

Applied Art for the Web

Typesetting Literature project

The project emphasises a piece of literature song or text using Typography and CSS code.

Designed by Agnes Ashun

The text chose is a the speech delivered by RM the leader of Korean Group BTS.

The group have been UNICEF ambassadors for their END VIOLENCE campaign and were invited to the launch of Generation Unlimited, at the UN General Assembly/.

The speech is important for various reasons, it was delivered buy a young man who has joined one of the major music groups in the world and despite English not being their first language the speech was delivered in that language fully.

Second, the message behind the speech not only helped inspired the member so the UN General Assembly but also young people all over the world who felt that their thoughts and feelings were expressed through one voice.

The typesetting project will honour not only the text but the emotion and feeling behind the speech.

Concept

The project will evolve around showing the colour and emotion of the speech via the text.

The font type used will be handwritten.

The choice was made to showcase the heart and care taken in preparing a speech but also the possible nervousness that will have come through when delivering it in from to UN representatives.

The fonts used will be either from Google fonts or adequate ones from font face

The fonts will be used in different headings and will be used to emphasise a particular aspect of the speech or bring attention to a passage.

The use of different font weight will make it possible to use a small amount of fonts but in a way that will carry out meaning in the text without overwhelming with size differences.

The use of the font "Nanum Brush Script" by Google fonts was added due to it originally being created for the Korean writing Hangeul. The use of it with the standard western alphabet adds layer to the meaning of the speech.

Hereby are the fonts used

Fonts: Nanum Brush Script|Nanum Pen Script|Open Sans|Sedgwick Ave

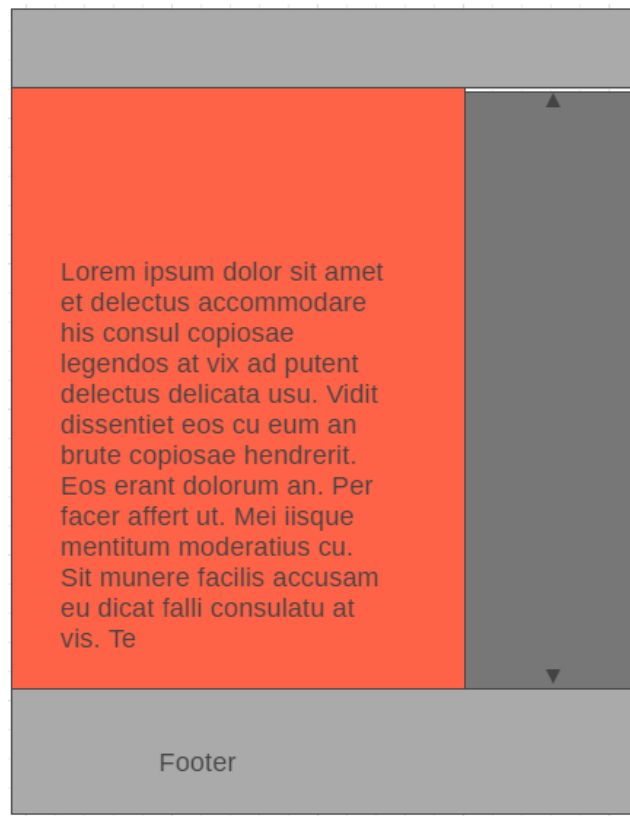
Nanum Brush Script, Speak Yourself, *자작집 말해봐*

Sedgwick Ave, Speak Yourself

Nanum Pen Script, Speak Yourself, *자작집 말해봐*

Open Sans, Speak Yourself,
Open Sans, Speak Yourself,

Prototypes Mobile and Desktop



Colours

The colours used for the project will be based of colours of the group BTS album series " LOVE YOURSELF".

The album series carries out the team of self love and acceptance through the album and has a light palette with pastel colours .

Based on that two main palettes were created and used in this project.

The main use was in the background changing colour and font colours.

The palettes were created on website colours.co

