MIND'S EYE

Envisioning the world of design

Spring 2014

About

Mind's Eye was created to serve as my senior capstone project for my Mass Communications and Media Studies minor at Tufts University. Through a mixture of original artwork and historical background, this magazine aims to provide a glimpse into the world of graphic design and how we can transcribe what we visualize in our minds onto the page, screen or canvas.

Designed and written by

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Contents

Verdana
Georgia
Impact
Palatino
Rockwell
Futura
Helvetica
Comic Sans
Avenir
Courier
Lucida Sans
Bembo
Bauhaus

Typography

Papyrus
Gill Sans
Times New Roman
Calibri
Myriad
Franklin Gothic
TRAJAN
Trebuchet
Garamond
Frutiger
Century Gothic
Arial
Baskerville

Typography is the foundation of how we express our voice through text. A decision to use a specific typeface is a major factor in how the overall tone of a typed message is perceived.

Type design and rendering has changed quite a bit over the years, due in no small part to how the technology behind this integral component of graphic design has evolved.

Typeface

Development

Garamond is an early typeface that dates back to the 16th century, yet is still one of the most widely used typefaces to date. The intricacies and even the slight imper-fections of this elegant typeface are visible in the digital reproduction below. Serif typefac-es such as Garamond show especially well on the printed page.

Most modern typefac-es are designed dig-itally. This typeface, Verdana, was spe-cifically designed for legibility on comput-er screens. Because it is sans-serif, Ver-dana has a simple ap-pearance that is eas-ier to render clearly on-screen, though it lacks the intricacies of older serif typefaces.

Aa

Aa

Typography & Technology

A major challenge of type design is accommodating the limitations of the technology at one's disposal. The techniques of wood and hot metal typesetting were prone to producing slight imperfections that hampered the legibility of certain typefaces. As a result, designers came up with solutions to design around those limitations.

