
The Cranky Typographer's^{SM,™}

Book of **MAJOR** Annoyances

AND THE MOST MASTERFUL MITIGATIONS

Helpful Graphics Tips for Do-It-Yourself Designers

By **R.W. Bacon** a.k.a. *The Cranky Typographer*^{SM,™}

Today almost everyone with a computer on their desk gets pressed into service as a “designer-by-default” – but without benefit of any training. This compact book offers an introduction to professional typography and page layout that will improve both the look *and* effectiveness of do-it-yourself “desktop” design projects. The author, adopting the persona of The Cranky Typographer, first identifies the common missteps in typography and design, then explains how to avoid them. The illustrative examples are derived from the author’s five decades of varied real-world experience. Is the author really that cranky? Read the book, find out, and along the way learn what you never knew about the venerable craft of typography and the still-current principles of functional, effective design.

Learn to Identify & Avoid:
Body Text Blunders ~ Headline Horrors
Photo Failures ~ Design Deficiencies
Malfunctional Indulgences & Abominations

Some great minds on typography, design, and crankiness:

“A design that looks exciting but is incomprehensible is nothing more than a beautifully painted square wheel.”

– **Colin Wheildon**

“Have no fear of perfection. You’ll never reach it.”

– **Salvatore Dali**

“I have never known anyone worth a damn who wasn’t irascible.”

– **Ezra Pound**

R.W. Bacon has been a journalist, editor, designer, and print graphics professional for 50 years. He’s seen a lot – plenty of excellence but far too much junk. It’s no wonder he’s cranky. He is the author of the companion book, *The Cranky Editor’s Book of Intolerable Fox Paws (Oops! Faux Pas!): Helpful Writing & Style Tips So You Won’t Look Stoopid*. Parallel careers as an acrobatic juggler, jazz/ragtime musician, and museum/history scholar resulted in six books on performing arts and history topics.

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