

PRINT DOCUMENTATION

DGM—2260

BY: TYSON COTTAM

SUMMARY —

For my pamphlet, I wanted to showcase Mechanical Keyboards because I've done the other products for this course on Mechanical Keyboards, so I thought to keep this theme throughout the course. Now I have a podcast, instagram, and pamphlet for my favorite hobby. I wanted to create a pamphlet to show the different components of the keyboard and what it takes to create the keyboard and how much customization you have with your unique board.

TO START OFF—

I created sketches to identify what kind of layout I wanted to use and to test ideas that were possible out there. I wanted each column to be unique but also have a similar feel throughout the pamphlet. The sketches helped me visualize what I was going to make and the different decisions I would need to make later.




IMAGE 1 - SKETCHING IDEAS FOR THE MECHANICAL KEYBOARD PAMPHLET

STYLE GUIDE—

Once I got my sketches and ideas down, I created a style guide and tested different fonts and themes that could fit for this topic. I later changed the theme color from a “Boston blue” to a grayscale theme to match the hero image I wanted to use. The font that I ended up going with is Adorn Slab Serif for titles and the main theme because it feels like a typewriter font. I also used Helvetica Neue for the paragraphs and text that was meant for reading. This helps to read the material easier.

Mechanical Keyboards

Font Families:

- Adorn Slab Serif (Titles)
- Helvetica Neue (Paragraphs)

Header 1 (40pt)

Header 2 (30pt)

Paragraph (20pt)

Curabitur aliquet quam id dui posuere blandit. Nulla porttitor accumsan tincidunt. Nulla porttitor lectus nibh. Pellentesque in ipsum id orci porta dapibus.

Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Curabitur aliquet quam id dui posuere blandit.

Main Theme -
Boston Blue
#358cb5

Darken Theme -
#2e7b9e
46, 123, 158

Lighter Theme -
#75b8d7
117, 184, 215

Off White -
#F2F2F2
242, 242, 242

Charcoal Grey -
#5c5b62
92, 91, 98

IMAGE 2 - STYLE GUIDE FOR THE PROJECT

WIREFRAMES –

I transitioned my sketches into Adobe XD and started drawing out the layout and testing different themes, options, and layouts. After working through some drafts, I decided to not focus on color right now and just do a layout. So I found things that I liked about my sketch layout and implemented them into a design and tweaked them as I went. I wanted to have similar patterns throughout the design like the QR code areas.




