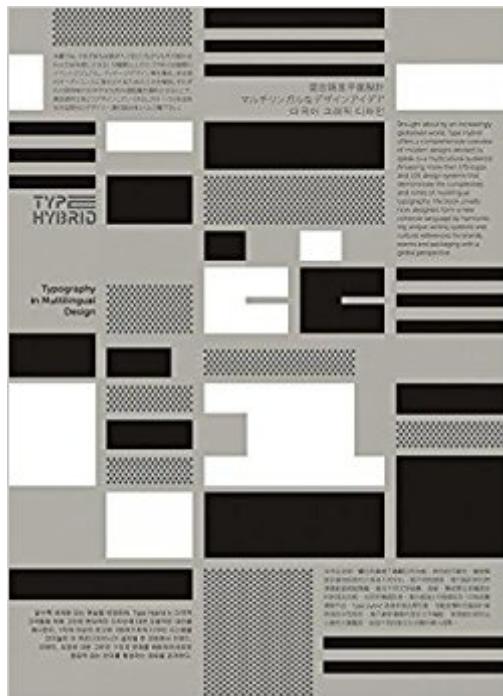


The book was found

Type Hybrid: Typography In Multilingual Design



Synopsis

With increased globalization comes increased sharing of ideas a cultural exchange than can lead to new and diverse possibilities. This hybridization has long been at work not only on the foods we eat and the music we listen to, but the very words we speak. Type Hybrid examines its impact on the written aspects of our languages. Appealing to an audience that speaks more than one language, multilingual designers are able to broaden their reach and that of their clients at the same time as expanding the arsenal of characters at their disposal. Divided into two chapters and showcasing logos and visual communication, this book is revolutionary in its expos of a growing trend in typography one that is here to stay.

Book Information

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