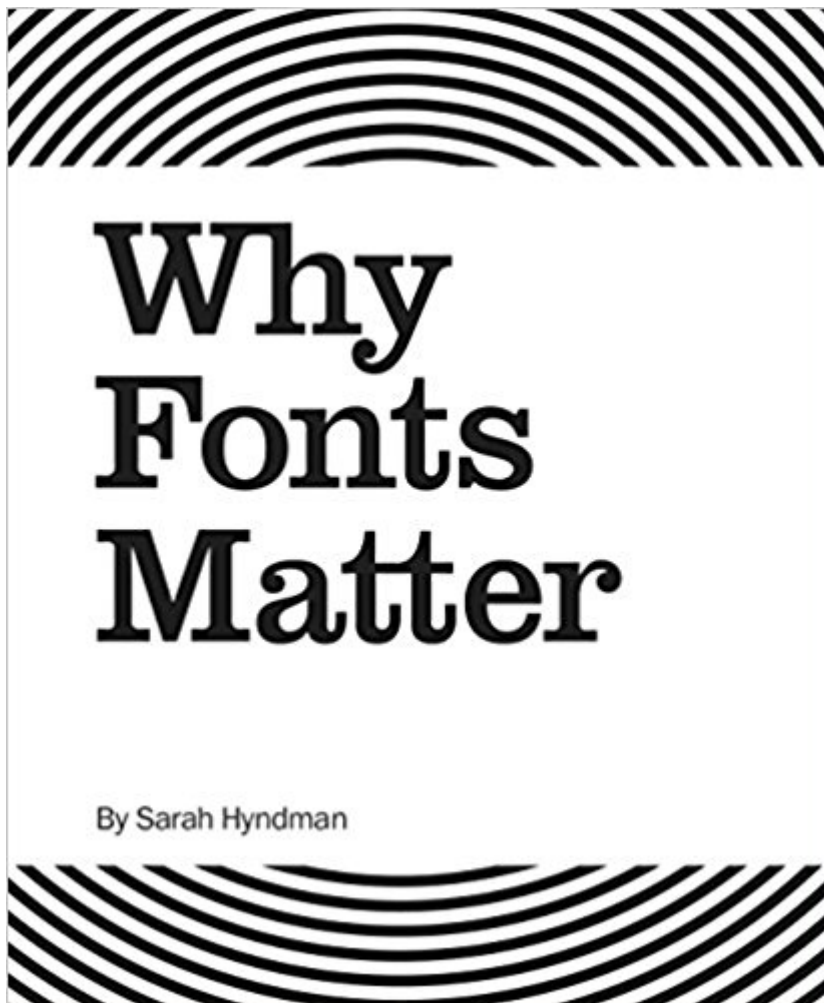




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Why Fonts Matter



Synopsis

Take a look at the experiences and associations type evokes. Fonts have different personalities that can create trust or mistrust, give you confidence, make things seem easier to do or make a product taste better. Understand the science behind how fonts influence what you read. They are hidden in plain sight, they trigger memories, associations and multi-sensory experiences in your imagination. You may not believe it, but fonts can change the meanings of words right before your very eyes, alter the taste of your food, evoke emotional responses and reveal their users' personalities.

Graphic designer Sarah Hyndman specializes in exploring how fonts influence us as type consumers; *Why Fonts Matter* synthesizes Hyndman's 20 years of experience as graphic designer with her typographic research and the findings of experimental psychologists and neuroscientists.

Book Information

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Customer Reviews

Sarah Hyndman brings a frisky mix of art and science to her multisensory analysis of typography and communication....Ellen Lupton --Curator of contemporary design at Cooper-Hewitt National Design Museum most books about fonts are written for designers - Sarah brings the power of fonts to everyone... --Patrick Burgoyne, Editor - Creative Review....a fascinating insight into how type can influence our feelings, our senses, and even our taste... --Professor Charles Spence, University of Oxford

SARAH HYNDMAN has been a graphic designer for nearly twenty years, and specialises in how fonts influence us. In this work, she has collaborated with psychologists from Oxford University and built on perception research from around the world. She has given talks about typography at TEDx,

TYPO, SxSW and a range of other conferences.

This book is exceptional! I found it in the San Francisco Airport Bookstore. My travel partner offered to buy it for me, and I declined it, thinking it would be just another cool book on my bookshelf, but not particularly useful. Fast forward a few months as I launch a website and a business card. Now I am scrambling to remember the name of this book and how to locate it. Luckily I had it. Sarah Hyndman does a fabulous job of analyzing the meaning and emotion that fonts connote. Well worth the purchase for anyone interested in marketing and branding themselves and their printed material.

Sara Boyce

I've been choosing and working with fonts since the late 70s and I have dozens of books on type, but this book is different. Through many fun illustrations, anecdotes, and facts, the author tells the story of how fonts and typography affect us. Some of it is rather light, with disconnected sections, but it's the kind of book you can open anywhere and find something interesting.

Loved this book. It's fun, interactive and I really enjoyed how Sarah has analyzed type to teach us how it influences us every day. A great book for reference if you're starting to learn about type and choosing the right typefaces for your project and includes fun and interesting exercises.

This book is very accessible yet provides great insights into the psychology of fonts and how they influence the choices we make and how we present ourselves. A fun read!

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