

Core 1: Typography

Fall 23

Section : H

Henk Van Assen / Cat Wentworth

Jinhyeok Jang

Content

1. Cropped Letter (#1)

2. Mantra (#4)

- Merch, Dynamic Words
- Process

3. Contemporary Type Presentation (#10)

4. Manifesto Poster (#16)

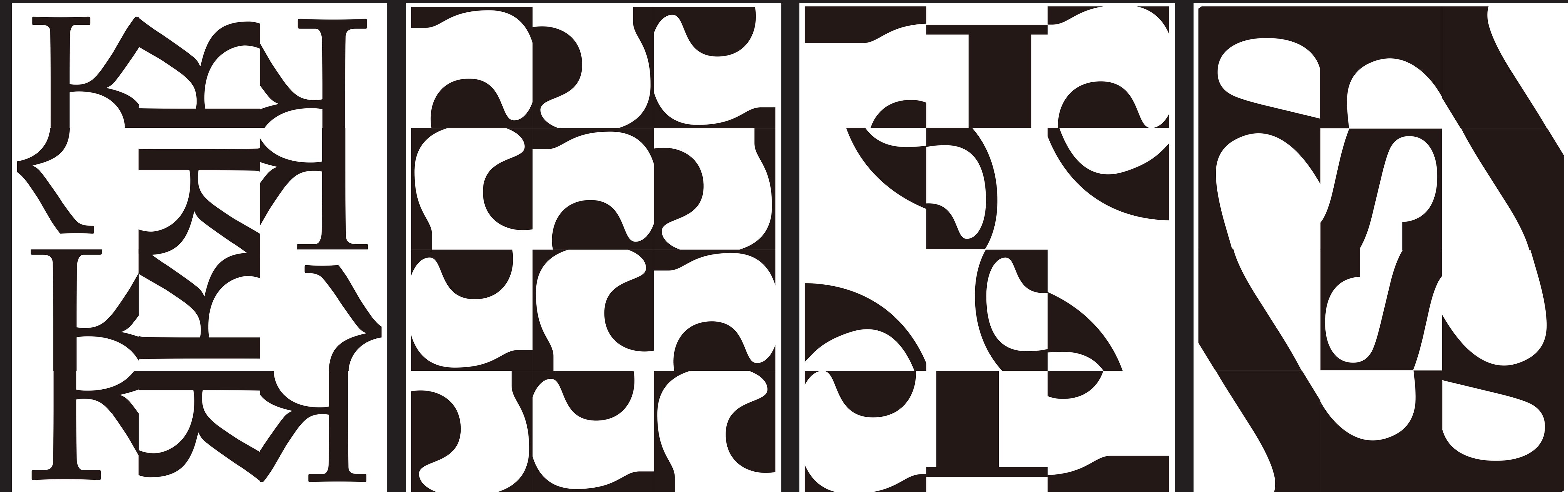
- Event Poster
- Manifesto Poster
- Process

5. WikiBook (#22)

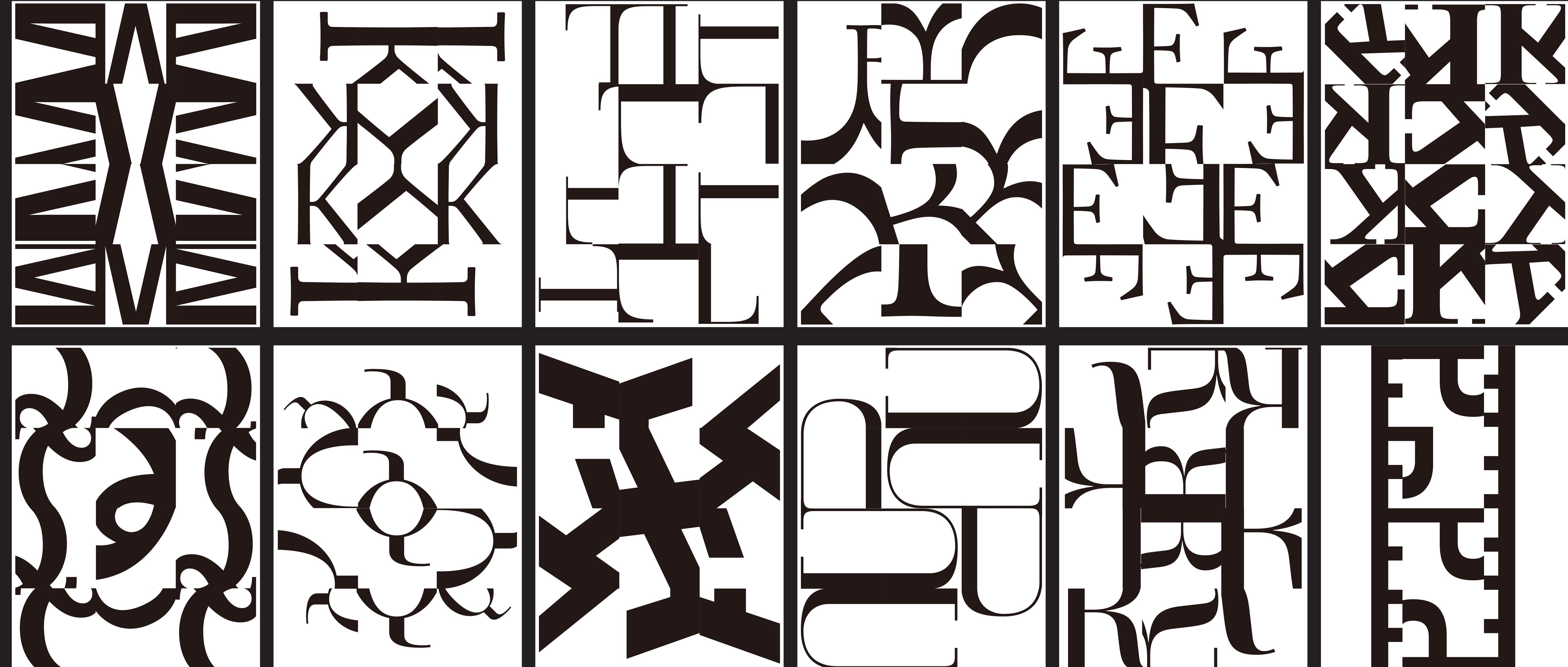
- Book Cover, Book Jacket, Package
- Pages