In the early days of computer tech-nology, typographer Matthew Carter once designed a simple angular type-face in order to reduce data usage, only to find out that by the time he was finished the engineers had writ-ten a new compression algorithm that achieved this goal for him. Changes in technology have led to new, innova-tive methods of type design over time. One method from before the advent of digital typesetting was linotype.
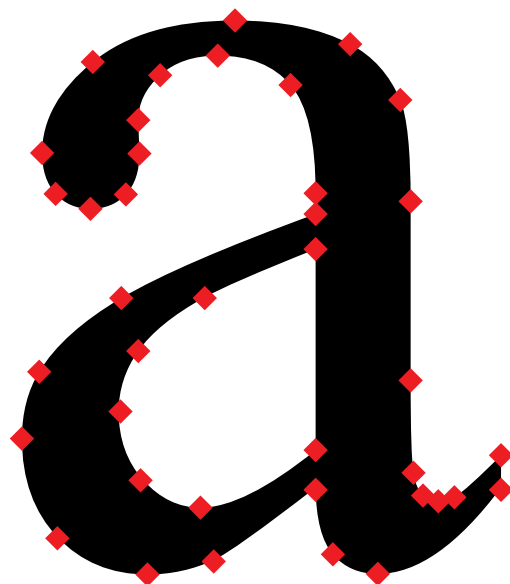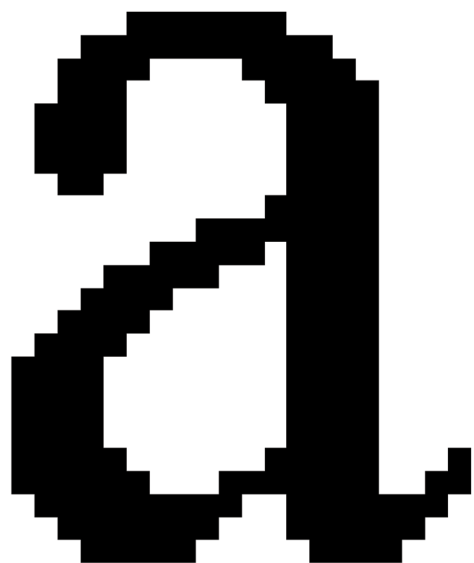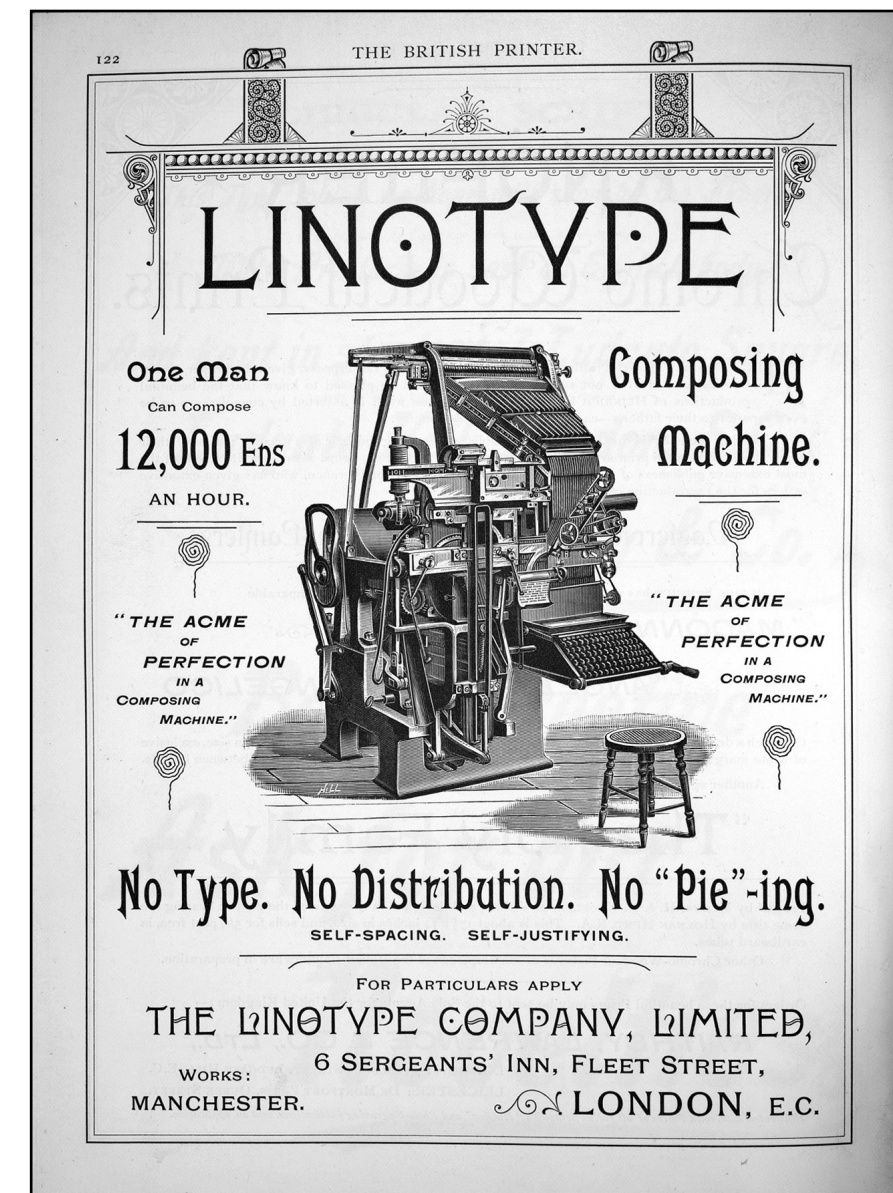
Typesetting: Linotype

