

Type Matters By Jim Williams

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Type Matters By Jim Williams

In short, Type Matters is an indispensable guide to the basics of typography that no budding graphic designer should be without.

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Type Matters! came about when I was asked by a design company in Manchester to give a series of talks, one of which was about tips that could help its designers with day-to-day typography.

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Type Matters! is a book of tips for everyday use, for all users of typography, from students and professionals to anyone who does any layout design on a computer. The author Jim Williams has been teaching graphic design as a senior lecturer at Staffordshire University for the past 18 years (see his academic page).

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Jim Williams has 63 books on Goodreads with 2672 ratings. Jim Williams's most popular book is Type Matters!.

Books by Jim Williams (Author of Type Matters!)

Jim Williams is a senior lecturer at Staffordshire University, where he compiled an excellent series of student handouts about typography. In 2010 the handouts were featured on Creative Review's blog which generated interest from publishers. The handouts have now been published in book form as Type Matters.

Type Matters

Examples throughout show precisely what makes good typography – and, crucially, what doesn't. Authoritatively written and designed by a practitioner and teacher of typography, Type Matters! has a beautifully clear layout that reinforces the principles discussed throughout. Show More.

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