Project 1

: Cropped Letter



Project 1



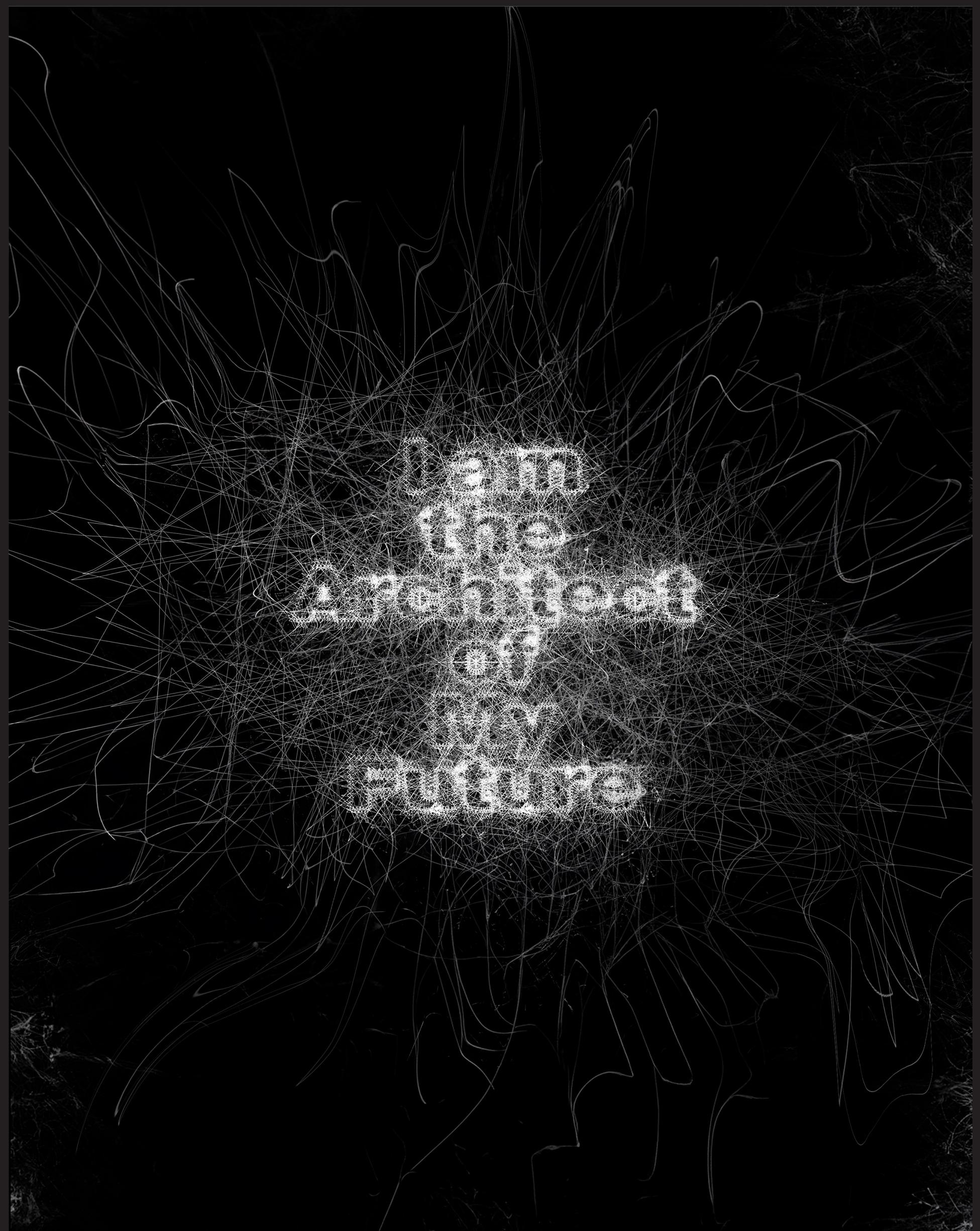
Project 2

