



Typography: Electronic Workshop

Yolanda Zappaterra

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Shown in this state-of-the-art survey are the latest, most innovative ways designers are working with typography based on the astounding new technology available today. Sixteen actual projects drawn from a wide range of markets show how the computer has enabled designers to custom-tailor fonts as an integral part of an overall layout, allowing them to convey the characteristics of a given brand in dynamic new ways.

Yolanda Zappaterra, the author of *Illustration*, another title in this series, and a journalist who writes for several design magazines, including *Design Week* and *Graphics International*, lives in London.

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