

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Playing With Type

**Autor:** McCormick Lara

**Precio:** Desconocido

**Editorial:**

**Año:** 2013

**Tema:**

**Edición:**

**Sinopsis**

**ISBN:** 9781592538171

Playing with Type is a hands-on, playful approach to learning type application and principles. This engaging guide begins with an introduction to the philosophy of learning through the process of play. Along with a series of experimental design projects with an emphasis on type, the author provides designers with a "toolkit" of ideas and skills developed through the process of play. The awareness and sensitivity to type styles, forms, and type choices gained through these visual experiments will increase the designer's confidence in their personal and professional work. This book can be used in the classroom or independently, and readers can go directly to exercises that appeal to them.