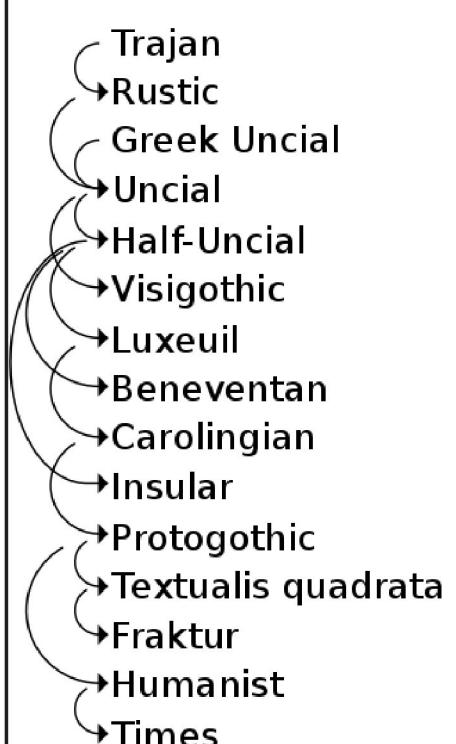
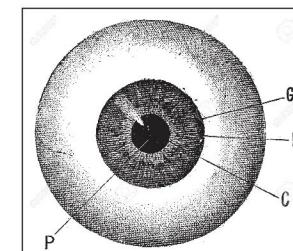
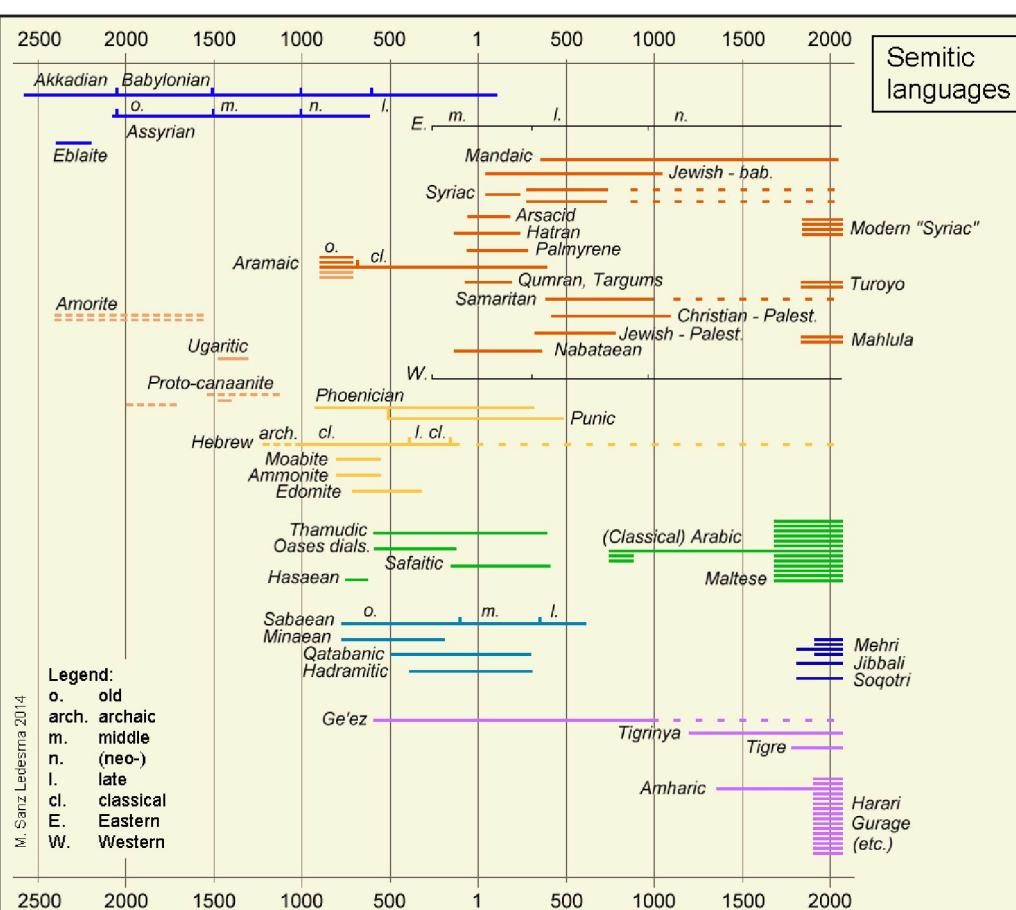


