# Digital Color and Type

*Rob Carter*

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**Digital Color and Type** Rob Carter

Digital Type and Colour explains how to work effectively on screen by mastering the fundamental principles of traditional typography: type and colour. The book opens with a through examination of the basics of type, colour and traditional typographic rules. It then explores how those rules can be broken to achieve new and innovative design. A wide variety of fully illustrated academic and professional case studies reveal the rationale behind the work profiled. This is a useful reference book that provides graphic designers with a fresh set of possibilities for screen work.

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