

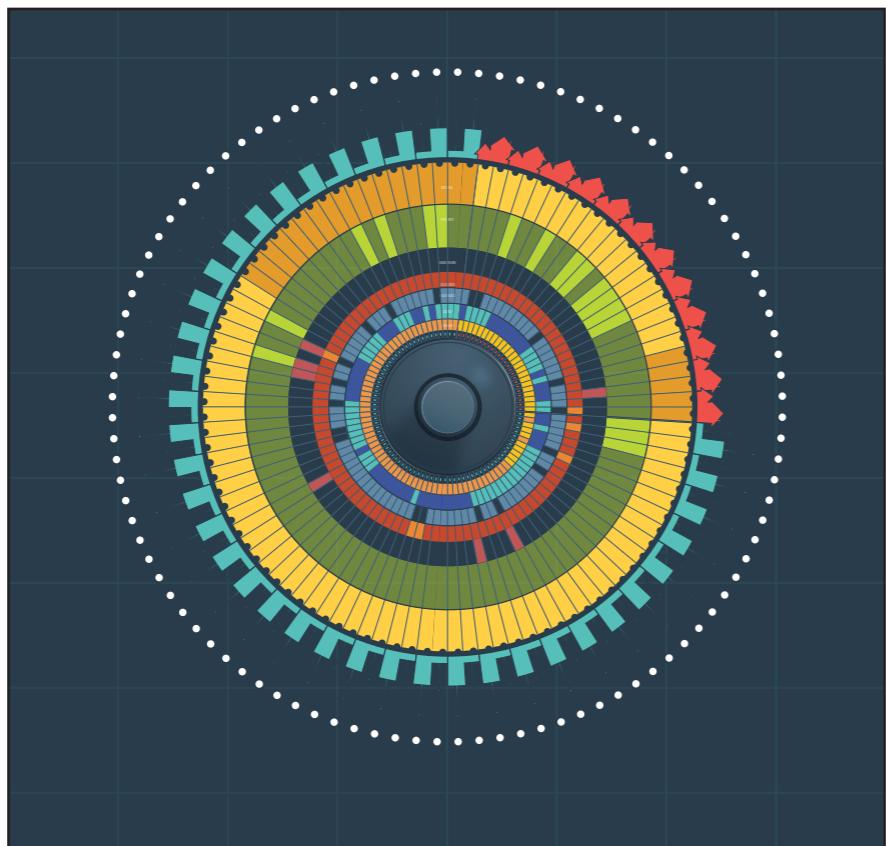


TED PIOLI

GRAPHIC DESIGNER

(THE TALL GUY)

GRAPHIC DESIGN



ILLUSTRATION



FREELANCE



JOHNSTON UNDERGROUND & GILL SANS A Comparison of Typography

After apprenticing for Edward Johnston, type designer and sculptor Eric Gill took Johnston's typeface, which was designed for the rebranding of the London underground Railways Company, as inspiration and created Gill Sans^[1]. An attempt at the ultimate legible sans-serif typeface, Gill Sans was designed to function equally well as a text face and for display^[2,3]. It became the "Helvetica" of England, as well as becoming a big competitor for the German Futura^[4,5].

The main distinction between Johnston and Gill Sans is that the former was designed from 15th century Italian handwriting for a specific client and brand, while the latter was designed using Johnston Underground, as inspiration. More care was given with Gill Sans to modern design and legibility. Gill holds the characteristics of the human hand as well, but balances it with the uniformity of structure. Upon making Gill Sans a slightly taller typeface, Eric Gill also opened up his typeface so it could be used as a text face with easier readability. In addition to creating multiple weights of Gill Sans, Eric Gill changed the stroke weight of the typeface as a whole, with more variation in line weight. Gill

GRIDS

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After the invention of movable type by the mid-tenth century, the structure of the page had to be organized. The first systems were based on straight vertical, horizontal, and diagonal grid lines. Grids can be used as an armature on which a designer can lay out text, images, graphics, typography, and other design elements. A grid can be as simple as a single horizontal line running across the page, or as complex as a grid that relates to other parts of the entire graphic element or object.

GRIDS

Once the grid is established, it is up to the designer when and how to use it. Grids are often used to organize the layout of a page. They can be used to create sections or columns, to align text and images, or to create a sense of rhythm or flow. Grids can also be used to create a sense of balance or symmetry within a design. A well-designed grid can help to create a sense of order and clarity, making it easier for the viewer to navigate through the design.

