ISTD Workbook 2023

Re Brief

Conduct an investigation into the exploration of maps. Analyse, then establish the interesting insights that I want to bring to my chosen audience.

Aim

Experiment with opportunities leveraged from your research to develop an appropriate format (film/book/typeface/ installation/etc.) and arrive at a creative typographic solution that effectivelycommunicates your chosen message to your intended audience.

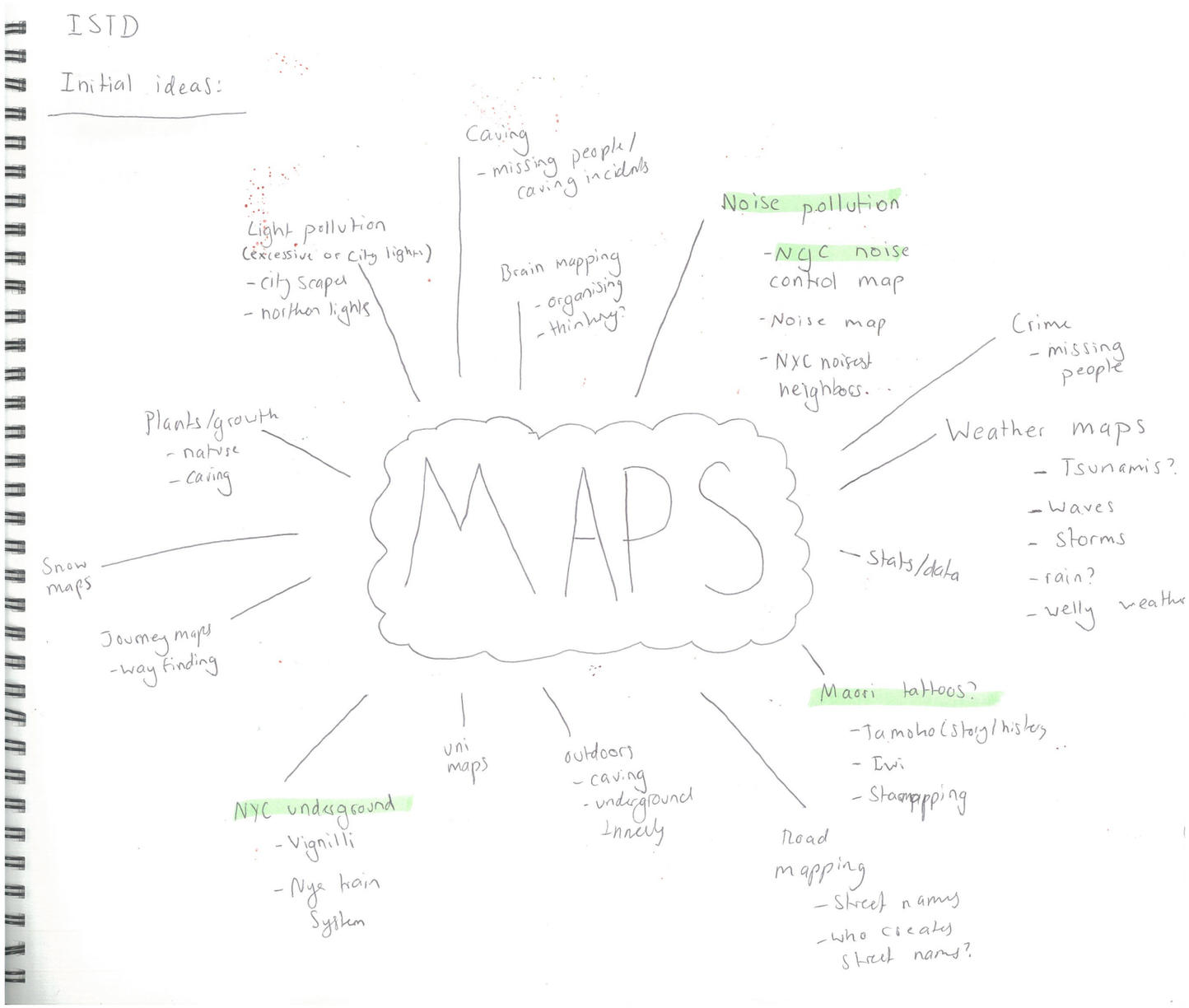
Approach

Define a context, identify a target audience and build a strategy that rationally underpins the development of appropriate outcomes

Audience

The content, format, media and range of your project outcomes should be determined by their suitability and potential to influence your chosen target audience – as expressed in your strategy.

Mindmapping



After analysing the brief, I began to think about how maps effect my own life. After some thought, I realised they are used more than I initially realised. I then created some questions to guide my concept selection and narrowed down what I wanted to focus on.

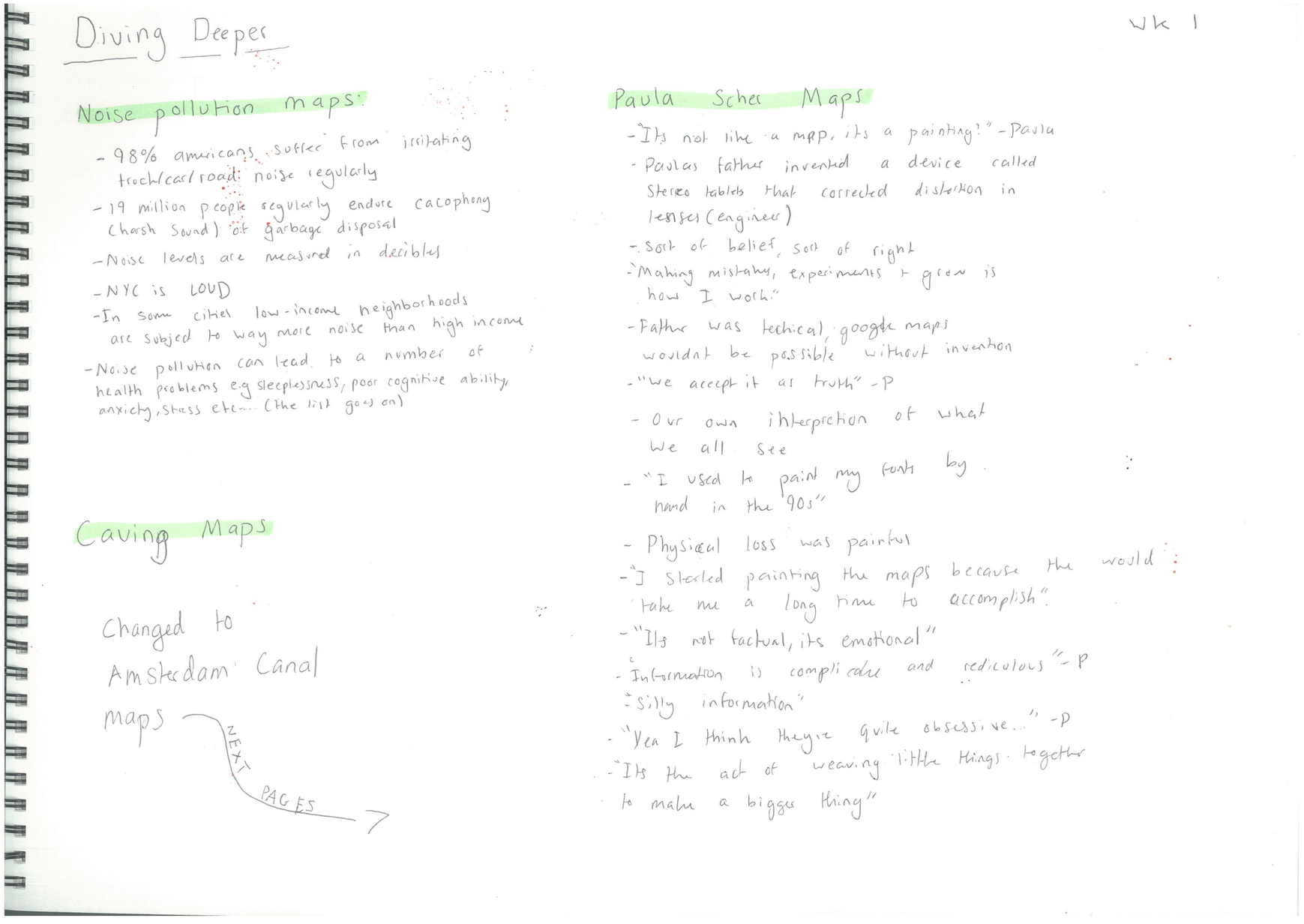
→ How can I show that maps can be useful for things other than directions?

→ Which concepts will lead me to a strong typographical visual language?

→ How can I use the brief to explore how maps can affect people/represent them?

→ What can I delve into...

Diving Deeper



These ideas are a short taste of what directions I could potentially go into. I am unsure about the Caving and Noise Pollution maps as they don't jump out to me and I don't feel super passionate about them yet. I want to find something that stands out and makes me genuinelly interested in the topic.

→ I aim to do some more brainstroming into other potential topics to find the right one.

8 Mile Road 2010 Census Map

Currently serving as Detroit's northern border, Eight Mile Road was originally a dirt thoroughfare, established in 1815 as Baseline Road during a survey of the Northwest Territory. Beginning in 1928, parts of it were designated as M-102. Gradually, the road was paved, widened and extended.

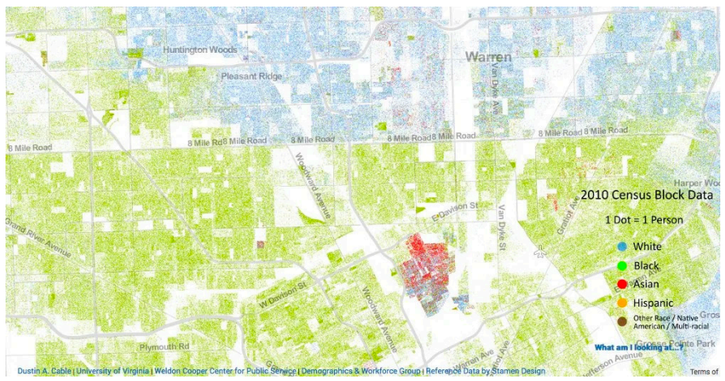
The title is derived from 8 Mile Road, the highway between the predominantly African-American city of Detroit and the largely white suburban communities to the north that Eminem originally lived in.

The 80 Mile road is essentially the dividing line between white neighbourhoods and black neighbourhoods and/or Higher wealth and lower wealth groups.

The notion of Eight Mile as Detroit's dividing line was catapulted into the national spotlight through local rapper Eminem's hit film 8 Mile. Drawing from his own trailer park childhood near Eight Mile Road, Eminem tells the tale of a white kid's efforts to break into a rap career. As highlighted worldwide in the 2002 film "8 Mile", Eight Mile has been seen as a divider between Detroit and its suburbs. This perception influenced not only Eminem's music career but also public policy and private investment, creating inequality and tension. While Eight Mile continues to be portrayed as a dividing line, the corridor has a rich history as a bridge for our region, state and nation, which predates its negative perception.

Eight Mile was historically, and in some areas still is, known as "Baseline Road", a name which comes from its distinction as the line upon which the Northwest Territories were mapped. Under the Land Ordinance Act of 1785, Eight Mile was drawn as the baseline on the first map of Michigan running east to west from lakeshore to lakeshore. The line continues west past Michigan, forming the state line between Wisconsin and Illinois. Eight Mile became the measuring point for Michigan's township range numbers and other mile roads, essentially serving as the east-west axis for our entire state and as the common border for multiple communities, counties and state agencies.

Over time, however, Eight Mile became the flashpoint of regional polarization as socioeconomic tension between Detroit and its suburbs which has shaped our region's policies for more than a half century since the end of World War II. Regional policy decisions have been and continue to be influenced by historical perceptions of Eight Mile as a regional dividing line. Through the efforts of 8MBA and its many partners, allies and other stakeholders, however, Eight Mile's true role as a regional bridge, and its phenomenal potential – with nearly 50,000 cars per day, approximately 1,700 businesses and a diverse population – is increasingly overcoming this outdated perception.



Paula Cher Maps

One of the most influential Graphic Designers in the world.

Her father was a photogrammetric engineer for the US Geological Survey who invented a device that ensured the distortion-free aerial photography. His job has helped google maps become the technology it is today. Scher's fathers job is focussed on accuracy and preciseness. However, Scher states that her father was the one to teach her that maps aren't always totally accurate...

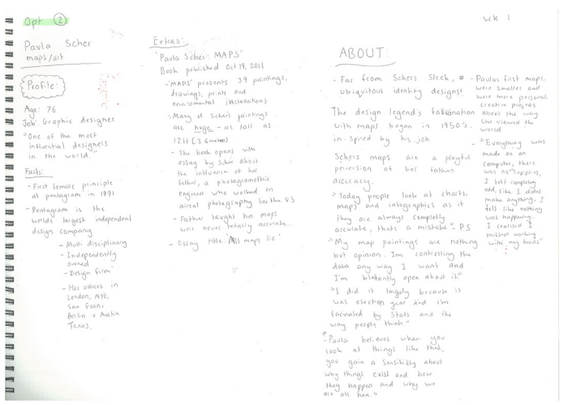
After joining the world largest independent design company Pentagon as the first female principal in 1991 Paula became extremely busy and successful. This did mean however she felt like she lost her touch with hands on activities "Everything was made on computers, there was no art supplies, I felt completely odd like I didn't really make anything... I just felt like nothing was happening. I realised I missed working with my hands."

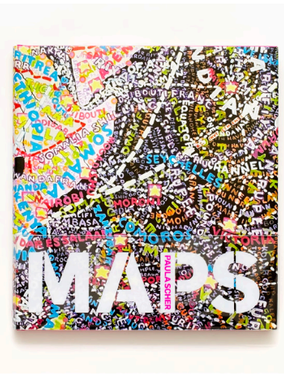
This is what later inspired Scher to begin her hands on creative journey illustrating and painting maps alongside her very successful Graphic design work as an escape.

I like Paulas view on maps as it isn't geographical, accurate and perfected. Personally, I am not super passionate about regular map styles in any way so when I saw Paulas work I realised its the first time I've looked at a map and enjoyed it.

Map style is more than just territory
Based on various interesting features of places e.g House prices, post codes etc...

Paula Scher on maps and suspension of belief: Making mistakes, experimentation and play, are ways I grow the work. My painting is all about mistakes. I mean it’s my view of the world, the information is in the wrong places, things are misspelled, and I put in what I feel like. I totally control the information. It’s my rebellion against being a print designer when I had to layout magazines and get the copy to fit. Now, I make the copy fit because I’m the editor and not somebody else.
"I began painting maps to invent my own complicated narrativ about the way. I see and feel about the world. I wanted to list what I know about a place from memory, from impression, from media, and general information overload."





Amsterdam Canal Maps

The famous Amsterdam canal system dates from the 17th century, which, due to the cultural, economic and political prosperity, was also called the golden age. With immigration at a height, a shortage of houses and lack of space was created. It forced the City Government to a comprehensive plan that would make the city five times as big.

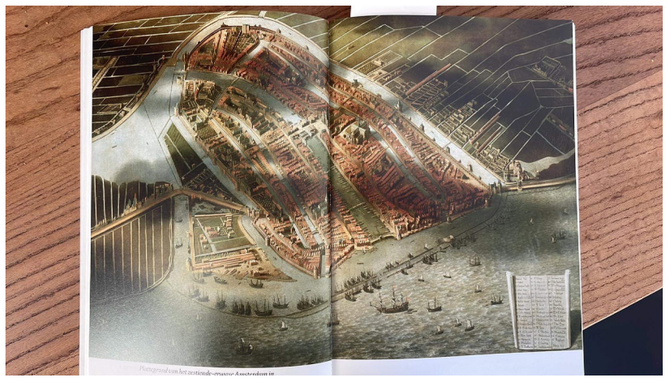
For as long as they have been pumping water out of the lands in Holland, they have been building canals for travel, irrigation, and water removal. The famous canals of Amsterdam were a result of good city planning (to keep our Dutch friends' heads above water), and easily serve as additional streets for transportation.

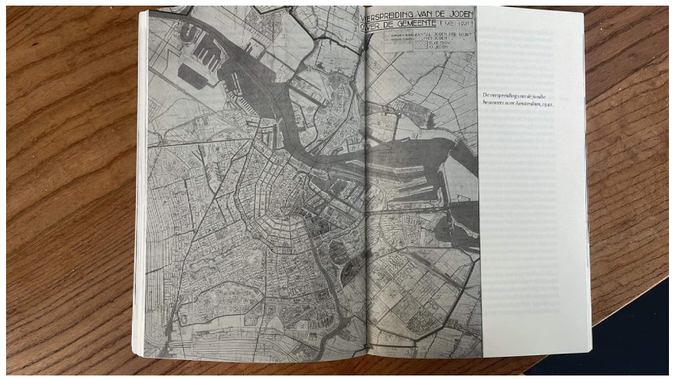
Amsterdam was created with canals of concentric circles facing the IJ Bay in the seventeenth century. Three canals were designed with residential development in mind. The fourth outermost one was created for defense as well as excess water management. These waterways were interconnected by radiating canals, forming a fan shape. Construction was done from west to east, with the eastern area took a long time to irrigate. Delft is formed in a rectangle with a grid layout of canals. Java-eiland in Amsterdam is a good place to see more modern canal technology.

With the plan, in which utility and beauty were combined, a cautious start was made at the end of the 16th century. The large expansion followed in 1613 when, among other things, the Herengracht, Prinsengracht en Keizersgracht canals were dug. A new neighbourhood at the west of the canals was developed, the Jordaan. The three canals were given an exclusive residential function, they were 'urban palaces' of wealthy merchants bankers, administrators of the city and other wealthy people of Amsterdam.

When originally building/creating the canal system technology was not at its peak as it is now so the dutch had to visualise what a birds eye view would look like. The mapping had to be precise and not having a clue to what above would look like made engineers heavily rely on maps. Without maps, the building of the canals could not function.

I am interested in this topic as I was born in Amsterdam and always feel like I should learn more about my culture and how Amsterdam became the water city it is today.





Topic Selection

I’ve opted to go with the 2010 Census Map in Detroit. I think this topic has great potential and makes me excited about digging into the typographical aspects of what the project could be.

This map is what I believe a great representation of America and some parts of the world today. I am excited to keep researching this map.

Further Research/Findings

Eight Mile exists as a physical dividing line, as well as a de-facto psychological and cultural boundary for the region. As the northern border to the City of Detroit, Eight Mile separates the city's predominately African American urban core from the more white suburbs to the north.

South side was developed for “whites only” Eight Mile Road, which separates Detroit from its suburbs and has long symbolized the region’s racial divide.

The problem of racial segregation is not unique to Detroit. Indeed, 40 years after the death of Jim Crow, blacks and whites often live separate lives in separate communities all over the United States. But the problem is especially ingrained in the Detroit area. It is, according to the 2000 Census, the most segregated metropolitan region in the country. And on Eight Mile, the divisions are the most stark. There are eight lanes of asphalt and concrete separating one side of the street from the other, but as a racial divide it might as well be the Grand Canyon.

At first glance, the road looks like nothing special. The flatness of the landscape and the straightness of the street means that when one is driving on it, the road is the horizon line both in front and behind. It can appear endless. There are few residences. It is generally a commercial thoroughfare with one small storefront after another, ranging from auto-repair shops to fast-food restaurants. In between strip malls there are occasional vacant lots, manufacturing plants, and, inevitably, strip clubs.

In 1785 it was drawn as the baseline for maps of the entire territory on Michigan. And while Detroit’s annexation of land left its boundaries jagged along its other borders, the northern border of Eight Mile Road remained a straight line.

The city’s racial tensions have long roots. As southern blacks moved north to cities like Detroit in the 1930s and 1940s, many whites simply left the city and built communities that developed exclusionary policies, says Robin Boyle, an urban expert at Wayne State University. Michigan law allowed for particularly strong home rule, which, he says, included “conspiracies particularly between the real estate and finance industries.”

The city’s population shifted from 43 percent black in 1970 to 63 percent in 1980. And though federal laws eventually outlawed discriminatory housing practices, the history already in place in Detroit has been hard to overcome.

“What creates the high level of segregation in this area is that whites don’t stick around long enough for integration to occur,” says Cliff Schrepp, executive director of the Fair Housing Center of Metropolitan Detroit. “When blacks come into the neighborhood, they leave.” Even with laws in place, subtler exclusionary real estate practices still go on, says E’toile Libbett, president of the Detroit Board of Realtors. Racism is something that is felt if not always seen.
“There are a lot of stories and it is done much more quietly now,” she says. “If something like a black couple look in a white neighborhood and they hear, ‘Oh, there’s a sales agreement on that [house],’ and then two or three weeks later it is still on the market and nothing has happened.”

Just two years ago, a local real-estate agent was honored for reporting a white seller, a former state judge, who refused to sell to a black family in nearby River Rouge. The seller lived in another home on the street and did not want the first property to go to a black family. In cities like Warren the racial contrast is remarkable. The small subdivisions just north of Eight Mile look almost like replicas of the neighborhoods on the south side in Detroit. The streets on both sides are lined with small, largely well-kept houses populated mostly by blue-collar workers.

But color line remains marked. When a Warren high school put up new basketball hoops here and blacks began coming north to use them, the district’s response was to take the rims down. The school said neighborhood complaints about noise were the reason, but many suspected subtle racism.

However, whites who live in the area maintain they face complicated issues. Even if they harbor no racial animosity, they say they are hostage to the environment. Because area whites don’t want to live near blacks, the arrival of a single black family in their neighborhood means their property values will likely drop. And, of course, the long-standing racial tensions here also mean blacks are not particularly interested in living near whites - particularly in some areas.

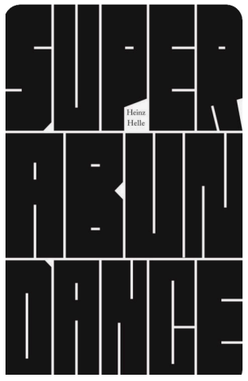
The problem of racial segregation is not unique to Detroit. Indeed, 40 years after the death of Jim Crow, blacks and whites often live separate lives in separate communities all over the United States. But the problem is especially ingrained in the Detroit area. It is, according to the 2000 Census, the most segregated metropolitan region in the country. And on Eight Mile, the divisions are the most stark.

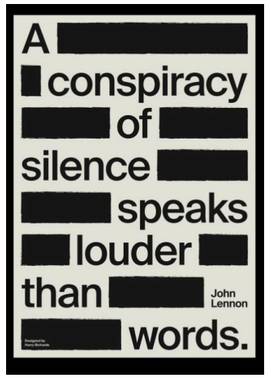
Refs:

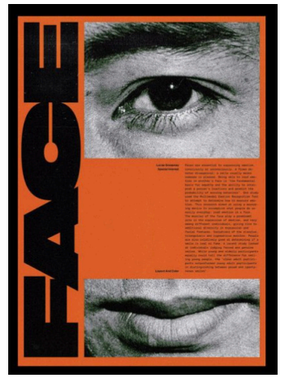
1: https://detroithistorical.org/learn/encyclopedia-of-detroit/eight-mile-road#:~:text=Spanning%20more%20than%2020%20miles,east%2Dwest%20throughout%20the%20region.
Eight Mile Road | Detroit Historical Society. detroithistorical.org/learn/encyclopedia-of-detroit/eight-mile-road#:~:text=Spanning%20more%20than%2020%20miles,east%2Dwest%20throughout%20the%20region.
2: Wikipedia contributors. “M-102 (Michigan Highway).” Wikipedia, 1 Jan. 2023, en.wikipedia.org/wiki/M-102_(Michigan_highway)#:~:text=As%20the%20long%20northern%20border,the%20poorer%2C%20predominantly%20black%20city.

