



Stop Stealing Sheep & Find Out How Type Works

Erik Spiekermann, E.M. Ginger

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Frederic Goudy, American type designer, once said, "Anyone who would letterspace lower case would steal sheep." To most people, this comment only adds to the perception that type inhabits a mysterious world with intricate terminology and elaborate rules; added to this are thousands of type faces out there that all seem to look alike. Until now, Spiekerman and Ginger shepherd their decades of typographic experience into a unique and lively guidebook which shows that type is easy to use, easy to understand, and in the hands of a savvy user, a powerful communications tool. You need no previous knowledge of typography to enjoy Stop Stealing Sheep. It makes no difference what kind of computer you work on, what type of software you use, or what you do for a living, because as the authors show- type, good type -reaches across all boundaries, computer platforms, and professional distinctions.

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