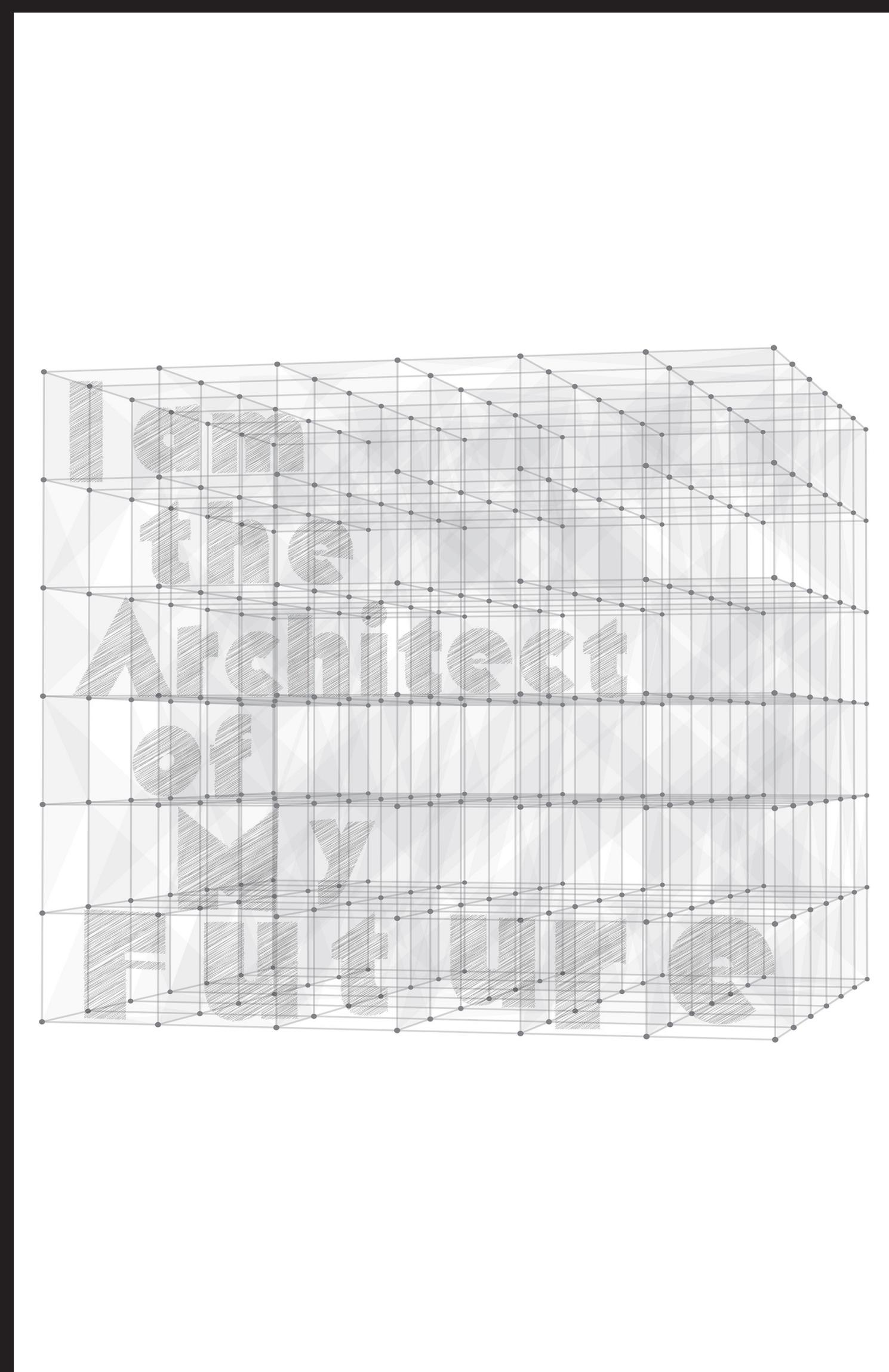
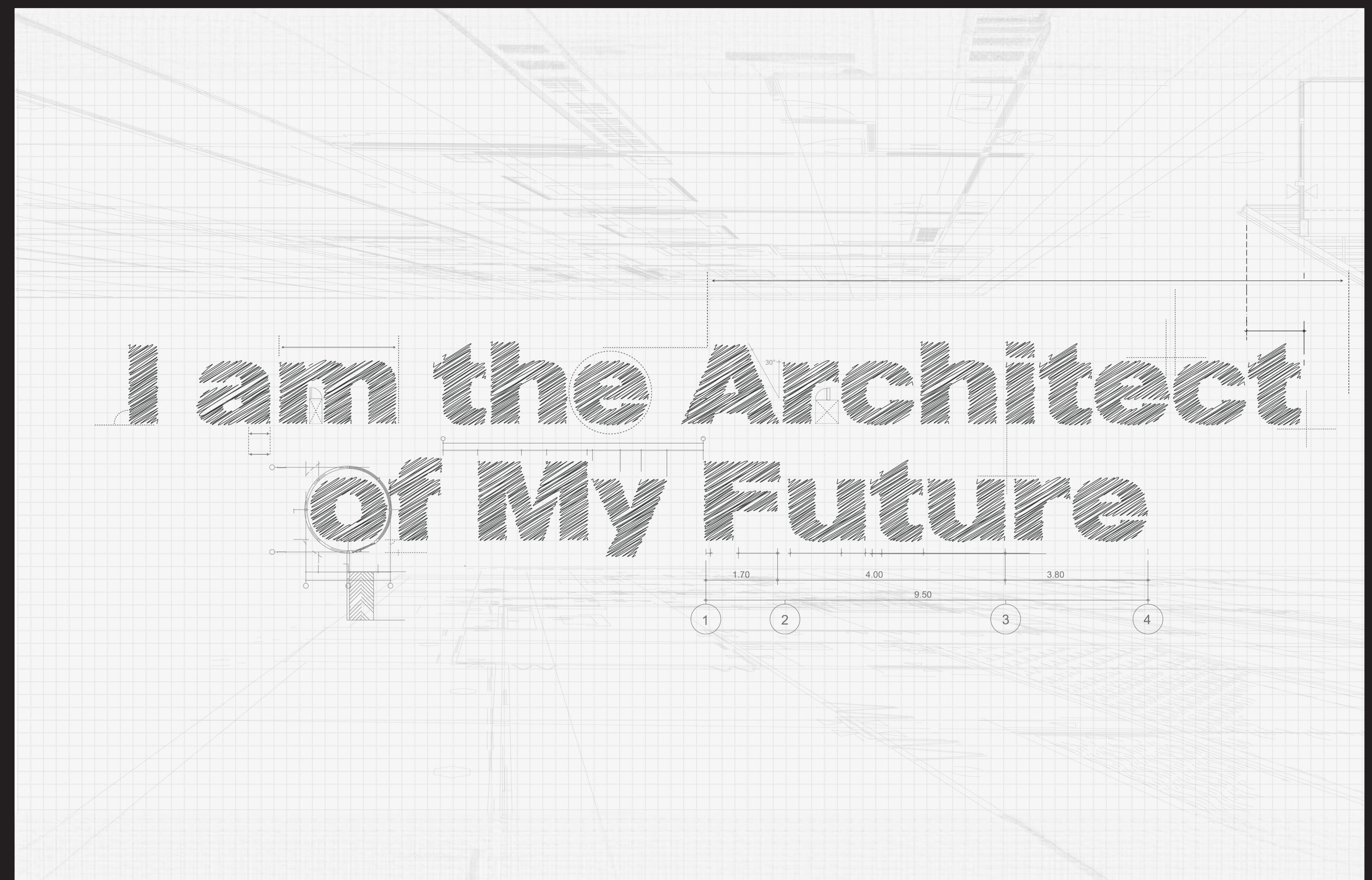
: Mantra Merch, Dynamic Words