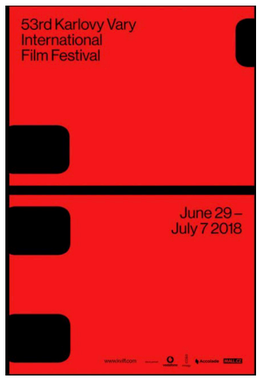
Examining Precedents

After selecting my topic I wanted to look into some visual precedents that could guide me to a potential direction. From my initial research I gathered that the Divide between the North and South Side of Detroit is obvious on the map but also visually with the enviroments being completely opposite and below shows what this could look like. I want to show visually the differences between the two areas and this could be done like the below examples.

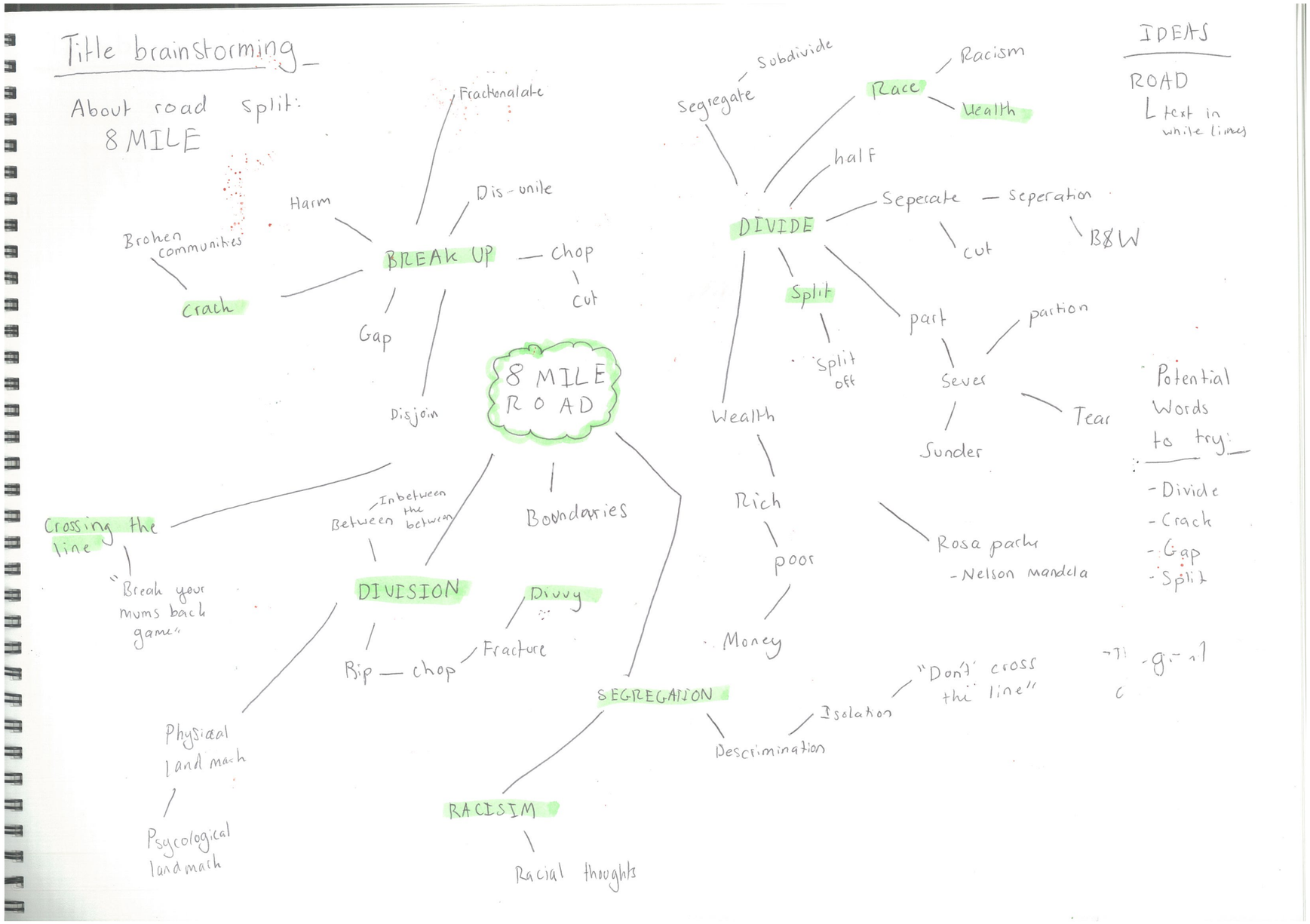








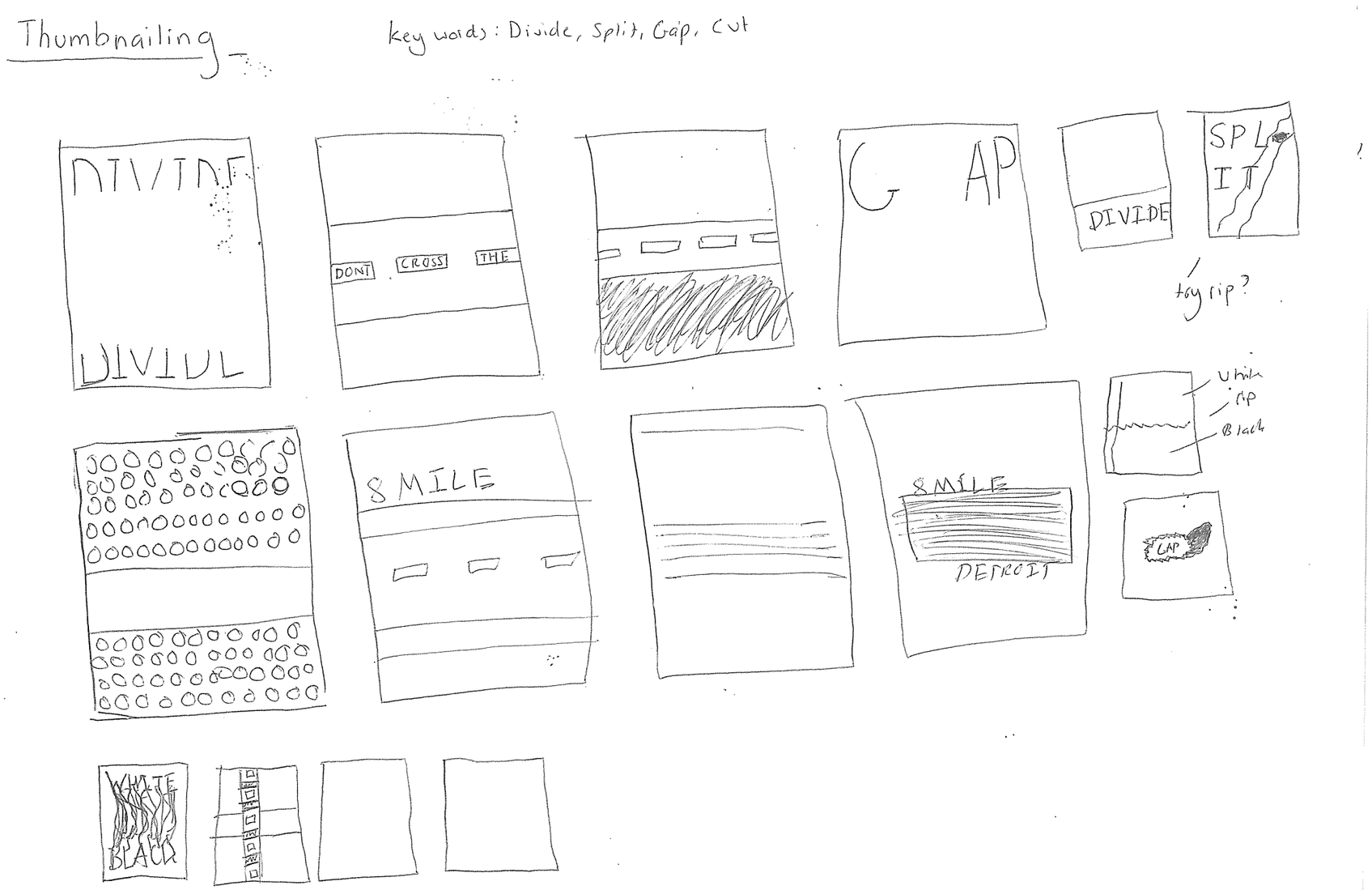
Key Word Brainstorming



Stand out words:

→ Divide
→ Break
→ Split
→ Gap
→ Division
→ Segregate
→ Segregation
→ Crack
→ Race
→ Wealth
→ Rich
→ Poor
→ Sub-divide
→ Discrimination

Thumbnailing

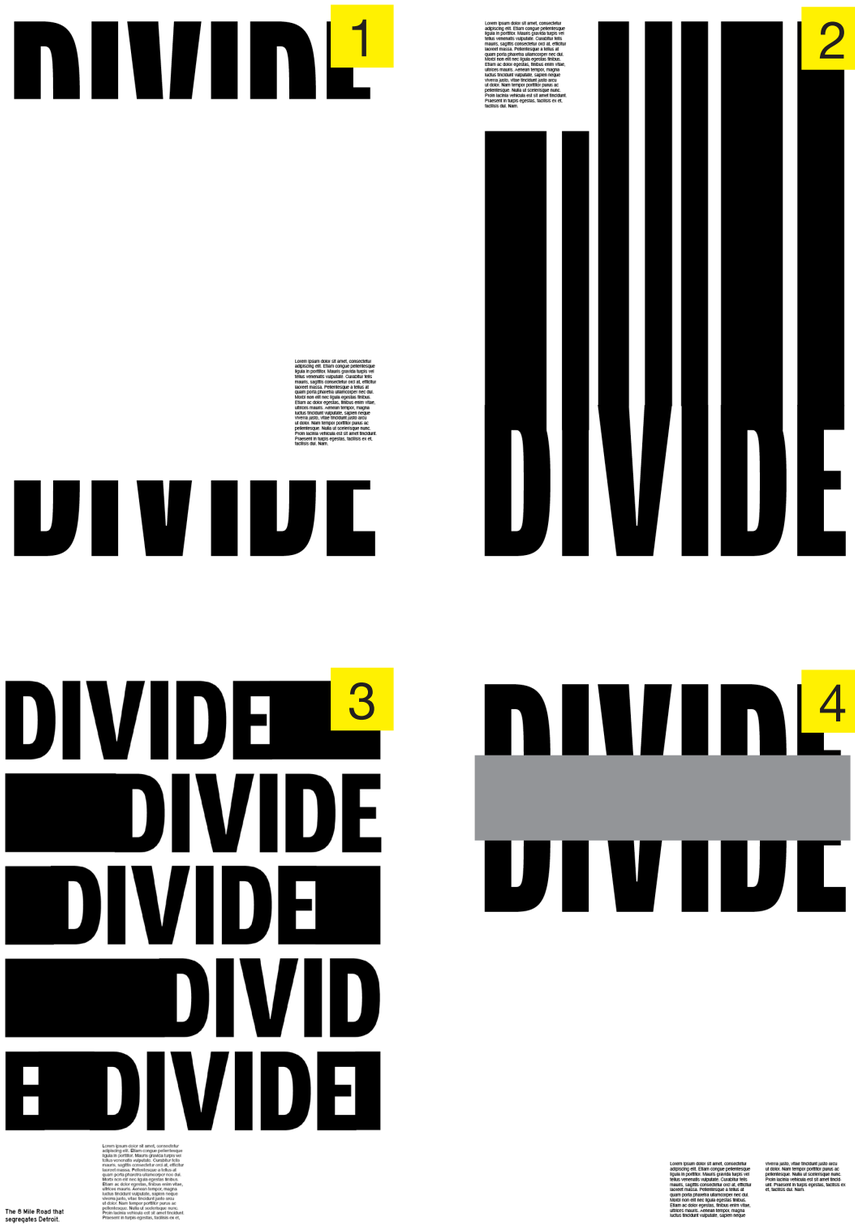


I want to show a strong divide between the two sides and visually/ typographically re-create the map.

My initial sketches showed a split with negative space to split between the sides.

This is how I view the map and I want each side to be represented in their own way to show the drastic split and differences between the two.

Concept Selection



FEEDBACK:
→To keep developing the first concept as it conceptually it showed my idea best

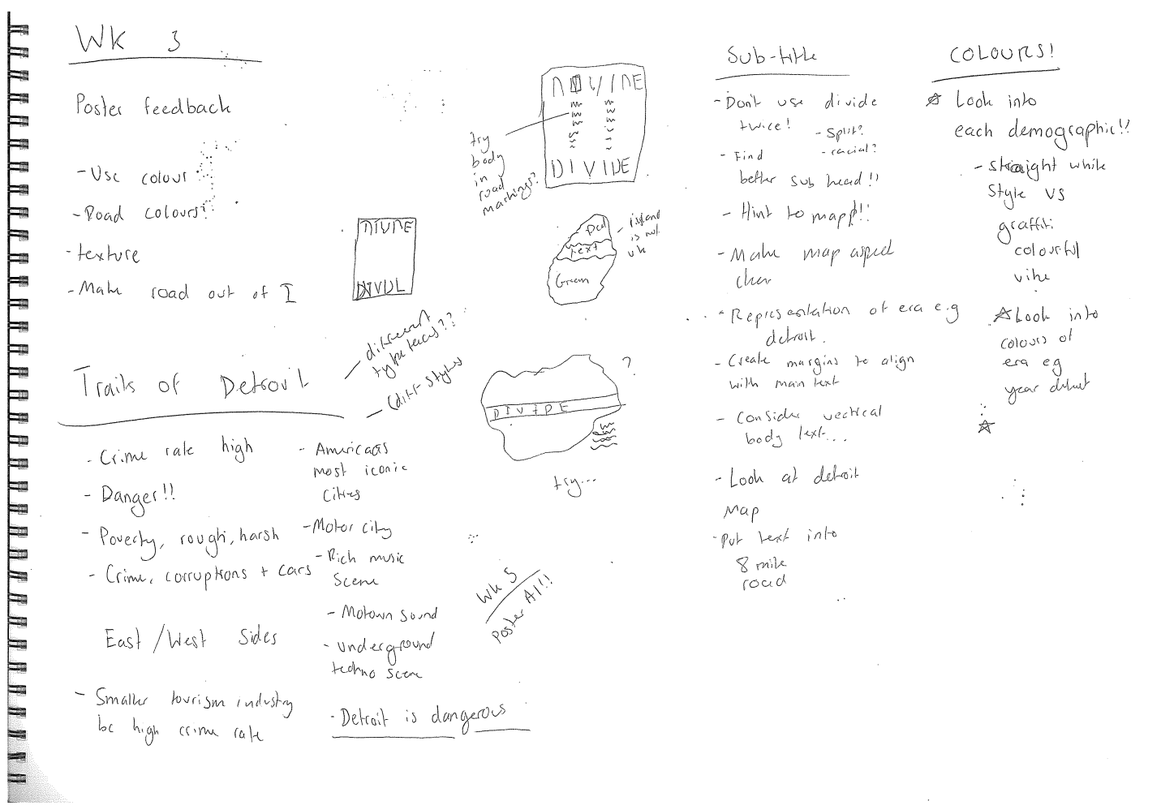
→To try different typefaces to represent each side

→ To create less negative space and use body copy to create the road lines

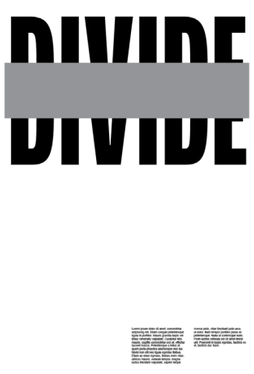
FROM HERE:
→ I will try weave the body copy into the poster

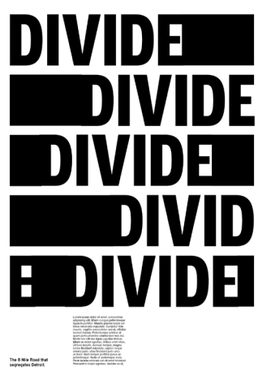
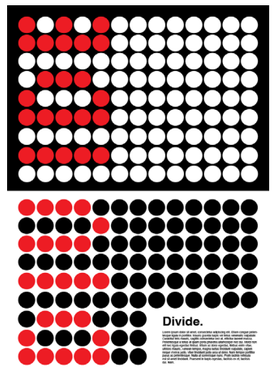
→ To continue developing poster 1 and add a few more specific elements to seperate each side

My initial four posters were showed in class to our studio group to get feedback and find a clear direction to head in.



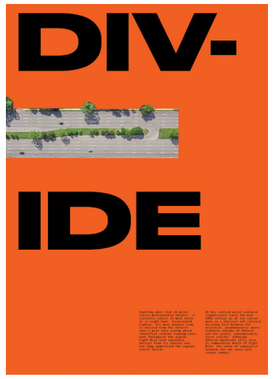
Poster Concepts/Iterations

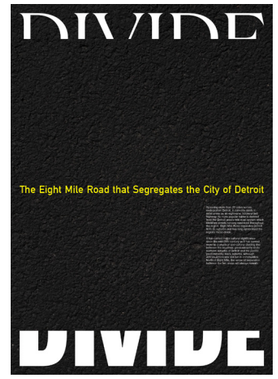


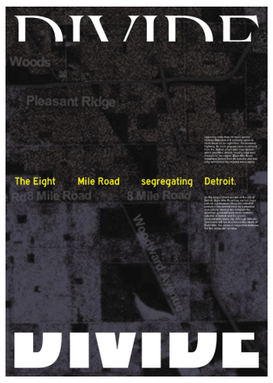
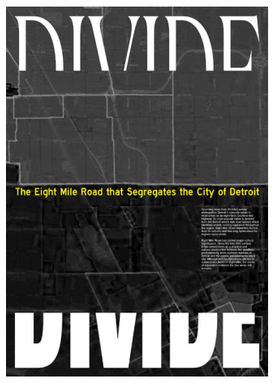
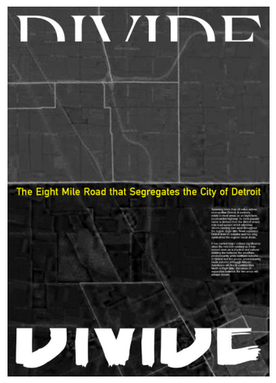
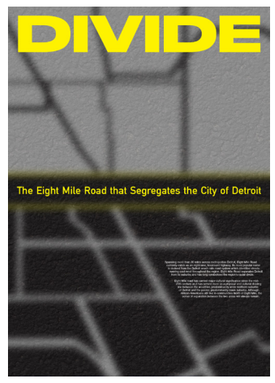
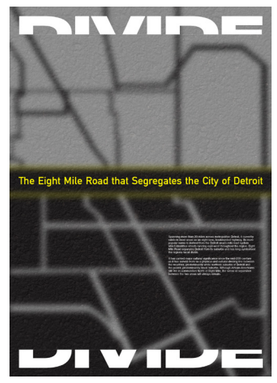
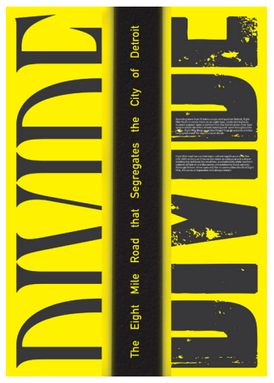



Spanning more than 20 miles across metropolitan Detroit it currently exists in most areas as an eight-lane, boulevarded highway. Its more popular name is derived from the Detroit mile road system which identifies streets running east-west throughout the region. Eight Mile Road separated Detroit from its suburbs and has long symbolised the regions racial divide.

As the long northern border of the city of Detroit, Eight Mile Road has carried major cultural significance. Since the mid-20th century it has served more as a physical and cultural dividing line between the wealthier, predominantly white northern suburbs of Detroit and the poorer, predominantly black city. Although African-Americans live in communities north of Eight Mile, the sense of separation between the two areas still remains.





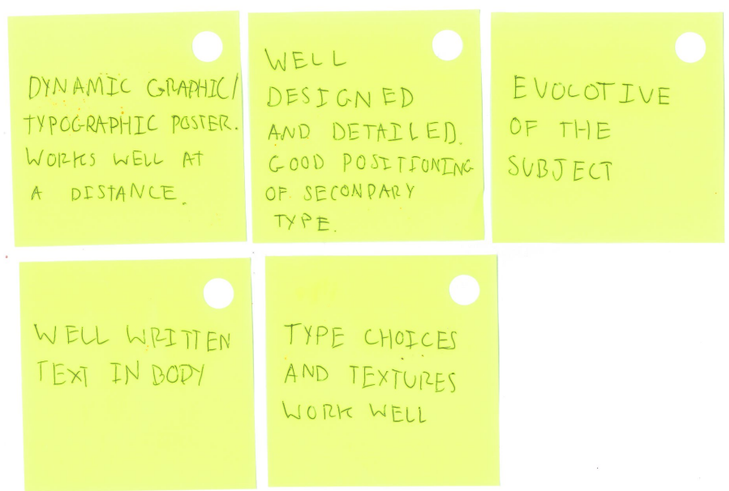







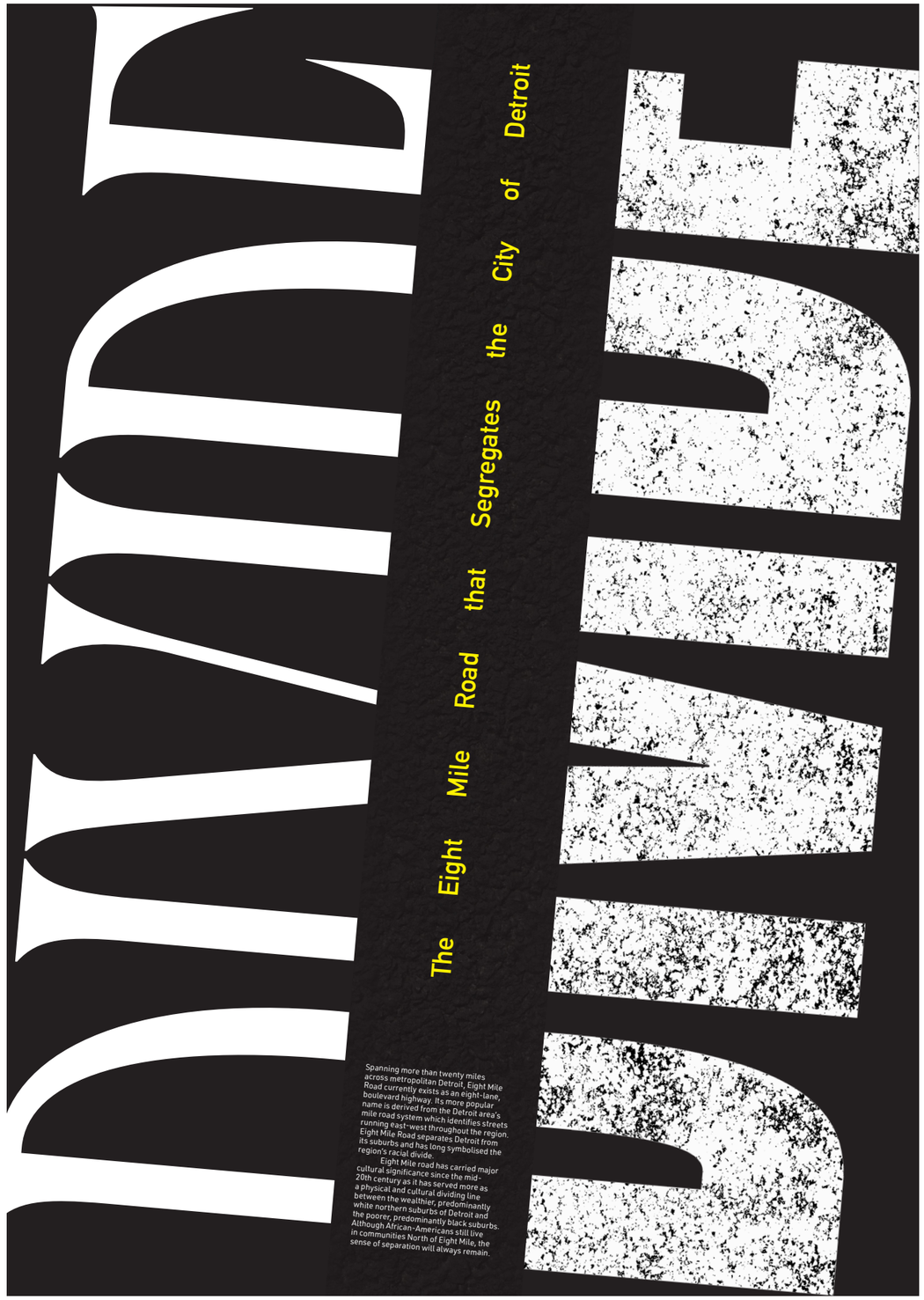
Final Poster

PROJ 1.

