

# THE GIFT

1968 song by the Velvet Underground

Why?

- Bizarre, abstract, dark, avant-garde song with a clear plot, characters, etc.
- There's no music video or original visual representations for it, so I feel like there's endless possibilities for translation.
- I love this album and the trippy 60's aesthetic that was popular at the time.



## The story:

1. Waldo and Marsha go to college together and had a relationship, but are separated in different cities for the summer.
2. Waldo is extremely paranoid about Marsha cheating.
3. He decides to ship himself to her, because he can't afford to travel normally.
4. Meanwhile, Marsha's been living her best life, seeing other people, having a great summer.
5. When Waldo's box shows up, Marsha and her roommate can't get the box open.
6. Marsha ends up using a sheet metal cutter to open the box, and kills Waldo.

## Story Division

I'll divide the story up into Waldo and Marsha's different perspectives, creating two different experiences of the song (using narrative storytelling).

### Waldo

**Sad, jealous, paranoid, and desperately in love.**

1. Is having a terrible summer.
2. Ships himself to Marsha.
3. Is stabbed.

### Marsha

**Free-spirited, adventurous, uninhibited, carefree.**

1. Is having a great summer.
2. Receives the box and can't open it.
3. Stabs Waldo.

## Theme/Feeling

I want to maintain the surreal, trippy, hypnotic feeling of the song's instrumentals, communicated visually and typographically.

I want it to feel like a dream that might also be a bizarre nightmare.

Ultimately, the story's message I want to convey is that Waldo is the bad guy coming to rain on Marsha's perfectly fine life.

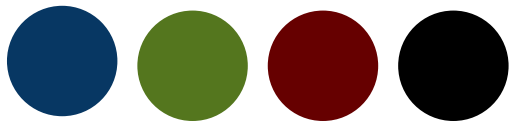


## More on theme:

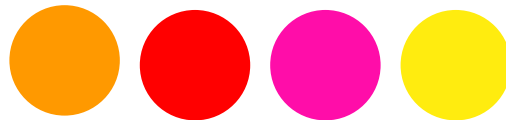
I want to have Marsha and Waldo have totally different energies and clear representations that belong to each one, even abstractly.

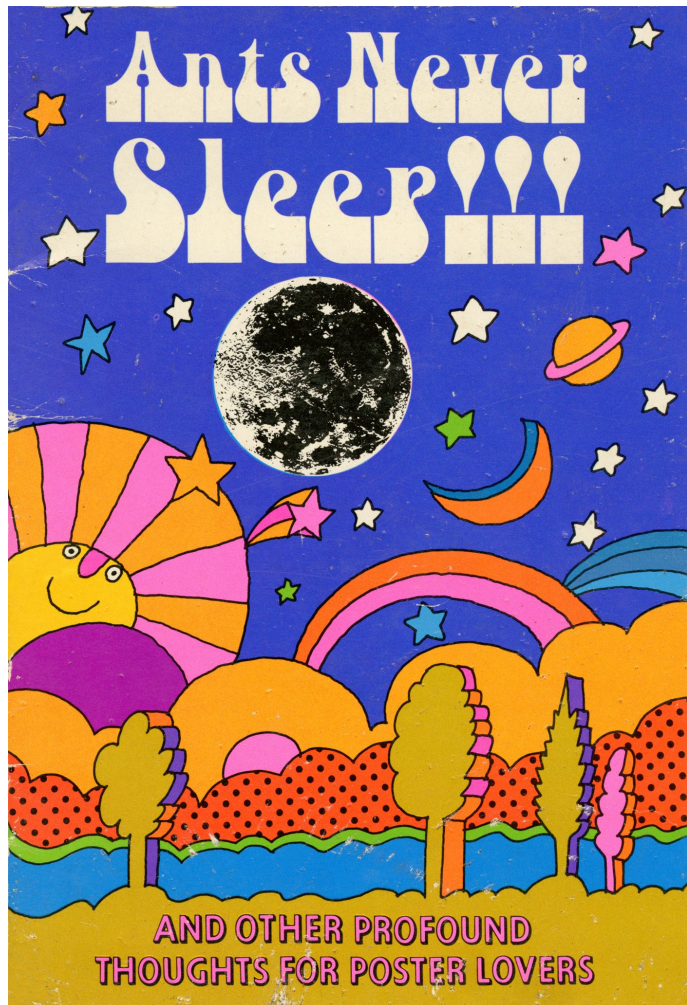
Maybe each has a specific color or typeface that represents them?