Visual Research

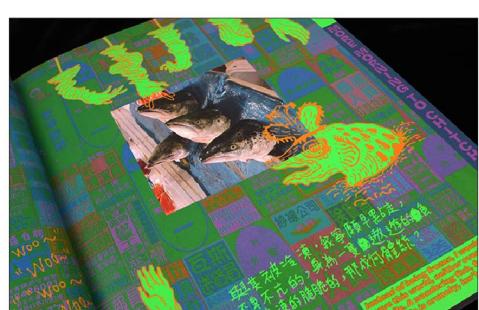


A B C D E F G H I	K L M N O P Q R S T	V	Y Z
Α Β Σ Ο Ε Φ Γ Κ Ι	Κ Ι Μ Ν Ο Ρ Ω Ρ Ι	Υ	Χ Υ
ΑΒΓΔΕΖΗΘΙΚΑΜΝΣΟΠΡΣΤΥΦΧΨΩ			
α β c d e f g h i	κ λ μ ν ο ρ φ ρ σ t u	χ ύ	
α b c d e f g h i	κ λ μ ν ο ρ φ ρ σ t u	χ y	
α b c d e f g h i	κ λ μ ν ο ρ φ ρ σ t u	χ γ z	
α b c d e f g h i	κ λ μ ν ο ρ φ ρ σ t u	χ y	
α b c d e f g h i	κ λ μ ν ο ρ φ ρ σ t u	χ y z	
α b c d e f g h i j k l m n o p q r s t u		x y	
α b c d e f g h i j k l m n o p q r s t u v w x y z			
α b c d e f g h i j k l m n o p q r s t u v w x y z			
α b c d e f g b i j k l m n o p q r s t u v w x y z			
α b c d e f g h i j k l m n o p q r s t u v w x y z			

	Textur	Rotunda	Schwa- bacher	Fraktur
a	ä	à	ä	ä
d	ð	ð	ð	ð
g	ȝ	ȝ	ȝ	ȝ
n	ñ	ñ	ñ	ñ
o	ö	ö	ö	ö
A	À	À	À	À
B	฿	฿	฿	฿
H	ჵ	ჵ	ჵ	ჵ
S	ჶ	ჶ	ჶ	ჶ



