

Penrose Graphic Arts International Annual Volume 11

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The Penrose Graphic Arts International Annual

Arabic Type-Making in the Machine Age is an in-depth historical study of the evolution of Arabic type under the influence of changing technologies in the twentieth century.

The Penrose Graphic Arts International Annual, 1975

Dissecting in detail the arguments underlying the costs and economics of open and distance learning, this text should give the reader an insight and the confidence to cost their own open and distance learning projects.

The Penrose Graphic Arts International Annual

Graphic design is broadly interpreted in this annotated topical bibliography, covering both scholarly and applied literature focusing on graphics printed commercially for mass consumption in the United States from colonial times to the present. Materials extend from historical studies of design to textbooks

and manuals of professional practice to theoretical works relating to design drawn from disciplines such as psychology and communication theory. The 1100 entries include reference sources, books, periodical articles, catalogs, films, and electronic data. Among the topics covered are general reference, design theory and history, education and career guides, professional practice, production and layout, typography, calligraphy, color reproduction, caricature, and photo illustrations as well as applications in advertising, publication design, corporate identity programs, information graphics, package design, posters and signs. Literature on computer technology as used in desktop publishing and computer graphics is also included. Appendixes provide annotated listings of almost 200 relevant annuals and serials as well as a directory of associations and organizations in the field. Access to titles, authors, and a finer breakdown of subjects is facilitated by thorough indexing. This work should be a valuable resource for professional designers, scholars and students of design, and librarians interested in collection development.

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Summary his book was written primarily for people who intend or wish to develop new machines for the output of typefaces. It is practical to categorize equipment into three groups for which digital alphabets are required - 1) display devices, 2) typesetting machines and 3) numerically controlled (NC) machines. Until now, development of typefaces has been overly dependent upon the design of the respective machine on which it was to be used. This need not be the case. Digitization of type should be undertaken in two steps: the preparation of a database using hand-digitization, and the subsequent automatic generation of machine formats by soft scanning, through the use of a computer-based program. Digital formats for typefaces are ideally suited to systematic ordering, as are coding techniques. In this volume, various formats are investigated, their properties discussed and relative production requirements analyzed. Appendices provide readers additional information, largely on digital formats for typeface storage introduced by the IKARUS system. This book was composed in Latino type, developed by Hermann Zapf from his Melior for URW in 1990. Composition was accomplished on a Linotronic 300, as well as on an Agfa 9400 typesetter using PostScript. v Preface Preface his book was brought out by URW Publishers in 1986 with the title «Digital Formats for Typefaces;»). It was translated into English in 1987, Japanese in 1989 and French in 1991.

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