Photo: *The British Printer* via Wikimedia Commons

A longtime industry standard in printing and typesetting was the linotype machine, as shown in this advertisement from a 1891 issue of The British Printer. This machine was renowned for its ability to accurate-ly set entire lines of type quickly, as opposed to just one character at a time, which sped up the typeset-ting process significantly, which in turn helped streamline the industrial printing process as a whole.
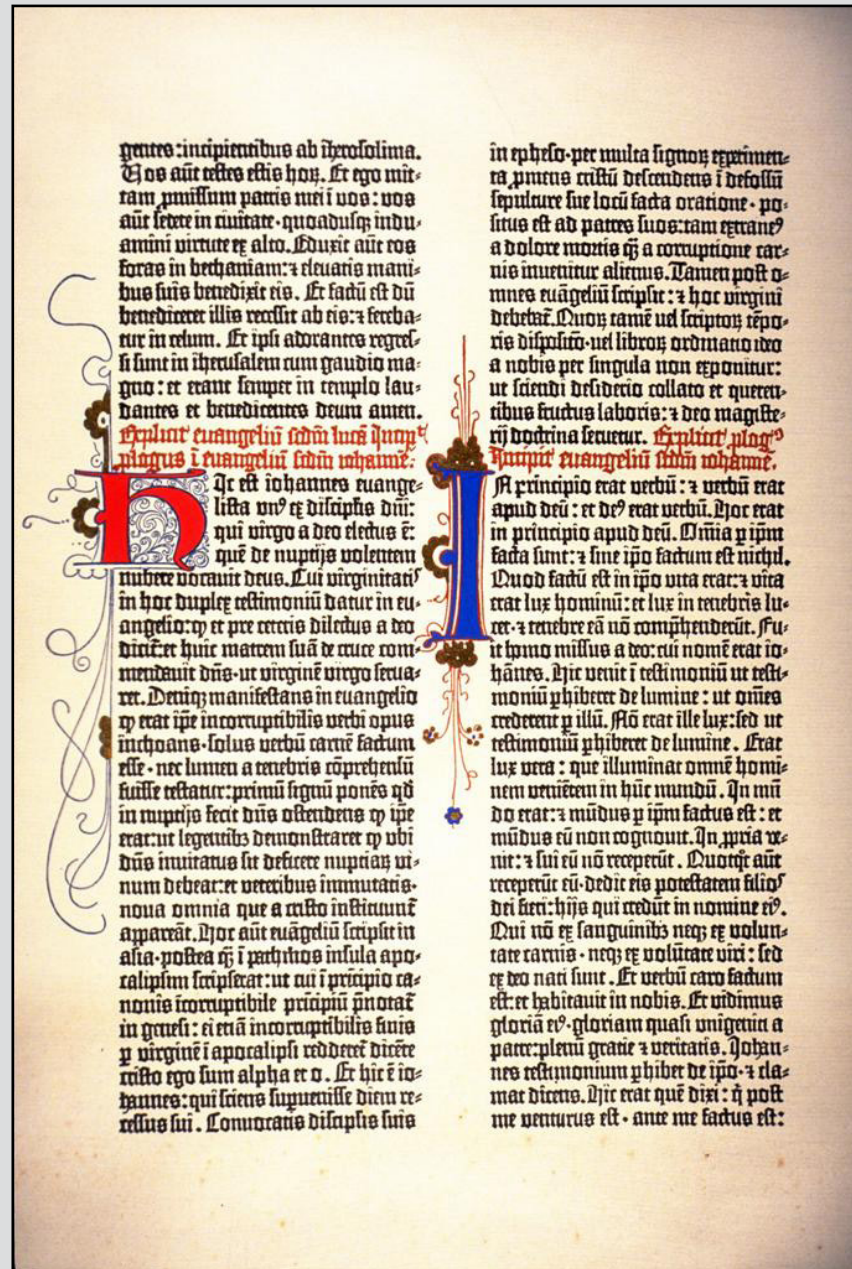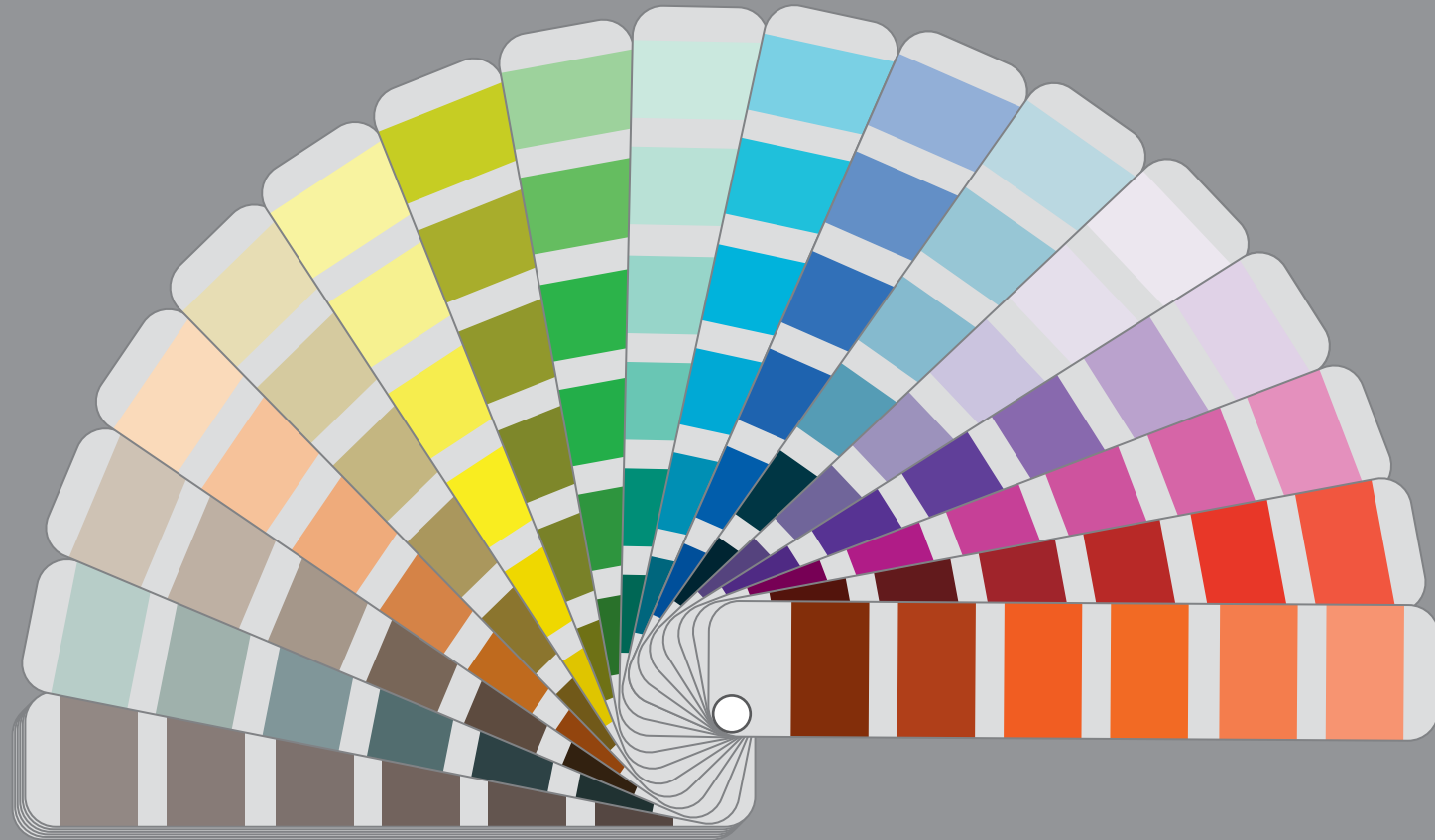
Printing Technology

