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This book will introduce you to the fascinating world of Typography. Taking you from the early beginnings of the idea, and showing you the developments, you will find out how the science and the art of typesetting, printing and web typography has moved to where it is today. You will also get a glimpse into the future of the world of typography.

- A Brief History of Typography
- Typography Today
- Which rules to use, and when to break them.
- Typography defined and clearly explained
- Is it art? The aesthetics and functionality aspects
- What is Leading, Kerning and more

- Which font do I choose? Which ones do I avoid?
- Fitting style to context – do it, don't overdo it
- Pangrams and Lorem Ipsum
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