

Steranko Design: Hypertype



This one-of-a-kind how-to book focuses on innovative type solutions--from digitally tailoring available fonts to creating handcrafted logos and alphabets--all relating to the entertainment world. It shows how to create logos and thumbnails, how to capture celebrity personalities in type, and much more. Examples include movie poster titles, magazine-page letter forms, and promotional and marketing typographics. This instruction-packed book presents a new design approach, using evocative examples of expressive hypertype with high energy visual appeal.

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