Photo: Digital Library Federation Academic Image Cooperative via Artstor

Photo: Tom T via Wikimedia Commons

The Gutenberg-style press revolutionized printing in the 15th century and allowed the process to be industrialized. The iconic Gutenberg Bible is a product of this method of printing.

A modern standard for printing is the web offset printing system, which allows for the use of digital content as source material.

Color Trends Through the Years

— **1960**

— **1970**

— **1980**

— **1990**
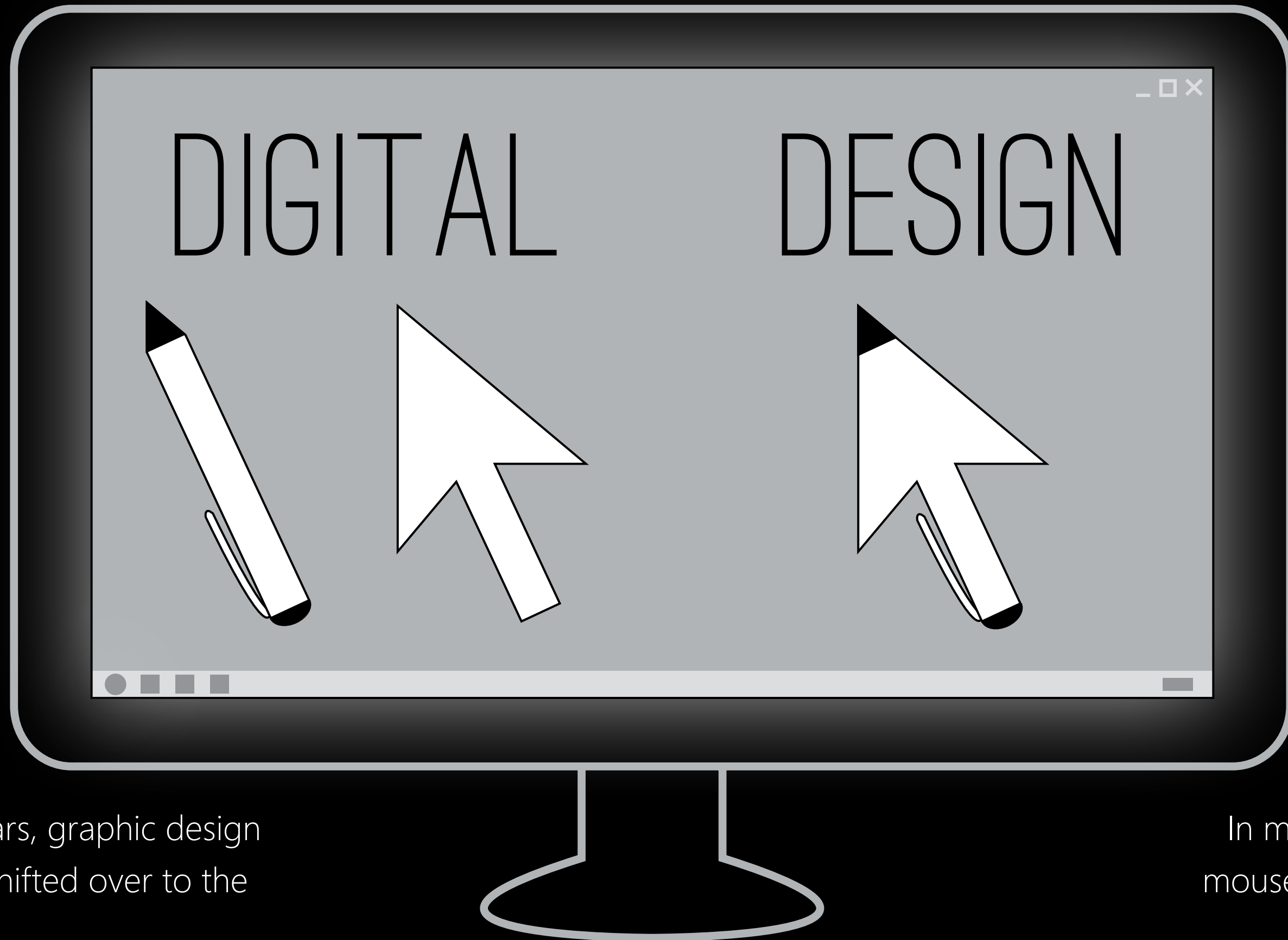
— **2000**

— **2010**

Designing in
Color

More recent advances in printing technology have allowed for freedom of color usage in print media. The choices of color pallete in