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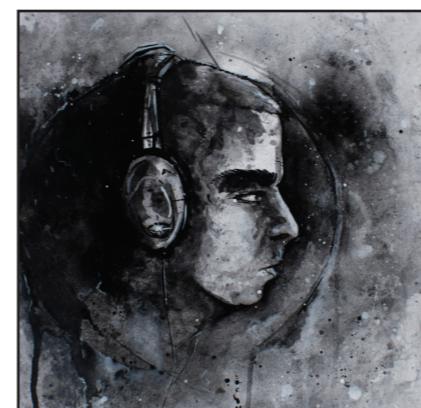
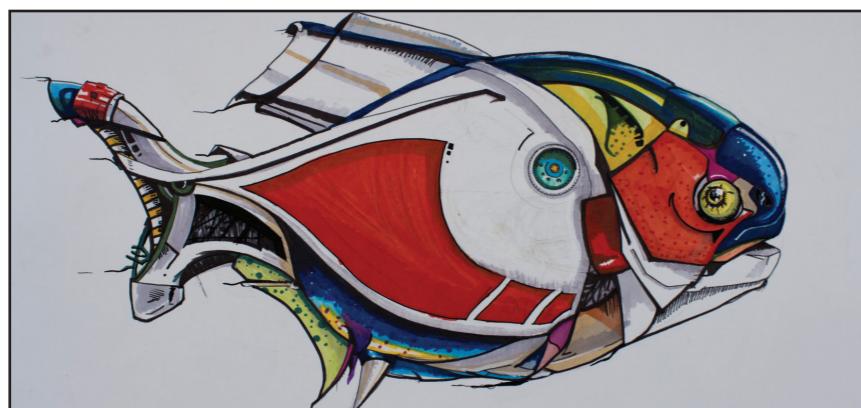
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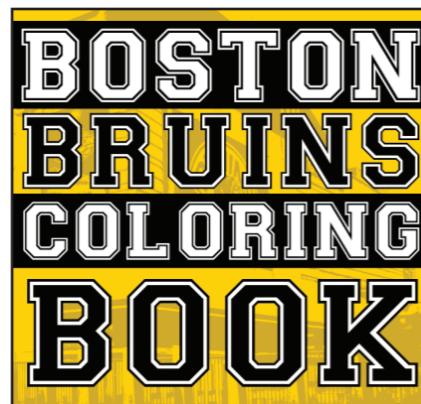


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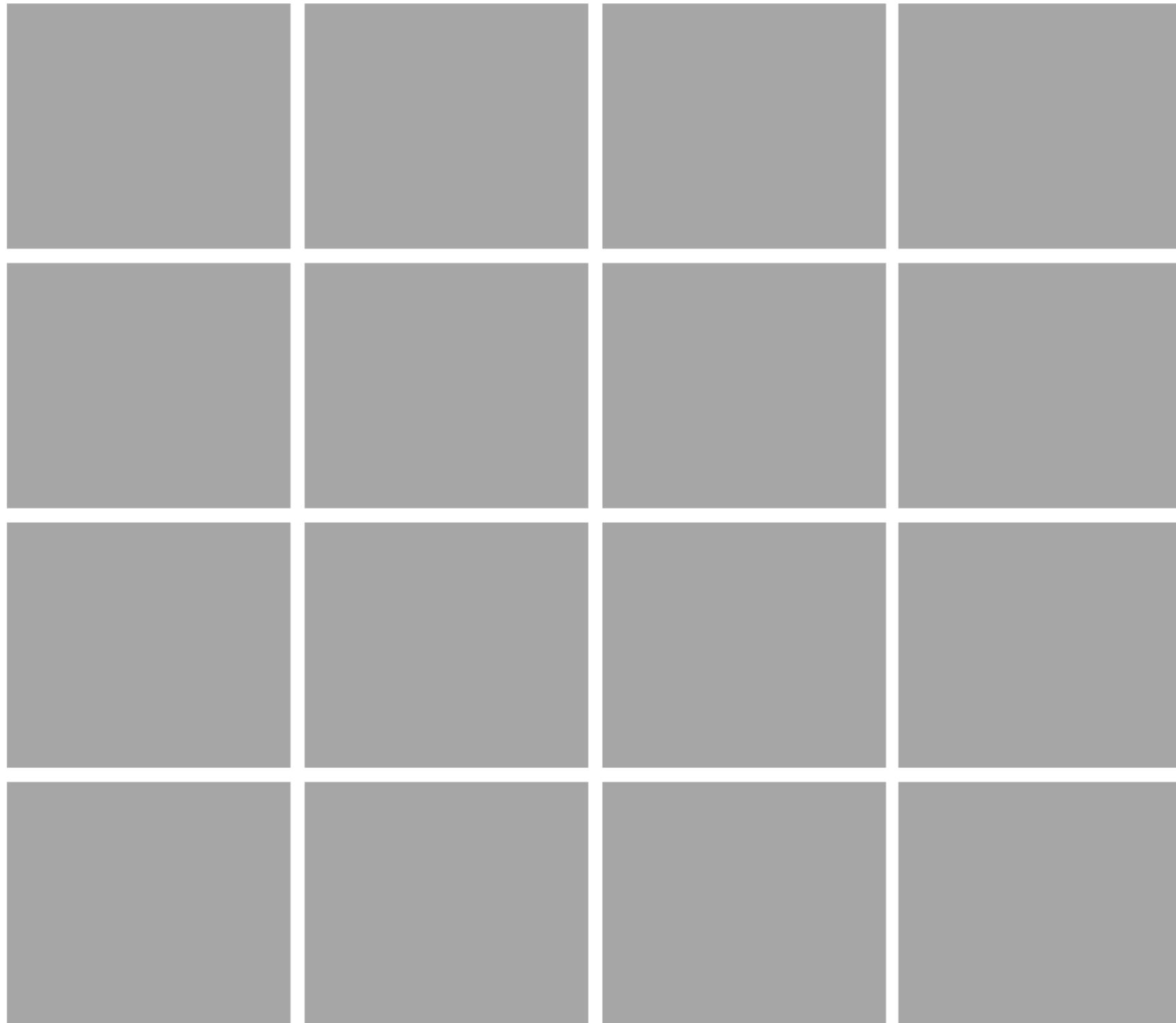


