Digital Fonts: The Complete Guide to Creating, Marketing and Selling

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Packed with step-by-step tutorials and interviews with professional font designers, "Digital Fonts" 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 is also the first of its kind to address the important issue of how designers can best market and sell their fonts, and includes advice on copywriting 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 and foundry owners provide an insight into their working processes, while accompanying portfolios demonstrate a wide range of inspirational font styles.

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