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DSGN-1527-A02
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February 6th, 2020

Assignment 2 - Type Expressions - Morocco

I decided to go with Morocco because it evokes a lot of imagery. Complex mosaics, towering sand dunes, cramped and bustling markets, and of course, the Fez. I based the project off of the Fez because not only is it still an incredibly popular piece of headgear, but it has a lot of history behind it. Sharing its namesake with a city of almost 1.5 million people, this iconic headgear can trace its origins all the way back to early days of the Ottoman empire. The Ottomans found themselves in the unusual position of not anticipating that they would become an empire. After the fall of Constantinople in 1453, the Ottomans quickly found themselves in control of the entire middle east and were quickly encroaching upon Europe. Despite their populations being primarily Arab, the empire was comprised of a massive amount of religions and cultures that historically hated each other. The Ottomans needed some way to communicate to their peoples that they were all on the same side... The Ottoman solution was to put everyone in the same hat. Enter: the Fez.

While I played with some pretty ambitious ideas in my pre-visualizations, I quickly moved towards the simplicity of the Fez. It gave me a simple shape I could slice up however I wanted, which let me get creative with the sizing and alignment of my typography. I ran into some difficulties with my font choice... Because it was such a curvy (almost cursive) font, it was difficult to manually adjust the forms of the letters properly. There were just too many anchor points! I had to make some compromises but overall I am happy with the way it turned out.

I will admit I'm rolling the dice with this submission: I ended up with two versions of the final product, one with the textured background and one without. Opinions were mixed as to which was better, so I went with my gut. The textured background is supposed to remind of the weathered architecture you would find in Morocco, as well as the epic desserts.