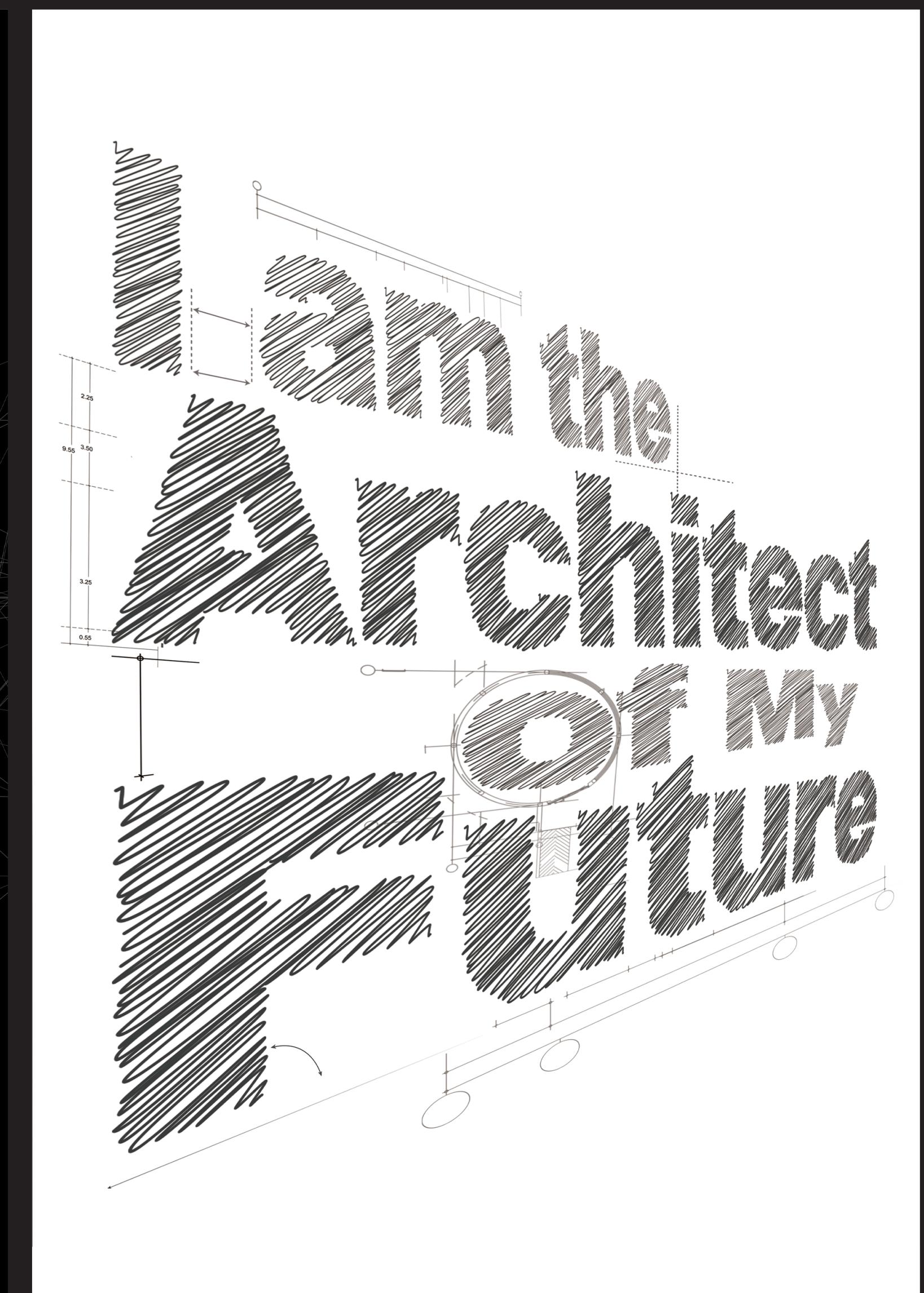
I am the Architect of My Future

Project 2

Final









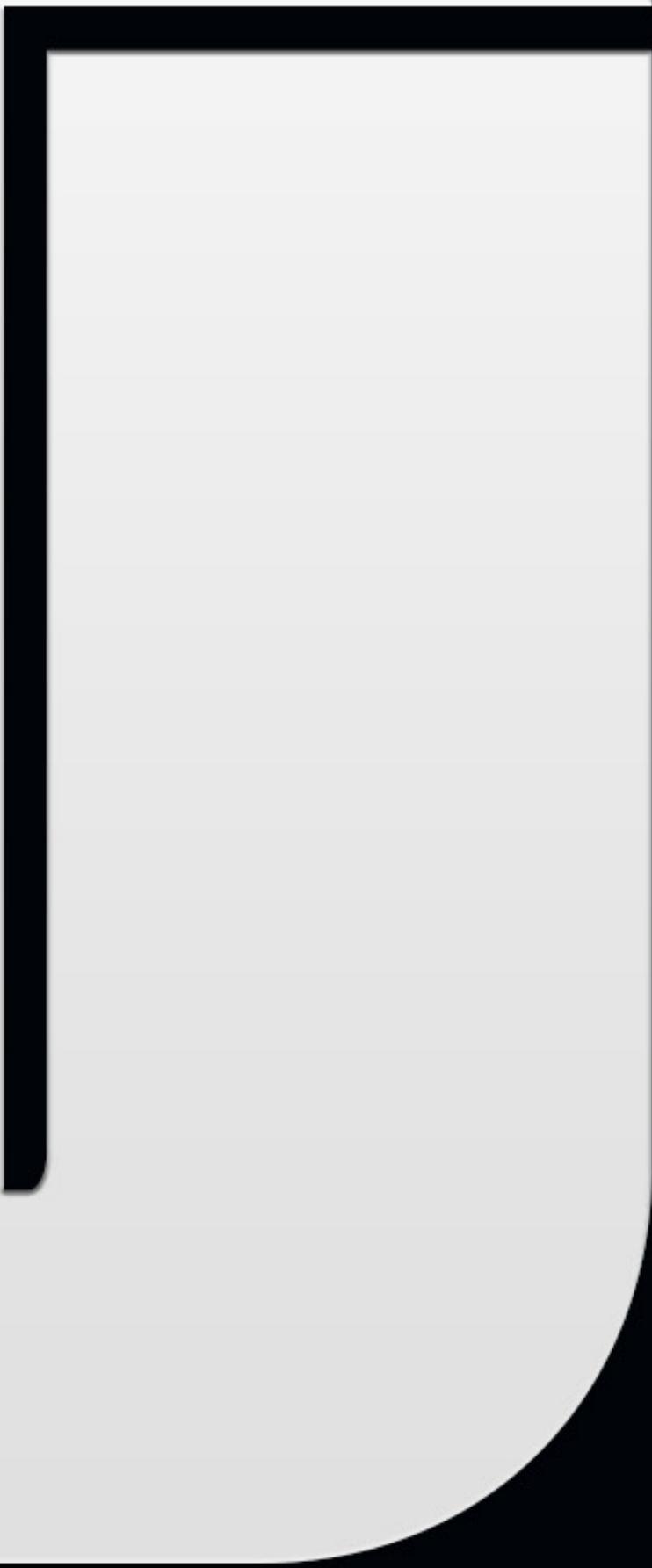
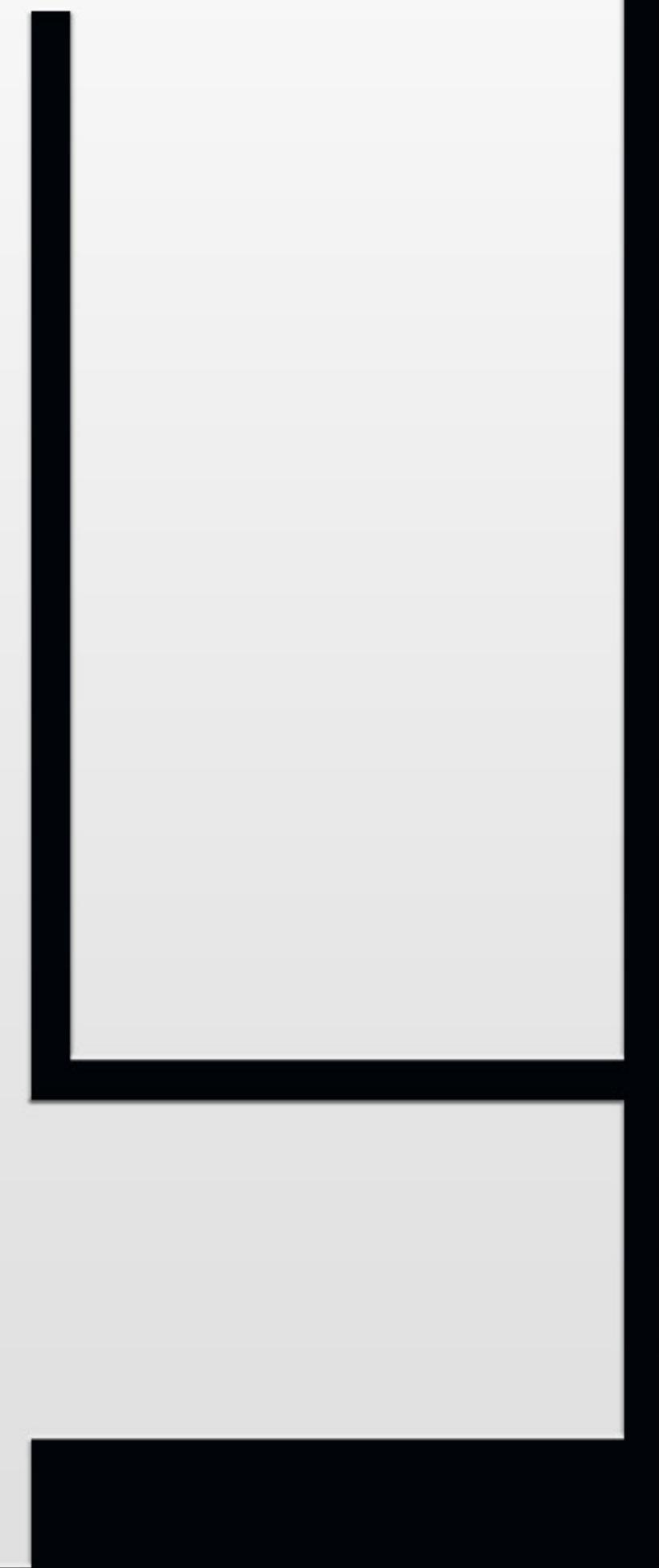


