

# TYPOGRAPHY

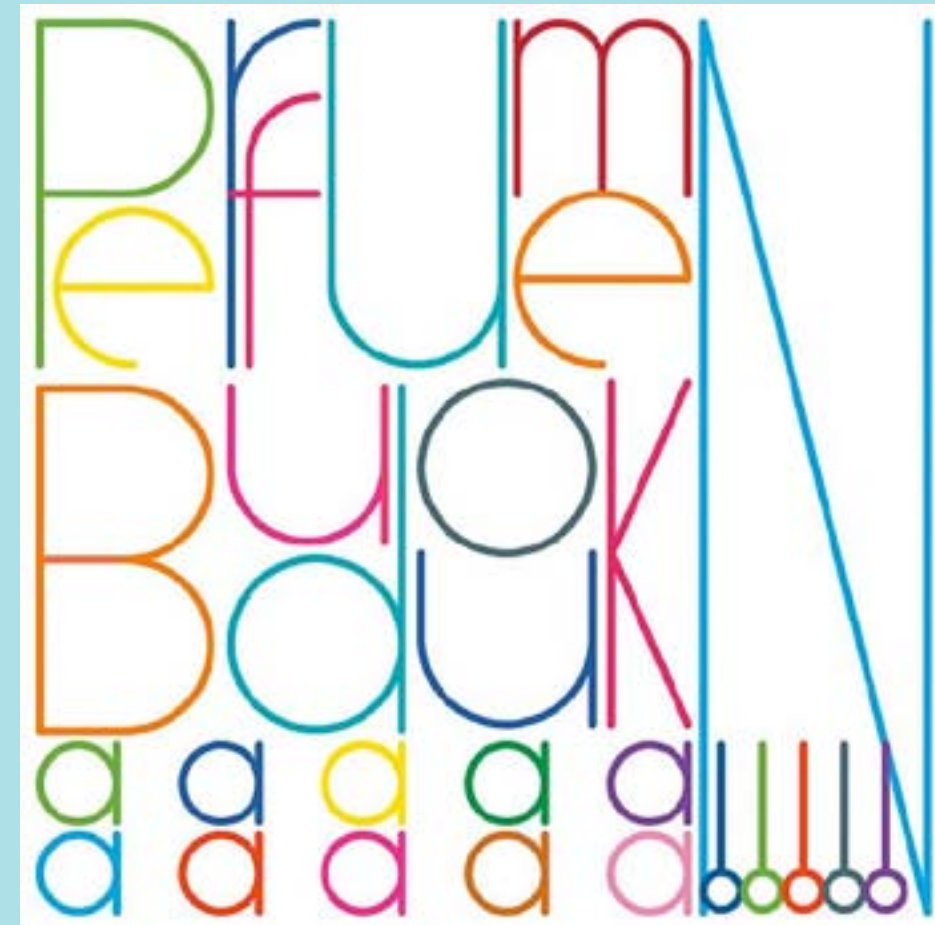
Chris Heaney  
Chris Heaney  
Chris Heaney  
Chris Heaney

# BOOK

This project was created for  
Visual Communications 1

Prof. Nicole Ferrentz

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ASYMMETRICAL LAYOUT:  
PERFUME'S PERFUME  
BUDOUKAAAAAAAAAN!!!!

Although the text has some sense of vertical alignment, its letter spacing is uneven and the layout is completely asymmetrical. Letters are stacked right next to each other and various font sizes are used to create this almost eclectic composition. The letter "n" takes up an entire column on the right side of the page, while the words "perfume" and "budokaaaaaaaaan" are scrunched together. For instance, the letter "r" touches the letter "f", while other letters are stacked on top of each other like the letter "m" and "e". The thin, elongated font and bright colors make the text easily visible and workable.



**BITMAP:  
CAPSULE'S CUTIE  
CINEMA REPLAY**

Creating the text using a grid system is clearly evident for this piece. The text is made up of light grey circles, arranged on the grid, which is comprised of several yellow circles. Having contrasting colors makes the text easily definable and geometric. Spacing between is letter is very even as each letter is spaced only circle apart from one another. Furthermore, the band's name helps to draw attention to the much smaller album title, since both are placed near the bottom right corner of the cover.