I used Domaine Display Condensed against Roc Grotesk with an added texture to contrast eachother and represent each side of 8 Mile road and the 2010 Census map.

The sub-header was used alongside the negative space to create yellow road lines which work best at a distance. Overall, I have typographically re-created/interpreted the 2010 Census Map visually.





Audience

The Student

Leah, 22, History Student at Stanford University

Leah loves learning and is extremely passionate about history and cultural studies. She is in her second year and is enjoying focusing on the History of America and how it's society works.

Leah is the ideal target for my publication as it most likely is not something she would look for throughout her studies. However, this publication will offer her a different perspective onto America's history and more personal stories.

The Designer

John, 44, Graphic Designer & Family man

John has a huge passion for Graphic design more specifcally editorial design as it is something hes always wanted to get into but hasn't quite gotten around to it. He dabbles but prefers to look at others work than produce his own.

John is another target for my publication as he wouldn't go out of his way to find it but would easily enjoy it. His kids are passionate about history and this publication has the perfect medium as it educates and entertains the eyes.

Refined Moodboard

After selecting my concept and direction I re-visited my mood boards and curated some more typographical and form elements for each.

[1/2] I want utilise the negative spaces on these spreads to keep them clean and minimalist.

[3] I want the look & feel of my North book to be luxorious and to use tight inner spacing.

[4/5] I like the use of pull-out quotes and heirachy while remaining clean and clear.

[6/7] The graphic and rawness of these spreads stand out and will help to show the roughness.

[8/9] Graphic words and scribbles are conceptually efficent.

[10] Pulled from Detroit Archives the graffiti style scribbles are something I am to use throughout South Side.

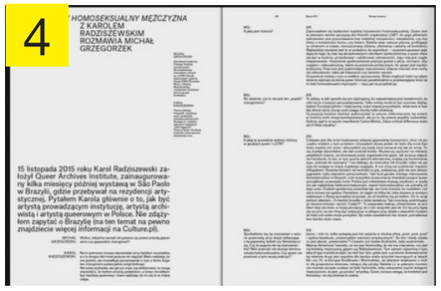
North Side:

1

2

3

4



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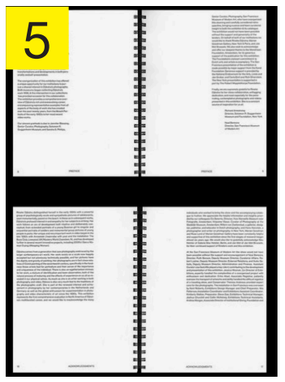
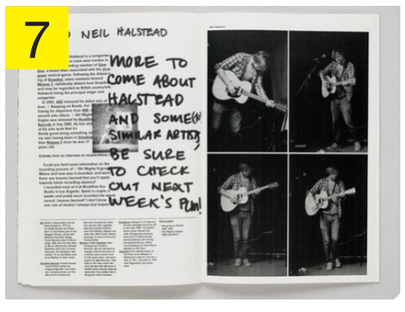


South Side:

6

7



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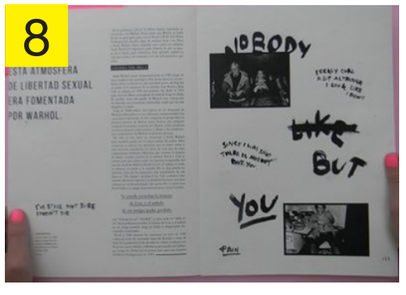

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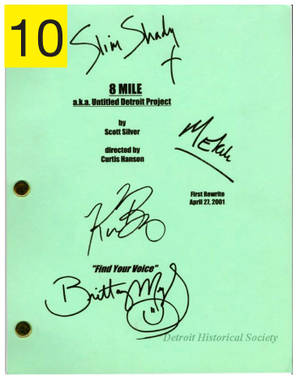
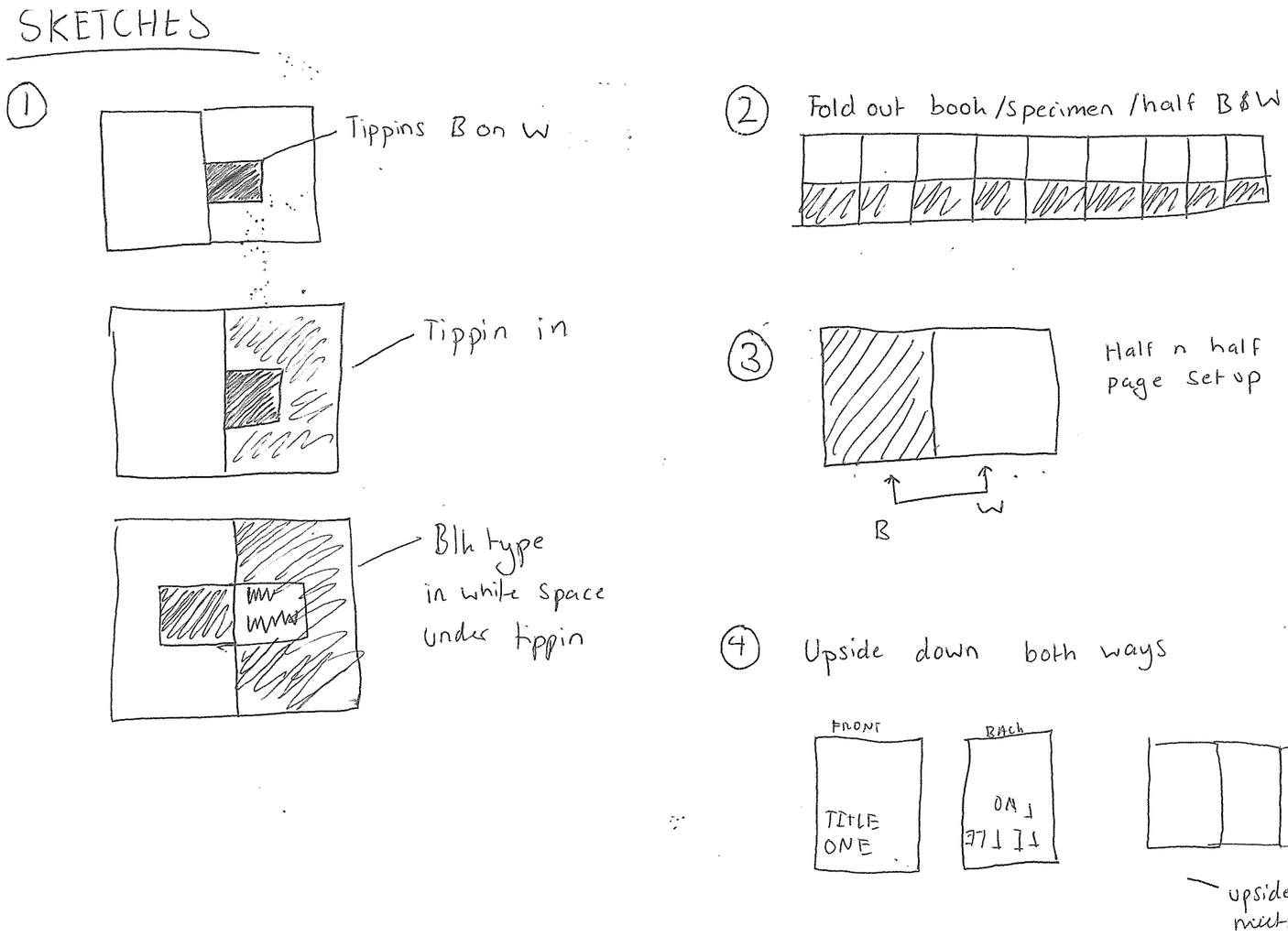


Sketches/Format

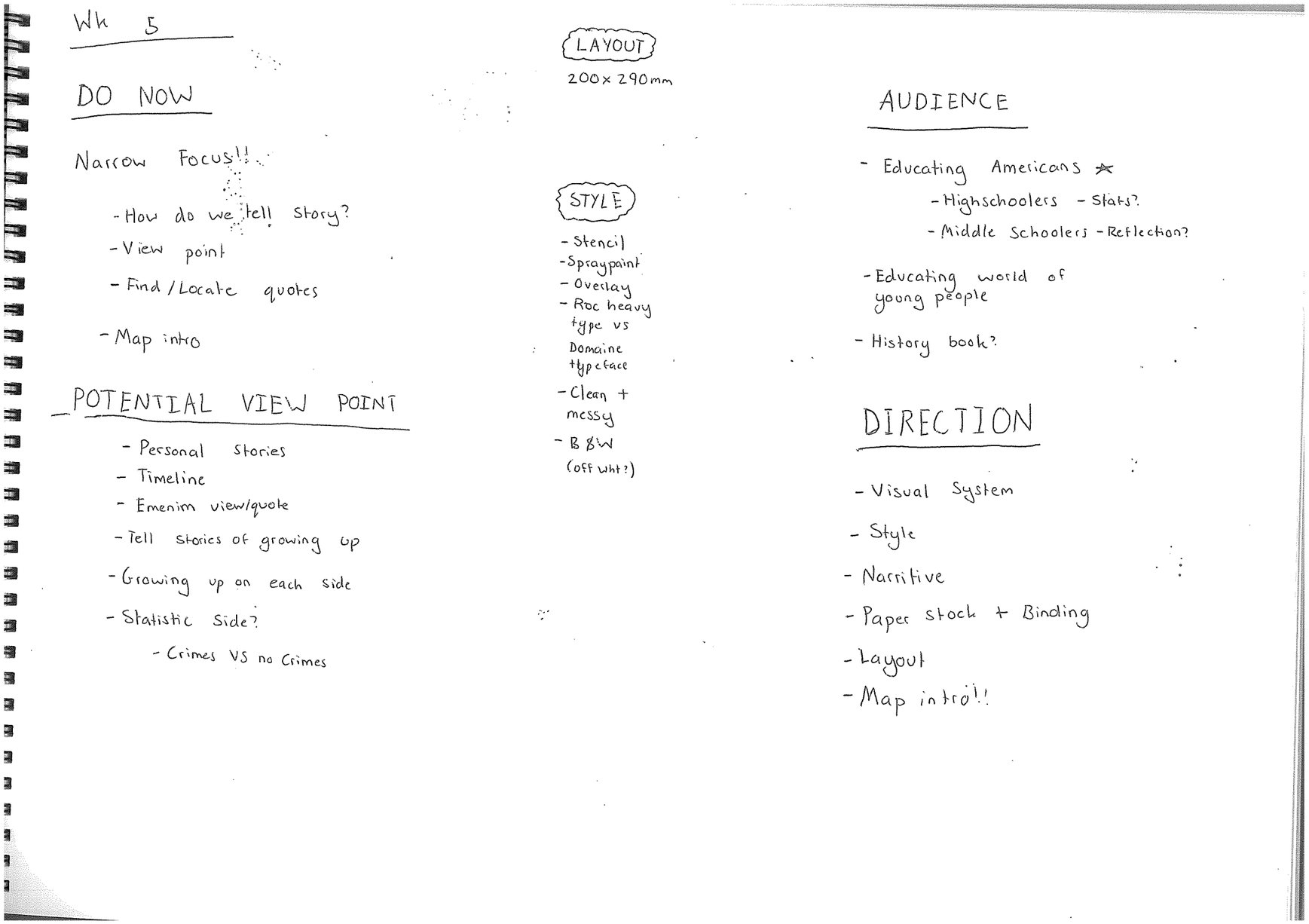


Some ideas of how my format could work.

I want them to be connected but still seperate so considering how to tell two stories at once is super important.

Ideally, I want them to be connected together but read seperately so idea 4 looks the most in this direction.

Extra Planning

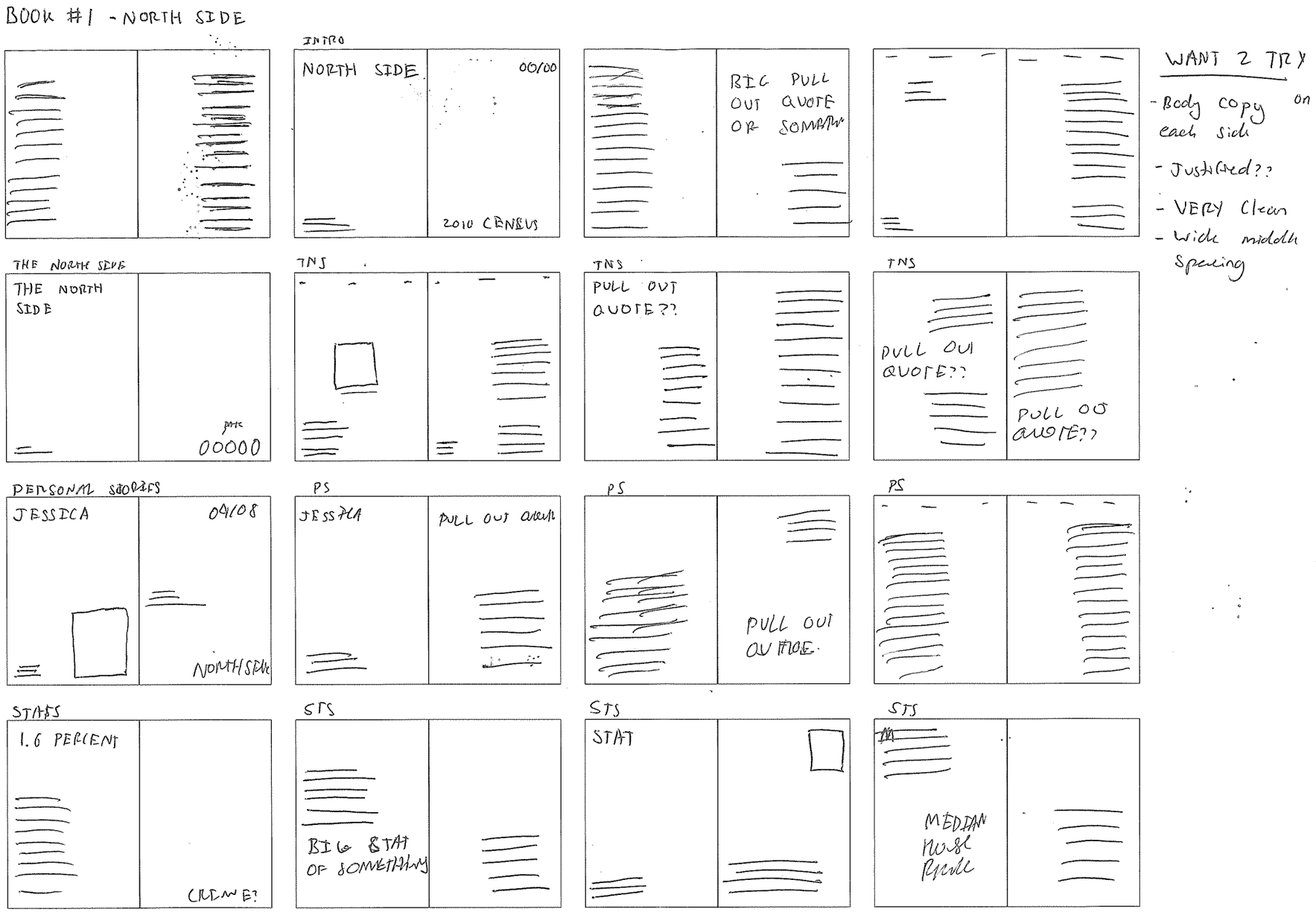


Current thinking, where I need to priortise my time and effort.

The layout of my content will be another crucial part of my books as they guide the reader through a story.

I still need to consider paperstock and binding methods as they will help to complete my feeling and look.

Flatplans + Blueprints Book 1



For the North Side book I wanted to keep a clean, polished and minimal layout style.

→ I will use a Serif Font to represent the wealth and living conditions

→ I will use a large inner margin to keep the book feeling luxorious and clean

→ I will use simplistic pages with larger pop out text to highlight the important information and quotes

Flatplans + Blueprints Book 2

For the South Side book I wanted to use a rough, cluttered and graphic layout style.

→ I will use a Sans Serif font alongside a graphic graffitti font to represent the South

→ I will use tighter margin settup to keep the spreads crammed

→ I will use an overlay of messy graffiti font to tell a story and to recreate the enviroment on the South Side

Colour Pallete North Side

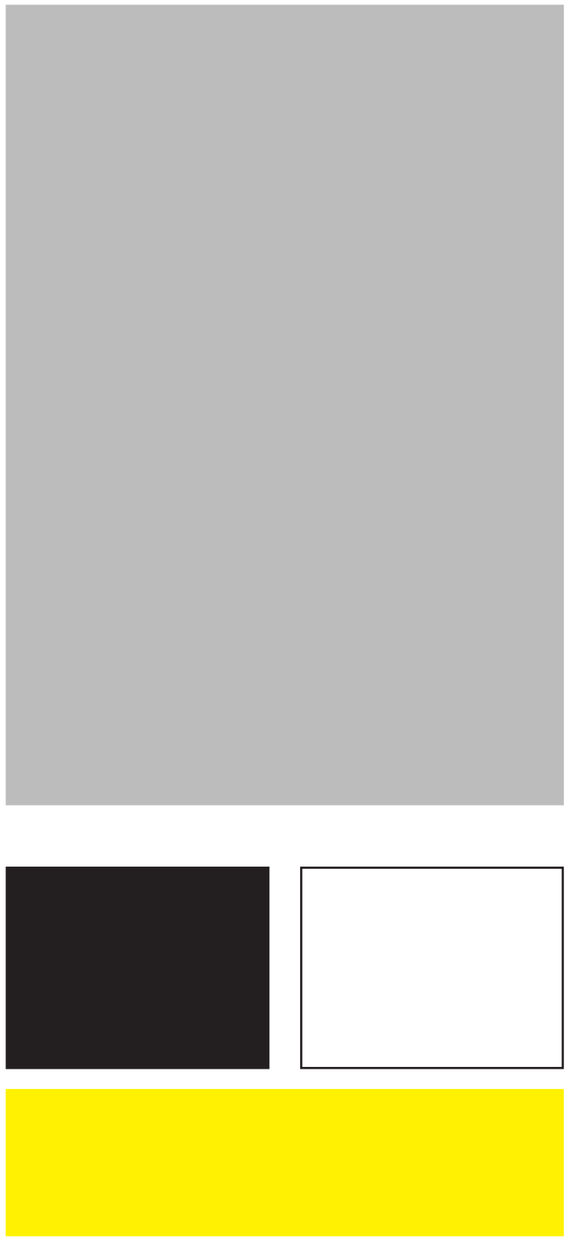
For the North Side book I wanted to use a soft cream paperstock to hint at the feeling of wealth and luxury. The colours are minmal to reference to the minimal and clean vibe of the North Side book. The hint of yellow comes from the cover text that represents road lines.

→ Black = primary colour

→ White/cream = primary colour

→ Yellow = secondary colour

Colour Pallete South Side



For the South Side I used a grey paper stock to hint to the rough and grunge feel of things. The colours were primarily black and grey to keep the comparisons between the books clear and effective. The hint of yellow comes from the cover text that represents road lines.

→ Black = primary colour

→ Grey = primary colour

→ Yellow = secondary colour

Primany typeface - North

Suisse Works was a slight move away from my poster in project 1 but I felt it better suited my topic and style of the North side book.

I wanted to highlight the personality of each side and Suisse Works stood out to me as it has such an eleganace to it as well as being clean, clear and posh.

Suisse Works

8 Weights

1 2 3 4 5 6 7 8 9 1 0

A 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
a 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

Primary typeface - South

GT America

13 Weights, 5 Widths
1 2 3 4 5 6 7 8 9 1 0

A 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
a 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

GT America has a lot of personality and is strong and bold which I feel easily represents the South side with its Road like features..

I feel the various weights will be super useful in designing my book as it suits the South Side style well.

I may also use an additonal graffitti overlay to really add personality of the South Side too.

Secondary typeface - North

Suisse Works typeface was the perfect choice for my body copy as it is clean, clear and great for body copy text and sits well alongside my header text.

Suisse Works will help further show the personality of the North Side and work well in my spreads for that clean polished look.

Suisse Works
8 Weights
1 2 3 4 5 6 7 8 9 1 0

A 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
a 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

Secondary typeface - South

GT America felt fitting for my topic/book as it has such a large ranges of widths and weights.

I orginally started using Roc Grotesk which is similar in weights and style but the body copy did not sit as well as I had hoped.

