

Culture+Typography: How Culture Affects Typography

Nikki Villagomez

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CULTURE+TYPOGRAPHY how culture affects typography



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Nikki Villagomez : Culture+Typography: How Culture Affects Typography before purchasing it in order to gauge whether or not it would be worth my time, and all praised Culture+Typography: How Culture Affects Typography:

0 of 0 people found the following review helpful. Five StarsBy Chad DresbachExcellent.0 of 1 people found the following review helpful. Three StarsBy Scott GolemThe quality of the book is great. Underwhelmed with half the examples.3 of 3 people found the following review helpful. Good resource for designersBy Parka[[VIDEOID:cbe374740da4ed3afae3981768875d60]]Culture+Typography is a visual resource of pictures on how typography is used out on the streets, in the real world.Author and designer Nikki Villagomez has collected hundreds of examples and organized them into chapters, namelyGhost SignsManhole CoversGraffitiHand-LetteringSignageNeon SignsWayfindingFocus of the book is on how culture has influence the use of typography in cities and states. Each chapter has commentary on the cultural and historical context. Selected examples are given additional descriptions. All the examples are from states in the USA. There's a nice variety and it's interesting to see the similarities and differences in the use of typography.The chapter on neon signs unfortunately shows pictures of most signs in daylight and not at night.After going through the book, you may never look at street signs the same again, or may start to wonder about how the typography came about.This book's a nice resource for designers.(See more pictures of the book on my blog. Just visit my profile for the link.)

Inspire your type designs with the side-by-side travel photo comparisons in Culture+Typograhpy by Nikki Villagomez. Each image features examples of typography in culture and is accompanied by cultural and historical commentary. Explore how design choices can be informed by the language of the cultural surroundings, and learn more about type selection, color usage and more with this book.

"Culture+Typography is an inspirational book that opens the eyes to the world around us. This book is oddly emotional and...should be shared with everybody." San Diego Book "There's a nice variety and it's interesting to see the similarities and differences in the use of typography. After going through the book, you may never look at street signs the same again, or may start to wonder about how the typography came about. This book's a nice resource for

designers." Parkablogs.com "Whether you've been a long time typography enthusiast or just recently jumped on the bandwagon of Helvetica fans and Comic Sans haters, you'll love this new book from South Carolina based graphic designer Nikki Villagomez. Her book investigates how design choices from type selection, color usage and more can be informed by the language of the cultural surroundings. If you're looking for a new great design for your brand or you're just a font fanatic, this book will be a great addition to your collection or your coffee table." 6sqft

"Villagomez's...concise and insightful descriptions provide a historical context for such everyday designs as hand painted signs and utilitarian, yet beautiful, manhole covers. The informative examples present a snapshot of an era of American signage that reflected the unique traits...of its businesses. Villagomez challenges readers to look at their city in a new light." Communication Arts About the Author Nikki Villagomez, nikkivillagomez.wordpress.com, is a nationally recognized speaker on how culture affects typography. Nikki is the Creative Studio Manager at Dixon Hughes Goodman LLP (DHG) in Charlotte, NC.