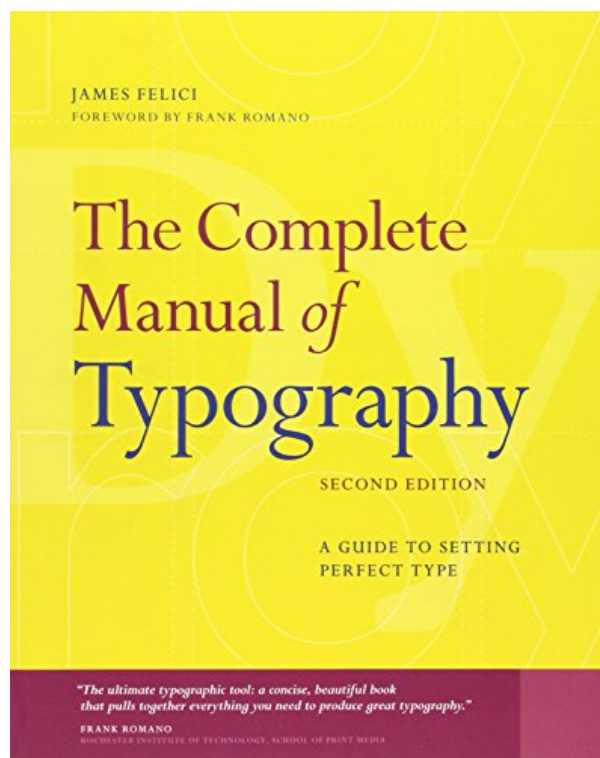
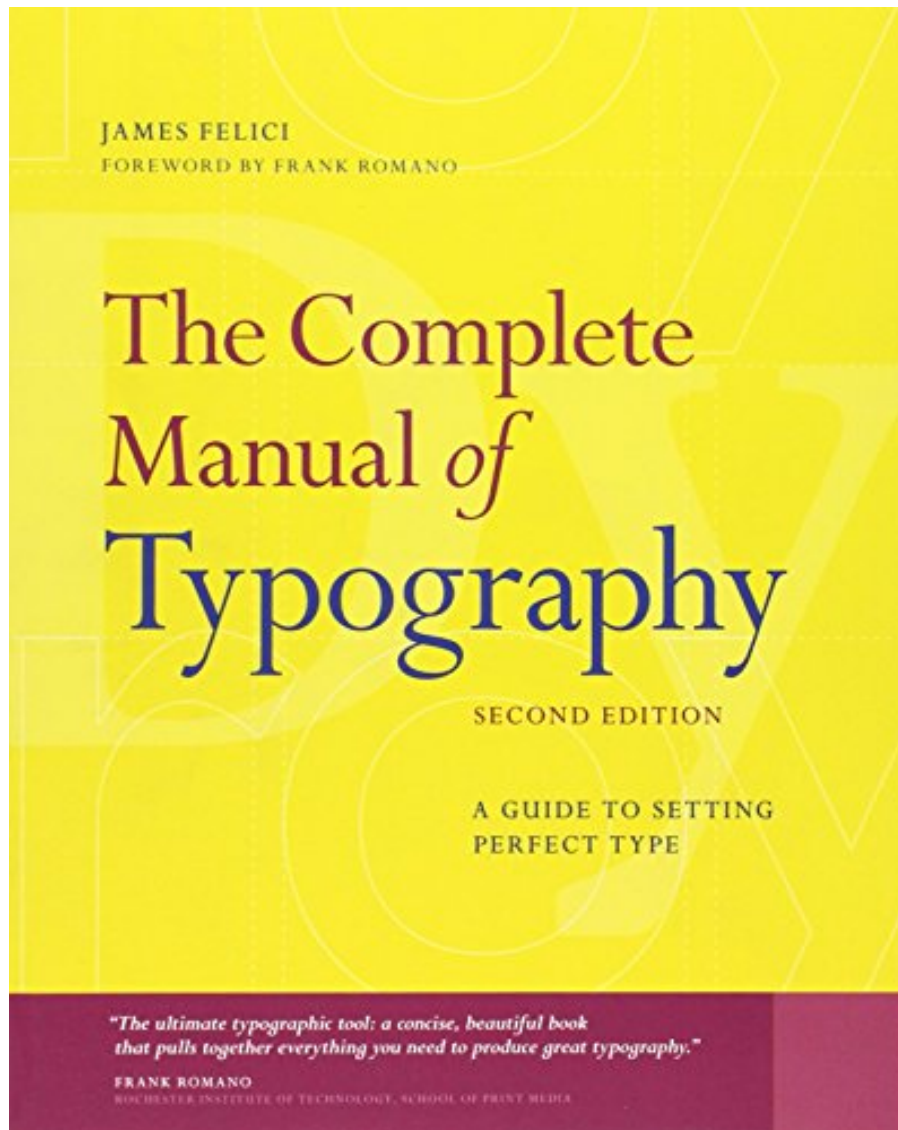


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Beautifully designed and richly illustrated *The Complete Manual of Typography, Second Edition*, is the fully updated version of THE seminal book on typography by Jim Felici. This book is about how type should look and how to make it look that way — in other words, how to set type like a professional. It explains in practical terms how to use today's digital tools to achieve the secret of good design: well set type. An essential reference for anyone who works with type: designers, print production professionals, and corporate communications managers can go to straight to the index to find focused answers to specific questions, while educators and students can read it as a text book from cover to cover.