Project 3

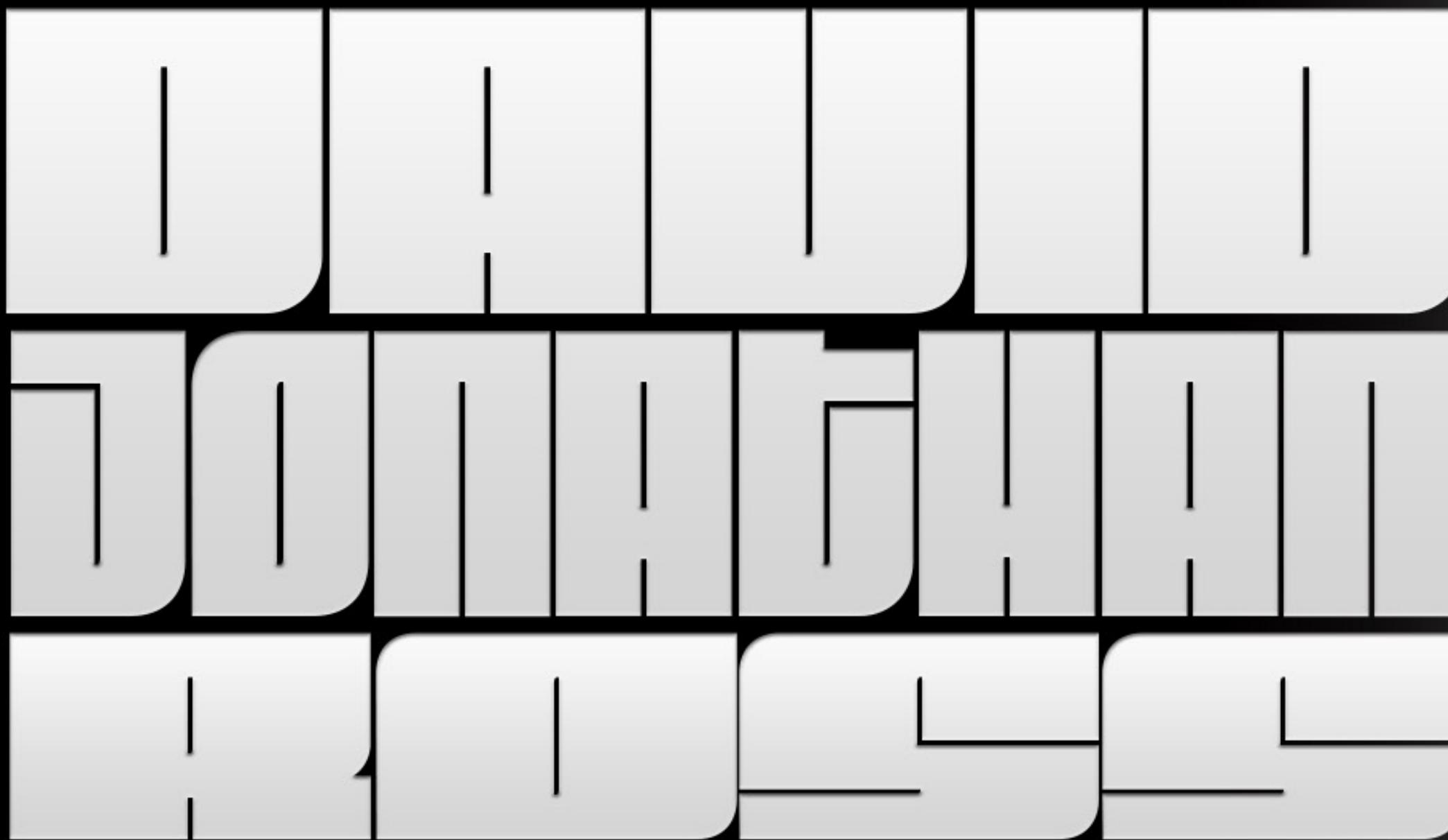
: Contemporary Type Presentation

FIT

Fit makes text fit



1. Designer



David Jonathan Ross draws letters of all shapes and sizes for custom and retail typeface designs from his studio in the woods of Western Massachusetts. A native of Los Angeles, he began drawing typefaces at Hampshire College and joined The Font Bureau in 2007 where he honed his bézier-wrangling skills.

Now he publishes his typeface designs at his foundry, DJR, as well as working on projects with Type Network and developing unusual display faces for his Font of the Month Club. He created the font 'Fit' in 2017.



