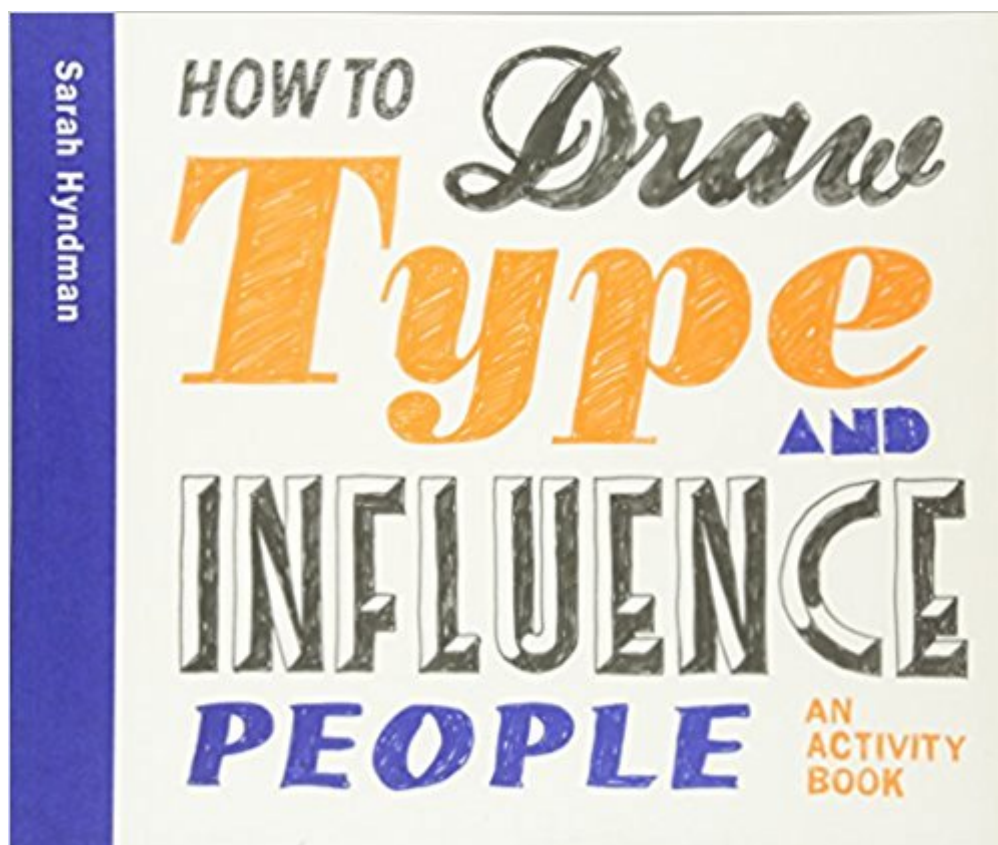




The book was found

# How To Draw Type And Influence People: An Activity Book



## Synopsis

We are all type consumers and interact with type in our everyday lives. Typefaces in all shapes and sizes evoke an emotional response and trigger associated memories before we've even read the words. *How to Draw Type and Influence People* shows how we use type to understand different messages. Each typeface is introduced and explained and then creative exercises show the reader how to draw each font and invite them to explore the associations evoked by the styles, to reveal why they have come about and how to create their own versions. Ideal for all those who work with type daily, this book provides an accessible way in to the world of typefaces, for the general reader, but also graphic designers who want to explore fonts in more detail and design their own letterforms.

## Book Information

Paperback: 128 pages

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Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #111,014 in Books (See Top 100 in Books) #66 in Books > Arts &

Photography > Graphic Design > Typography

## Customer Reviews

Sarah Hyndman is a graphic designer, author, and public speaker, known for her interest in the psychology of type. Her aim is to change the way we think and talk about typography by demonstrating that it is fun and accessible for everybody. Sarah leads tailored workshops and runs events, and in 2014 she delivered a TEDx talk.

This book is AWESOME! I saw some reviews that said it was for beginners, but I think it can also be applied to those that have already taken typography like myself. This has helped me understand typography beyond the one semester class I took. Sarah Hyndman did an awesome job with this workbook. I enjoy it so much and I look forward to the end of the day when I can wind down and work on this book. The paper material also feels really good to draw on if I must say so myself. I had

to take a peak at all the future activities in the book and I cannot wait to complete them!

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