

PROCESS BOOK- Typography Post

Project Description

Objective: Create a poster to celebrate a typeface based on your research of a typeface and the designer. Using your research as a reference point, design a poster promoting the designer and the typeface design. The poster's concept must be based on your research.

Select one of the typefaces listed below to research. Every typeface is designed for a reason, each carries with it the personality of the person that designed it. They brought to their designs all the inescapable human baggage of ambition, jealousy, desire, treachery and love. Typefaces are created as works of expression of a personal philosophy as much as they are created for a utilitarian purpose.

For this project you will have to do a bit of research before going into the sketching and design phases. **You will need to research the history of 'two different typefaces' and will need to know:**

- Who is the designer of the typeface
- What year was it initially released
- Why was it designed/for what purpose

This information will be **posted at the critique**, with the **two different concepts**, representing the ~~two~~ one typefaces.

Requirements:

- **Required Software:** Illustrator or InDesign
- **Colors Mode:** CMYK
- **Maximum colors:** up to 4
- **Size:** 10" (width) x 14" (height) vertical design
- **NO** >> illustration or photography
- **Use the whole design space:** You may bleed the letters outside the document area, which will be trimmed for the final
- **Typeface List:** Only pick from the below list
- **Only submit your best (1) final poster design** for grading

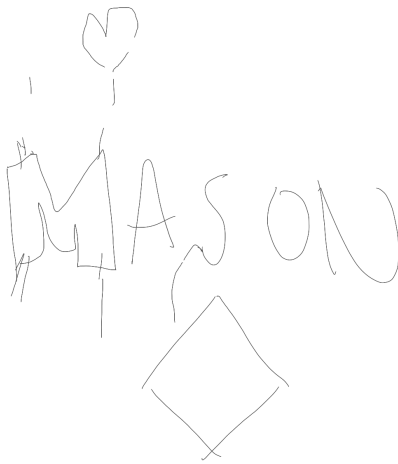
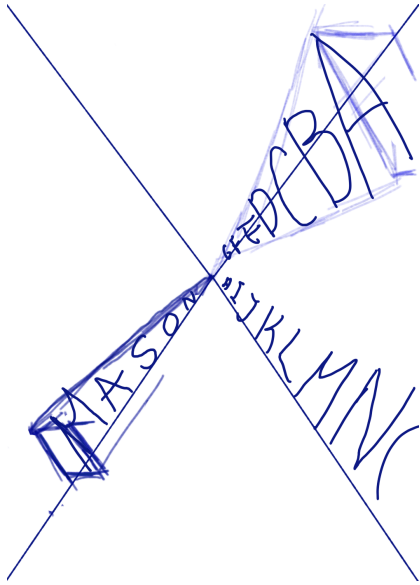
Include:

- You must include a full paragraph description of your typeface within your poster, you may use any Internet source to grab this written content (see sources below).
- All characters – upper and lower case and numerals.
- Include at least 5 special characters (!@#%&^*').
- You may use rules, lines, color blocks or backgrounds to advance your design.
REMEMBER... Type is the most important element.
- NO images, photos/pictures, etc. However, you may use the type to create a visual.
- The poster should feature:
 - Name of the typeface
 - Name of designer
 - Year it was created
 - Some informational text for why it was designed
 - You can highlight some of the distinct features of the typeface (you can see the examples attached for some good posters that do this).
- **You will be creating two different rough drafts but only ONE finished poster.**

Research



Thumbnails



Type Studies

MASOM

Jonathan BARBROOK
1902

1234567890 !?@%\$

ABCDEFGHIJKLMN OPQRSTUVWXYZ
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Mrs. Eaves

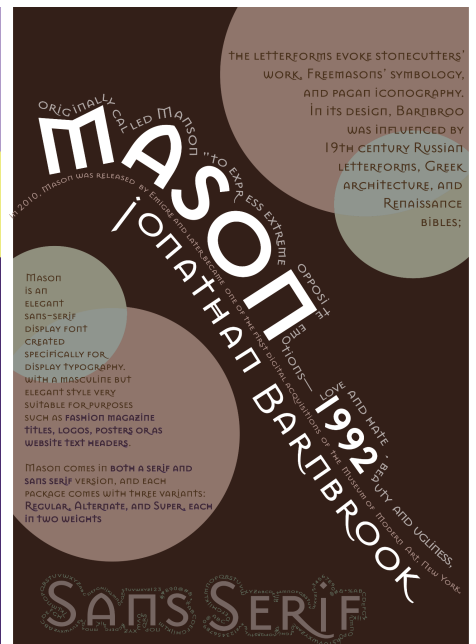
Zuzana Licko
1996

1234567890 !?@%\$

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Color Studies



Analysis

I received feedback that the purple and yellow color combination was preferred. Some also suggested lightening certain words to help them stand out more. Based on this, I chose to go with the purple version and adjusted the "Sans Serif" text, which was previously too dark, to ensure it popped more.

Computer Roughs & Revisions



Final Design

ORIGINALLY CALLED MASON

TO EXPRESS EXTREME

OPPOSITE

LOVE AND HATE

BEAUTY AND UGLINESS

1992

THE MUSEUM OF MODERN ART, NEW YORK

ONE OF THE FIRST DIGITAL ACQUISITIONS OF THE MUSEUM OF MODERN ART, NEW YORK

IN 2010, MASON WAS RELEASED BY EMIGRE AND LATER BECAME

THE LETTERFORMS EVOKE STONECUTTERS' WORK, FREEMASONS' SYMBOLOGY, AND PAGAN ICONOGRAPHY.

IN ITS DESIGN, BARNBROOK WAS INFLUENCED BY 19TH CENTURY RUSSIAN LETTERFORMS, GREEK ARCHITECTURE, AND RENAISSANCE BIBLES;

MASON IS AN ELEGANT SANS-SERIF DISPLAY FONT CREATED SPECIFICALLY FOR DISPLAY TYPOGRAPHY. WITH A MASCULINE BUT ELEGANT STYLE VERY SUITABLE FOR PURPOSES SUCH AS FASHION MAGAZINE TITLES, LOGOS, POSTERS OR AS WEBSITE TEXT HEADERS.

MASON COMES IN BOTH A SERIF AND SANS SERIF VERSION, AND EACH PACKAGE COMES WITH THREE VARIANTS: REGULAR, ALTERNATE, AND SUPER, EACH IN TWO WEIGHTS.

SANS SERIF