
Type Typography Designers Book Ben Rosen

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and why is it so important to graphic designers? as long as you spell everything correctly and make sure the message is what the client wants to see, why does the font style make any difference? because everything you touch, see and create is impacted by the use of writing styles and techniques. **graphic lesson 5 design introduction to typography - amazon s3** - text type text type, usually between 8 -10 points, is designed to be used in large quantities at small sizes, for example most of newspaper and magazine type is text type. it has to be easy to read. smooth reading is the goal and should seem as effortless as possible when we are reading. again good typography should nearly go unnoticed.

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