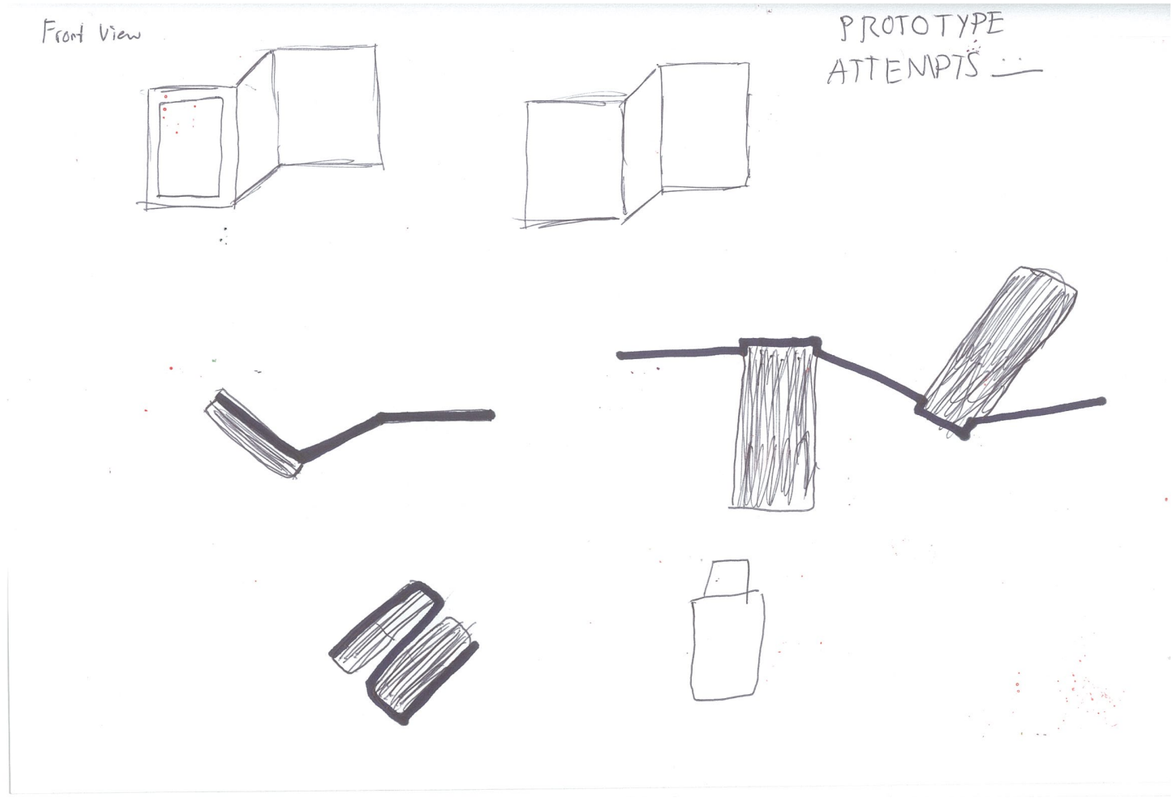
GT America is not only related to my topic with the wide like theme but it is also the missing bridge between 19th century American Gothics and 20th century European Neo-Grotesk typefaces.

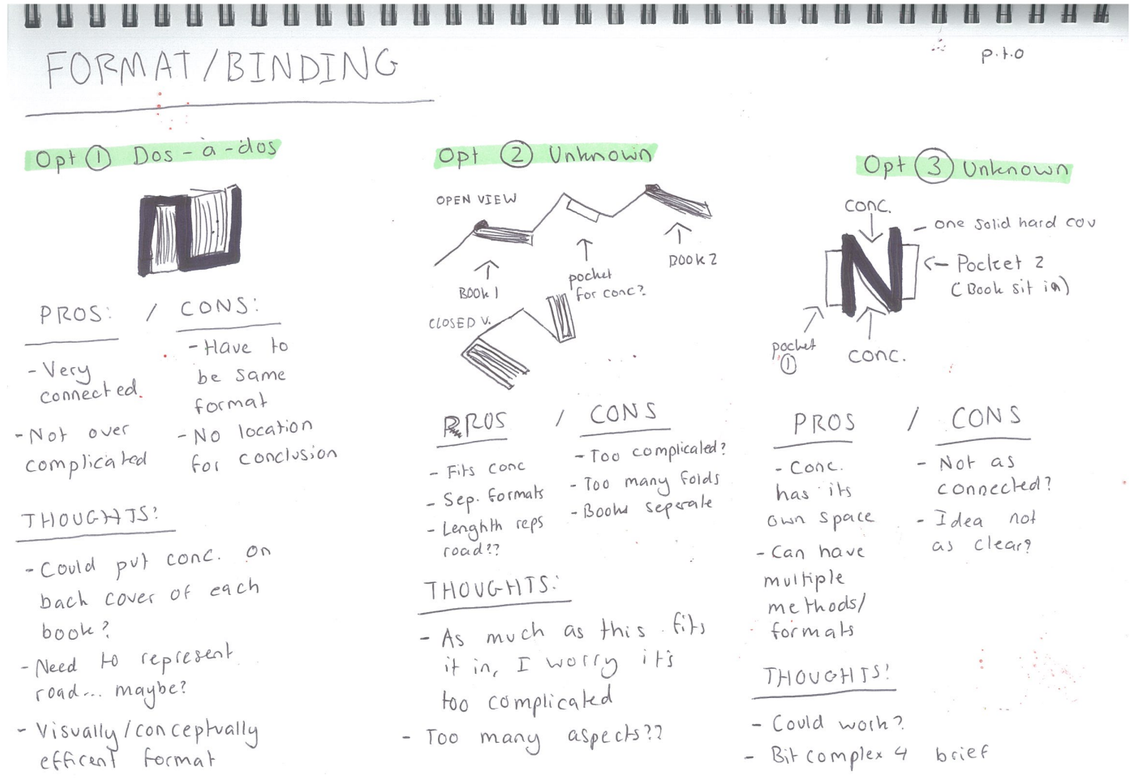
GT America
13 Weights, 5 Widths
1 2 3 4 5 6 7 8 9 1 0

A 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
a 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

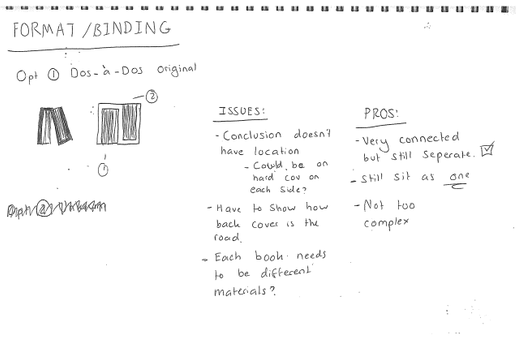
Initial prototyping

I tested multiple formats of what my binding/format could be and struggled to find a visual solution for my conclusion. After some discussion and feedback, I have realised I do not need a conclusion as I believe that should be up to the reader/viewer to decide. This means I can go ahead with my orginal plan and stick with Dos-à-dos binding as it is evocative of my topic.





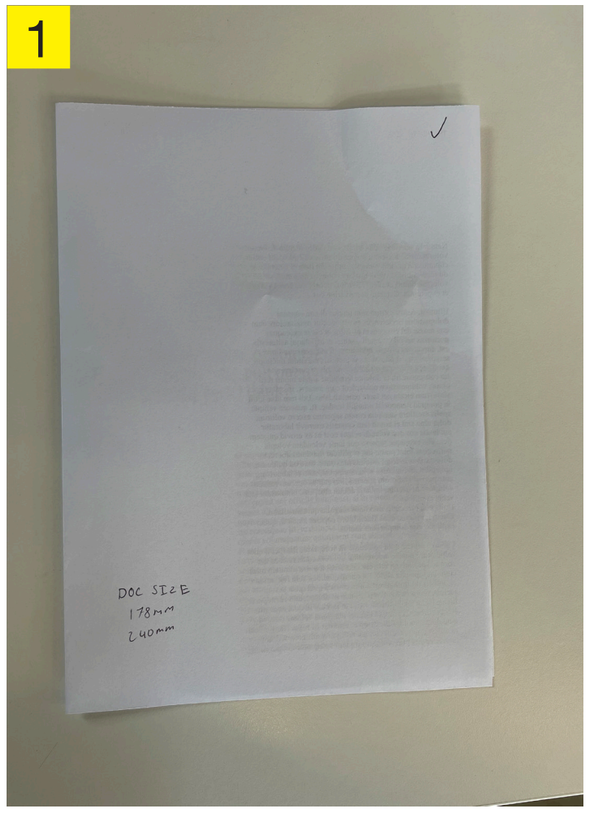
Second prototyping

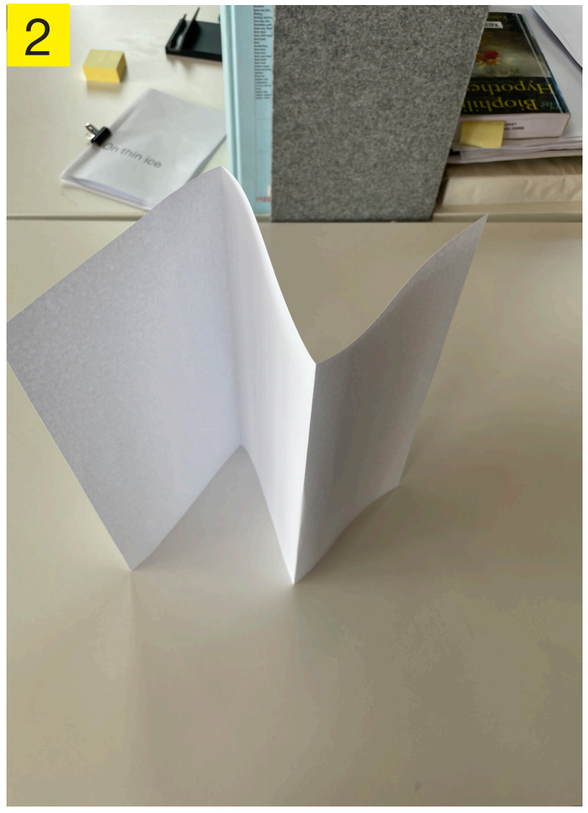


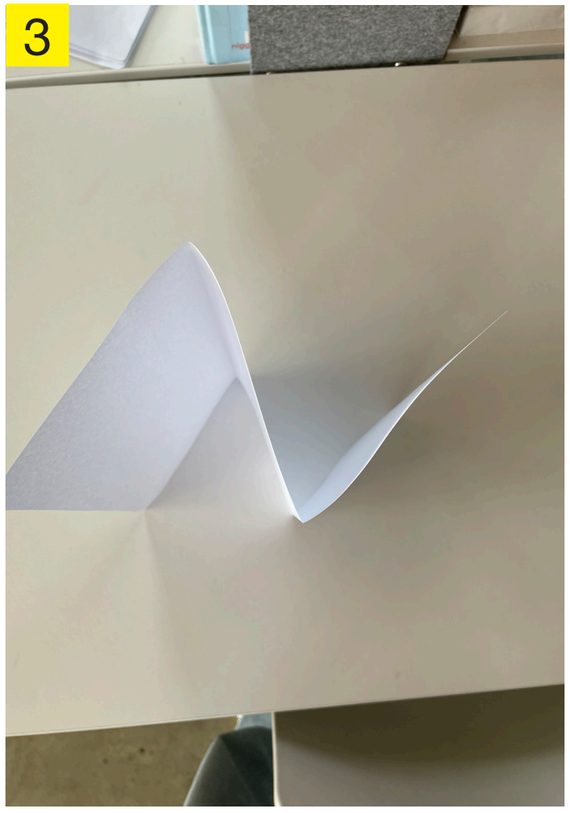
Finding the right size is crucial for my project as each book needs to tell its own story on their own and together. I wanted an inbetween size between A5 and A4 as neither felt right for my books. I opted to start with 178mm X 240mm which felt just right. On the right is a prototype made to show where my conjoined conclusion text will sit at the end of each piece to bring it all together. Each book will be stuck to one solid folded hard cover.

[1] My intial page size testing was 178mm X 240mm. I like the space this gives me to play around with type and statistics.

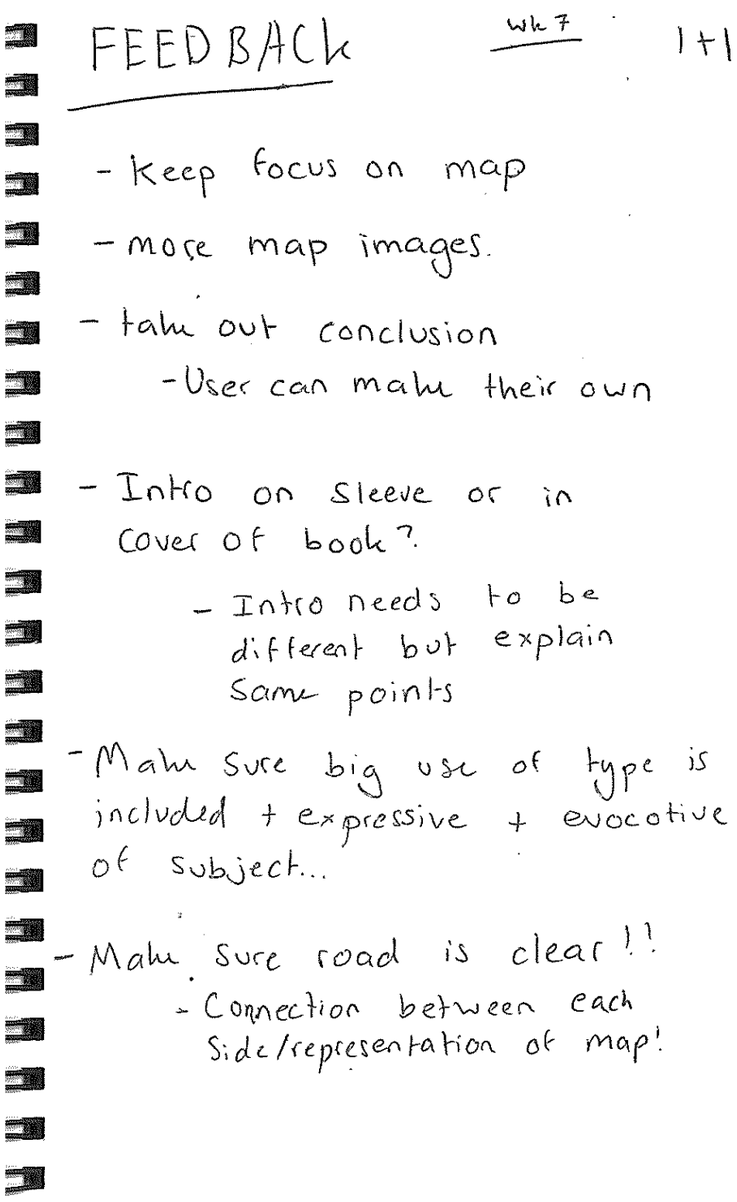
[2/3] The paper represents what the hard cover would be and each book would be stuck on either end. I will try the middle gap being where I put the conclusion and summary of both pieces.







Feedback/from here



Post feedback with Annette, we discussed that not needing a conclusion would help my structure hugely. The introduction situation is something that I still need to work on but it will come within the design process.

From now, my focus is...

→ How can I include the Map more e.g images, type, expressive type and page spreads?

→ Polish the introduction of so each book has the same brief before the reader reads it

→ Make sure to keep the road concept key as it is a huge part of the divide and map itself

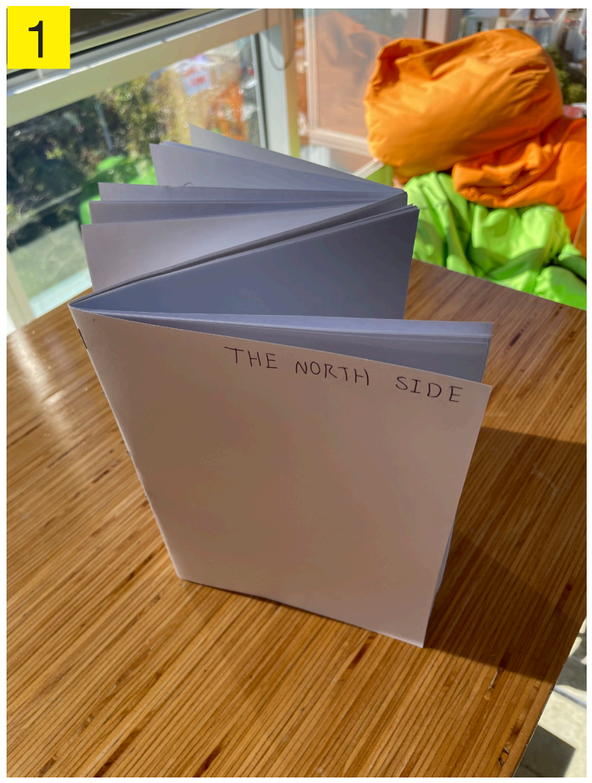
→ Make sure expressive type is included throughout each book and not to get too deep into personal stories/pathways

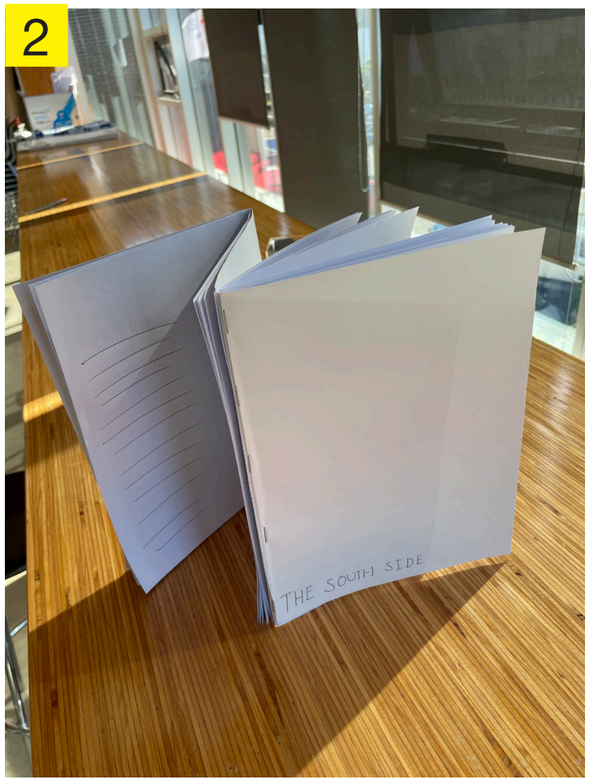
Mockups/Dummy Copy

When creating this dummy mockup I wanted to figure out the flow of things and how the reader may pick the book up. After my previous prototypes, i've realised I cannot control the order in which the reader/viewer sees the book in therefore the extra conclusion doesn't make a lot of sense. Therefore, taking the conclusion out of the equation makes the book clear, evocotive and fitting to my topic. Each book will be binded differently with different colours too to emphasise the difference of each side.

[1] The document set up I created was 178mm X 240mm. A custom Page size was my favourite choice and gives me more room to play around with expressive type in both books.

[2/3] Following my previous mockups I wanted to have each book attached together using the back pages rather than over complicating it with too many layers.





Binding test

Dos-à-dos binding
“Dose-y-dough”

The purpose of using this binding method is to clearly represent each side of 8 Mile Road and the divide between the two.

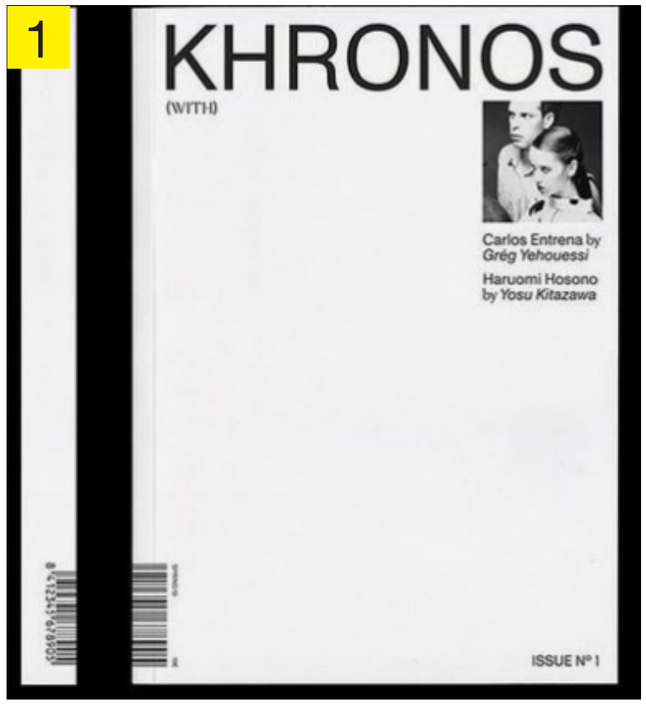
They remain connected by the back covers.

A dos-à-dos binding is a binding structure in which two separate books are bound together such that the fore edge of one is adjacent to the spine of the other, with a shared lower board between them serving as the back cover of both.

[1] The North Side book will be perfect bounded with a hard clean white cover.

[2/3] The South Side book will be a scrapbook/rough leather cover.

