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Foundation

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**The Visual Dictionary of
Typography**

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Introductory

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**The Fundamentals of
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**Basics Typography
01 Virtual Typography**

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**Required Reading Range
Course Reader**

**Required Reading Range
Module Reader**



Typography

D

Foundation

The Visual Dictionary of Typography Gavin Ambrose and Paul Harris

Key features

Explains and contextualizes over 250 terms used within typography and its associated disciplines.

Includes traditional, manual practices and processes as well as modern terminology.

Definitions are accompanied by compelling illustrations taken from historical and contemporary typography.

Deals with a wide variety of practical terms, such as *Point size, Leading, and Gutter.*

Also covers movements and lettering styles, such as *Gothic, Reductionism, and Constructivism.*

Also includes a detailed timeline of typography.

Readership

Foundation

AVA's Visual Dictionaries form our foundation reading list. These titles offer clear, comprehensive and visually informative definitions to the key terms in a discipline's vocabulary.

Each title offers a wide overview of the discipline as a whole, its history and contemporary practice. It also provides a useful reference tool throughout higher education.

F

Introductory

The Fundamentals of Typography Gavin Ambrose and Paul Harris

Key features

An ideal introductory text, giving pre-university students a thorough grounding in the wide-ranging field of typography.

Discusses fundamental typographic principles through detailed explanations, expanded illustrations, and historical and contemporary examples from leading practitioners around the world.

Includes a detailed history of typography and language.

Discusses different typographic methodologies for print and online.

Contains over 150 comprehensively-indexed typefaces.

Presented in an engaging and demonstrative graphic style.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with a comprehensive discussion of basic typographic theory and methodology, before examining specific key areas in greater detail.



NEW!

! Excellent: great information. Will be a real asset to undergraduates. Neil Leonard / Arts Institute, Bournemouth / UK

! I will adopt this book, it is concise and approachable for students and I like the visual examples that are not in other texts. David Peacock / Seattle Pacific University / USA

Basics Typography

Key features

Each title provides students with an in-depth discussion of a key aspect of typography.

Includes case studies taken from historical and contemporary typography.

Presented in a visually stimulating style, designed to appeal to students of the visual arts.

The *Basics Typography* series offers students an essential introduction to the subject of typography and the key elements that underpin it. Titles are fully illustrated with detailed studies of classical and contemporary typefaces and designs. Each deals with a specific subject, ranging from the practical essentials to more theoretical discussions. Taken as a whole, the series provides a comprehensive technical and aesthetic examination of typography.

01 Virtual Typography Matthias Hillner

Key features

Examines visual data that appears in a near-typographical form, operating on the borderline between image and text.

Analyzes the use of typography in moving image and new digital contexts.

Supported by case studies and examples of work from artists and designers including Why Not Associates, Tomato and Neville Brody.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific typography modules, while the series as a whole functions as a comprehensive reference tool that can be called upon at any stage of a student's education.



Basics Typography: Virtual Typography

! Will be used as a key text as it is great at explaining the evolution of type design and how people process information. Kevin Barrios / Raffles Design Institute / Singapore

! This title is a very interesting and engaging overview of the use of virtual typography. Andy Blossom / Kingston College / UK