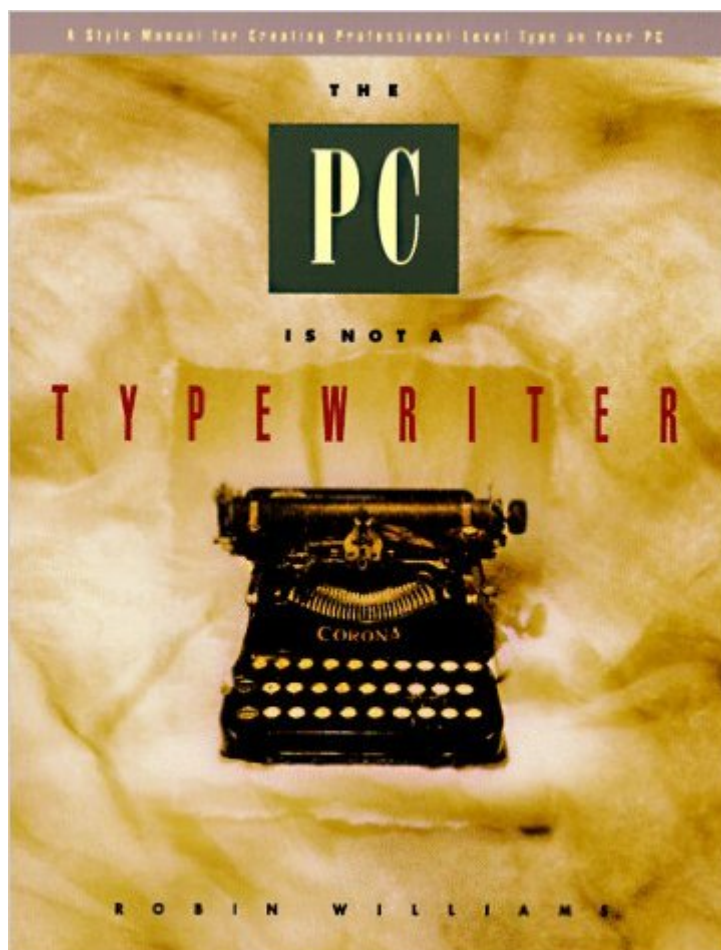


The book was found

The Pc Is Not A Typewriter



Synopsis

PC users can now learn Robin Williams' secrets for creating beautiful, professional-looking type. In less than 100 pages, this book explains both the principles and the logic behind the techniques developed for professional typesetting. Covers punctuation, leading, special characters, kerning, fonts, justification, and more. Includes special appendices on Windows, WordPerfect, Word, and Ventura.

Book Information

Paperback: 96 pages

Publisher: Peachpit Press; 1 edition (March 10, 1995)

Language: English

ISBN-10: 0938151495

ISBN-13: 978-0938151494

Product Dimensions: 6.8 x 0.4 x 8.8 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (25 customer reviews)

Best Sellers Rank: #799,593 in Books (See Top 100 in Books) #94 in [Electronics > Office](#)

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Customer Reviews

Every day we read books and magazines that following standard typesetting rules (such as putting only period after a sentence), yet almost all of us who now use computers (a tremendous typesetting tool) continue to type as if we are still using a typewriter. The result looks unprofessional, which we accept because we have never thought that we could produce text that looks like a typesetter's. This small book explains better than any other why we did certain things on typewriters that were never done by professional printers--and why we need to stop doing them now that we are using computers. Since it was published in 1992 I have been giving copies of this small, readable, beautifully arranged book to anyone who types for me or organizations I work with. Just the first few pages can tremendously improve the professional appearance of a letter, and what it does for newsletters is phenomenal. Everyone I've ever told to put only one space after a period, or how to properly use dashes, has insisted I must be wrong. They become believers after I refer them to any magazine or book, and they become converted to proper typing after I give them this

book. Rarely will you get more bang for your buck than with this little gem. Make sure you buy at least two, because you'll immediately think of someone to give a copy to.

I found this book when it was first published as "The MAC is..." and it has been my Bible ever since. I have given it out to everyone who has ever worked for me or with me. I am a trainer and in any class that has anything to do with typing it is standard reference material. I cannot believe we still have 'teachers' teaching people how to type that do not adhere to professional typesetting standards. This book opened my eyes to the beauty you can create in the type written page. 'Corporate' people positively comment on documents that I have delivered as "elegant" or "easy to read" or "so professional" because I adhere to the principles set forth in Ms. Williams book. I think this easy to read, well designed, and information packed book should be required reading for any person that touches a keyboard!

As a newswriter, I regret not getting this book when I first saw it here. Writing press releases is an exacting task when it comes to punctuation, spacing and page setup. Had I followed the tips in this book, I would not have the chore of reformatting my templates next week. Simple things like one space after a period at the end of a sentence is only one of the valuable tips in the book. The explanations of why we should do things differently on a PC are clear. The reasons why things are done differently on a typewriter are just as useful. This little book also covers how to make your type easy to read with plenty of examples to prove its points. Buy it.

I did pick up one or two useful hints in this book. If you haven't managed to figure out for yourself that two spaces after a full stop (period) just looks plain stupid, then you will probably get a lot of utility from this book. As other reviewers have said - it is extremely short and light on content - you'll probably read the whole thing in an hour. My main beef with this book is that it is very outdated. It contains solutions for many issues which are now handled automatically by modern operating systems and packages. There is constant mention of packages and keyboard shortcuts for programs that just don't exist anymore, many not even in the memories of most people (does anyone remember Ventura Publisher?) The copyright notice at the front says 1992, and no printing date was listed. Surely after 14 years and selling so many copies Peachpit Press would have a bright idea to update this book for the present day? Different issues to examine and different ways to generate certain characters. If they had done this I would have found the book three times as useful.

Even though this book is 8 years old, it remains essential reading. It's extremely accessible, and can be read cover-to-cover, or used as a reference. There's a quiz in the back of the book to help you to actually retain the material. I've bought several copies, and I loan them out when I think the recipient will be receptive. (Some people are hopeless when it comes to good design.) This book is worth owning by itself, or as a primer to Robin Williams' other books.

I took great care to include two spaces after a period and before starting the next sentence. Williams explains why this is incorrect and why so many of us do it religiously, along with a host of other typographic rules. It's relatively short, the writing is concise and interesting and if you type on a computer you'll use what you learn from this book every day.

When a book mentions DOS, you know it is old! All of the mentioned programs and shortcut keys are obsolete, but it does have a few tips that new technical writers should be aware of. Don't buy it unless you need it for a class. A much better reference book would be the Chicago Manual of Style.

It's totally awesome that this book is still in print. I bought this several times, having given it away almost as many, because it does some very important things. Back in 1995 there were so many people pounding the pixels that knew zero about computers and setting type. Double spaces are oh so awful. I was just getting into a career that ended a few years ago at an ad agency. Lowly start with a Mac SE ending with world class clients. The funny part is this book is still a workhorse for anyone starting out. Robin Williams has written other books that are useful and cool, but this one is basic and must have. Beautifully designed and clearly presented. The best.

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