



Typographic Systems of Design

By Kimberly Elam

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Typographic organization has always been a complex system in that there are so many elements at play, such as hierarchy, order of reading, legibility, and contrast. In *Typographic Systems*, Kim Elam, author of our bestselling books, *Geometry of Design* and *Grid Systems*, explores eight major structural frameworks beyond the grid including random, radial, modular, and bilateral systems. By taking the reader through exercises, student work, and professional examples, Elam offers a broad range of design solutions.

Once essential visual organization systems are understood the designer can fluidly organize words or images within a structure, combination of structures, or a variation of a structure. With clarity and substance, each system from the structured axis to the nonhierarchical radial array is explained and explored so that the reader comes away with a better understanding of these intricate complex arrangements. *Typographic Systems* is the seventh title in our bestselling Design Briefs series, which has sold more than 100,000 copies worldwide.

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Editorial Review

Review

A beautiful little book on the rules for organizing type in graphic design. While the grid system is undoubtedly the author's favorite, Elam expertly reveals the potential that the other systems (rarely seen in print or on-screen work these days) can have in enabling visual solutions for the graphic designer. -- *Creative Review, June 2007*

"To be a good designer, you must be creative. But because all design is based on structural systems, it's also important to factor systemic thinking into your work. . . . Elam describes a structural system that can be broken down into eight main categories. Each chapter of *Typographic Systems* tackles one of these topics, providing an in-depth explanation of the system as well as visual examples complete with transparent diagrams you can place over images to aid comprehension." --STEP Inside Design, May, 2007

About the Author

Kimberly Elam is chairperson of the Graphic and Interactive Communication Department at the Ringling School of Art and Design in Sarasota, Florida. Her books *Geometry of Design* and *Grid Systems* have become standard reference works for students and practicing designers.

Users Review

From reader reviews:

Nancy Hunt:

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William McDowell:

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