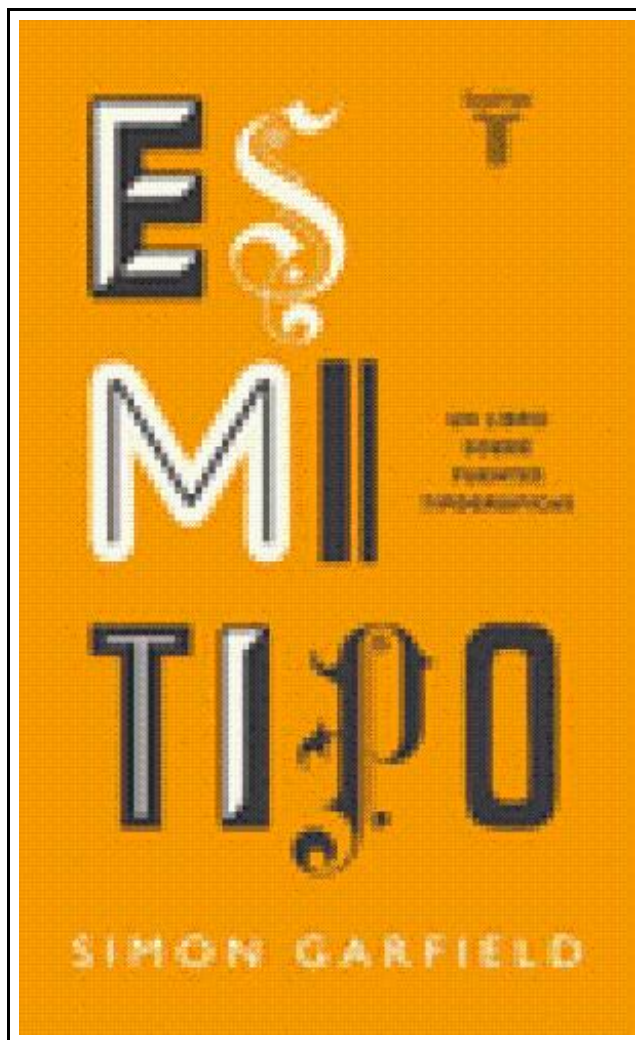


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TAURUS, 2011. Tela. Book Condition: New. Dust Jacket Condition: Nuevo. 01. Desde que las tipografías se mudaron a la barra de herramientas del ordenador todos comenzamos a tener una opinión sobre ellas. Hoy es imposible ignorar su poder, su omnipresencia en las marcas que nos rodean o el carácter que imprimen a nuestros textos. Y si no, ¿por qué despierta tantas antipatías el uso de Comic Sans? ¿A qué se debió el revuelo causado cuando Ikea fue infiel a Futura con Verdana? ¿Por qué Obama decidió optar por la Gotham como su distintivo gráfico? ¿Qué hace que una tipografía «funcione»? . Este divertido libro, profusamente ilustrado, cuenta la historia de más de doscientas fuentes desde su nacimiento ?y en algunos casos hasta su muerte? a través de anécdotas sobre su empleo, sus creadores y sus usuarios. Garfield explica los fenómenos que hay detrás del dominio de fuentes como Helvética o Times New Roman o del odio hacia otras como Papyrus. Es mi tipo tiene todas las respuestas para quienes alguna vez se preguntaron qué tienen en común EasyJet y los Beach Boys, cuál es la tipografía favorita de Hollywood o si, como las personas, algunas fuentes son de Marte y otras son de Venus. LIBRO.



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