1



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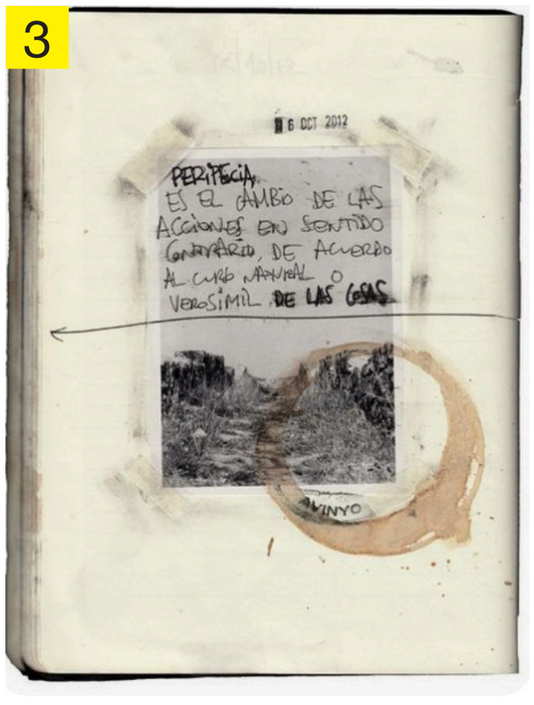
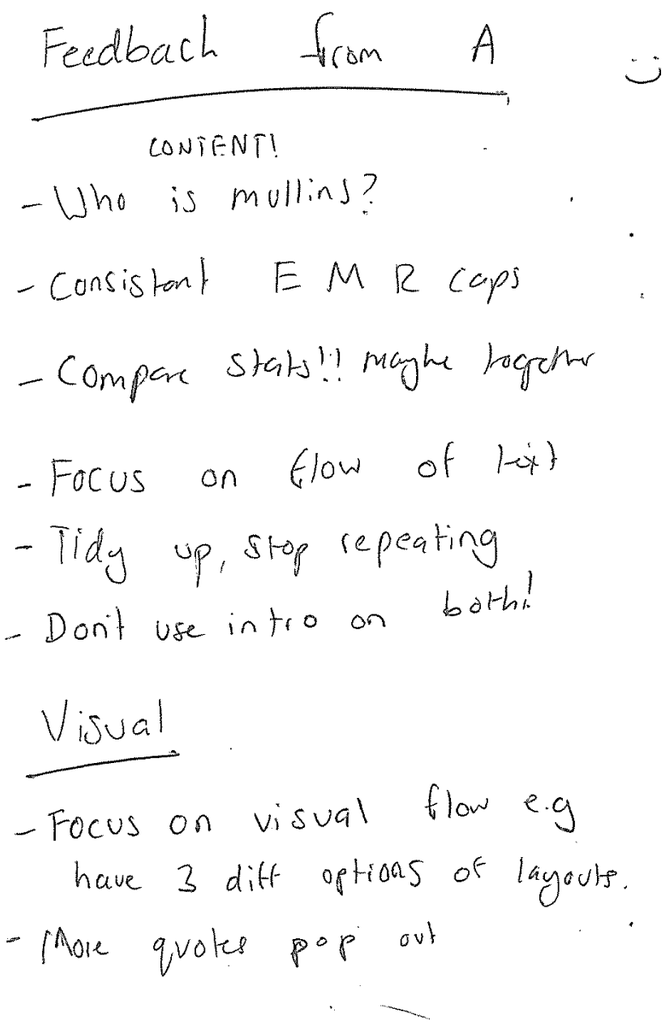
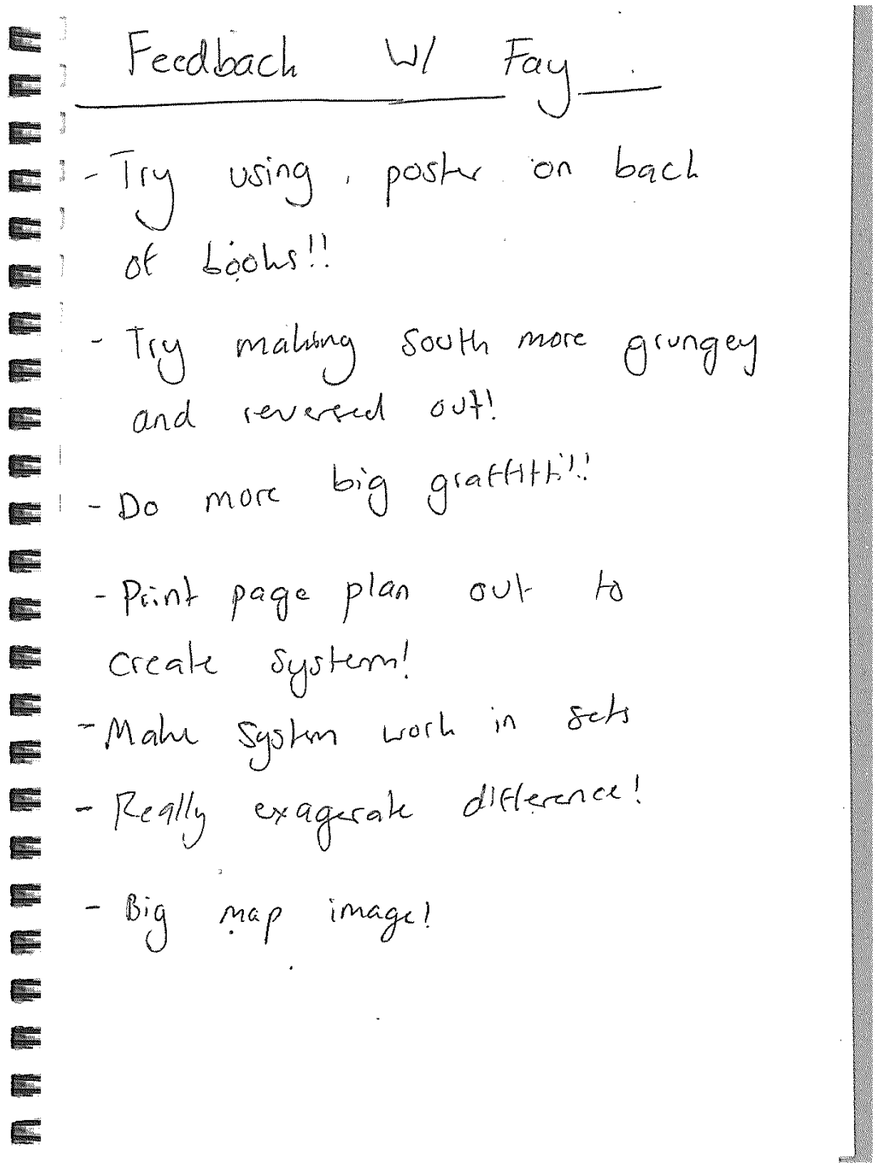


Feedback session



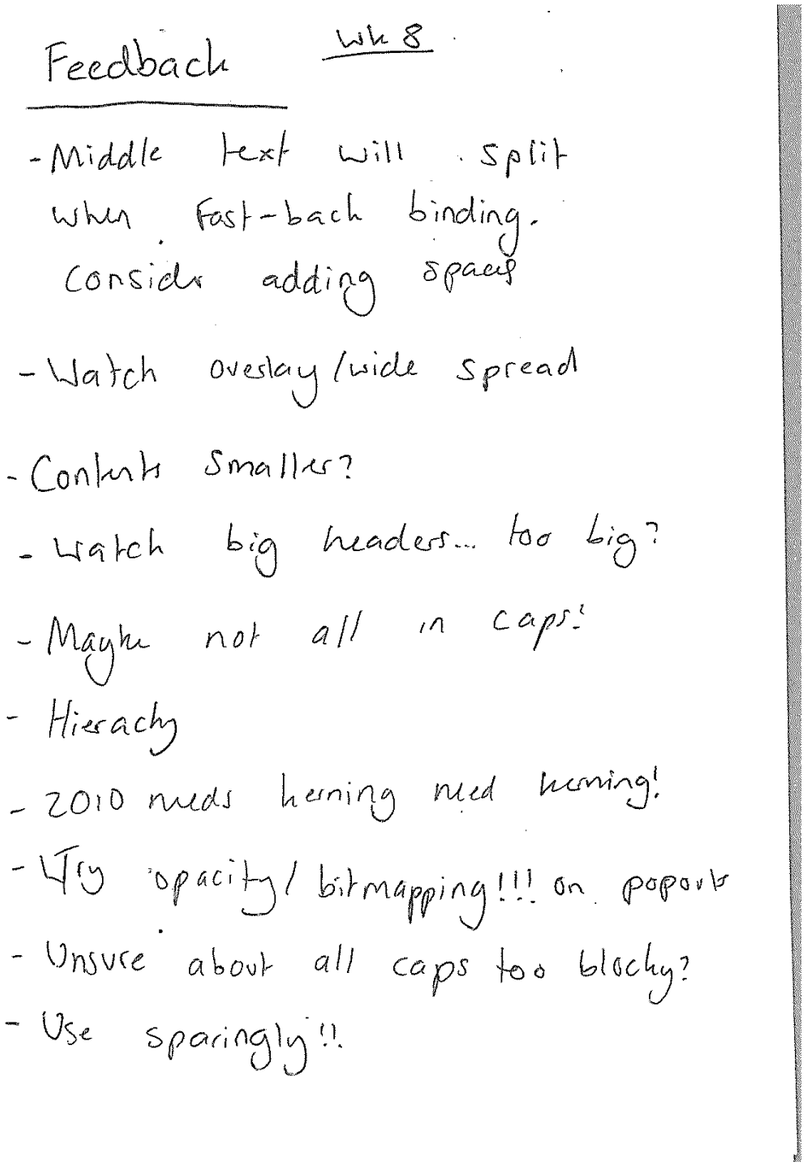


Getting feedback from both Fay and Annette was helpful to inform where I go from here and if I am hitting the right mark yet.

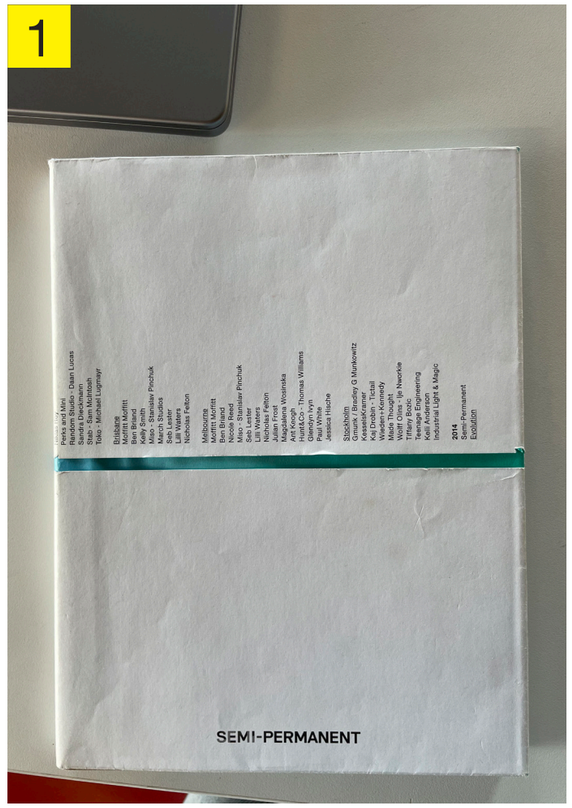
Each of them said to make sure I am including the map a bit more and exageragating the divide visually. My current binding format does not offer me much room to improve in this area so I may re-consider a new method.

Other feedback was to include my Wk 5 poster more which I will try.

Feedback cont.



[1] This cover offered me some inspiration as to what my wrap around cover could be that holds my book together. I really like this idea and feel like as an overall wrap around it will be extremely useful. Visually, it is similar to my poster style and something I really want to use throughout my books.



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Each of them said to make sure I am including the map a bit more and exageragating the divide visually. My current binding format does not offer me much room to improve in this area so I may re-consider a new method.

Other feedback was to include my Wk 5 poster more which I will try.

Final Binding?

Unknown?
Method

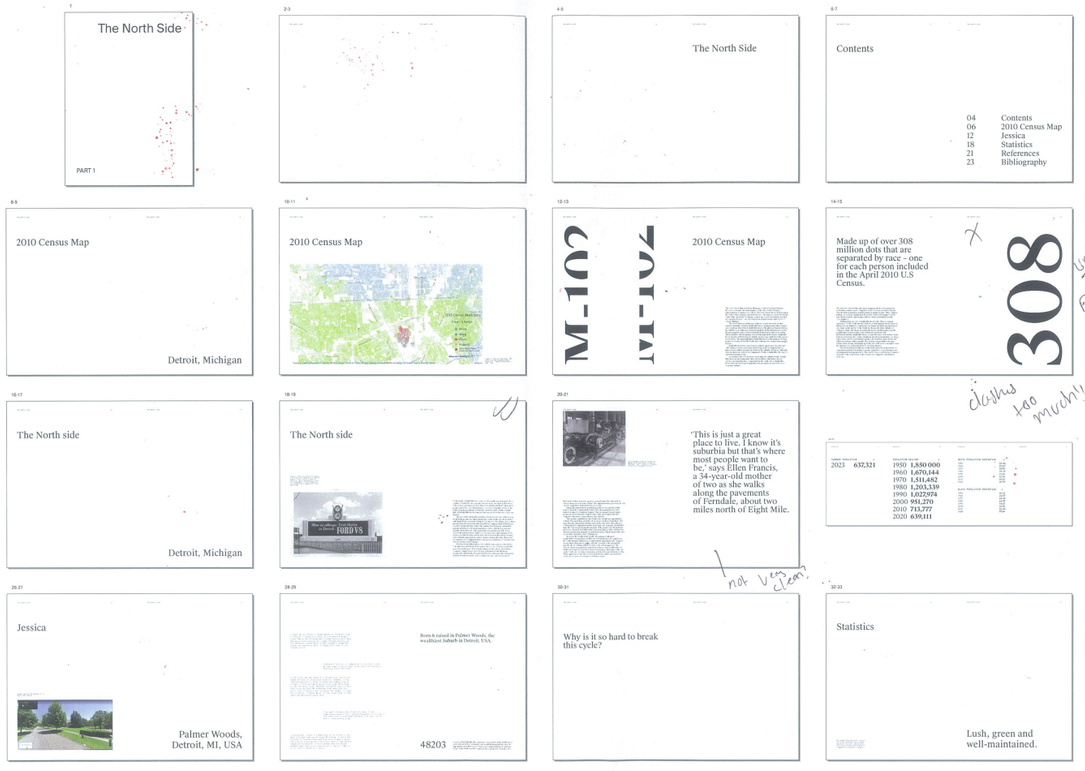
Post feedback, using this new binding methods give me oppourtunity to visually and structurally represent the map itself. Also concept wise it fits well with what I have been doing already with the two opposite styles of each book. I want to user to be able to compare and see the drastic differences on each side to see the divide. I am unsure at this point if they will match up and read together or not but I think it could be very affective for my comparisons. That way, the user is able to make their own assumptions throughout the book and have both sides visible OR each read in their own time.

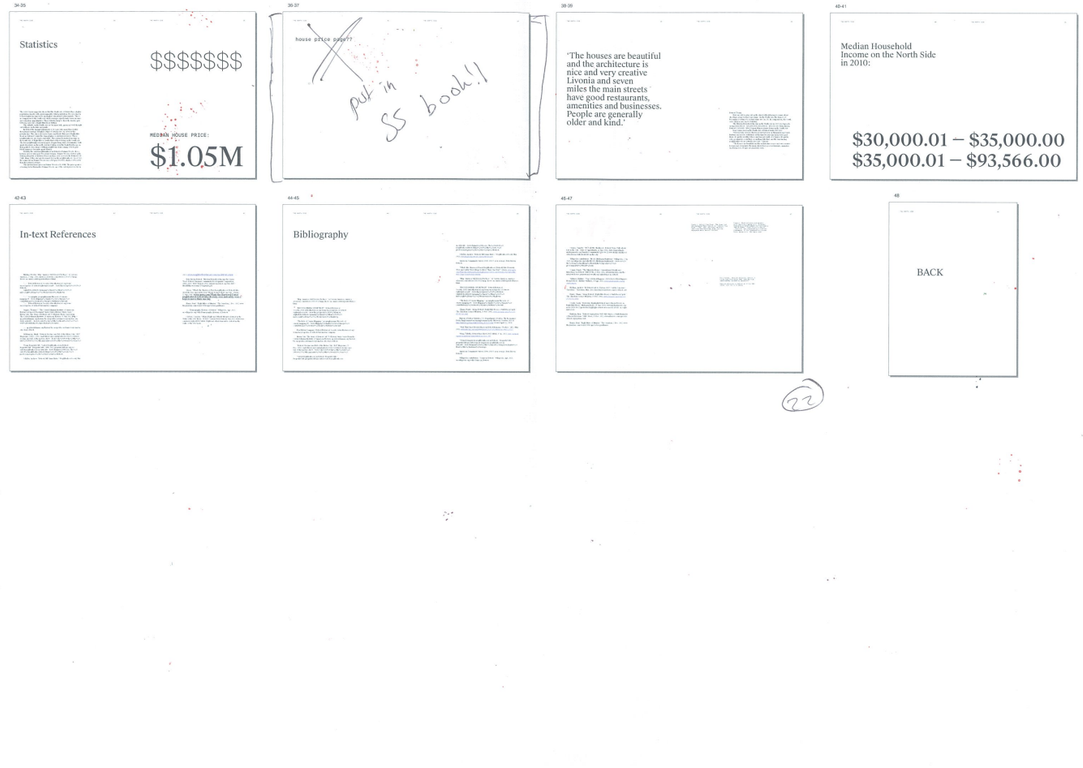
[1] After re-considering binding I have decided this method works best. It shows the connection between the two as well as visually representing the map itself. It also means it is easier for the user to compare and learn about each side at once. This way the contrast will be obvious.

[2] The only difference i'll make is that they will not read together but they will connect via a road in the middle which will match up. I aim to have it sitting in a cover with the introduction included in it.

Initial layouts - North side

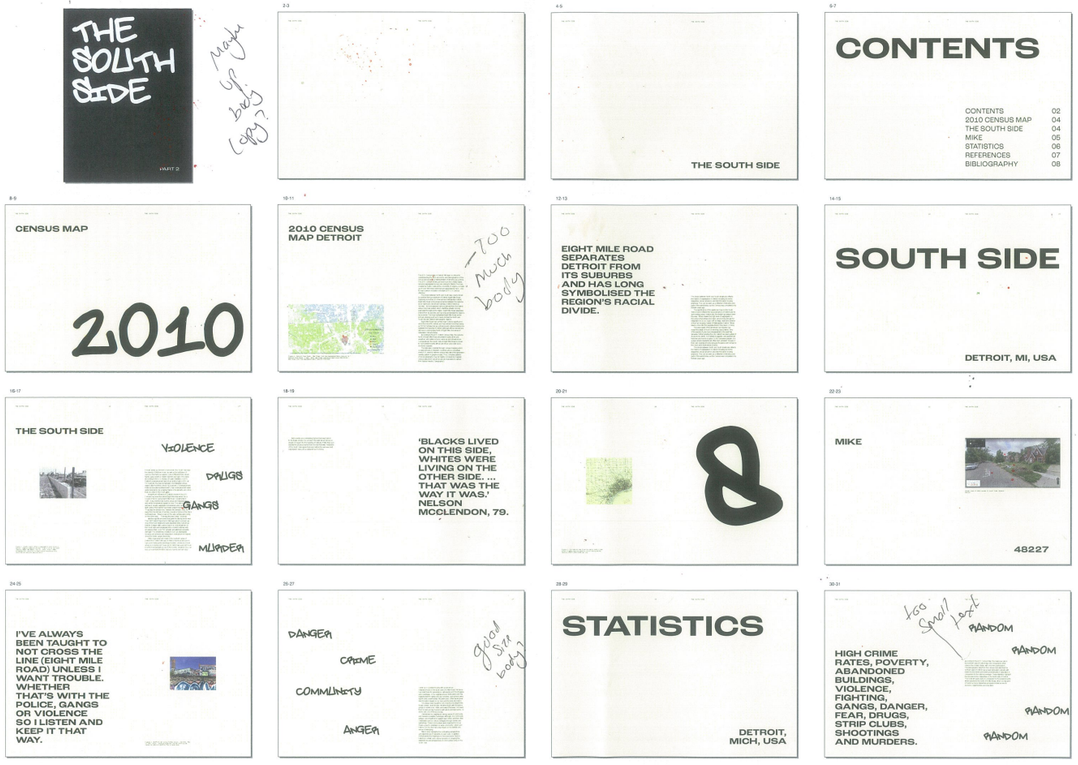
Following my flat plans, I developed some rough layouts to the order in which the books will read. Since changing binding methods I have attempted to make each spread line up so the viewer can compare both at the same time if needed. My design style for the North side book is extremely clean, polished and minimalist while using a Serif gives it the ‘wealth’ look.



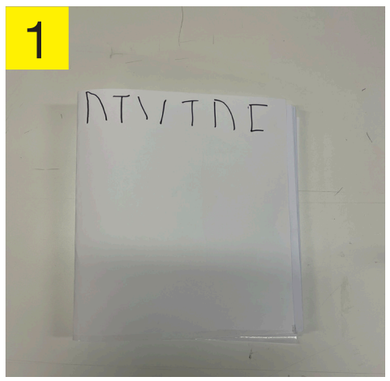


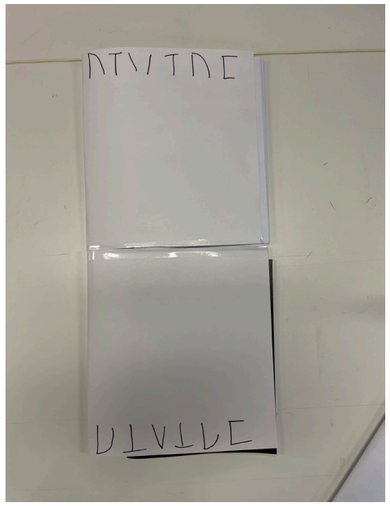
Initial layouts - South side

In comparrison, the South side books are much more graphic and bold. This was done to represent the enviroment with the spray paint affect which I pulled from the graffitti art around the streets. The layouts remain lined up with the North side but are visually very different. This further pushes my idea how each side has their differences and feel.



Prototyping attempt 3



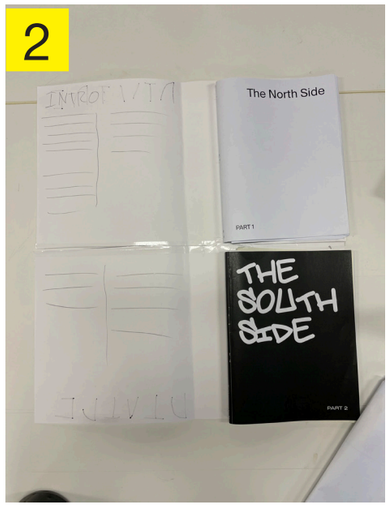


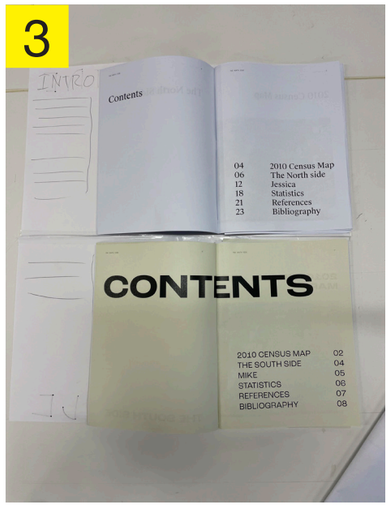
[1] This is the paper prototype of what will be the hard cover to my book. It may use split type to represent the divide itself but might be a map later on? Not sure yet...

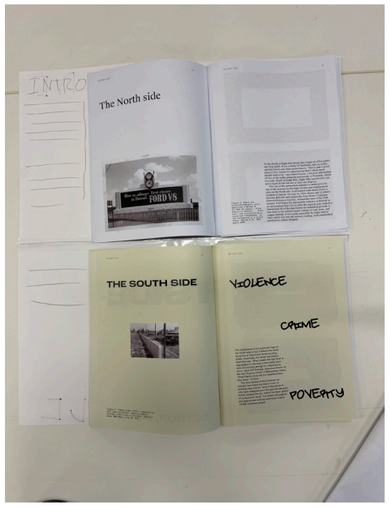
[2/3] The introduction will sit in the middle as it refers to a brief introduction on both about it's relation to the map.

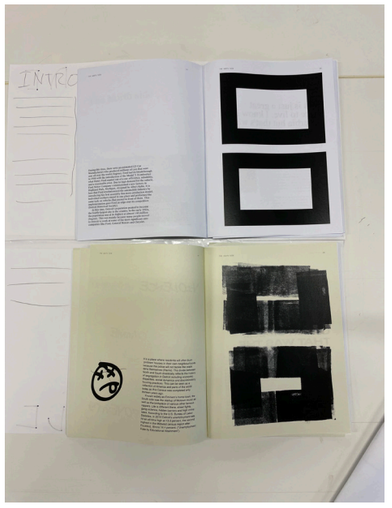
I created a mockup to bring to class as I wanted to see if I could achieve the binding method with my books. I wanted each side to read together if the user chooses to so they can compare otherwise they read on their own.

