

WHY FONTS MATTER BY SARAH HYNDMAN



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Sarah Hyndman

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Why Fonts Matter By Sarah Hyndman. Change your habit to put up or squander the moment to only talk with your close friends. It is done by your everyday, do not you feel tired? Currently, we will show you the brand-new habit that, really it's a very old practice to do that can make your life much more qualified. When feeling tired of consistently chatting with your close friends all spare time, you could locate guide qualify Why Fonts Matter By Sarah Hyndman and afterwards review it.

Review

"a fascinating insight into how type can influence our feelings, our senses, and even our taste" Professor Charles Spence, University of Oxford "most books about fonts are written for designers - Sarah brings the power of fonts to everyone" Patrick Burgoyne, Editor of Creative Review "Sarah Hyndman brings a frisky mix of art and science to her multisensory analysis of typography and communication" Ellen Lupton, curator of contemporary design at Cooper-Hewitt National Design Museum

About the Author

SARAH HYNDMAN has been a graphic designer for nearly twenty years, and specialises in how fonts influence us. In this work, she has collaborated with psychologists from Oxford University and built on perception research from around the world. She has given talks about typography at TEDx, TYPO, SxSW and a range of other conferences.

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WHY FONTS MATTER BY SARAH HYNDMAN PDF

Discover the incredible power of fonts to influence your decisions, alter your perceptions, stir your emotions and change how you understand the world.

We all constantly interact with type in almost every aspect of our lives. But how do fonts affect what we read and influence the choices we make?

This book opens up the science and the art behind how fonts influence you. It explains why certain fonts or styles evoke particular experiences and associations. Fonts have different personalities that can create trust, mistrust, give you confidence, make things seem easier to do or make a product taste better. They're hidden in plain sight, they trigger memories, associations and multisensory experiences in your imagination.

- * Fonts can alter the meanings of words right before your very eyes.
- * See what personalities fonts have, and what they reveal about YOUR personality.
- * Explore how you respond to fonts emotionally and can make fonts work for your message.
- * Be amazed that a font has the power to alter the taste of your food.

This book is for anyone who is interested in giving words impact, who loves words and how they influence us.

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- Format: International Edition
- Original language: English
- Dimensions: 8.66" h x .47" w x 7.48" l, .99 pounds
- Binding: Paperback
- 144 pages

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2 of 2 people found the following review helpful.

thinking it would be just another cool book on my bookshelf

By ackwashashore

This book is exceptional! I found it in the San Francisco Airport Bookstore. My travel partner offered to buy it for me, and I declined it, thinking it would be just another cool book on my bookshelf, but not particularly useful. Fast forward a few months as I launch a website and a business card. Now I am scrambling to remember the name of this book and how to locate it. Luckily Amazon had it. Sarah Hyndman does a fabulous job of analyzing the meaning and emotion that fonts connote. Well worth the purchase for anyone interested in marketing and branding themselves and their printed material. Sara Boyce

1 of 1 people found the following review helpful.

Loved this book

By Amazon Customer

Loved this book. It's fun, interactive and I really enjoyed how Sarah has analyzed type to teach us how it influences us every day. A great book for reference if your starting to learn about type and choosing the right typefaces for your project and includes fun and interesting exercises.

7 of 9 people found the following review helpful.

Fun visual explanations any designer will enjoy

By D. Blatner

I've been choosing and working with fonts since the late 70s and I have dozens of books on type... but this book is different. Through many fun illustrations, anecdotes, and facts, the author tells the story of how fonts and typography affect us. Some of it is rather light, with disconnected sections, but it's the kind of book you can open anywhere and find something interesting.

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