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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 book is arranged into three chapters: an introduction to the basics of typography; headline and display type; and setting text.

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'TYPE MATTERS!' BY JIM WILLIAMS (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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about kerning, leading, ligatures, and
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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. Williams is well qualified to write this title; he has worked as a typographer and designer since 1982 and has taught design at Staffordshire University for eighteen years.

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Type Matters! Oct 2014 – Present5 years 10 months. I began my career in London working as an advertising typographer, most notably with the highly regarded Collett Dickenson Pearce, returning to...

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Jim Williams (Author of Type Matters!)
What s black and white and read all over? Well, if the rave reviews and sales figures are any indication, it s a book on

typography by Staffordshire University lecturer Jim Williams. Type Matters! is described by its author as "my career in 160 pages: it references people I've worked with and learned from."

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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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