2. Full Alphabet

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

Latin Alphabet

Автосервис КОМПОПРЯВКА

Greek Alphabet

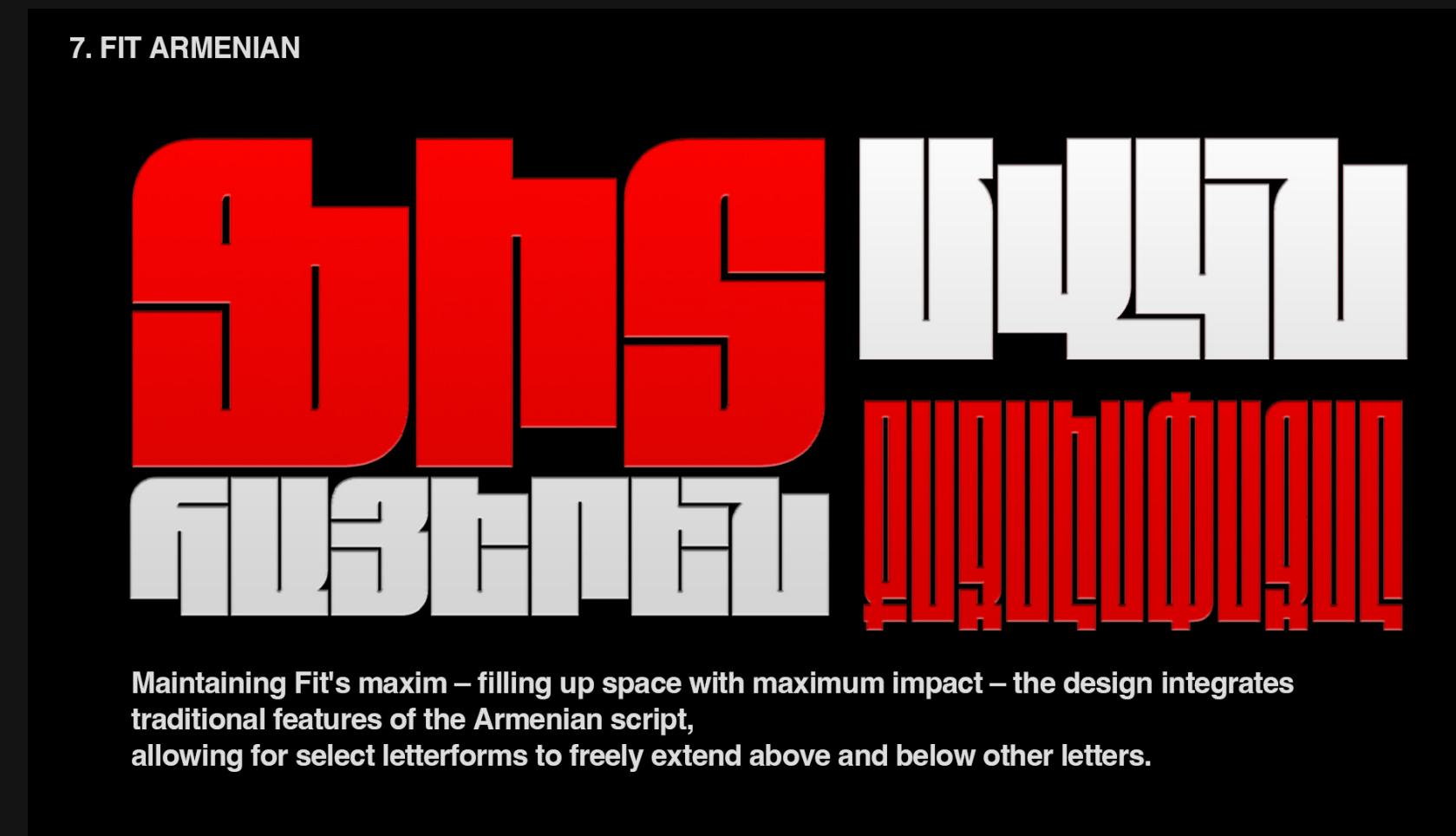
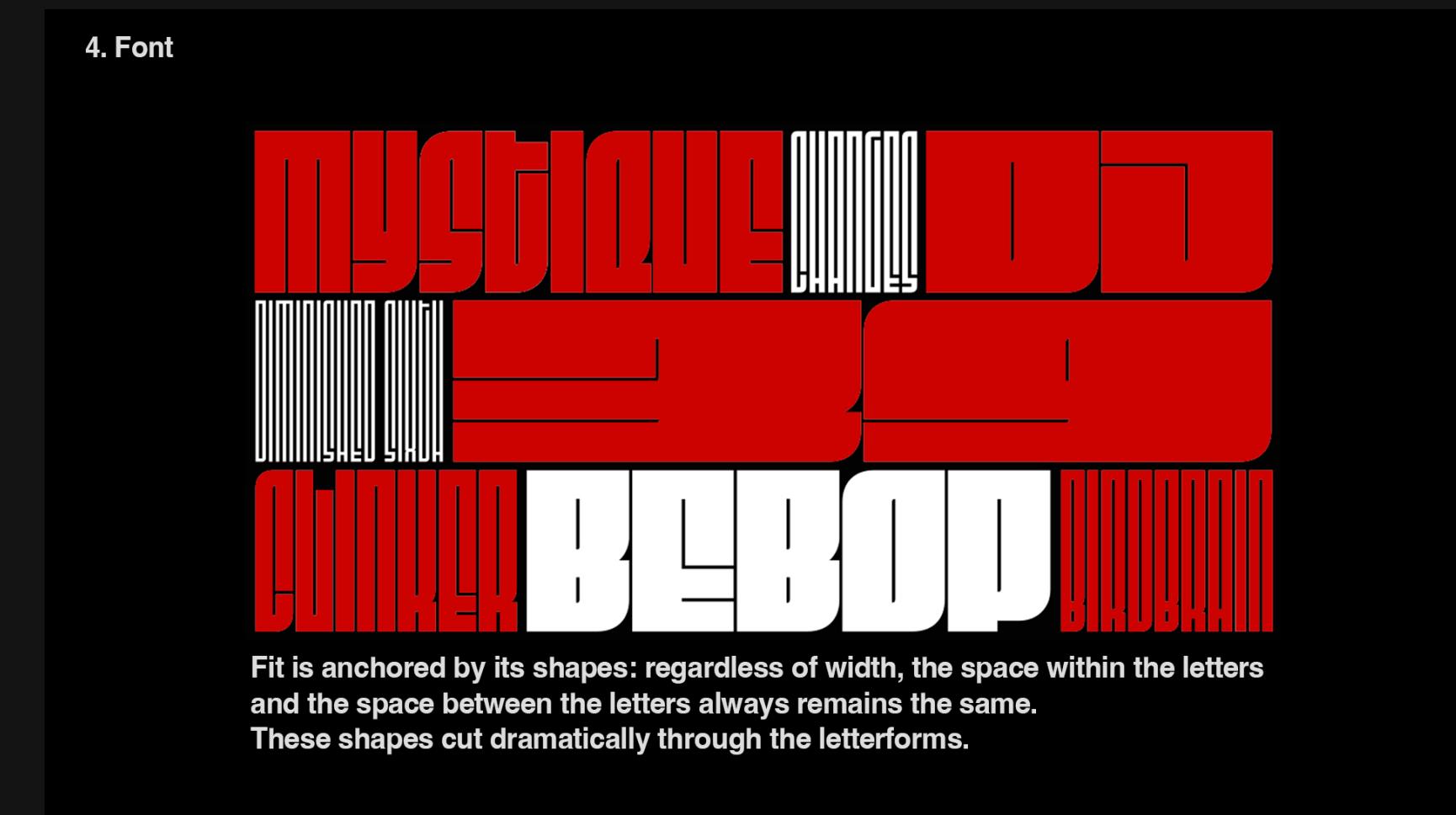
Cyrillic Alphabet

