyone in love with a well-printed and formatted page.

I'm by far not a great type designer, but I do love type design. This book not only provides a detailed view of type design fundamentals, it also explores typesetting in general. It shows you everything you're doing wrong and how to do it right. The book in itself is a work of art, both in terms of content and design. It makes my mouth water. I love it.

Excellent book. You may disagree with some of the opinions, but you'll have to admit that the guy has valid points and knows his material, which should be abundantly clear. This is someone that clearly loves type and the book, itself, transcends its subject matter. Anyone that writes so well and with so much love deserves to be read widely.

Beautifully handy. It is a great book for any designer who wants to understand typography. Usually we go to the most technical books trying to figure out terms and techniques. Well, I think this book will teach you typography in a different way. Is by far, my favorite book when it comes to typography.

Beautifully written and very, very honest. This and James Felici's Complete Manual are the only two volumes needed for any typography enthusiast. Maybe size-specific adjustments to type designs also for advanced reading.

I bought this for one of my editors at work. He liked it and referenced it often. He says he still uses it even though he's moved on from book publishing and is in marketing now. Useful information and the book itself has held up to repeated use. While he was still with us, I had members of the art department look through this book as well.

This book is the type bible as my teacher would say. This book is a tool to help you become a better designer and truly understand the dos and don'ts of typography. I will keep it in my personal

collection for ever.

If you're a graphic designer you need this book. I purchased this book back when I was attending college and I still have it now. I referred back to the book multiple times as I am designing and I probably always will. Bringhurst basically gave the layout of the foundation of typography. Learn the difference between the dashes and hyphen and use them correctly. Understand the typeface families, combinations, and the history. Knowledge and reasoning is essential to back up your designs. This book will definitely help you along the way.

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