

[PDF] Stop Stealing Sheep & Find Out How Type Works

Erik Spiekermann, E.M. Ginger - pdf download free book

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Description:

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. --This text refers to an alternate edition.

From the Back Cover Frederic Goudy, American type designer, once said, "Anyone who would letterspace lower case would steal sheep." To most people, this comment only adds to the perception that type inhabits a mysterious world with intricate terminology and elaborate rules; added to this are thousands of type faces out there that all seem to look alike. Until now, Spiekerman and Ginger shepherd their decades of typographic experience into a unique and lively guidebook which shows that type is easy to use, easy to understand, and in the hands of a savvy user, a powerful communications tool. You need no previous knowledge of typography to enjoy *Stop Stealing Sheep*. It makes no difference what kind of computer you work on, what type of software you use, or what you do for a living, because as the authors show- type, good type -reaches across all boundaries, computer platforms, and professional distinctions.

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