ОГИБДД

NUMERALS

Friday Afternoon

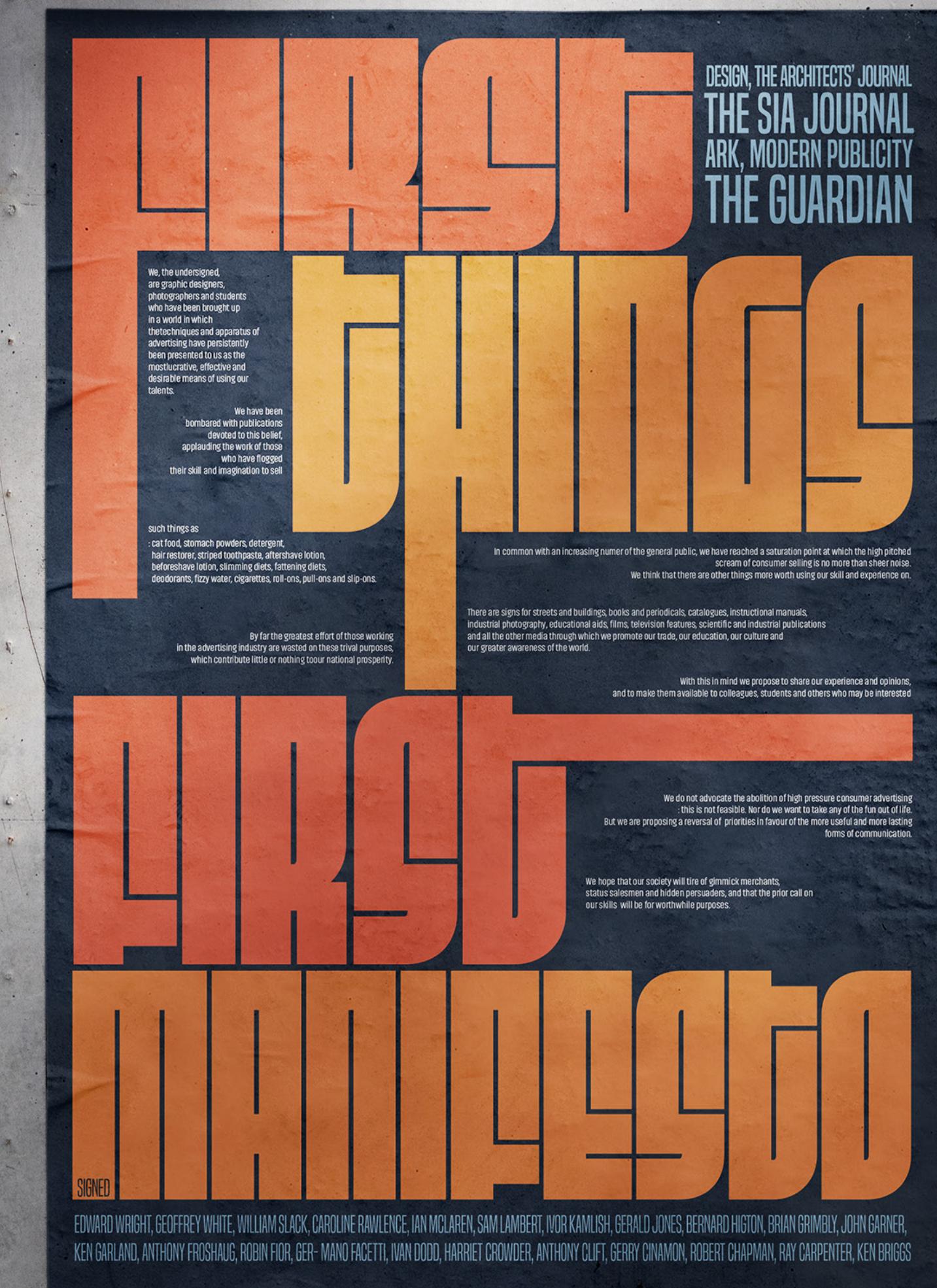
PUNCTUATIONS



Project 4

: Manifesto Poster

First Things First









Design, the Architects' Journal, the SIA Journal, Ark, Modern Publicity, The Guardian, April 1964.

FIRST THINGS FIRST

We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents. We do not advocate the abolition of high pressure consumer advertising; this is not feasible. Nor do we want to take any of the fun out of life. But we are proposing a reversal of priorities in favour of the more useful and more lasting forms of communication.

In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on. There are signs for streets and buildings, books and periodicals, catalogues, instructional manuals, industrial photography, educational aids, films, television features, scientific and industrial publications and all the other media through which we promote our trade, our education, our culture and our greater awareness of the world.

: cat food, stomach powders, detergent, hair restorer, striped toothpaste, aftershave lotion, befreshave lotion, slimming diets, fattening diets, deodorants, fizzy water, cigarettes, roll-ons, pull-ons and slip-ons.

WE DO NOT ADVOCATE THE ABOLITION OF HIGH PRESSURE CONSUMER ADVERTISING: THIS IS NOT FEASIBLE. NOR DO WE WANT TO TAKE ANY OF THE FUN OUT OF LIFE. BUT WE ARE PROPOSING A REVERSAL OF PRIORITIES IN FAVOUR OF THE MORE USEFUL AND MORE LASTING FORMS OF COMMUNICATION. WE HOPE THAT OUR SOCIETY WILL TIRE OF GIMMICK MERCHANTS, STATUS SALESMEN AND HIDDEN PERSUADERS, AND THAT THE PRIOR CALL ON OUR SKILLS WILL BE FOR WORTHWHILE PURPOSES.

WITH THIS IN MIND WE PROPOSE TO SHARE OUR EXPERIENCE AND OPINIONS,

AND TO MAKE THEM AVAILABLE TO COLLEAGUES, STUDENTS AND OTHERS WHO MAY BE INTERESTED.



April 1964.

WE DO NOT ADVOCATE THE ABOLITION OF HIGH PRESSURE CONSUMER ADVERTISING: THIS IS NOT FEASIBLE. NOR DO WE WANT TO TAKE ANY OF THE FUN OUT OF LIFE. BUT WE ARE PROPOSING A REVERSAL OF PRIORITIES IN FAVOUR OF THE MORE USEFUL AND MORE LASTING FORMS OF COMMUNICATION. WE HOPE THAT OUR SOCIETY WILL TIRE OF GIMMICK MERCHANTS, STATUS SALESMEN AND HIDDEN PERSUADERS, AND THAT THE PRIOR CALL ON OUR SKILLS WILL BE FOR WORTHWHILE PURPOSES. WITH THIS IN MIND WE PROPOSE TO SHARE OUR EXPERIENCE AND OPINIONS, AND TO MAKE THEM AVAILABLE TO COLLEAGUES, STUDENTS AND OTHERS WHO MAY BE INTERESTED.

