

TYPOGRAPHY

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BOOK

This project was created for
Visual Communications 1

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ASYMMETRICAL LAYOUT:
PERFUME'S PERFUME
BUDOUKAAAAAAAAN!!!!

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 "budoukaaaaaaaaan" 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 letters is very even as each letter is spaced only one 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 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



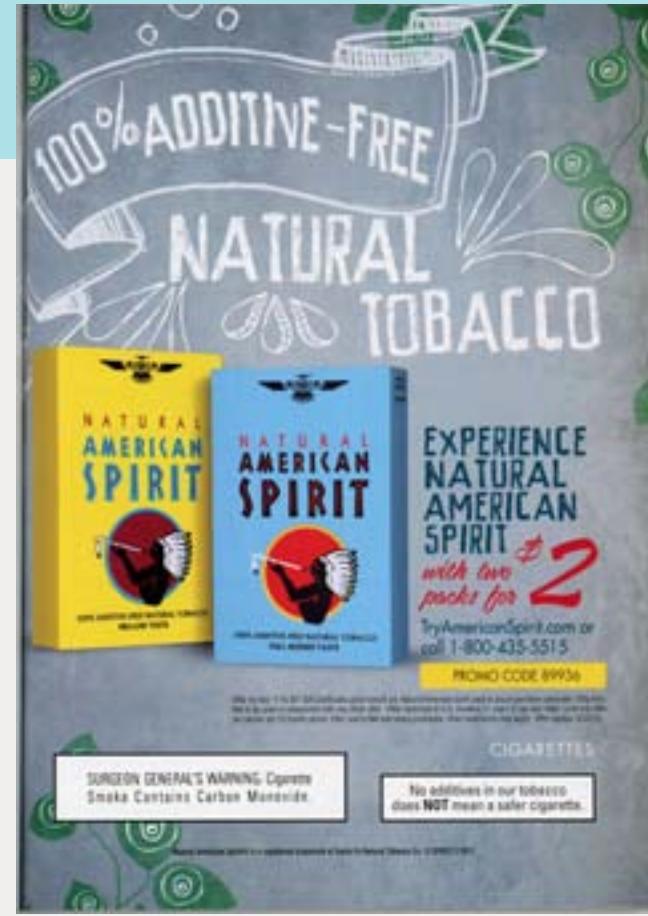
Both the text and photos are laid out to create a clear grid structure. The text itself is aligned in a vertical fashion and lines up with the edges of the photos that its underneath. Similarly the photos on the page are aligned with one another even though there are many different shapes and sizes. 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 it's 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.

"I MEAN...WHAT?!?"

Abe Gurko

"I Mean What?!? I'm addicted!" Isaac Mizrahi

"He's the gay male me...unless I need to be...then we switch." Carrie Fisher

"Abe has turned razor-sharp social observation into an art-form." Hannah Booth, 'Lives Less Ordinary', The Guardian

"Bold, butch, but never banal..." John Bartlett

"IMW: Touch the 'surface' of fashion and gossip to start your day!" J. Alexander, AKA "Miss J."

"Can I wear shorts around Paris?" Paul

"omg. LOVE." buzzworthy.mtv.com

"Brutally honest" Fern Mallis

DIFFERENT TYPES OF FONTS: IMEANWHAT.COM

The ad for this website uses a variety of eye-catching fonts arranged in a very casual manner. The title "I MEAN...WHAT!?!?", uses a very thin serif font, while all of the quotes don't. Each person quoted has their own unique font, which gives each quote more personality and flavor than if they were all the same, in addition to using black, grey and white font colors. Along with the variety of font choices, each quote is arranged as if they had been cut out of an article and pasted onto the page, due to the very skewed placement of the texts and background colors for each quote.

HIERARCHY: GQ THE LONDON PAGE

This section is clearly divided along both vertical and horizontal lines, which creates hierarchy. The upper section had a bold typeface title and then a thinner text underneath, which is arranged horizontally across the page. Below that are thin vertical columns, which point to text and images. The next section separated by a bold black line, uses the same style vertical columns and horizontal title text as the upper portion of the page. The hierarchy comes from the bold title and horizontal text at the top. After that the vertical columns are read, followed by the lower section that is divided by the black line.

Details

REPORTER'S NOTEBOOK You have no doubt noticed that travel websites have been busy touting London's "cultural renaissance." London's Mayor, Boris Johnson, has been working hard to bring back the city's reputation as a center of art and culture, and he's had some success. The city is now home to over 100 theaters, more than 100 museums, and nearly 100 galleries.

The LONDONpage

Cranking up the capital's volume

With small-venue live-music licensing a thing of the past, London is experiencing a boomlet in restaurants and bars offering evening entertainment. So sounds out the best

Ling Ling at 100 Wardour Street

Every Thursday, Friday, Saturday, and Sunday night, what's the deal? The "Vibes" are a mix of indie rock and indie rock. You can't really tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

Culinary Bistro at 100 Wardour Street

What kind of music do they play? Indie rock, indie rock, indie rock. You can't tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

Pringles at Astoria

Every Friday night, what's the deal? The "Vibes" are a mix of indie rock and indie rock. You can't really tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

Gipsy Collective at 100 Wardour Street

What kind of music do they play? Indie rock, indie rock, indie rock. You can't tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

Jazz at the Chinese Tongue at 100 Wardour Street

What kind of music do they play? Indie rock, indie rock, indie rock. You can't tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

The Smoking Room at 100 Wardour Street

What kind of music do they play? Indie rock, indie rock, indie rock. You can't tell what's going on, but it's a good time.

What are you likely to hear on the menu? "I'm not sure," says owner David, "but we're probably going to have a few classic dishes like fish and chips, and a few more experimental ones."

What are you likely to see on the menu? "I'm not sure," says owner David,

The UVS | Get smart The must-have essential utility for music nerds everywhere

1. LING LING Lunch/Late-Night

All very well, craft beer-tasting parties and the like—but if you're down on the capital's musical scene and you're looking for a new, fresh, and exciting place to go, why not do the first 10 times?

2. LAMPS Local Gig Guide

These days, mobile devices are king. While most of us are now used to using our phones to check in with friends or listen to music, it's become common for giggoes to download the app to keep track of their favorite performances in terms of what's offered, where, and when.

3. MEET & EAT CULTURAL Exchange Health Communication

Using data from the app, users can find local music scenes and connect with other users who share similar interests. This means that you can meet people who share your passion for indie rock, jazz, classical music, or whatever you're into.

4. VIBES Local Gig Guide

Play it, your listening preferences are reflected in the app's recommendations, meaning that if you're a fan of indie rock, the algorithm might suggest you explore a genre you may not have heard of before. It's a great way to discover new artists and genres without leaving your sofa.

5. CULTURE Local Gig Guide

Old is the new new, and with the culture section, we get to sit down and appreciate the music of yesteryear. Whether you're into 1920s blues, 1940s jazz, or 1960s rock, there's something for everyone here.

Want to see what's available in your area? Download the app at www.details.com/mobile.

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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

