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Stop Stealing Sheep & Find Out How Type Works (2nd Edition)

Stop Stealing Sheep & find out how type works

Erik Spiekermann & E.M. Ginger

Second Edition
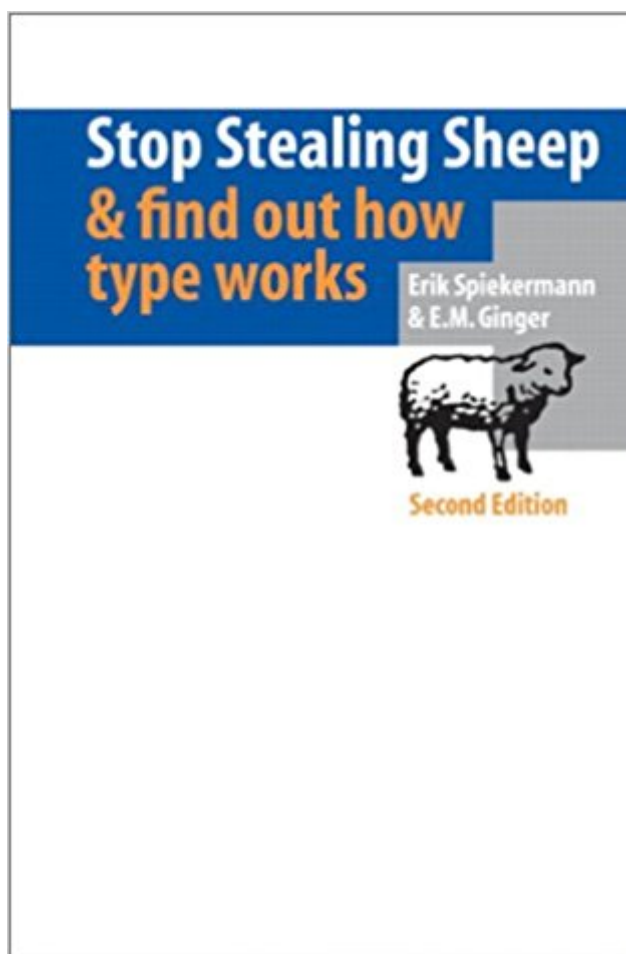
Synopsis

A guide to typography. It draws in the reader with its design and layout, making use of more than 200 illustrations and photographs. It explains in everyday layman's terms what type is and how you can use it to enhance legibility, meaning, and aesthetic enjoyment. It also includes chapters on Web typography and other forms of online text display.

Book Information

Paperback: 192 pages

Publisher: Adobe Press; 2 edition (July 25, 2002)

Language: English

ISBN-10: 0201703394

ISBN-13: 978-0201703399

Product Dimensions: 5.5 x 0.5 x 8.5 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars   60 customer reviews

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Customer Reviews

Stop Stealing Sheep, Second Edition is a unique, entertaining, and educational tour through the most basic unit of written communication: type. World-renowned type experts Erik Spiekermann and E.M. Ginger explain in everyday laymen's terms what type is and how you can use it to enhance the legibility, meaning, and aesthetic level of your work. They elegantly touch on all aspects of typography, including the history and mechanics of type, how to train your eye to recognize and choose typefaces, and how to use space and layout to improve overall communication.Because type reaches across all boundaries and continually evolves, this edition is revised and updated to include new chapters on Web typography and other forms of online text display. You need no previous knowledge of typography to enjoy this book and apply its tenets to your daily work. A perennial bestseller since the first edition was published in 1993, Stop Stealing Sheep will draw you in with its beautiful design and layout, which makes liberal use of more than 200 illustrations and photographs.

An updated new edition of the classic guide to typography.   A unique, entertaining, and educational tour through the most basic unit of human communication: type. This book, a perennial seller since 1993, draws in the reader with its beautiful design and layout, making liberal use of more than 200 illustrations and photographs. The author explains in everyday layman's terms what type is and how you can use it to enhance legibility, meaning, and aesthetic enjoyment. This edition is revised and updated to include new chapters on Web typography and other forms of online text display.

