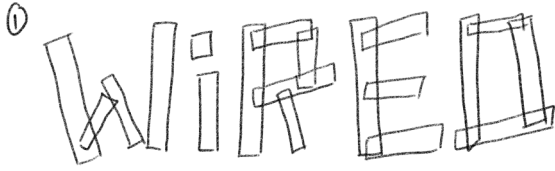


WIRED MAGAZINE

ORIGINAL LOGO



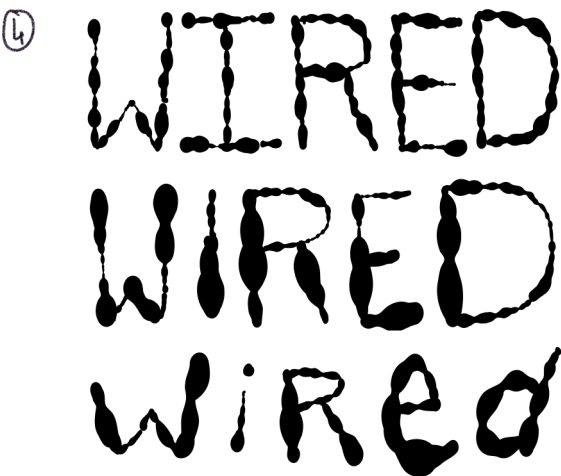
using data from the magazine itself? the number of articles and the length of each determines number of blocks and their dimensions.



every letter changes dimensions based on some type of metric? like stretch and skew somehow.



Bar graph for word mentions per issue or line on the website pages.



Something to do with sentiment analysis? How do we feel about tech or tech coverage this week? more positive or negative decides squigglyness of text.

Key Facts

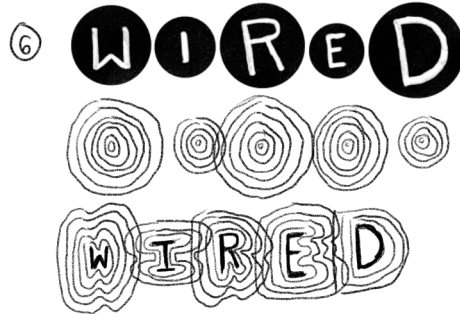
- Emerging technologies affect culture, the economy and politics.
- Recognized as the voice of emerging digital culture and pace setter in print design.
- Owned by Conde Nast, published 12 times annually, online and print editions.
- Audience historically 30-50 year-old college educated males working in or interested in technology.
- Design - sleek, image/visual heavy, blocky logo.
- According to Asides - politically correct.

TECH RELATED THINGS THAT CHANGE

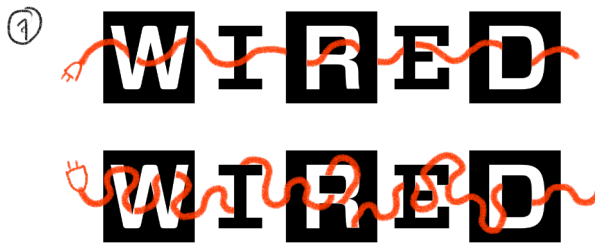
- * Social media mentions / follower count? The hash-tags that represent the magazine?
- * Money invested in the industry? market cap?
- * Wired Mag readership.
- * Tech startups founded per week or something goofy like that.
- * Colophon items per week/ inspiration for the mag.
- * Word mentions per issue
- * Some type of sentiment analysis? How do we feel about tech this week?



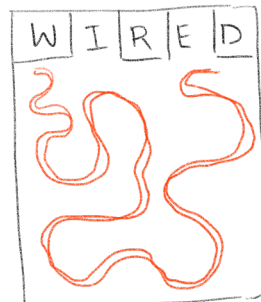
Based on the number of colophon elements on each issue of Wired. Inspired by pixelated logo/motif on WIRED page. Minimum - 15 blocks. > 15 elements -> use stroke. < 15 elements -> add blocks.



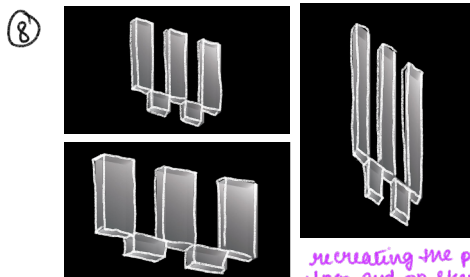
Based on social media engagement metrics? The letters develop rings or change size based on relative engagement?



I don't really know how this would be executed or what metric it might be tied to (maybe sentiment analysis?) but the wire gets more tangled as values change?



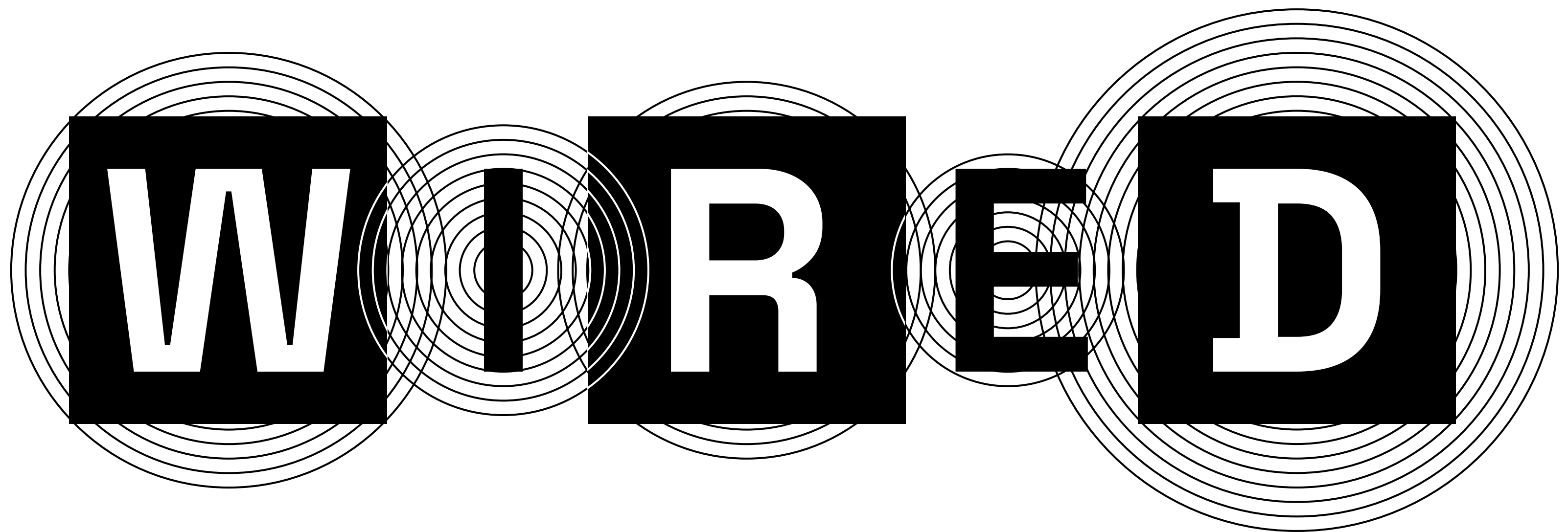
maybe it covers the whole page like a watermark? I feel like that's a little ugly though.



creating the pixel logo and 3D skewing and distorting according to some metrics?



This is also a very interesting feature. Not sure how to integrate. maybe over time the layers get denser and denser? like through the months of year? All issues -> timepiece!!



WIRED

