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FontFace: The Complete Guide to Creating, Marketing & Selling Digital Fonts

Alec Julien

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FontFace is a comprehensive and practical guide that explores every aspect of the font creation process, covering everything from sketching initial letterforms to mastering the font creation software packages FontLab and Fontographer. Significantly, this book also addresses the important issue of how designers can best market and sell their fonts, and includes advice on copyright and working with foundries, as well as how designers can set up their own foundries. Throughout the book, screen grabs and illustrated diagrams accompany clear and accessible text, clarifying each part of every process and arming readers with all the essential information they need. Interviews with professional font designers provide an insight into their working processes, while accompanying portfoliios demonstrate a wide range of inspoirational font styles.

Packed with examples of inventive and original fonts, *FontFace* is guaranteed to provide hours of inspiration, while the focus on practical font creation makes this an essential tabletop reference for type designers, letterers, graphic designers, illustrators, and type enthusiasts at all levels.

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