The first time I saw this book it was in a fellow designer's bookshelf and I thought the title was humorous and very well targeted. Anybody who knows type understand the joke in "anyone who letterspaces blackletter type would steal sheep" and if you haven't heard of the quote nor get the joke then you are probably a type beginner who could use this book.I don't agree with other reviews stating that the book is too basic and so it serves no purpose. Yes, it is basic, but 170+ pages of good basic introductory material. I would recommend it for student graphic designers, artists and multimedia designers who work with type but are not necessarily drawn to it. This book gives you the basics with a lot of examples and a humoristic approach that should keep you entertained long enough for you to grasp the ideas.This is not a reference and it doesn't talk about advanced matters, but it will provide a tremendous wealth of knowledge to anybody new to type specifics. Sure one could get the basics from a 7-page pamphlet, but design is about making sense of the ideas and I can't imagine a beginner understanding all these concepts without the help of an array of examples such as the ones contained in this small book.

Erik Spiekermann is better than this. This is more on the level of basic advice, such as that found in Robin William's work, only not as good.Someone truly interested in typography would do better, much better, with Bringhurst's Elements of Typographic Style.

Witty, informative, and beautifully designed.

I first came in contact with this book way back before Adobe press re-released and updated it. It's a little pricey for its size, but it's always been a great book to have as a designer in order to explain to friends what exactly typography is without boring them to tears: but more than that, it's a great book to loan to clients in order to get them to understand the work you're doing for them and why not every opinion is equal.So, after recommending it to my print manager here in NYC, I figured I'd buy a copy after all these years - it's still a nifty wee book, very much worth the money.

Learn typography from a master. It's an informational demonstration/graphic gallery than a manual. From page to page, the book demonstrates the power of the font/size/placement.

This book is required reading by my professor. It's one of the easiest books to read and understand. Because it is designed by a graphic artist and type developer, I would assume that this book would communicate ideas and information easily (which it does). Created for a European audience, the book has smaller sized text and a column of red footnotes on most, if not all pages. This could distract, annoy or put off many who are not used to smaller sized fonts in a book. Overall, I enjoy looking through this well designed, informative book and would definitely keep it for reference in the future.

I'm an engineer, not a designer. I was looking for a general feeling for typecase use, not step-by-step instructions (which I don't think could exist anyway in design), and I thought this book was just right.

SummaryI feel like the book has a strange format, but I was pleasantly surprised - It continuously compares typography to various things such as traffic, rooms in a house, facial expressions, etc. I was expecting a direct (and perhaps more boring) approach to learning more about typography. I expected definitions, examples, and a simple tool for learning how to use type on web pages. Instead, what I got was a much less traditional approach. I feel more inspired and aware of type and how it works in the world as a whole rather than for a specific medium.BackgroundI am a web designer and front-end developer. I love to design and am adept at slicing those designs into html and css. But I needed to dig a bit deeper into the core of design, which I believed, and now know is type. A co-worker recommended this book and despite mixed reviews, I bought it. I expected to have a direct approach to learning type, but instead I felt like I learned type backwards or indirectly somehow.The BookI was disappointed at first as I read through several pages. I was eager to dive in and start learning the technical side of typography, but the book seemed to have other plans for me. Instead, it addresses how type works in various sectors of society: business, travel, shopping, etc. It explains how type has elements that convey emotion and how you can use it. It gives examples of how one might solve old problems simply by using type. The book really provides a foundation for solving problems. By the end of the book, I somehow knew how type worked and as I skim back through I have somehow grasped the concepts more than I thought.The FormatThere are

many comments about the layout / format of the book. The small red text on the side of the pages is optional, but quite often where you find some great tips and information. I didn't find it terribly difficult to read - it's small and red but very short. The book is well-designed, showing how designers use grids and adjustments to improve readability. It's short, easy to read, and yet packed full of interesting and useful information.This book certainly wouldn't hurt to own - it's a great resource for going back and getting a quick tip or piece of inspiration: four stars for me.

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