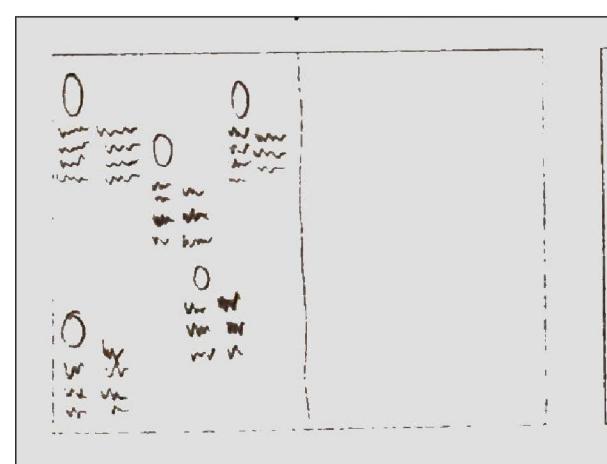
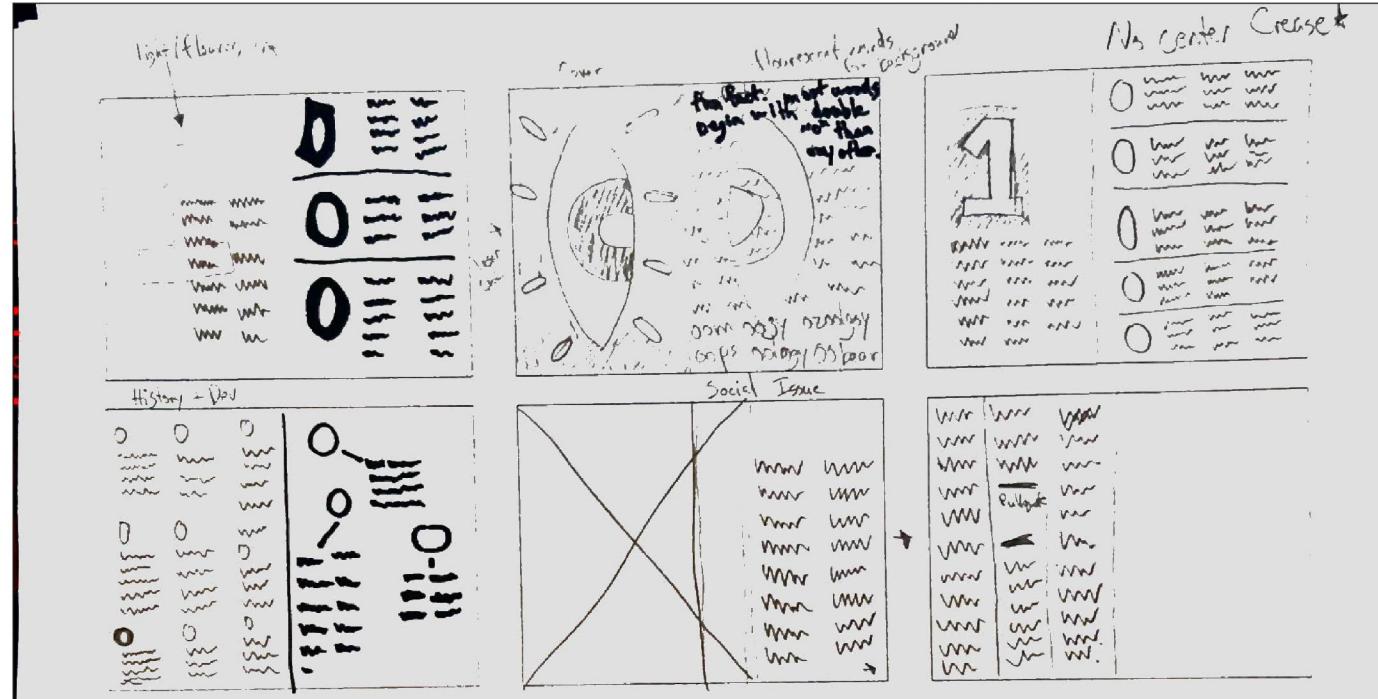
← Samekh	Ayin	Pe →
Phoenician	Hebrew	Aramaic
O	וֹ	אֵין
Persian	ع	عَ
Phonemic representation	ɔ̄	
Position in alphabet	16	
Numerical value	70 (no numeric value in Maltese)	
Alphabetic derivatives of the Phoenician		
Greek	Latin	Cyrillic
O	O	О
O ayin	וֹ'ayin וֹ'ayin	о omikron о omikron



Visual Research (con't)



Rough Sketches



Initial Design Concepts

O Sans-serif "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"	O Serif "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"	O Italic "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"	O Blackletter "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"	O Script "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"	O Decorative "Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"
12	13	8	9	10	

Design concepts for a publication page. The first five columns feature large, stylized letter 'O's at the top, followed by text blocks. The sixth column is blank. The text in the columns discusses the historical control of residential schools over Aboriginal children, mentioning money spent on education and fears about marriage.

DID YOU KNOW...
the double letter “oo” is the most common double letter to occur at the beginning of a word.

O
Sans-serif
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

O
Serif
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

O
Italic
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

O
Blackletter
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

O
Script
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

O
Decorative
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

FICH HISTORY AND DEVELOPMENT

THE LETTER “O”

MOST “CREATIVE” SHAPE - FROM PHOTOGRAPHS OF AN EYE

THE HISTORY AND DEVELOPMENT OF “O”

"Bernard Gassaway recalled that when he was a child, his mother would read him stories from the Bible. He would sit in his chair and listen to her read the stories. There was no television in the house, so he would have to imagine what was happening in the stories. He would close his eyes and see the pictures in his mind. This helped him to learn to read and write. He grew up to become a teacher and a writer. He wrote many books and articles for children. He also wrote for adults. He was a very good writer and a great teacher."

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13

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8

Nice big title section here to say something important about my overall point, but in a more general sense. It's more important because it has been put here, separate from the main body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisis.

