



## Number: The Language of Science

By Dantzig, Tobias; Mazur, Joseph

Plume, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: WHAT IS TYPOGRAPHY ANYWAY? Introduction. Review. A BRIEF HISTORY OF TYPE. 1. Centuries of Type. Aldus Manutius. READABILITY AND LEGIBILITY. 2. The Art of Readability. 3. The Art of Legibility. PUNCTUATION. 4. Quotation Marks and not Quotation Marks. 5. Hang that Punctuation. 6. Punctuation Style. 7. When to Shift that Baseline. EXPERT TYPE. 8. Expert Sets. 9. Small Caps. 10. Oldstyle Figures. 11. Ligatures. 12. Condensed and Extended Type. 13. Display Type. SPACING. 14. Kerning. 15. Linespacing (leading). 16. Paragraph Spacing. 17. Alignment. DETAILS. 18. Headlines and Subheads. 19. Pull Quotes. 20. Captions. 21. Emphasizing Type. 22. Line Breaks and Hyphenation. SPECIAL EFFECTS. 23. Swash Characters. 24. Initial Caps. 25. Typographic Color. 26. Ornaments and Dingbats. 27. Pi and Picture Fonts. 28. Don't be a Wimp! TYPOGRAPHIC CHOICES. 29. Evocative Typography. 30. Multiple Masters. 31. Choosing a Typeface. 32. Telltale Signs of Desktop Publishing. 33. Trends in Type, by John Tollett. OTHER INFO. Appendix A: Font and Product Vendors. Appendix B: Typeface Samples. Appendix C: Font Utilities. Index.



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