**Waldo**



*Marsha*

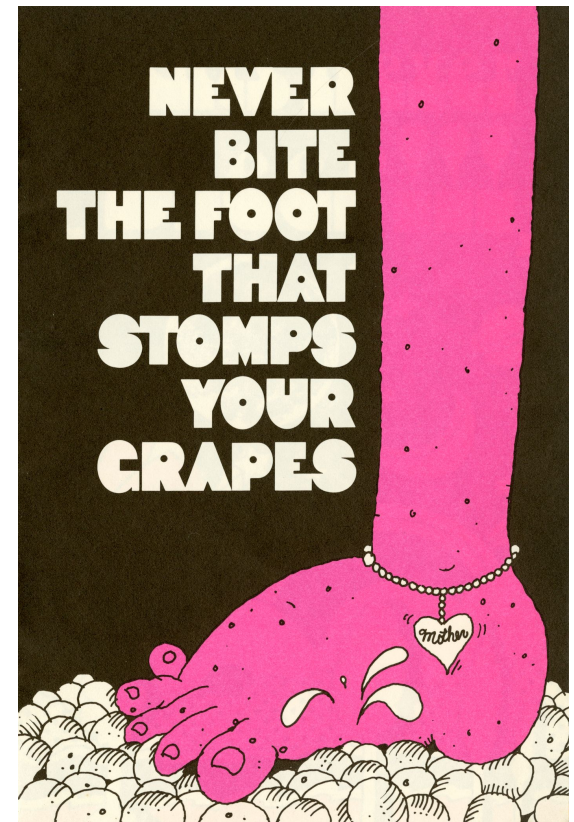
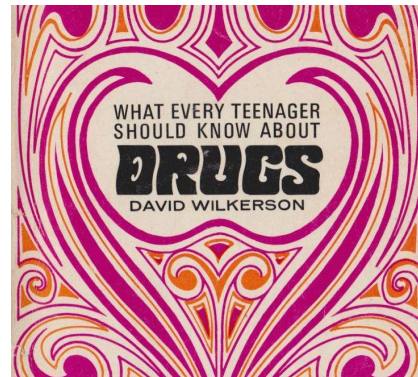
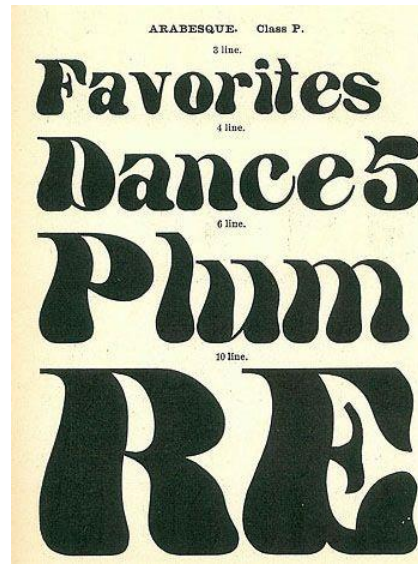
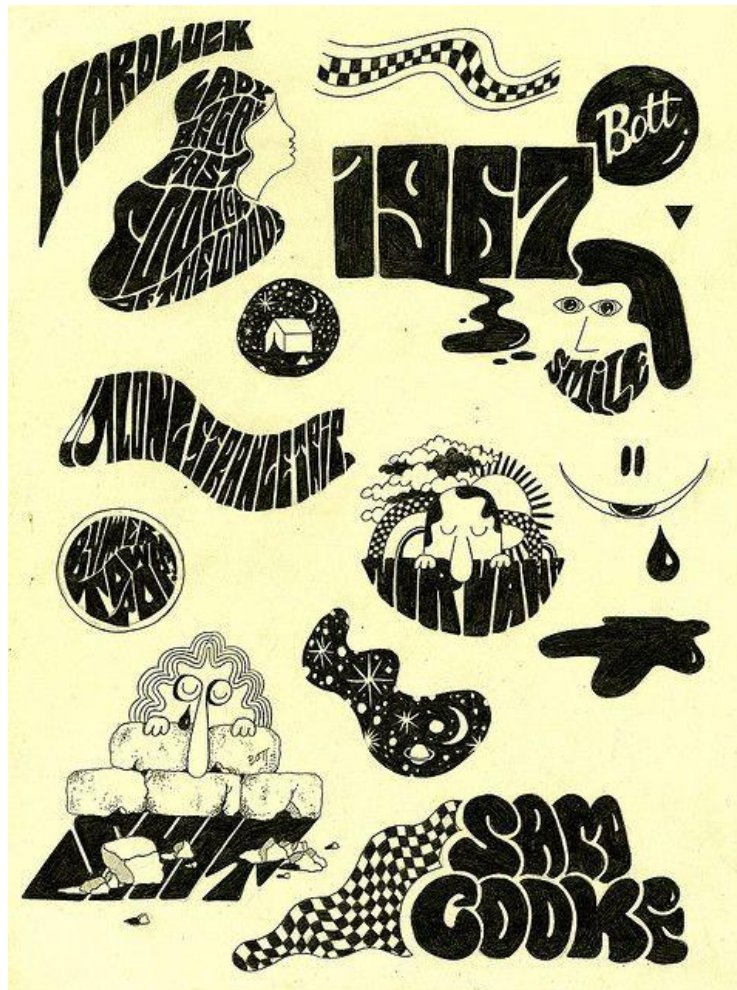