publications often reflect trends seen in different time periods. Evolution in color trends can be clearly be seen throughout media and fashion of the past few decades.
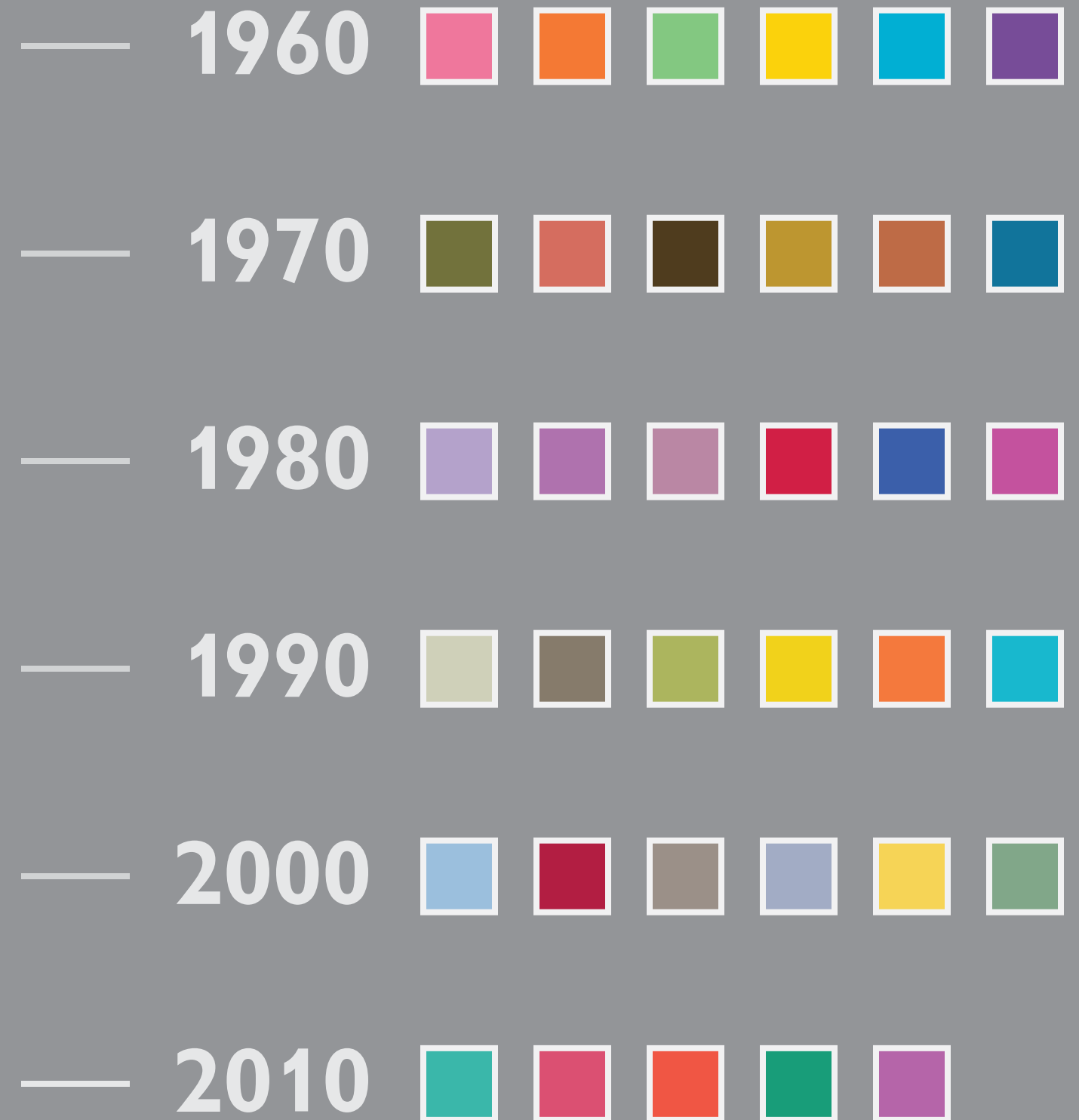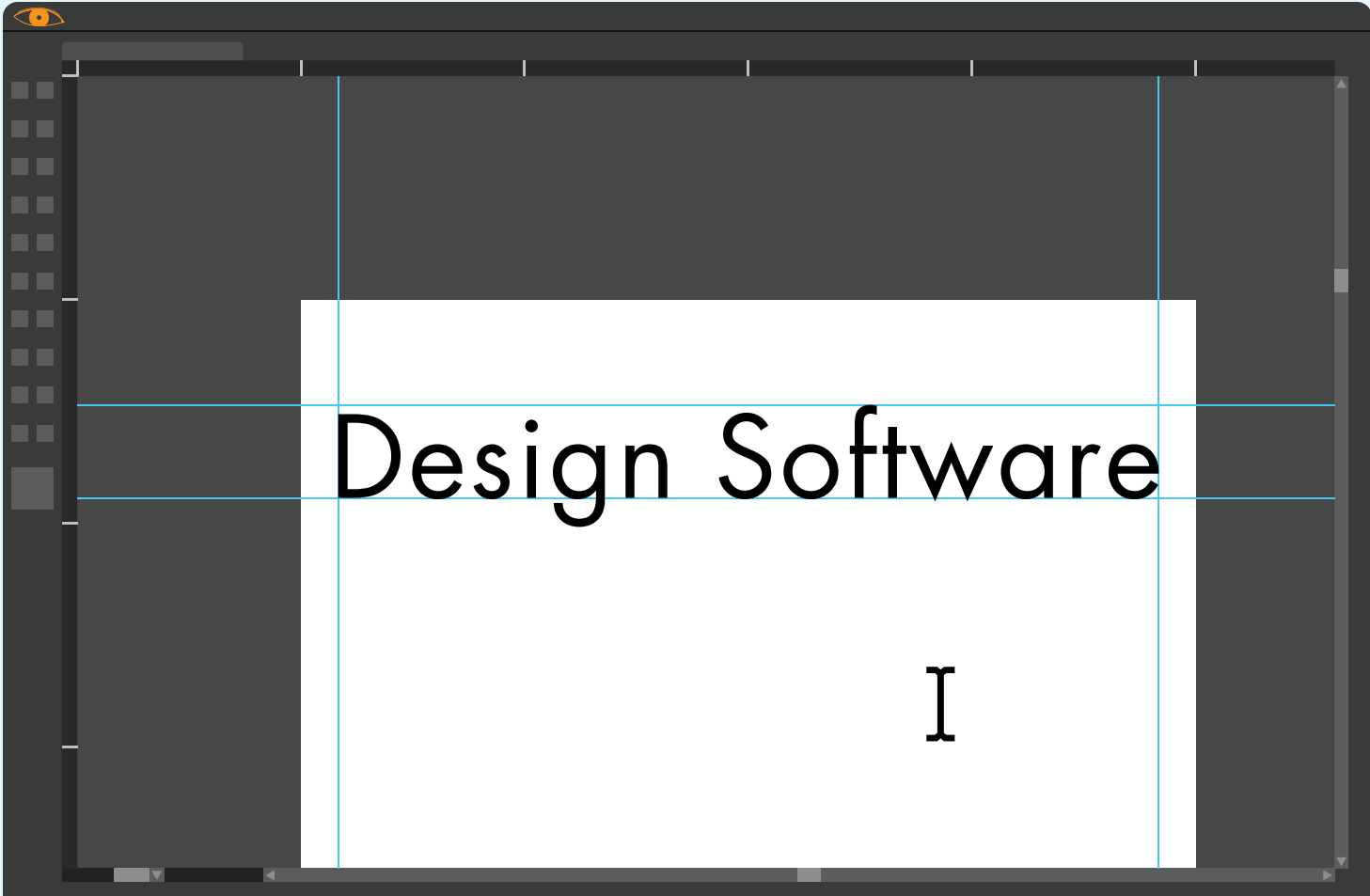
In recent years, graphic design has largely shifted over to the digital realm.

In many ways, the mouse has become the new pen.

Design Software

Recent advances in digital technology have made graphic design, desktop publishing and professional-grade photography more accessible to the general public. Thanks to computers, the barrier of entry to the world of design is easier to cross than ever before. Digital technology also opens doors to more advanced and modular forms of design.

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1    <h1>Responsive Design</h1>
2    <body>
3    <p>Many principles of print design have carried
4    over to web and user interface design, especially
5    in digital publications. Today, most prominent
6    magazines publish their content in some digital
7    form, whether on websites or in the form of ebooks,
8    EPUBs  or apps. Words and layouts must adapt to
9    more electronic devices and other media than ever
10   before. As a result, respsonsive design has become
11   critical in modern journalism.</p>
12   </body>
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Acknowledgements

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