EDWARD WRIGHT, GEOFFREY WHITE, WILLIAM SLACK, CAROLINE RAWLENCE, IAN MCLAREN, SAM LAMBERT, IVOR KAMLISH, GERALD JONES, BERNARD HIGTON, BRIAN GRIMBLY, JOHN GARNER, ANTHONY FROSHAUG, ROBIN FIOR, GERMANO FACETTI, IVAN DODD, HARRIET CROWDER, ANTHONY CLIFT, GERRY CINAMON, ROBERT CHAPMAN, RAY CARPENTER, KEN BRIGGS



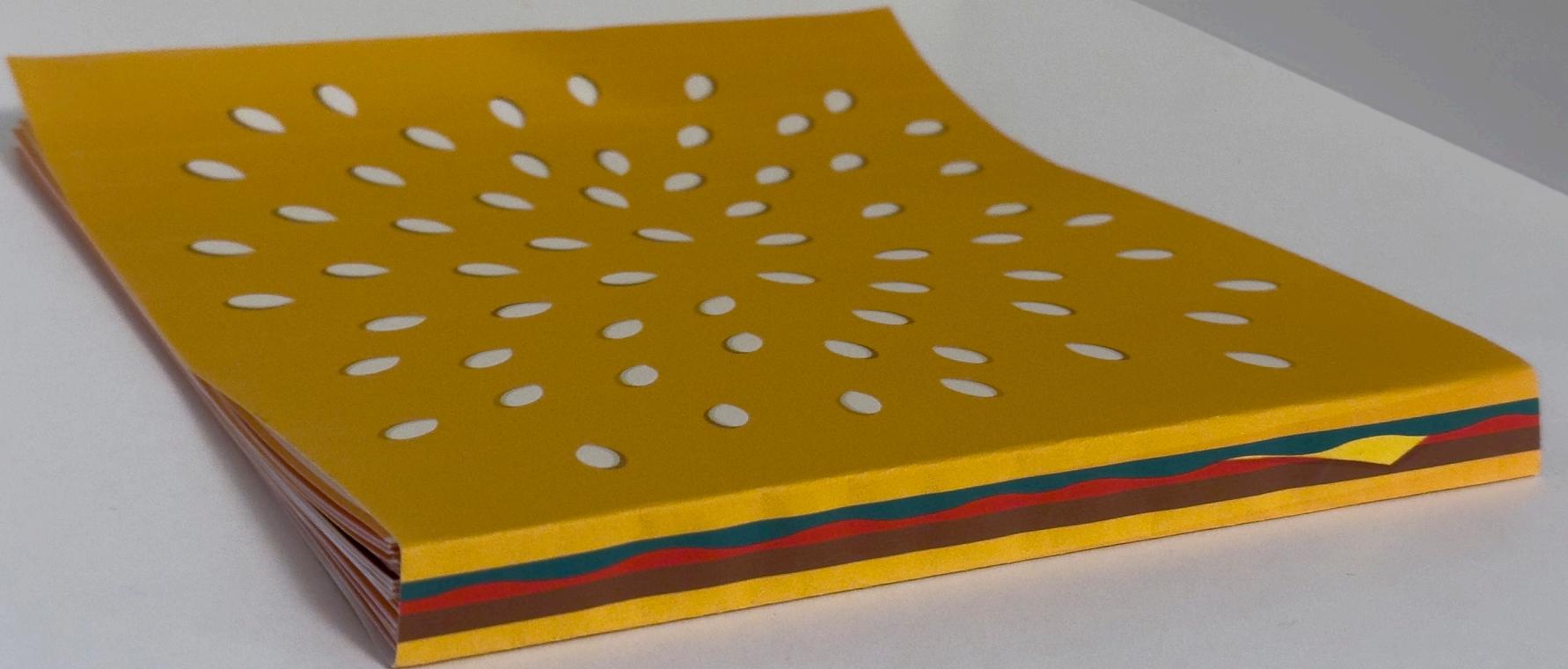
Project 5

: Wiki Book

All About Burgers

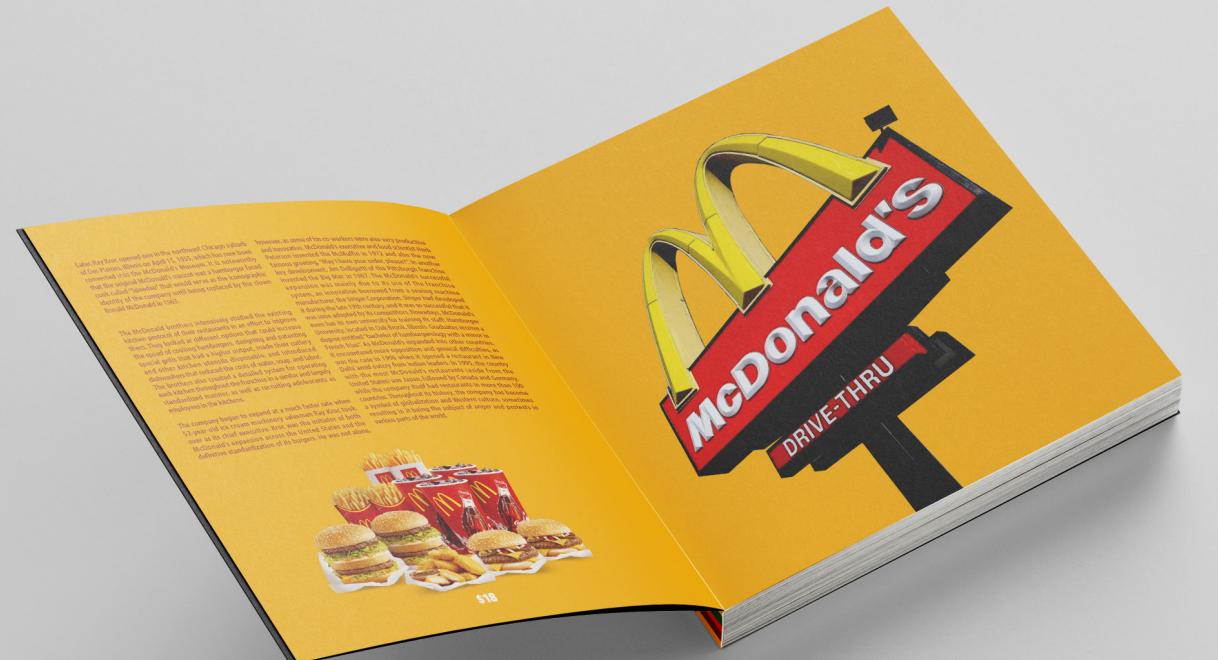












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Other Hamburger Steak & Claims

Hamburg and its Port

WELCOME TO THE TOWN OF HAMBURG

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Europe

Asia

Australia

Latin America

Controversial Origins

Beginning

Early References

Ingredients

BUN

RIBON

CHEESE

ONION

PATTY

TOMATO

BAKON

Coca-Cola

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