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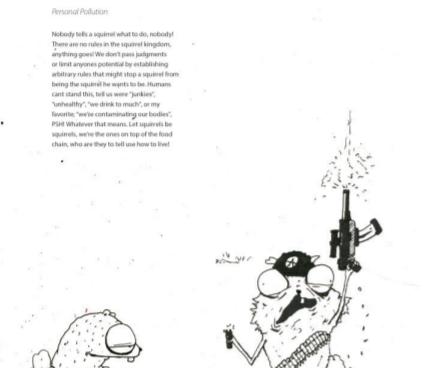
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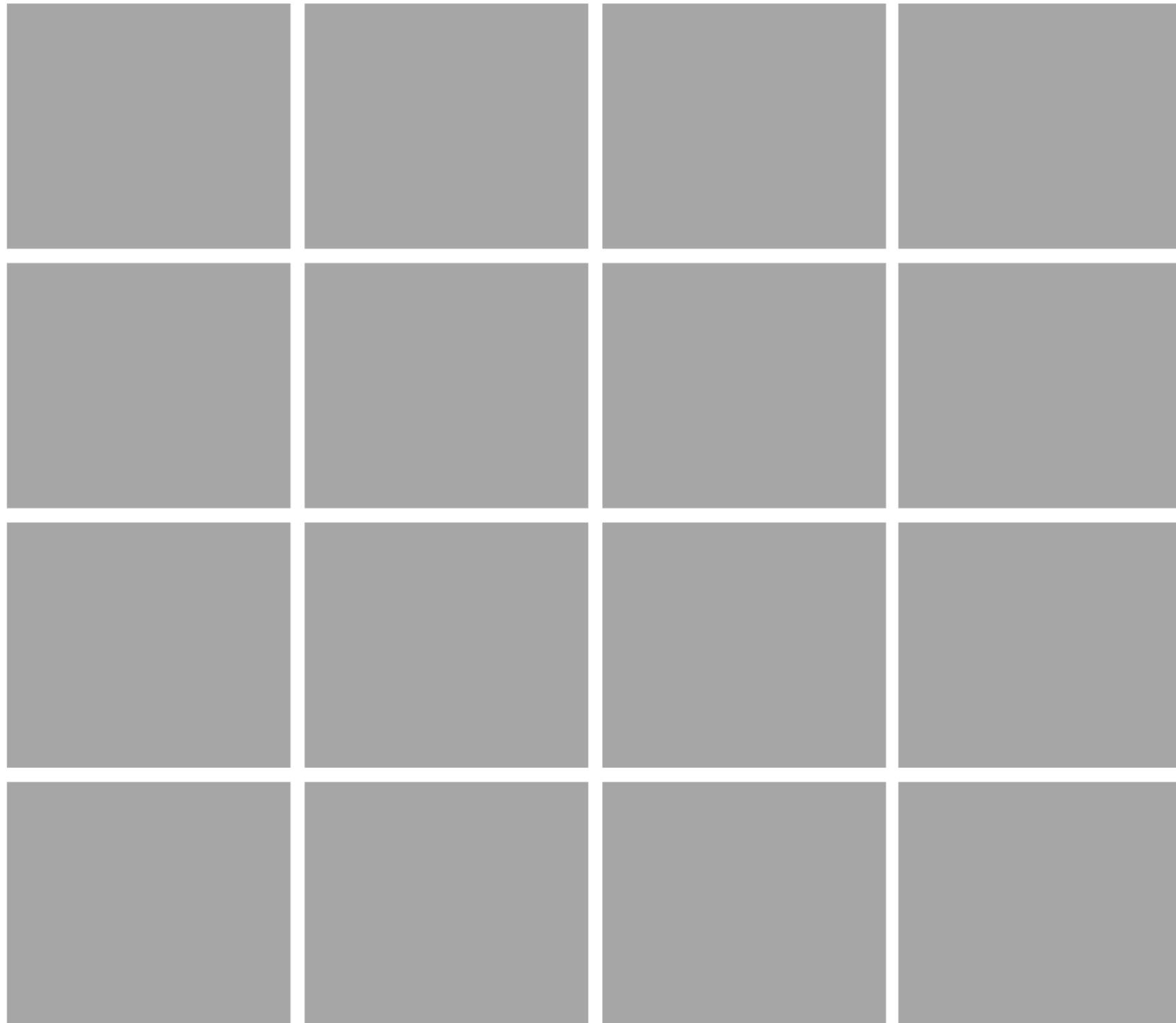


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