Mixing Type
Strategies

Une
inconnue
d'avance

RÉVÉLATIONS
EMERIGE
2016

Curator: Gaël Charbau

XUAN ANDREW NGUYEN

NOT SEEING IS BELIEVING

6:00ᴾᴹ THURSDAY OCTOBER 4, 2018

VISITING ARTIST LECTURE SERIES FALL 2018

GEORGE AND MATILDA
FOWLER LECTURE

LECTURES ARE
FREE AND OPEN
TO THE PUBLIC

UNIVERSITY OF OREGON
DEPARTMENT OF ART

177 LAWRENCE HALL
1190 FRANKLIN BLVD
EUGENE, OR 97403

O

UNIVERSITY OF
OREGON
School of
Art + Design
Art

Hello. My name is <u>Nora Eglesz</u>. I'm a <u>Make–Up–Artist</u>. Do you need a great <u>face</u>-do? Fantastic! Turn the card already and <u>get in touch</u>.
— 'K. — Bye.

6   HOLLIS, RICHARD ibid., page 178

7   Further information: www.kultur-sch-weiz.admin.ch/kunst/d/h_wett_buch.htm

8   MENZI, RENATE Zwischen Nützlichkeit und Eigenwert (24.06.2006) (Between Utility and Intrinsic Value), Tages-Anzeiger, Zurich, page 5

9   BRUINSMA, MAX Dialogue Weingart, Müller+Hess, TYPE-ONE. (2004) Discipline and progress in typography, Berlin

KEY STRATEGIES:

<u>1.</u> Look to establish contrast

<u>2.</u> Find a common denominator

1.
Sans and Serif

Roland Barthes
Camera Lucida

Mercury/National

Roland Barthes
Camera Lucida

Scala/Scala Sans

2.

Contrast

Roland Barthes

Camera Lucida

Fournier/Maple

Roland Barthes

Camera Lucida

Apex/Verzierte Schwabacher

3.
Similar structure and shape

Roland Barthes
Camera Lucida

Futura/Bodoni Old Face BE

Roland Barthes
Camera Lucida

Helvetica/Clarendon

4.
Same designer

Roland Barthes
Camera Lucida

Gill Sans/Joanna

Roland Barthes
Camera Lucida

Meridien/Frutiger

5.

Same era

Roland Barthes
Camera Lucida

Futura/Memphis

6.
Super families

Roland Barthes
Camera Lucida

The Sans/The Serif — Thesis superfamily
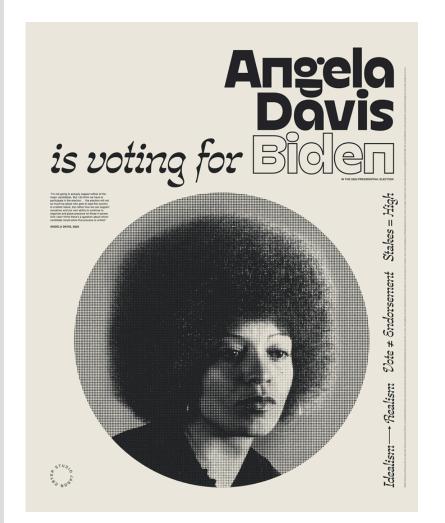
Roland Barthes
Camera Lucida

Scala/Scala Sans

7.
The "wild-card"

ROLAND BARTHES
CAMERA LUCIDA

Eurostile/ ITC Pioneer

Roland Barthes
Camera Lucida

Scala/Scala Sans

Angela Davis is voting for Biden

IN THE 2020 PRESIDENTIAL ELECTION

"I'm not going to actually support either of the major candidates. But I do think we have to participate in the election ... the election will not so much be about who gets to lead the country to a better future, but rather how we can support ourselves and our own ability to continue to organize and place pressure on those in power. And I don't think there's a question about which candidate would allow that process to unfold."

ANGELA DAVIS, 2020

Idealism → Realism   Vote ≠ Endorsement   Stakes = High

STUDIO JASON CRAVER

Alexandria Ocasio-Cortez is voting for Biden

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