ELLEN LUPTON

thinking with



A CRITICAL GUIDE
FOR DESIGNERS,
WRITERS, EDITORS,
& STUDENTS

SECOND, REVISED AND EXPANDED EDITION



CONTENTS

- 7 INTRODUCTION
- ACKNOWLEDGMENTS

。LETTER

- 14 Humanism and the Body
- 16 Enlightenment and Abstraction
- 22 Monster Fonts
- 26 Reform and Revolution
- 28 Type as Program
- 30 Type as Narrative
- 32 Back to Work
- 36 Anatomy
- 38 Size
- 42 Scale
- 46 Type Classification
- 48 Type Families
- 50 Superfamilies
- 52 Capitals and Small Capitals
- 54 Mixing Typefaces
- 56 Numerals
- 58 Punctuation
- 60 Ornaments
- 64 Lettering
- 68 Logotypes and Branding
- 72 Typefaces on Screen
- 74 Bitmap Typefaces
- 76 Typeface Design
- 78 Exercise: Modular Letterforms
- 80 Font Formats
- 82 Font Licensing

34 TEXT

- 88 Errors and Ownership
- 90 Spacing
- 92 Linearity
- 96 Birth of the User
- 102 Kerning
- 104 Tracking
- 106 Exercise: Space and Meaning
- 108 Line Spacing
- 112 Alignment
- 118 Exercise: Alignment
- 120 Vertical Text
- 124 Enlarged Capitals
- 126 Marking Paragraphs
- 130 Captions
- 132 Hierarchy
- 144 Exercise: Hierarchy
- 146 Exercise: Long Lists

- 18 GRID
- 152 Grid as Frame
- 160 Dividing Space
- 164 Grid as Program
- 170 Grid as Table
- 174 Return to Universals
- 176 Golden Section
- 178 Single-Column Grid
- 180 Multicolumn Grid
- 194 Modular Grid
- 202 Exercise: Modular Grid
- 204 Data Tables
- 206 Exercise: Data Tables

APPENDIX

- 210 Spaces and Punctuation
- 212 Editing
- 214 Editing Hard Copy
- 215 Editing Soft Copy
- 216 Proofreading
- 218 Free Advice
- 220 BIBLIOGRAPHY
- 222 INDEX