**TEXT AS IMAGE:  
DECIBEL OUTDOOR  
LOGO**

The logo for the Decibel Outdoor Festival is highly creative yet simple in its design at the same time. A lowercase "d" and an uppercase "B" are created using a single thick line. The line creates a unique shape that may not seem to be letters, but take a second look and both can be seen in the logo. The line itself is very geometric, and the letters themselves are abstract. Additionally, the dark color of the logo itself stands out on the bright yellow background.



**BOLD AND BRIGHT:  
M-FLO'S COSMICOLOR**

The font for this album cover is extremely bright, filled with a variety of color and uses minimalistic text. None of the letters have holes in them, such as the "o's", "f", and "r" but are extremely lively due to the variety of color each letter has and their blocky yet contoured font. Due to their blocky nature, the letters are given a three-dimensions, which make them almost pop off the page and give a sense of fun and excitement to the white background of the album cover. There is more emphasis on the title due to its larger font size and its placement behind the album title.



**GRAFFITI:  
GORILLAZ'S SELF  
TITLED ALBUM**

The font in this album cover emulates the hand drawn graffiti for the title. The choice of red as the font color immediately draws the viewer's attention toward the title amid the white background and greenish center of the cover. The font itself is very asymmetrical, as each letter gets a bit thicker than the last. For instance, the Z and A are much larger than the R and G. Letter spacing is very tight, as several of the letters blend into each other as if a graffiti artist took very few breaks while drawing the letters.



The layout of the page uses both horizontal and vertical alignment to create a minimal, clean, and easy to read page. Titles for the items on the page are aligned vertically with a heavy typeface, while the text describing each item is horizontal and uses a smaller and thinner typeface. The page is divided into two columns and the alignment of the text and items is asymmetrical. Items overlap the dividing line, and the text boxes do not line up perfectly nor do they all use the same width. However, both the title and text are use vertical and horizontal alignment.



**VERTICAL AND HORIZONTAL ALIGNMENT:  
SURFACE MAGAZINE**

**GRID LAYOUT:  
SURFACE MAGAZINE**



Both the text and photos are laid out to create a clear grid structure. The text itself is aligned in a vertical fashion and lines up with the edges of the photos that its underneath. Similarly the photos on the page are aligned with one another even though there are many different shapes and sizes. The first half of the page features the title and header aligned on the same level and the vertically placed descriptions beneath each photo. This vertical alignment continues to run down the page and is divided horizontally by a white line.



EMPHASIZING FONTS THROUGH COLOR: FAGE

This Fage ad put emphasis on the color red throughout due to the ad being about strawberry yogurt. The words "luxury", "split color", and "split from the ordinary" are all in red font to emphasize how the container is split, with one side holding yogurt and the other the strawberries. In addition to emphasizing certain colors, certain portions of text use different typefaces. Luxury for instance, uses a thin, all caps serif font while the text for "split color" and "split from the ordinary" use an all caps and bold version of the copy text.

HAND DRAWN TEXT: AMERICAN SPIRIT



This features a variety of hand drawn fonts. The main body of text in the ad emulates text drawn from chalk and is arranged in a very loose, carefree manner. The text looks like its been drawn by hand due to the letters not being filled in completely and the various drawings and doodles that are on the page. The hand drawn text is further encapsulated by the blue copy on the page, which looks like it has been drawn with blue ink.







### CLOSE LETTER SPACING: HAVAIANAS

Letter spacing is a very important element in this ad. The letters are placed as if one is overlapping the other, as small sections from letters that are overlapped are cut out. The text itself is mainly horizontal, but a few vertical elements are thrown in as well. The words “and/or” are placed vertically and very close to the rest of the font, which is in yellow. This close spacing effectively breaks up the main body of text into three parts. Even though the text overlaps and the letters are right up against each other, it is still clearly readable due to the two color choices and placement of the “and/or” text. Additionally, the text is all arranged left.

Fonts used:

Andale Mono

Helvetica Neue LT Std

Paper Stock:

Finch Fine Color Copy

Bright White

32# Writing



