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Type Matters By Jim Williams

JIM WILLIAMS began his career as a typographer in advertising, and is now an award-winning graphic designer and a senior lecturer in graphics at Staffordshire University. BEN CASEY is Creative Director of The Chase design consultancy and Professor of Visual Communication at the University of Central Lancashire.

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Jim Williams began his career as a typographer in advertising, and is now an award-winning graphic designer and a senior lecturer in graphics at Staffordshire University. Ben Casey is Creative Director of The Chase design consultancy and Professor of Visual Communication at the University of Central Lancashire.

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Jim Williams (analog designer) James M. Williams (April 14, 1948 – June 12, 2011) was an analog circuit designer and technical author who worked for the Massachusetts Institute of Technology (1968 – 1979), Philbrick, National Semiconductor (1979 – 1982) and Linear Technology Corporation (LTC) (1982 – 2011).

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Jim Williams Designer at Type Matters!
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Type Matters is intended as an introductory guide but there 's something for every level of type user in this book (the reader 's marks spread taught me some things I hadn 't seen before) and it should be compulsory best practice reading for anyone studying or working in graphic design. Type does matter, it 's the cornerstone of written communication, and Jim Williams ' unassuming reference book is highly

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Jim Williams (analog designer) - Wikipedia
Life member of the New York Type Directors Club, USA. Enterprise and Commercial Activities. Outside teaching, I continue to practice as typo/graphic designer and my book Type Matters! was published in April 2012 by Merrell Publishers. It has received positive reviews in the UK and USA and its design has been

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