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10

Sans-serif
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

Italic
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

Script
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

Decorative
"Through the residential schools, Indian Affairs and church officials sought to extend their control into the most intimate aspects of the lives of Aboriginal children. Indian Affairs officials believed that because the department had spent money educating students, it had gained the right to determine whom they married. Government officials feared that if students married someone who had not also been"

Typeface Rationale

Fonts: Franklin Gothic (Bold, Medium, Regular & Book) & Butler Stencil Black

I chose to use a modern, authoritative, and expressive sans-serif typeface family (Franklin Gothic) to be the main typefaces within the booklet to express the modernity and stylishness of the letter 'o'. Franklin Gothic is frequently used for public arts institutions and has a professional yet creative feel to it. Since the booklet is meant to be informational, the font choice helps the text be as legible as possible to diverse publics. Butler Stencil Black is used for the extra large section numbers to create a bold, apparent transition between sections.

Grid Rationale

Grid: 6 Columns, 10 Rows, 0.125" Margins

The grid for the poster is flexible and standard, allowing for freedom to explore within the composition. While the page features 6-columns, the text columns only occupy a third of the page so that it gives the feel of a 3-column text. Due to the large amount of information within the booklet, 10 rows were used to have additional flexibility for placing images, text, and content.

O (Old Italic) 700BC - 100BC
Old-Italic scripts refers to a set of similar ancient writing systems used in the Italian Peninsula between about 700 and 100 BCE, for various languages spoken in that time and place. The most notable member is the Etruscan alphabet, which was the immediate ancestor of the Latin alphabet currently used by English and many other languages of the world.
The Old Italic alphabets clearly derive from the Phoenician alphabet, apparently through the Cumaeans alphabet used in the Euboean Greek colonies of Ischia and Cumae in the Bay of Naples in the 8th century BCE. The Etruscans were the leading civilization of Italy in that period, and it is assumed that the other Old Italic scripts were derived from theirs. Although, some of them, including the Latin alphabet, retained certain Greek letters that the Etruscans themselves dropped at a rather early stage.

Omicron 300AD - 700AD
Omicron (micron meaning 'small' in contrast to omega) is the 15th letter of the Greek alphabet. In the system of Greek numerals it has a value of 70. This letter is derived from the Phoenician letter 'Ayin'. In classical Greek, omicron represented the sound [o] in contrast to omega. In modern Greek, omicron represents the mid-high rounded vowel /o/. Letters that arose from omicron include Roman 'O' and Cyrillic 'О'. Omicron is used to designate the fifteenth star in a constellation group. As well, the Cyrillic letter О was derived from the Greek letter Omicron (Ο ο).

O (Latin) 700AD - Present
The modern English alphabet is a Latin alphabet consisting of 26 letters, each having an upper- and lower-case form. It originated around the 7th century from the Latin script. Since then, letters have been added or removed to give the current Modern English alphabet of 26 letters (the same as in the ISO basic Latin-alphabet).

Type Styles & Families

The term **typeface** is frequently confused with the term **font**. Before the advent of digital typography and desktop publishing, the two terms had more clearly understood meanings.

Every typeface is a collection of glyphs, each of which represents an individual letter, number, punctuation mark, or other symbol. The same glyph may be used for characters from different scripts, e.g. Roman uppercase 'A' looks the same as Cyrillic uppercase 'А' and Greek uppercase 'Αλφα'. There are typefaces tailored for special applications, such as map-making or astrology and mathematics.

The term **typeface** is frequently confused with the term **font**. Before the advent of digital typography and desktop publishing, the two terms had more clearly understood meanings. Additionally, because an abundance of typefaces has been created over the centuries, they are commonly categorized according to their ap-

pearance. At the highest level (in the context of Latin-script fonts), one can differentiate Roman, Blackletter, and Gaelic types. Roman types are in the most widespread use today, and are sub-classified as serif, sans-serif, ornamental, and script types. Historically, the first European fonts were blackletter, followed by Roman serif, then sans serif and then the other types. Typefaces may be monospaced regardless of whether they are Roman, Blackletter, or Gaelic. Symbol typefaces are non-alphabetic. The Cyrillic script comes in two varieties; Roman type and traditional Slavonic type.

4 5