

**DESIGN  
IS  
INTELLIGENCE  
MADE  
VISIBLE.**

**- ALINA WHEELER**

Design  
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made  
**VISIBILE**

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# **Task 2: Typography Practice**

## **Design Explanation**

**This typography project investigates how kind alone can provide strong visual information. Based on the line: Four minimalist poster variations were created by me.**

**"Design is visible intelligence." Alina Wheeler**

**Enhancement of the visual impact and legibility of the text via font hierarchy, pairing, alignment, and spacing was the aim.**

### **DESIGN PRINCIPLES APPLIED:**

**Combining strong, bold sans-serif typefaces (like Anton and Bebas Neue) with clean modern fonts (like Montserrat or Poppins) helps to strike a balance between strength and clarity.**

**Through weight and size, keywords like "Design" and "Visible" guide the spectator's eye. Words were kept smaller to preserve a neat flow.**

**Every poster highlights versatility in design by means of a different alignment plan—centered, left-aligned, or framed.**

**Line height and letter spacing (tracking) were thoughtfully tuned to guarantee legibility and aesthetic harmony across all editions.**

**I used high-contrast color schemes—white text on dark background, black on blue, to guarantee boldness and accessibility while preserving simplicity.**

## **GOAL ACHIEVED:**

- . The final posters are:**
  - . Visually balanced**
  - . Easy to read**
  - . Emotionally engaging**

**Professionally styled for use in presentations, portfolios, or brand messaging**

**Each version tells the story of the quote through typography alone, without using images, proving the power of type as a design element.**