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 VELVET UNDERGROUND
WHITE LIGHT/WHITE HEAT

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.
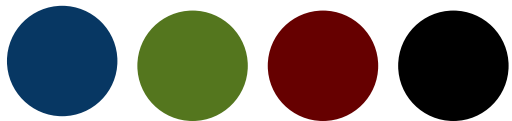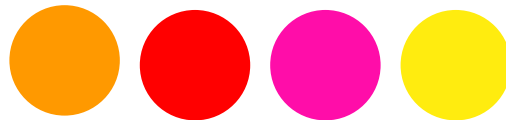
More on theme:

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

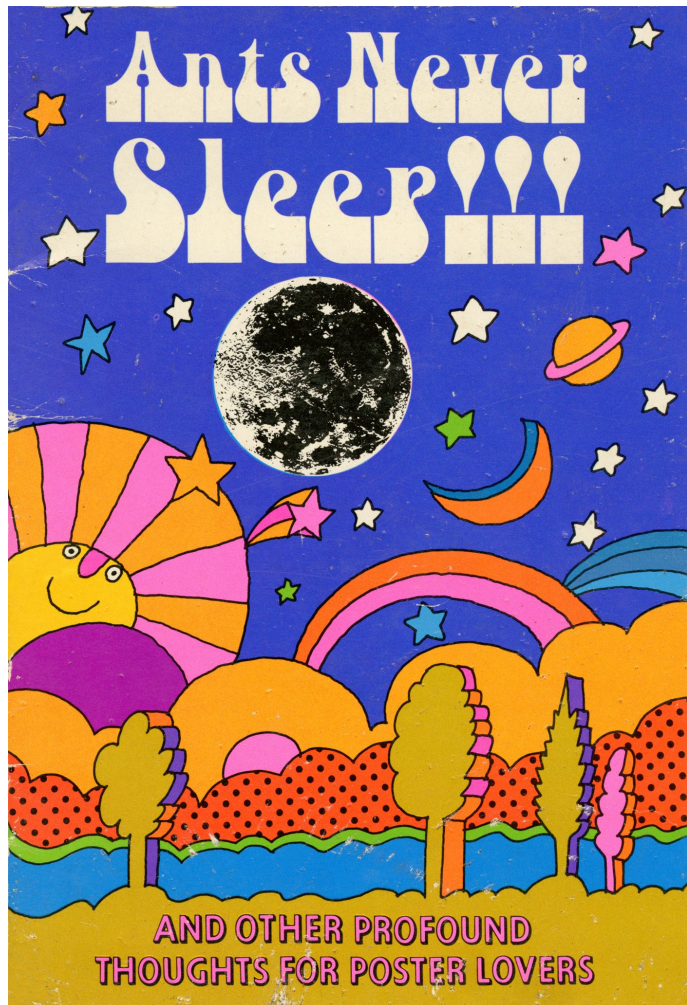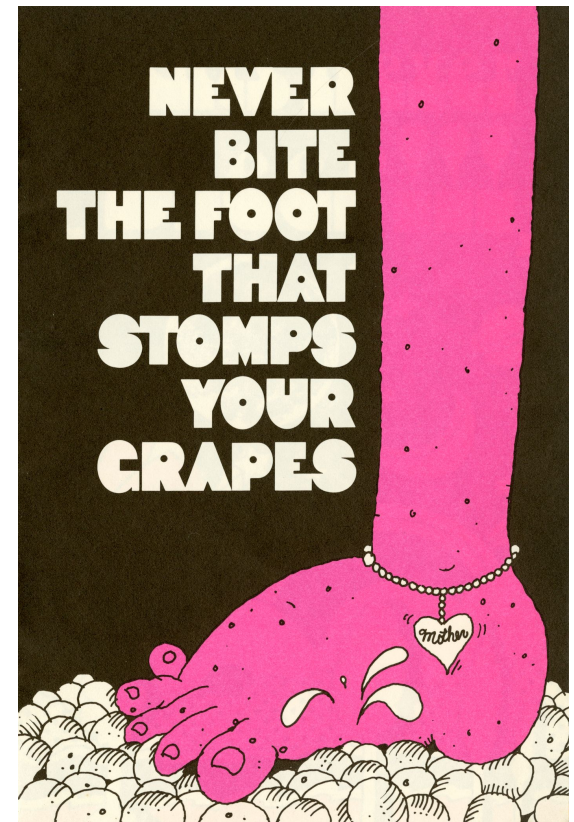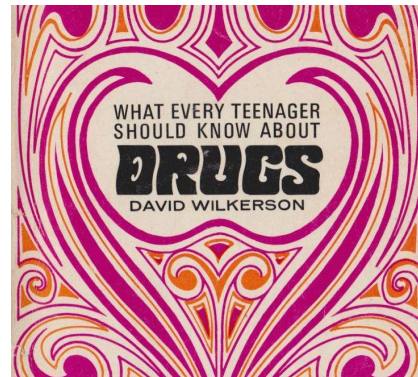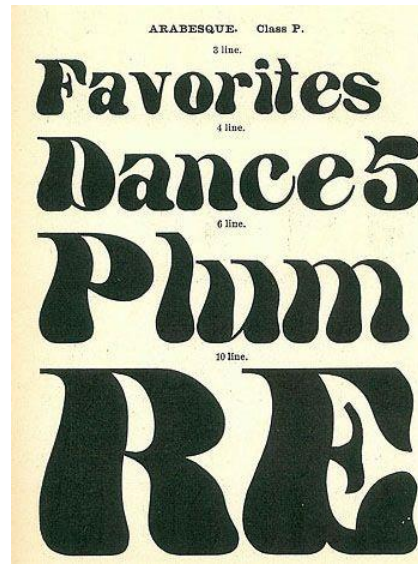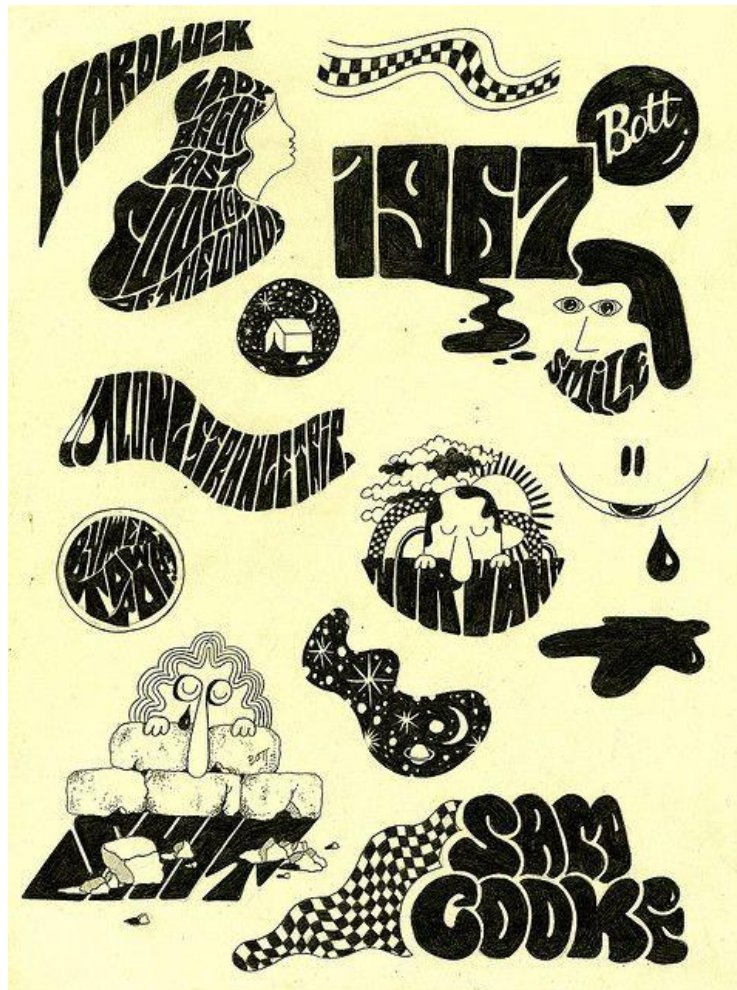Maybe each has a specific color or typeface that represents them?

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

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

Favorites
3 line.

Dances
4 line.

Plum
6 line.

RE
10 line.

NEVER BITE THE FOOT THAT STOMPS YOUR GRAPES

WHAT EVERY TEENAGER SHOULD KNOW ABOUT DRUGS
DAVID WILKERSON

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÅ
abcdefghijklmnopq
rstuvwxyzàåéîõøü&
1234567890($£€.,!?)

ABCDEFGHIJKLM
NOPQRSTUVWXY
ZÀÅabcdefghijklmn
opqrstuvwxyzàåé&
1234567890($£€.,!?)

40

50

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345   &.,~:;'!?$ 67890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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

Melville   Moby Dick 95¢

What do you think the boy should do?
Tell about something polite
you have done for someone.

'Even if you didn't kill him,
why go digging him up
now he's nicely planted?'

THE
TROUBLE
WITH
HARRY

JACK
TREVOR
STORY