I was pleased with the layouts and need to create/visualise the map remade to feature on the outskirts of the book/hard cover.

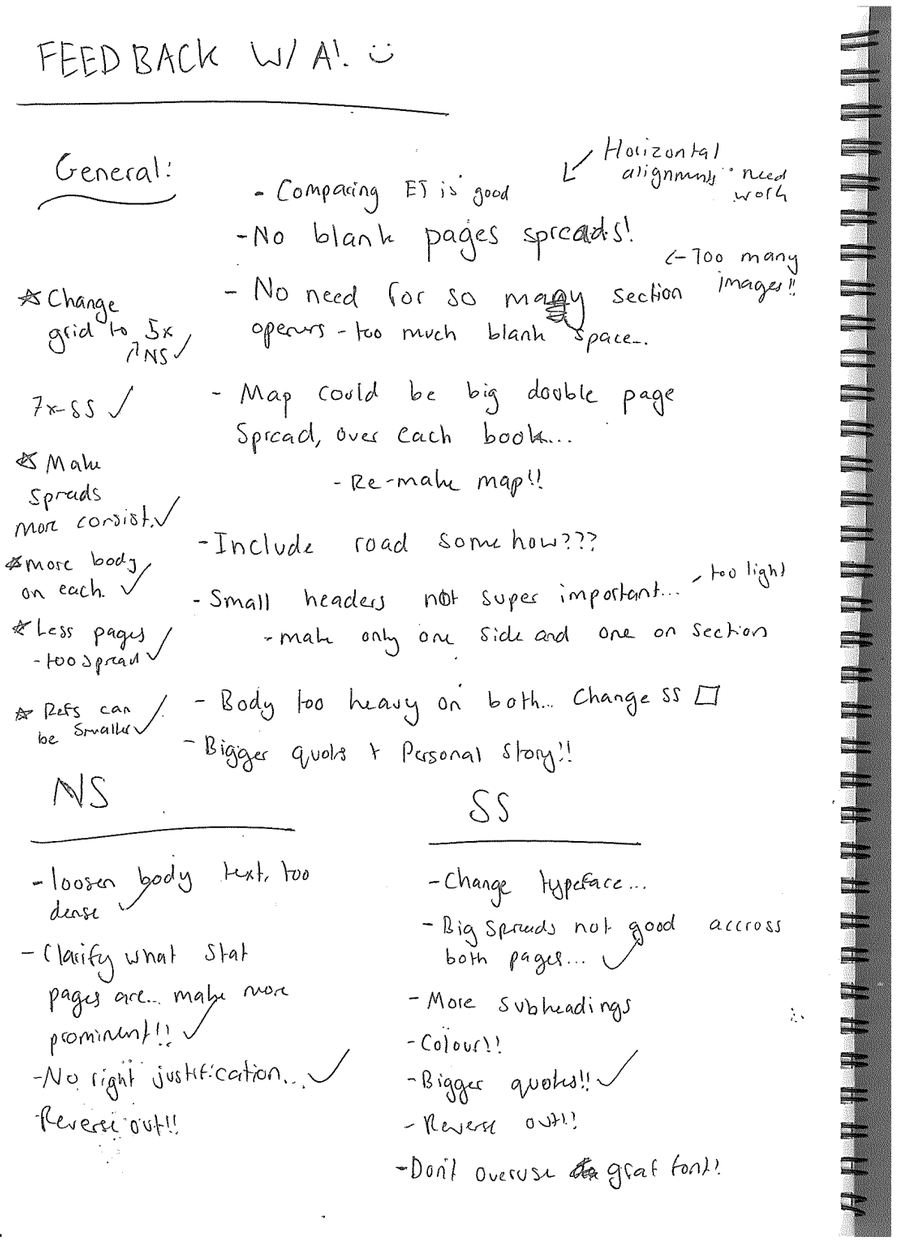








Feedback



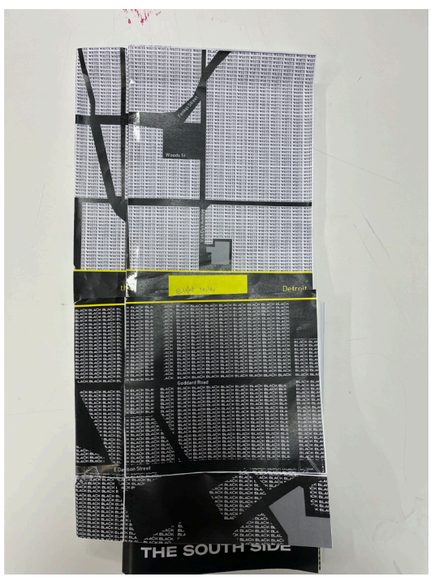
Following my flat plans, I developed some rough layouts to the order in which the books will read. Since changing binding methods I have attempted to make each spread line up so the viewer can compare both at the same time if needed. My design style for the North side book is extremely clean, polished and minimalist while using a Serif gives it the ‘wealth’ look.

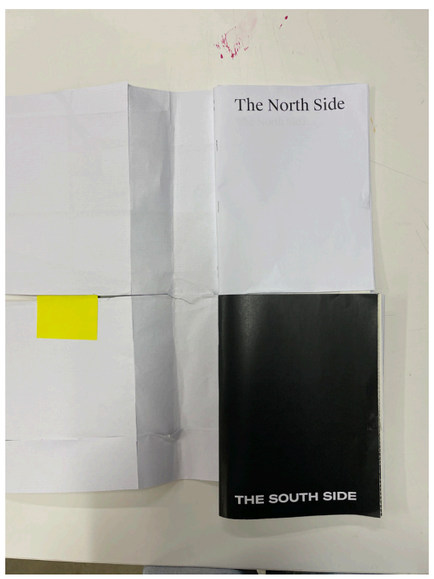
Prototyping attempt 4

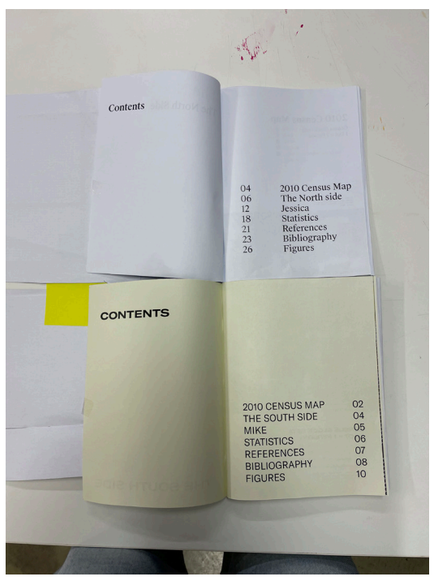
I created a mockup to bring to class as I wanted to see if I could achieve the binding method with my books. I wanted each side to read together if the user chooses to so they can compare otherwise they read on their own.

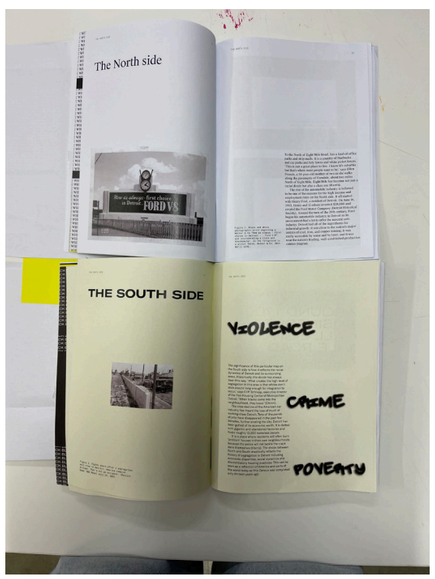
I was pleased with the layouts and need to create/visualise the map remade to feature on the outskirts of the book/hard cover.

I am to explore paperstock next week and create something that will be the “hard cover” on the outside that holds it all together (ref to road).

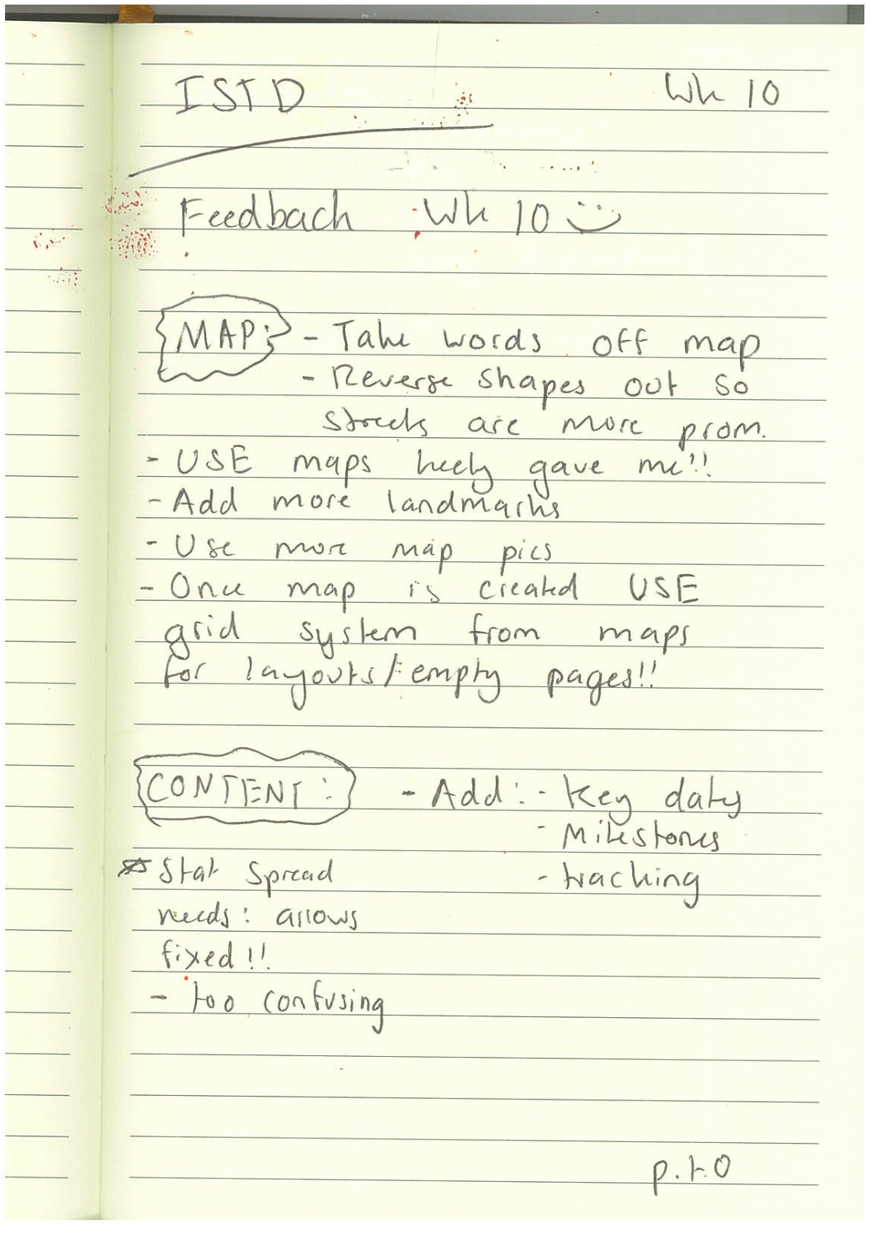




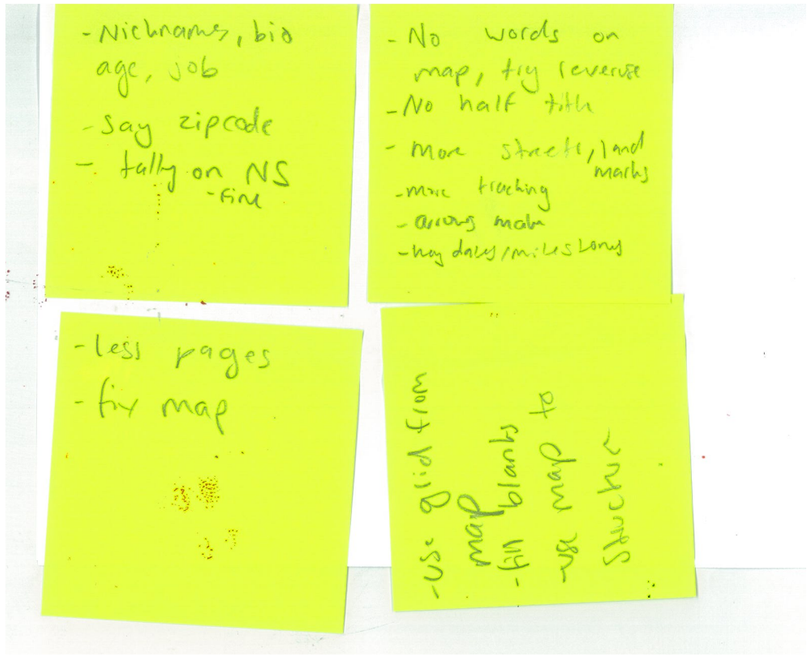




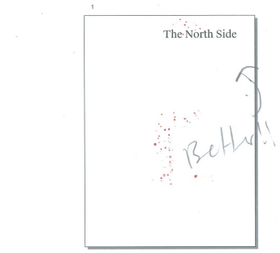
Feedback

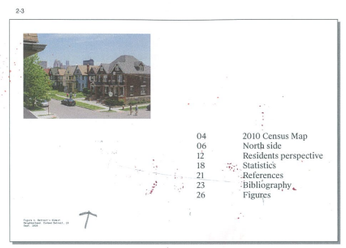


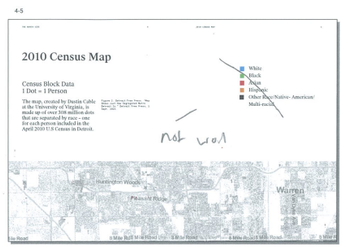
This feedback session was super encouraging and nudged me to keep pushing as I have a good bone structure. The main thing I gathered from it was to add more detail into the map itself and be constant when creating spreads to pair. I feel good about my prototype and need to make some adjustments to make sure it all sits correctly.

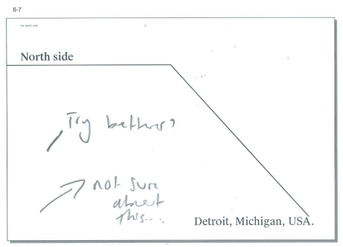


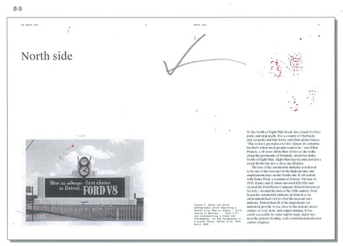
North Side Layouts

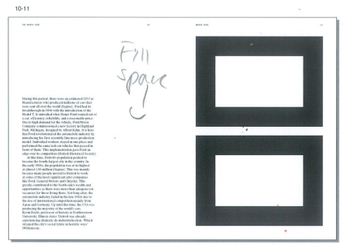


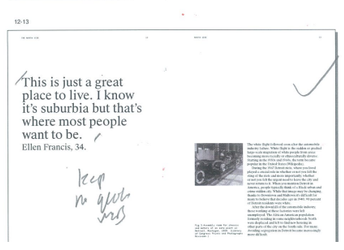


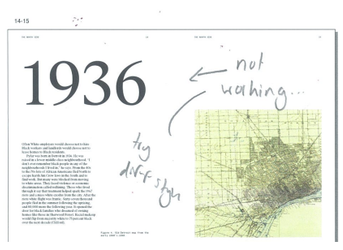


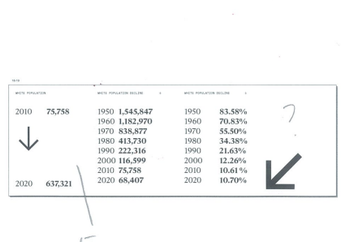


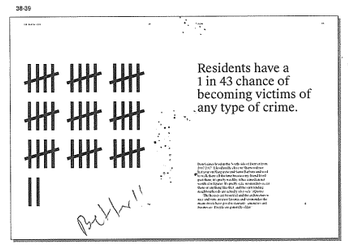


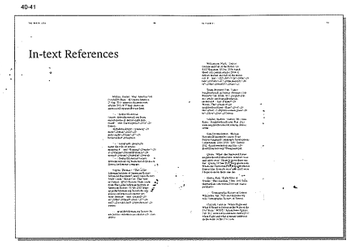


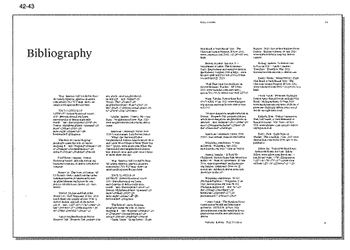


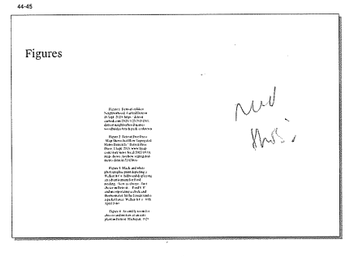


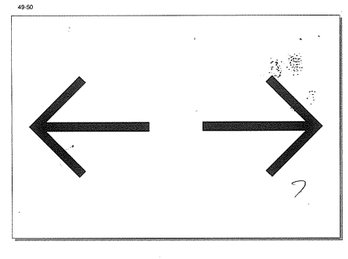


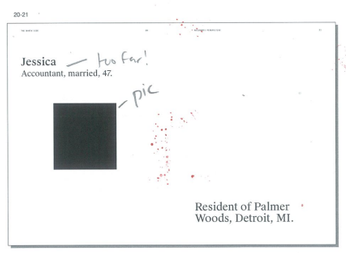


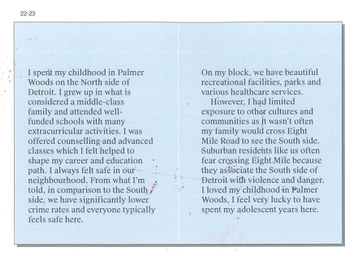


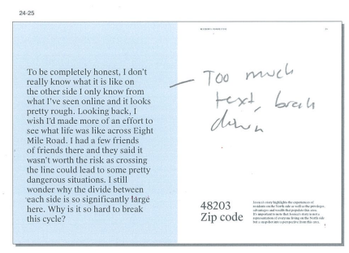


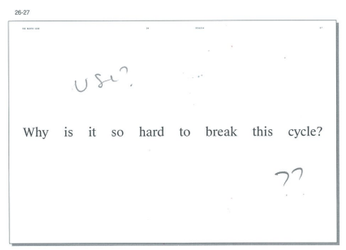


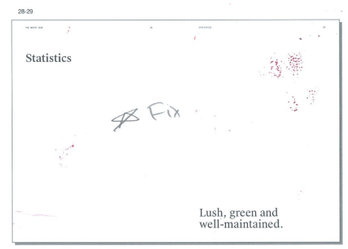


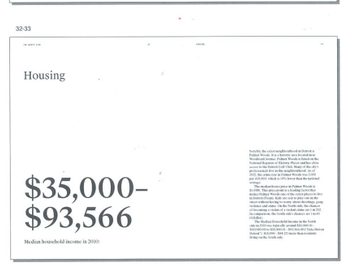


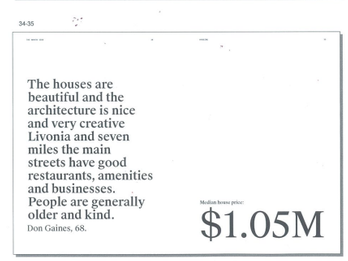


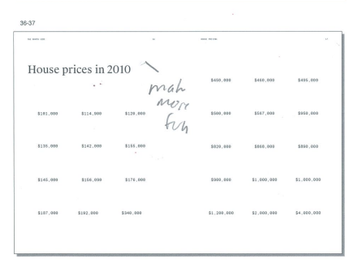










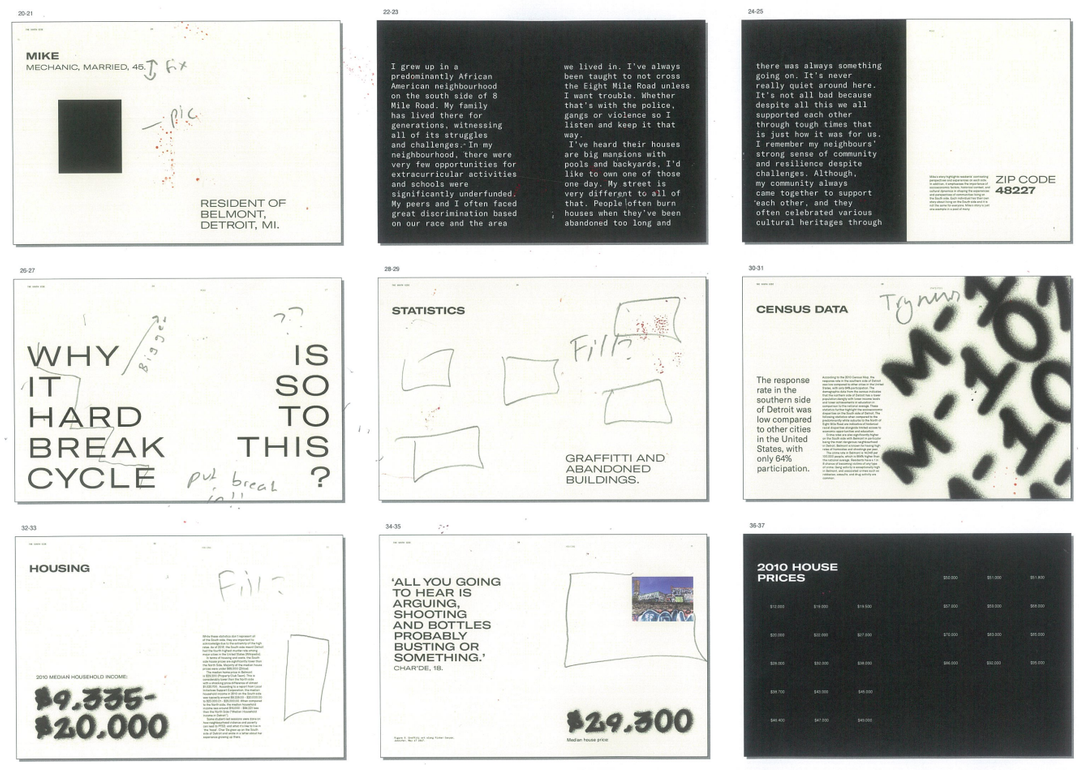


→ The expressive personal stories needs work..

→ I will try greyscale the photos as the yellow doesnt sit too well with the other colours

→ The blue doesnt work and arrows are looking a bit too vast...

