

topic in 3 - 5 words

**title of the publication****Big Idea.**

Thriving off of a dada sensibility, Alley Fiend magazine brings a celebration of anarcho-punk culture and a near pointless glorification of gratuitous self-indulgence. From homelessness to civil disobedience to riot punk, Alley Fiend rides on the desensitization of The Rolling Stone while giving its middle finger to anything that helped it coast to the position of #1 over-designed magazine in the world. This is the publication the world doesn't want, but the world needs.

From our studies, .9 of every 1 person in the US has thought about being homeless at least once. For this reason, the market for this appeal is overwhelming because, on the inside, we all want to have everything and care about nothing. This magazine is here to sell not just monthly subscriptions to discontent middle-aged moms, but the thirst for unadulterated non-materiality and utmost simplicity to a younger generation of skater bois, druggies, and other third-hand consumers who really can't even honestly read that good.

Alley Fiend strives to spread awareness to the different ways of life available to all of us, regardless of socioeconomic upbringing, or the amount of glue they sniffed as a child. Hopefully, we can have an impact on the world to make it a more open and understanding place for everyone, if necessary, by force. In time, we believe Alley Fiend will be responsible for eliminating crime worldwide and restoring the New World Order.

**Concept Statement /**

**Alley Fiend is a lifestyle publication that celebrates anarcho-punk culture and a near pointless glorification of gratuitous self-indulgence.**

**Conceptual Directions /**

<b>Riot</b>	<b>Unadulterated</b>	<b>Indulgent</b>
<b>Punk rock</b>	<b>Dada</b>	<b>Ironic</b>
<b>Homeless</b>	<b>Desensized</b>	
<b>Anarchy</b>	<b>Sarcastic</b>	
<b>Crust</b>	<b>Preachful</b>	
<b>Disobediant</b>	<b>Pretentious</b>	

## Mind Mapping /

### Idea Translation / Brainstorming

#### Crust Punk >

sex pistols, ripped, distressed, illegible, david carson

#### Dada >

juxtaposition of antitheses like sans serif and serif, abnormal placement and overt stray from the norm

#### Sarcastic >

religious, modern, sans serif

#### Pretentious >

large showy serifs, thick contrast

#### Disobedient >

observing the system and breaking it, wolfgang weingart

#### Smug >

subtle accentuations, stray from norm enough while staying modern

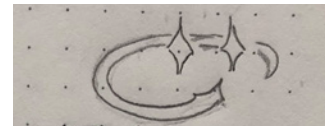
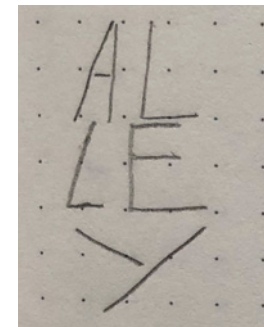
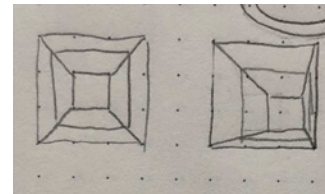
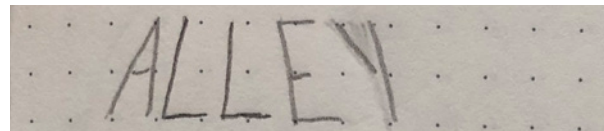
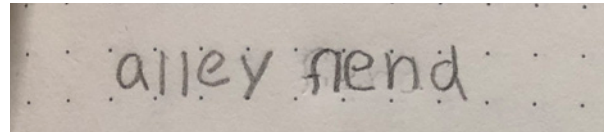
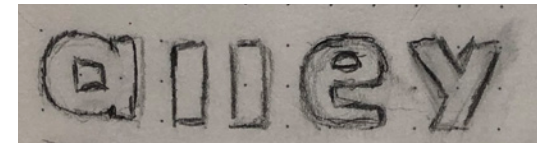
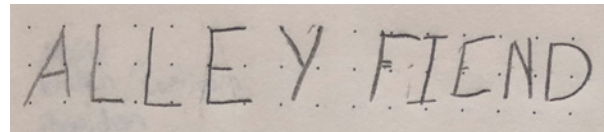
#### Riot

#### Desensitized

#### Homeless

#### Anarchy

#### Unadulterated



Initial brainstorm + loose sketching

Concept Direction

01

Cantoria MT Std

---

alley fiend

sharp serifs hearkening dramatic  
religious context

Cantoria MT Std

---

choiceful descenders for dramatic  
effect

playfully rounded corners

bent counterform on e, looks like it's  
laughing

undulating word-shape

alley fiend

---

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Concept Direction

02

futura bold

---

alley fiend

modern, monoweight sans serif

futura bold

---

subtle accentuations

traditional modern rides illegibility by  
omitting ascenders and descenders

alley fiend

---

Concept Direction

02

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**alley fend**

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Concept Direction

03

futura bold

---

**ALLeY FiEND**

Mixed serif

futura bold

---

**ALLEY<sub>FI</sub>END**

---

Concept Direction

03

name of original typeface

ALLEY FIEND

Design Attributes  
Design Attributes  
Design Attributes  
Design Attributes  
Design Attributes

name of original typeface

ALLEY FIEND

Concept Direction

03

name of original typeface

ALLEY FEND

Design Attributes  
Design Attributes  
Design Attributes  
Design Attributes  
Design Attributes

name of original typeface

ALLEY  
FEND

Concept Direction

04

curved serifs  
little contrast  
bold footprint  
close tracking

Cronos Pro Bold Display

---

alley fiend

Cronos Pro Bold Display

---

alley fiend

---

Concept Direction

04

curved serifs  
little contrast  
bold footprint  
close tracking

Cronos Pro Bold Display

---

**alley fiend**

Cronos Pro Bold Display

---

**alley fiend**

---

Concept Direction

04

curved serifs  
little contrast  
bold footprint  
close tracking

Cronos Pro Bold Display

---

alleyfiend

Cronos Pro Bold Display

---

alley fiend

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**Selected Direction /  
Final Variations**

Typeface

- Design Attributes
- Design Attributes
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