Mood/look  
inspiration from the  
late 60's, designer  
unknown.

Has the look of  
[Pushpin Inc.](#)





**Typography:** hazy, psychedelic, uncertain, amorphous, sets the time and mood.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅ**  
**abcdefghijklmnopqrstuvwxyz**  
**àåéîõøü&**  
**1234567890(\$£€.,!?)**

40

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ZÀÅabcdefghijklmnopqrstuvwxyz  
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1234567890(\$£€.,!?)

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**THE QUICK BROWN FOX JUMPED  
OVER THE LAZY DOG.** the quick  
brown fox jumped over the lazy  
dog. 0123456789

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*N O P Q R S T U V W X Y Z*  
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**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**



# The Military Philosophers By Anthony Powell

The new novel in "The Music of Time" series



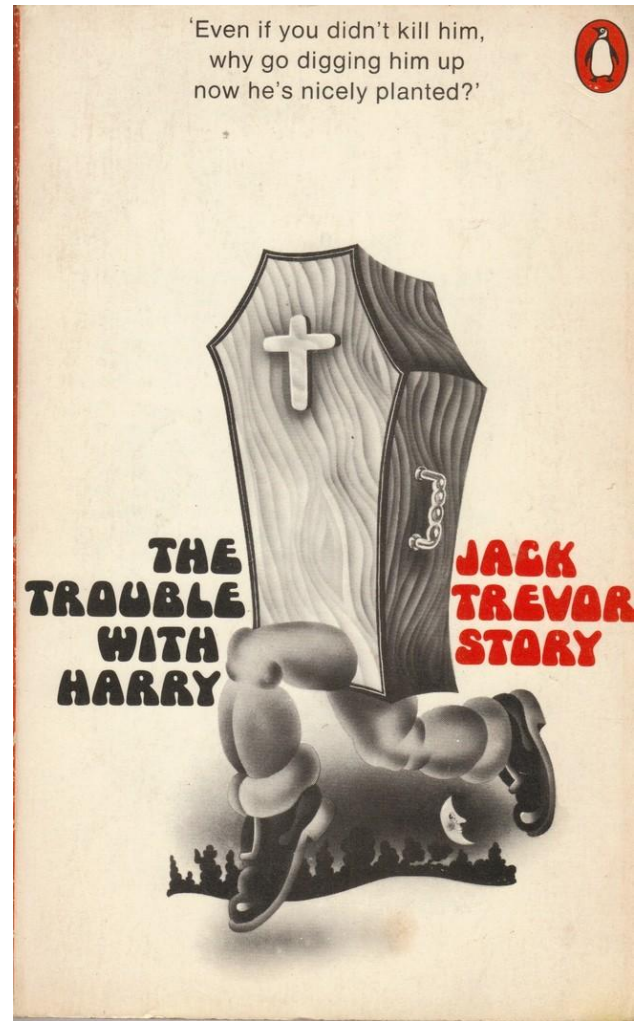
Primary inspiration: Pushpin Studios in the mid 60's

Seymour Chwast  
for Pushpin,  
mid 60's

STILL ANOTHER ALPHABET BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
by Seymour Chwast and Martin Stephen Moskof







# Story Flow