South Side Layouts

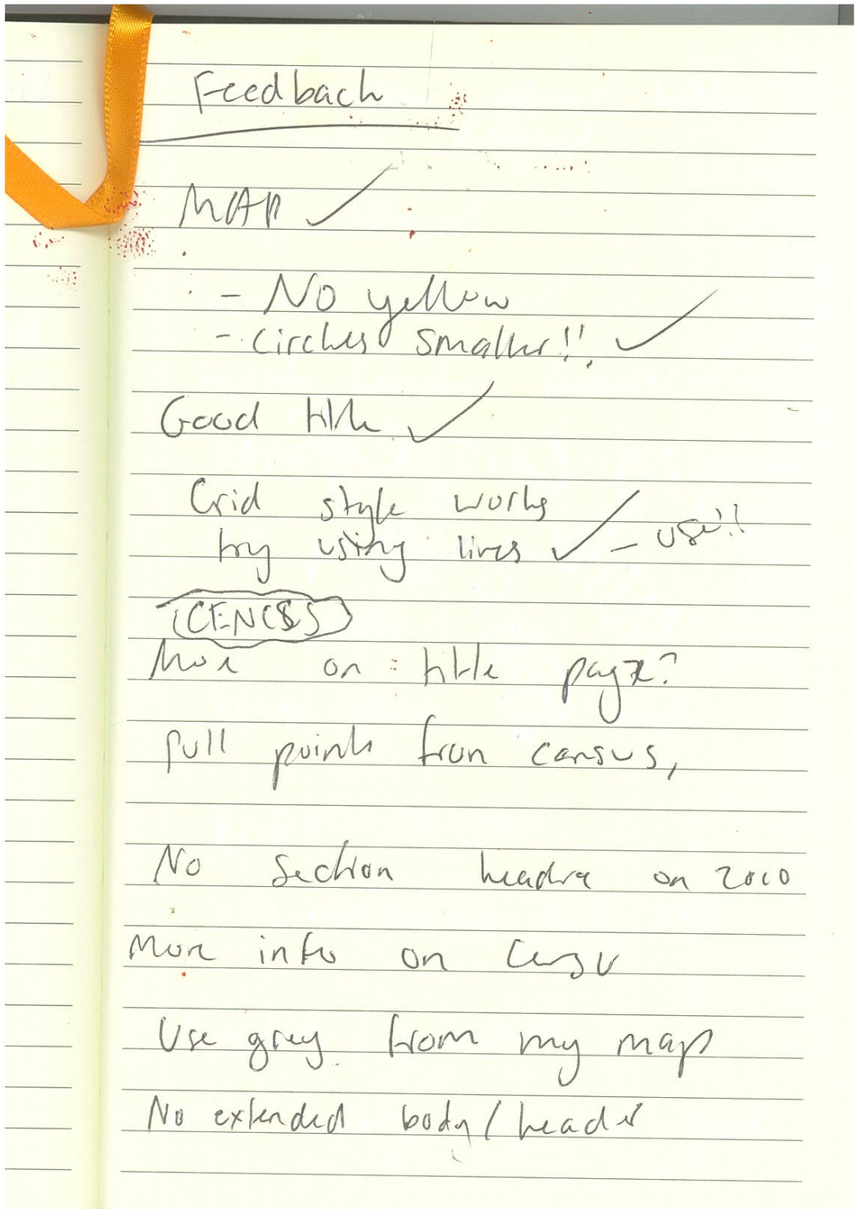


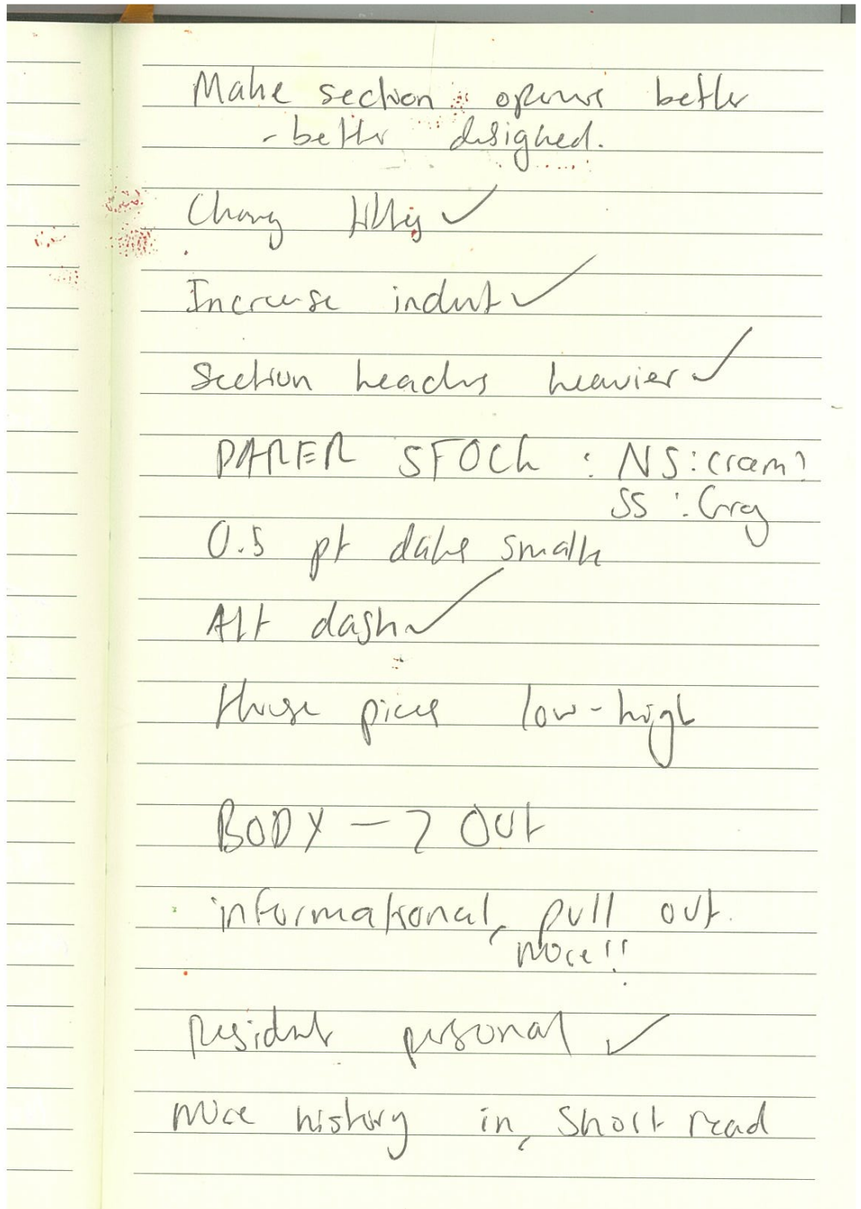
→ Try using bigger spraypaint expressive type??

→ The body copy needs to be adjusted rags are bad! Might try using same grid for each book?

→ Images being greyscaled will help the feeling and vibe of this book to have a bigger contrast!

Feedback/Changes



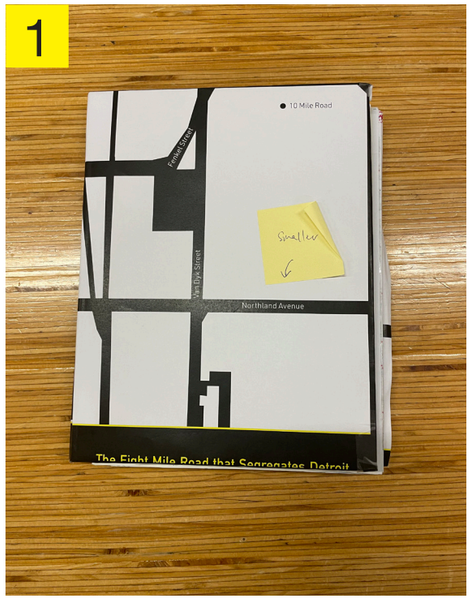


After some further one on one feedback sessions I have ordered and created a list of what I need to change/ what is not working. This was more fine tuning and little things I may have previously missed.

→ I will prioritise more information and create more infographics/short read for the viewer

→ I will try continue my grid style from my map throughout my book and add more map like lines and features to bring it all together.

Prototyping attempt 5



Following last weeks prototype I wanted to make a more solid base for my book to enhance my connected but still apart concept. I did this by using boards wrapped in my new designed map.

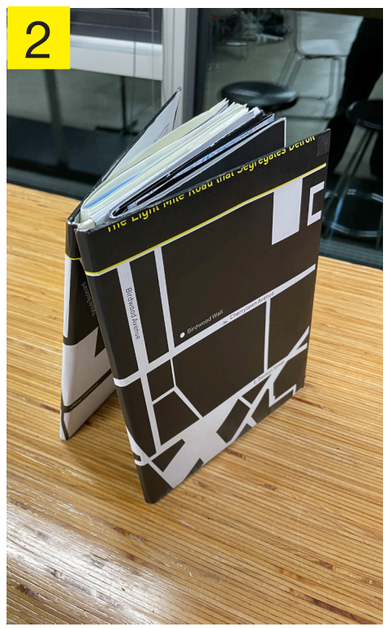
The introduction section was done quickly so isn't quite up to my standards but I have added more adjustments and elements since writing this.

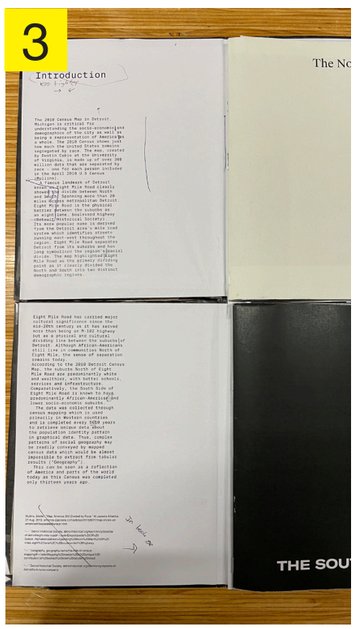
I loved how the hard cover worked and it will sit well with my fast back binded books as it holds each book together with a tabbed piece of card.

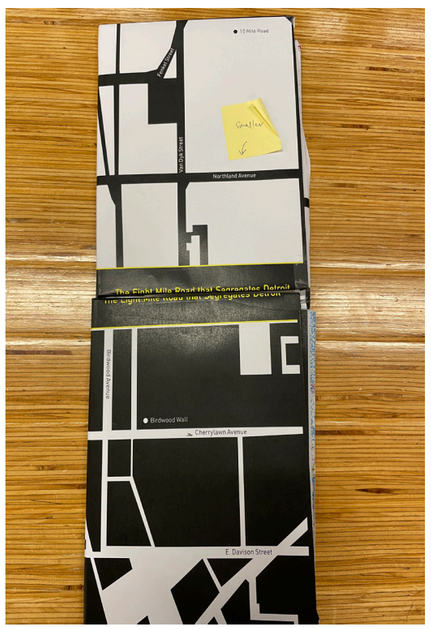
[1] This is the hand-made folder hard cover that I have tested. When sitting you only see the split title which refs to the road.

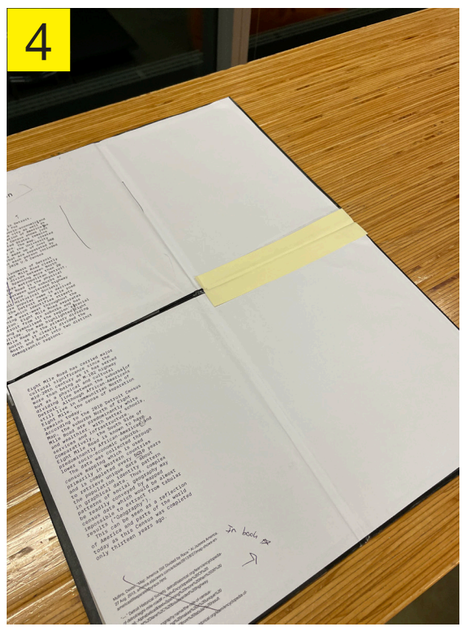
[2] The hard cover can sit upright to see where the different books sit as they are still connected.

[2/3] The introduction will sit on the inside of the hard cover to give a brief overview of what is discussed in each book and it's relation to the map.