You'll Learn:

- Basic Concepts and anatomy of good typography, indexed for quick reference by busy professionals
- How to manage fonts and handle corrupted or missing fonts on any operating system
- What makes good type good (and bad type bad)
- Techniques for working with measure, point-size, leading, kerning, and other type fundamentals
- Practical ways to fix composition problems such as loose lines, bad rags, windows, and orphans
- Hard-to-find rules for managing hyphenation and justification, indents, text wraps, and expert-set characters
- Secrets of how to wring out good type from uncooperative word-processing and layout problems
- The latest font technologies, including OpenType
- New typographic tools and improved font services in Operating Systems such as Windows and Mac OS
- New Techniques, and coverage of working methods such as style sheets.
- 35 page glossary of type terms

Praise for the first edition

"Clear and elegant... There's no better or more useful introduction to the whole craft of typography"

Roger Black - Danilo Black, Inc

"All you've wanted to know about type and typography but never dared ask. Jim Felici brings together a vast amount of knowledge in this book. Must-Have!"

Erik Spiekermann author, Stop Stealing Sheep (and Find Out How Type Works)

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- Number of items: 1
- Dimensions: 9.90" h x .80" w x 7.90" l, 1.58 pounds
- Binding: Paperback
- 416 pages

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29 of 29 people found the following review helpful.

As good as it gets!

By Cadmium Red

This book belongs in the pantheon of well written, well presented expertise. If you liked Bringhurst's gem of a book, add this one to your library. The organization, writing and examples are exemplary. Felici's sense of humor is a treat. His sense of fit a balm to the weary.

If you are type & text junkie this will soothe your jones. If you care about type this will make it clearer. Even if you are an oldster with plenty of practice this book will add something to your arsenal. At the very least you will find how to explain all that H&J arcania more clearly to others.

And, as a last thought, I appreciate the restraint in the design of the book. It serves the subject well.

54 of 60 people found the following review helpful.

Disappointing.

By Ana

I bought the first edition of this book when it was first published in 2002. I have been reading Felici's articles on typesetting online and always appreciated their clarity and practicality. In the 10 years since the first publication, many technological changes have taken place, and I hoped that these would be taken into account in the 2011 edition. However, I was greatly disappointed. Still a lot of space is given to the discussion of typewriters vs. word processing vs. professional page layout software, or bitmap vs. antialias appearance of fonts on screen. The screen shots in the book date back to Mac OS 9, to a time before InDesign was even on the horizon. The section on print and web resolution issues doesn't take more recent developments into account at all--simply inexcusable for a book on type published in 2011. The glossary and index sections are far too generously spaced and unreasonably take up 80 pages, making them very impractical to use. Unfortunately the design and layout of this book is as stale as it was in 2002, and the poor paper quality is a big turnoff for a book that sells at nearly \$35.

Half the content is as helpful and relevant as it was in the first edition, but the other half is dated and has become irrelevant. I don't see any need to buy the new edition.

32 of 34 people found the following review helpful.

Covers past history, letter architecture and future computer typesetting

By blair

I am only half way through this book (so much in it I have to take it a few pages at a time). The history of type is covered (and should be read to learn vocabulary...but has a great glossary if you just want to learn terms in other sections as you go along...21 pages of glossary.)

Seems like 1/4 of the book is history and the architecture of font AND typeface (yes...the book is so in depth

it tells the difference between the two). The final 3/4 is on typesetting good and bad, how to do it with various computer programs (though no program is emphasized as each program will be good at one thing and bad at another and he wants to keep it as generic as possible so you can apply equally). It is written in a fairly straightforward language and you only have to scratch your head a couple of times (Plenty of Visual Examples are included). In fact, seeing how they do typesetting of this review is already causing some agrivation now that I know just a few things to look for. .

As I read in a magazine I use for graphic design...the best advice a graphical designer for what to have a great knowledge of is Typography. Even if your desing work is middle of the road your typography will give it a more cohesive look and feel and is probably the top number one thing to master...and I am beginning to agree. The book is set up to be used as either a reference guide or a textbook...your choice. I recomend this book as your first choice. Another book is "Logo, Font and Lettering Bible" by Cabaraga...if you are into designing, letters, logos and symbols.

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