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(MERRELL PUBLISHERS) The following text is (Jim Williams own words) taken from the book and explains how the book originated and how it came to be published . Preface. My passion for type was born while I was studying for my A level in Technical Drawing.

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design as a senior lecturer at Staffordshire University for the past 18 years (see his academic page).

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Jim Williams is a senior lecturer at Staffordshire University, where he compiled an excellent series of student

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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. Williams is well qualified to write this title; he has worked as a typographer and designer since 1982 and has taught design at Staffordshire

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University for eighteen years.

Type Matters - I Love Typography

The book itself talks about different types of situations - say, where you want a tall, skinny swath of text and you wish to avoid what they call 'rivers' - those strips of white that develop as spaces between words as they pile up one atop

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the other. There's a way to tweak the font to change that.

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