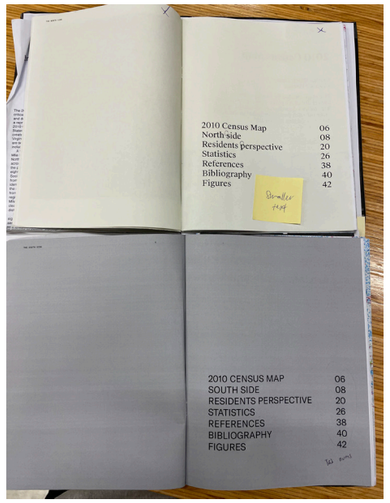


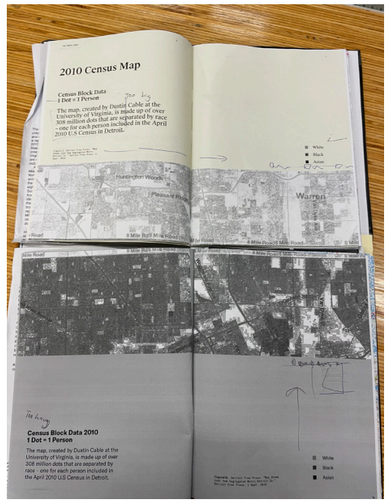


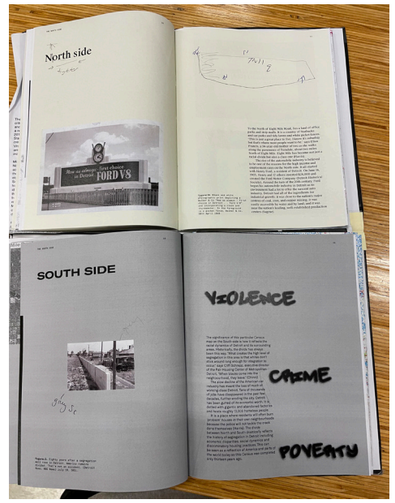


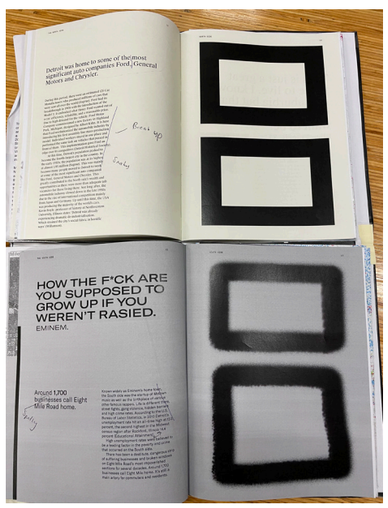


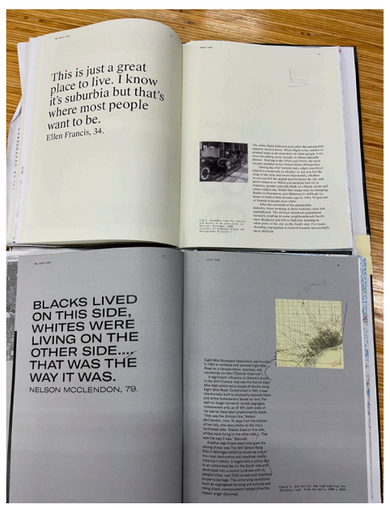
Combined Layouts

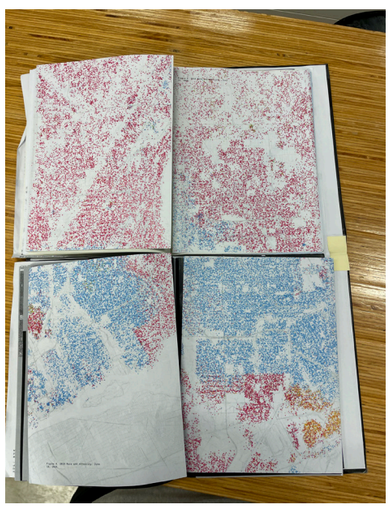


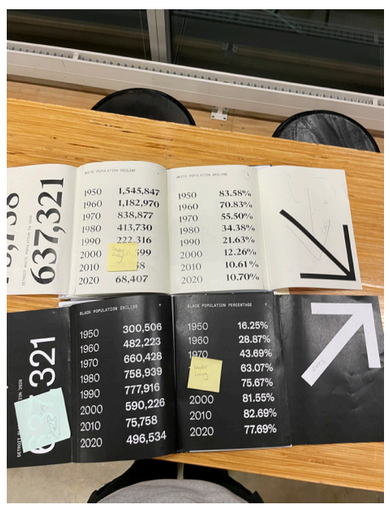


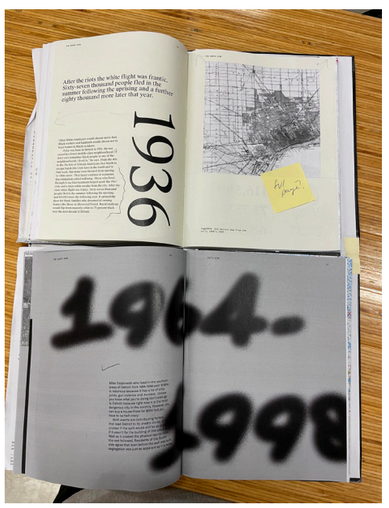




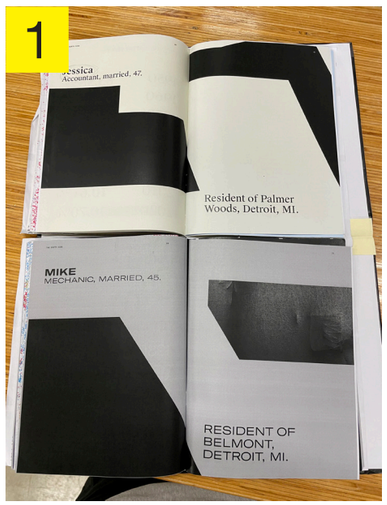


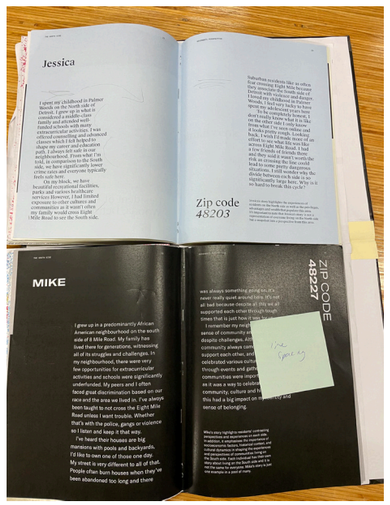


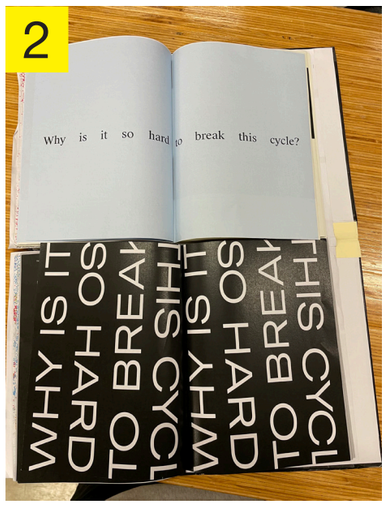


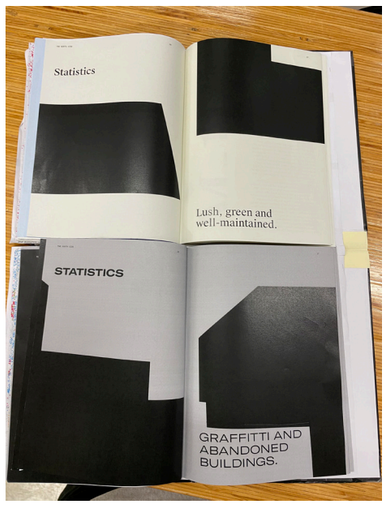


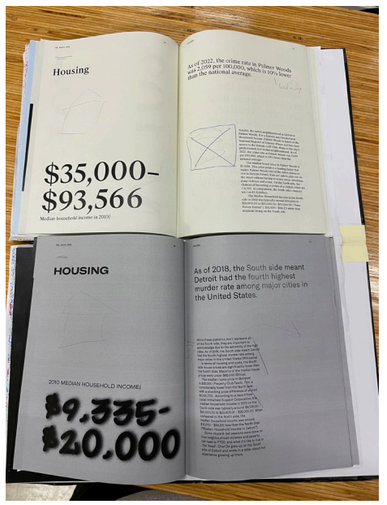
Combined Layouts 2

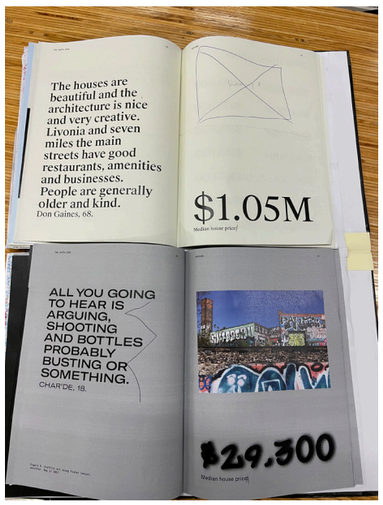


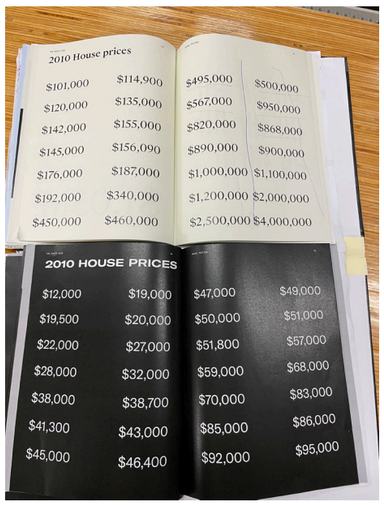


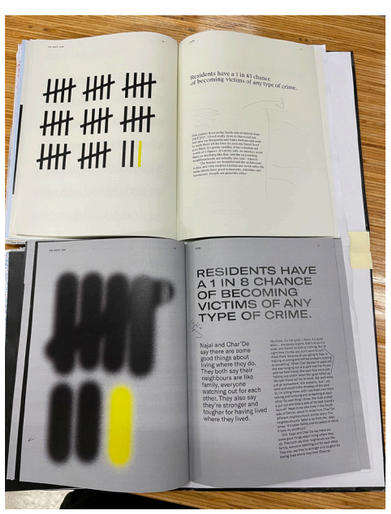








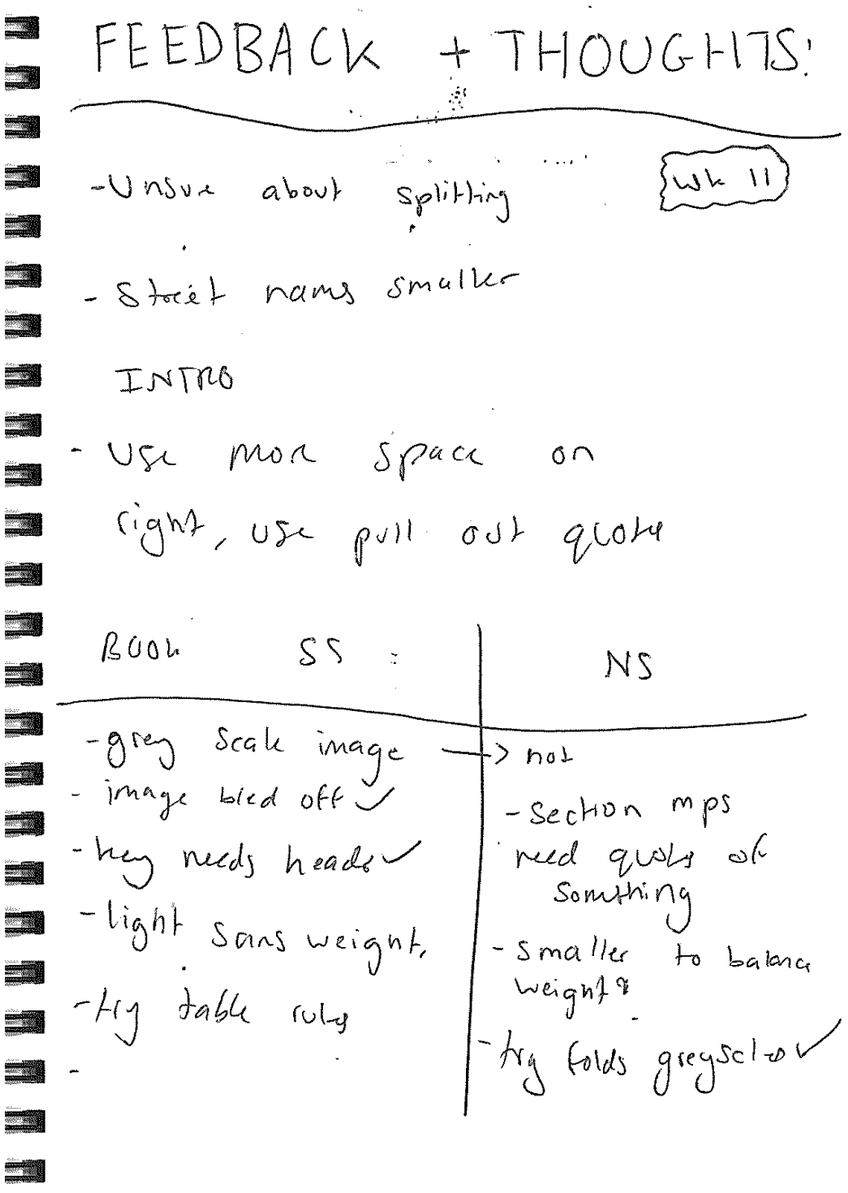


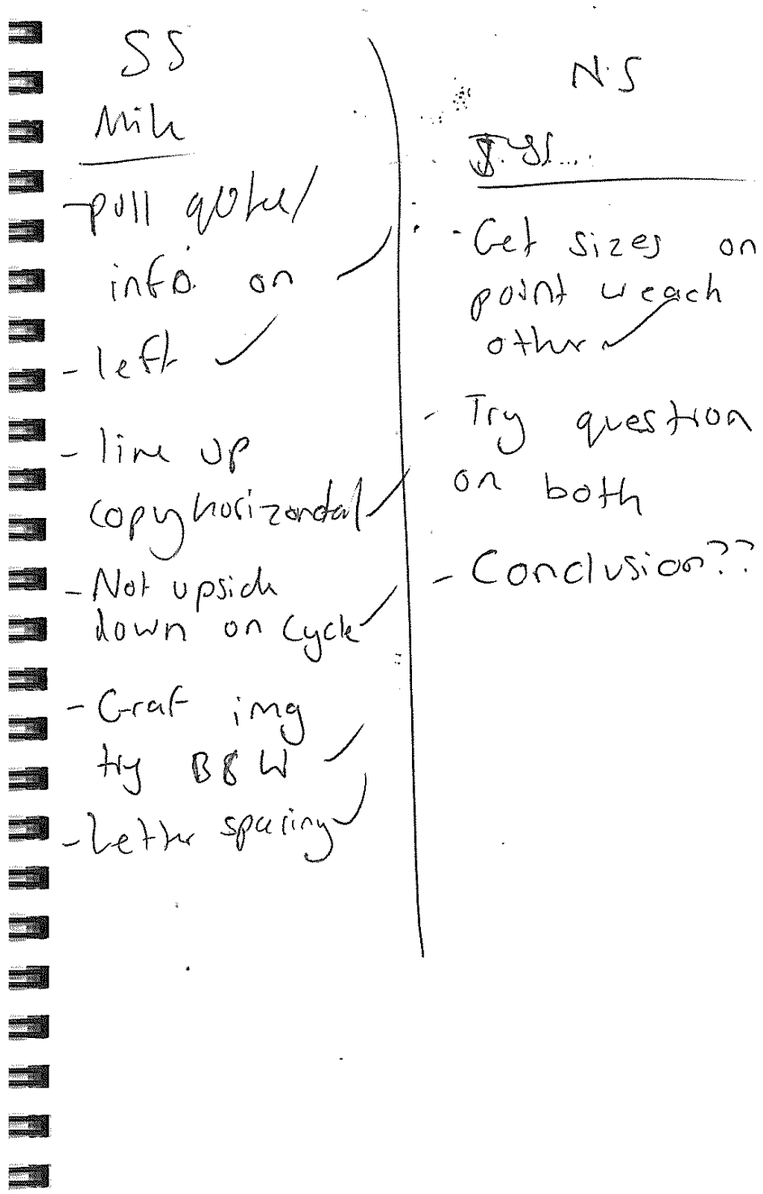


[1] The matching up of each side works well and making the decison to change the grids will clean up my comparrisons.

[2/3] The layouts lining up works well and I will make each bit the same but opposite. This means the viewers/readers can easily compare and see the difference.

Feedback/Changes





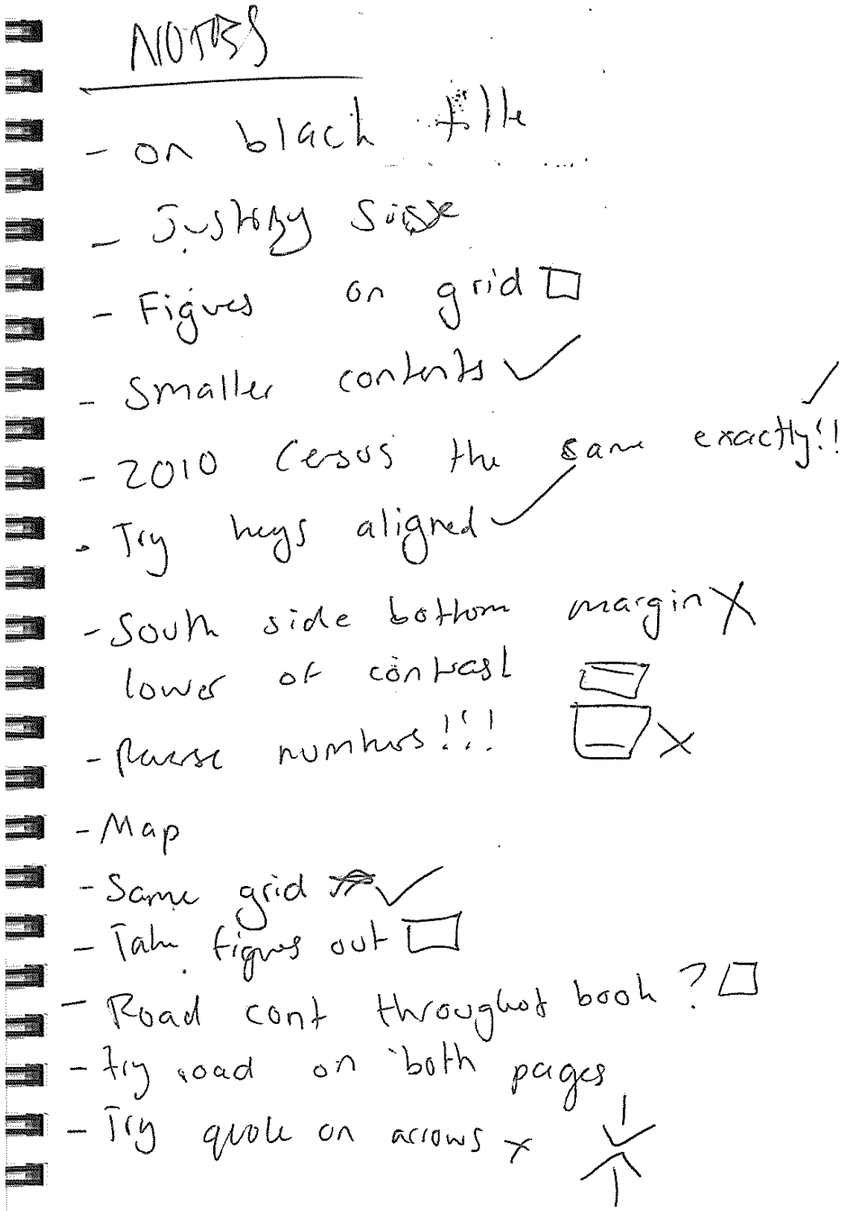
My main takings from my 1 on 1 feedback session were the following.

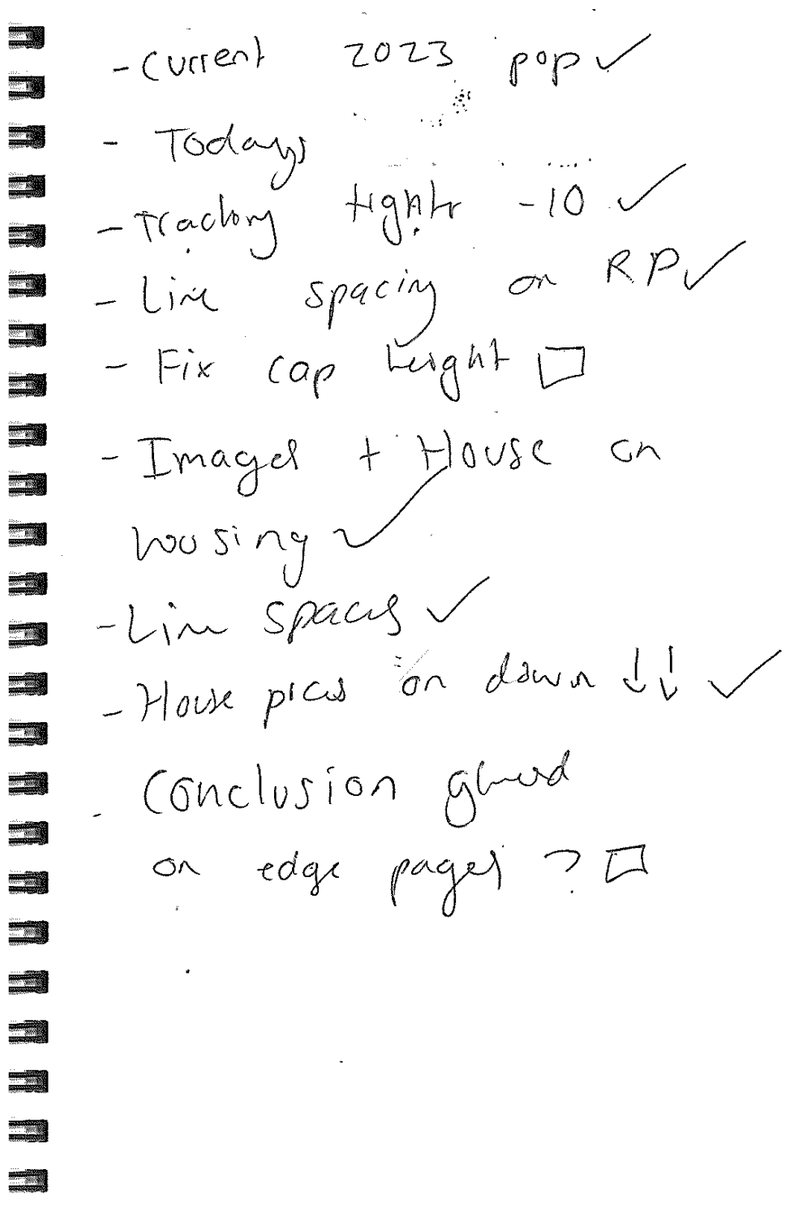
→ I will use the same grid for each book and work around designing each differently as it suits the concept more.

→ Greyscaling my images will help clean up and not have too much of a harsh contrast in my spreads.

→ Lots of little fixes like kerning, tracking and adjusting my paragraph styles so it’s seamless.

Feedback/Changes 2





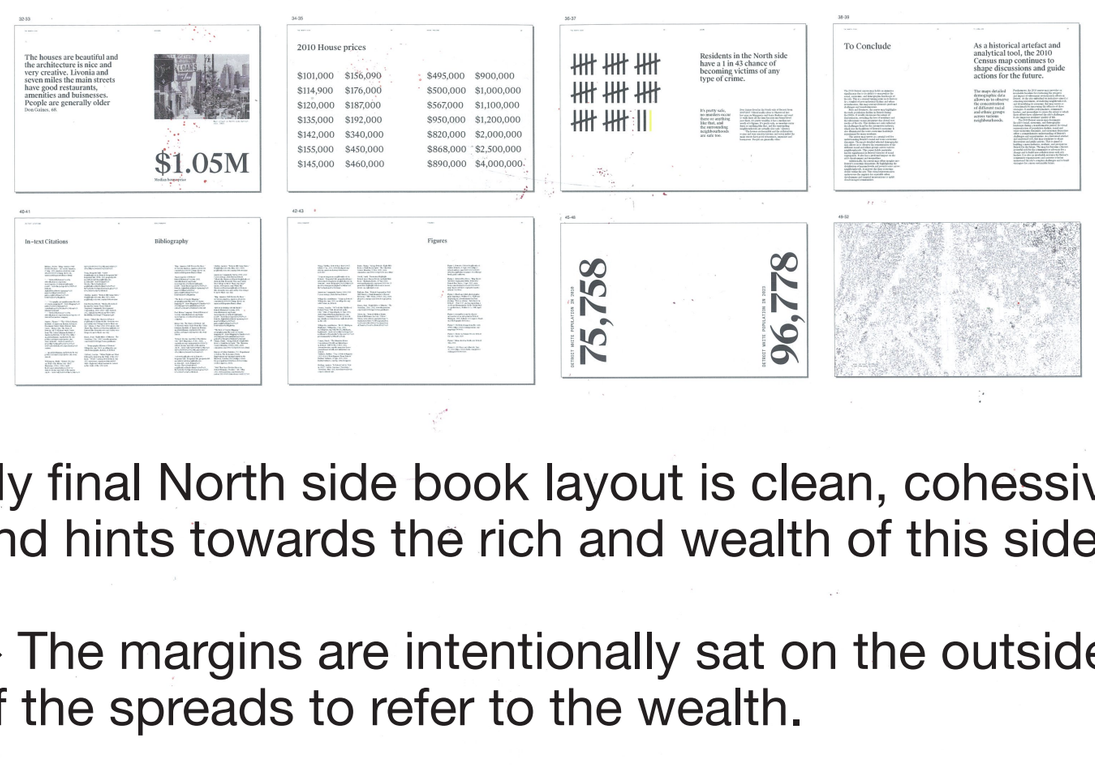
I then wrote a list of notes from the peer feedback and my own thinkings.

→ Using the same grid will be extremey effective and help support my content.

→ Taking figure captions out will help un-complicate my spreads as some were getting a bit messy.

→ Contrast between the two works well I just need to develop more consistant layouts.

Final Layouts North Side



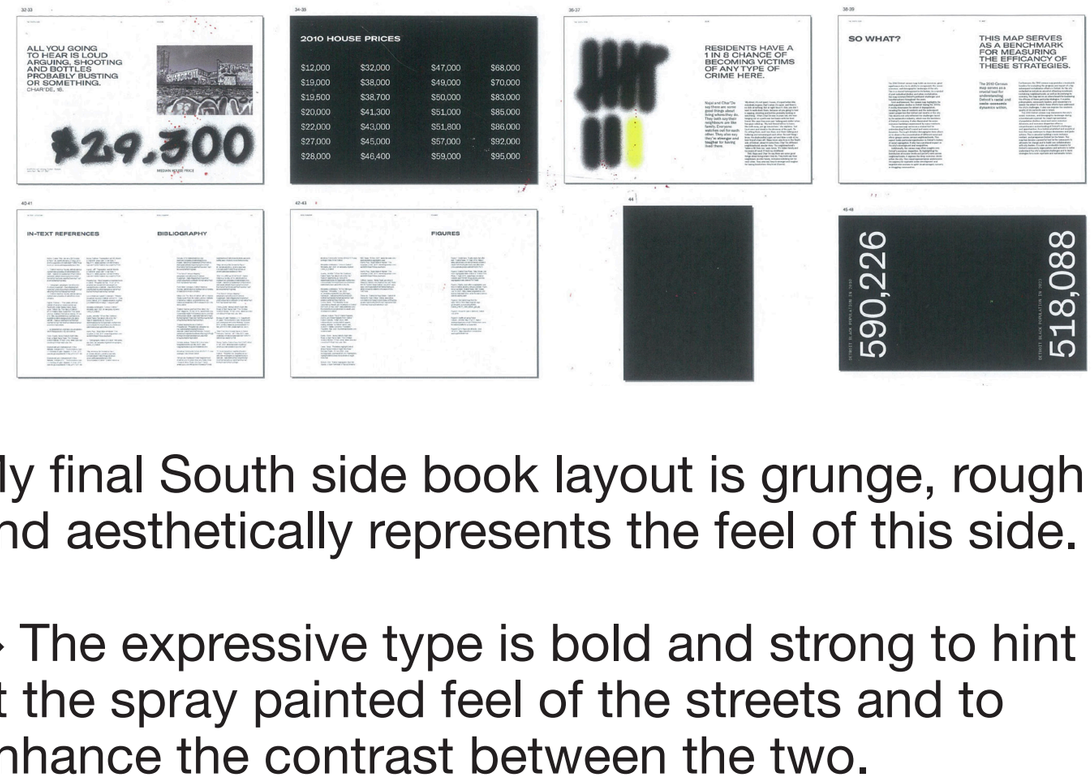
My final North side book layout is clean, cohesive and hints towards the rich and wealth of this side.

→ The margins are intentionally sat on the outside of the spreads to refer to the wealth.

→ Greyscaled images give a clean and polished look to help with comparrisons between each book keeping it clean and clear.

→ The typeface used hinted at the personality and feel of the side as well as the expressive type being clean and polished.

Final Layouts South Side



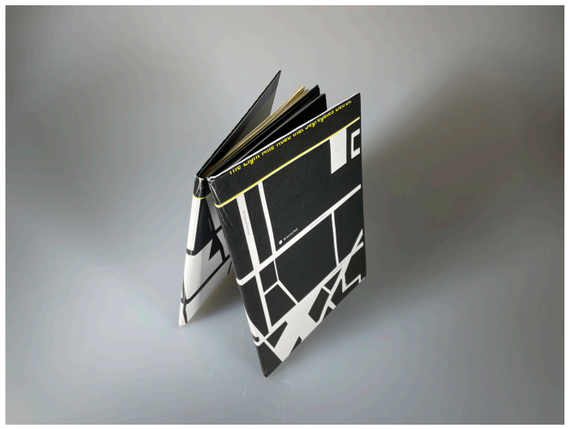
My final South side book layout is grunge, rough and aesthetically represents the feel of this side.

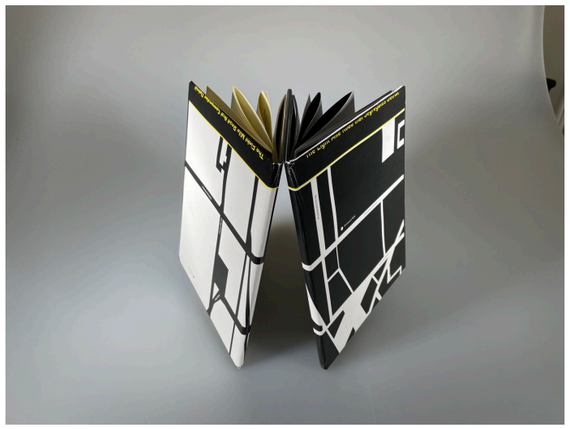
→ The expressive type is bold and strong to hint at the spray painted feel of the streets and to enhance the contrast between the two.

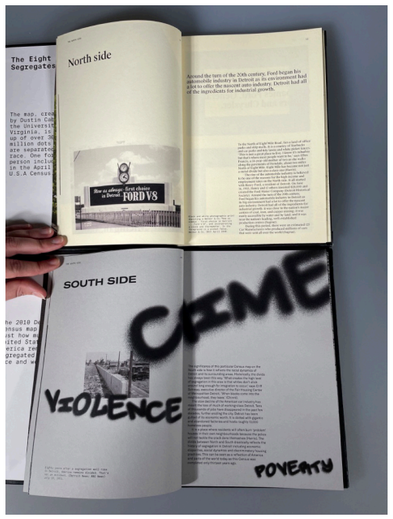
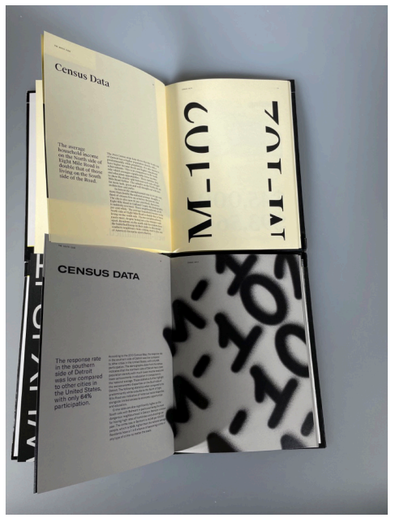
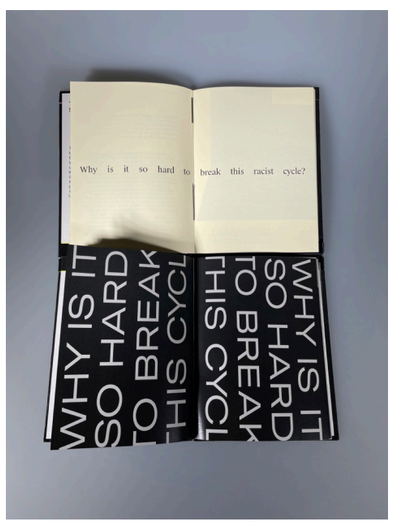
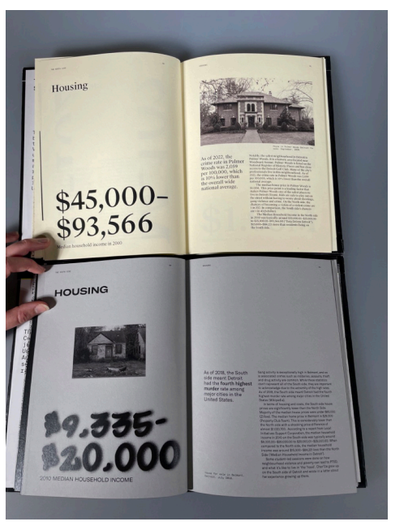
→ The greyscaled smaller images give it a scrapbook feel to sit well with the main copy.

→ The typeface used hinted at the personality and feel of the side and the use of bold capitalised text helped to further enhance the rough feeling.

Final Binding





[1] My final handmade hard cover binding all put together.

Final Photos