Typography: A Very Short Introduction
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Typography: A Very Short Introduction offers a broad definition of typography as design for reading, whether in print or on screens, where a set of visual choices are taken to make a written message more accessible, more easily transmitted, more significant, or more attractive. Considering the development of letterforms and the shapes of letter we use, it discusses the history behind our modern day letters and fonts, before considering the issues behind key typographic decisions, and the differences between printed and on-screen typography. Presenting any piece of typography as a fundamental design choice, this Very Short Introduction introduces the options available today, and explores the reasons why key typographic decisions are made.