IMAGE 3 - ROUGH DRAFTS OF THEMES

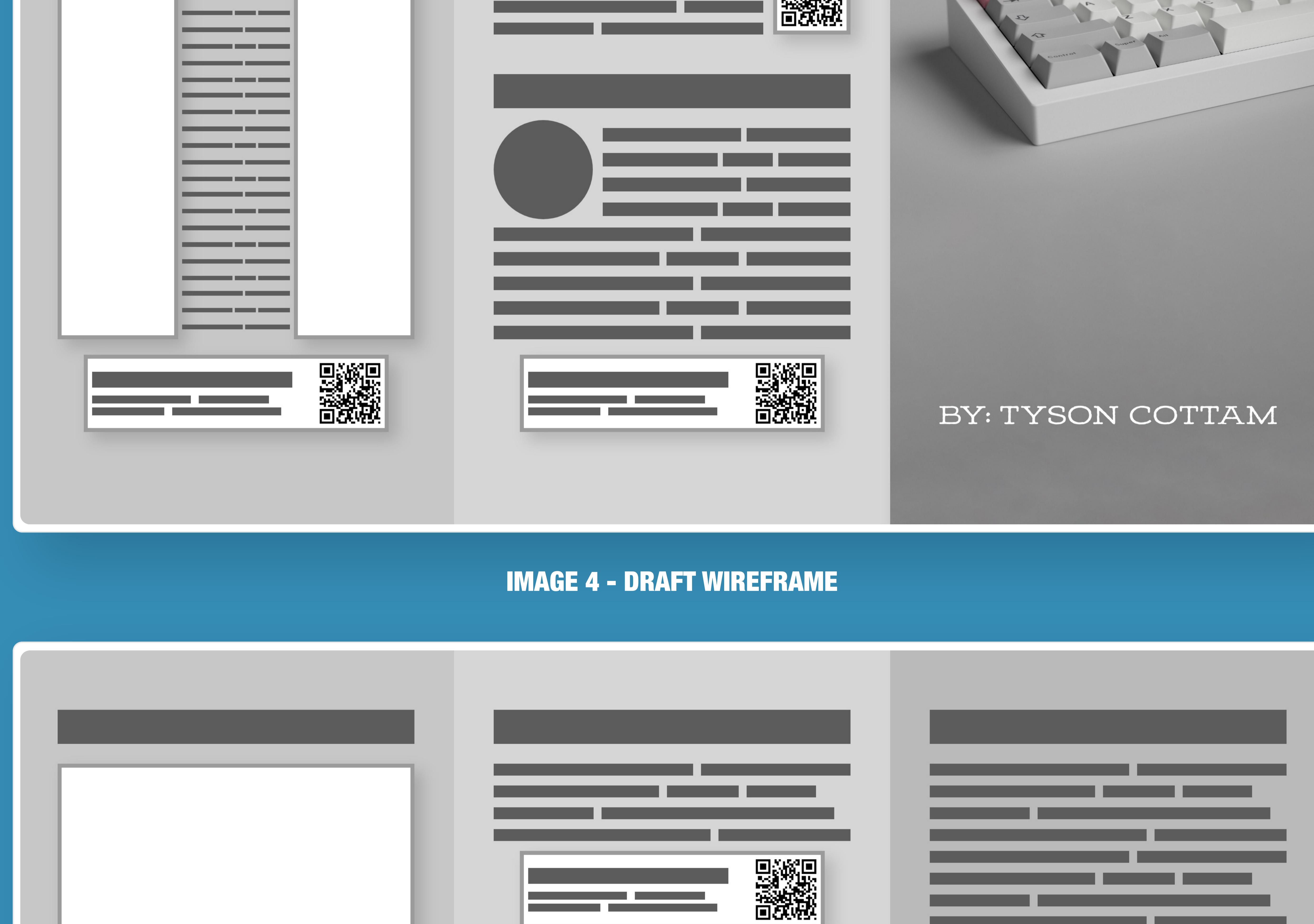


IMAGE 4 - DRAFT WIREFRAME

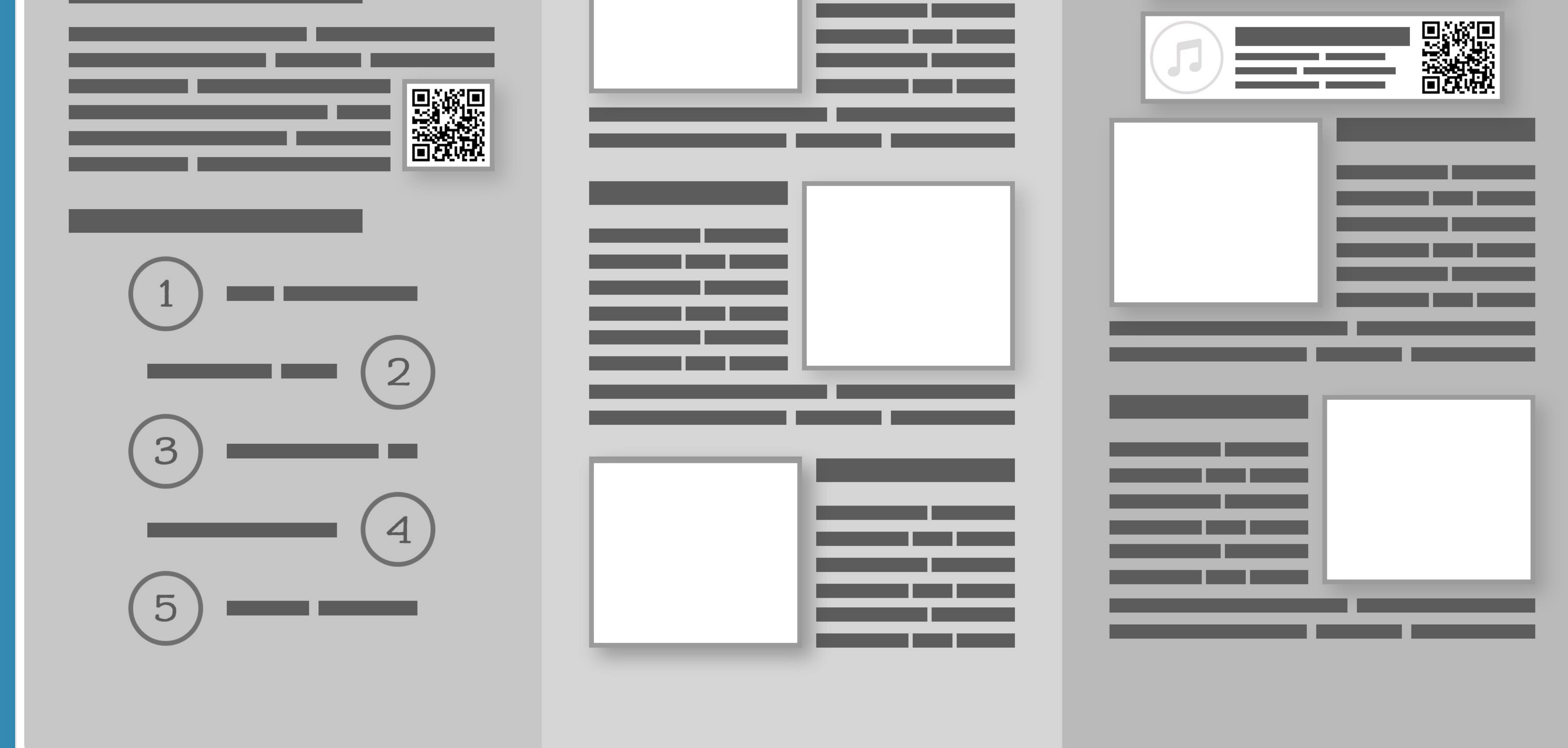


IMAGE 5 - DRAFT WIREFRAME

COLOR THEME –

Once I got the layout the way that I wanted, I was happy to move forward and actually fill it with content. I would make tweaks along the way and apply a color theme to it later once I had it filled in with color. After getting the content filled in, I decided to keep it a grayscale because it worked with the hero image and other items better. I also tested a bunch of different font colors and I changed the title colors compared to the paragraph color. I finally settled on having white titles with black paragraph text.

-Keycaps-

The keycaps are the styling part of the keyboard. They are the most visible part and can make or break the look of a keyboard. There are many different types of keycaps available, each with its own unique design and feel. Some are made of plastic, while others are made of metal or wood. The choice of keycap can really affect the overall aesthetic of the keyboard.

-Lube-

Lubricant is applied to a keyboard sounds crazy and over the top, but trust me when I say this makes a world of difference. Not only are you enhancing the sound of the board but you will create the most satisfying tool you own. Every enth-usiast will tell you this is mandatory.

MECHANICAL KEYBOARDS

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MECHANICAL KEYBOARDS

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-The Board-

The board has been an essential part of the computer since day one. Billions of people use them every single day but they care very little about the actual product. Custom mechanical keyboards are different. They focus on luxury and design. We can craft the perfect sound and feel that's just right for us. Welcome to the community!

Keyboard Parts –

- 1 PHYSICAL BOARD / CASE
- 2 MECHANICAL SWITCHES
- 3 THE STABILIZERS
- 4 CUSTOM KEYCAPS
- 5 SWITCH LUBRICANT

-Switches-

The switches are the necessary ingredient to the keyboard being "mechanical". Most keyboards are not mechanical because they do not have a mechanical switch. Here are the popular ones:

NovelKeys – Red switches are the most common switch. They are the most used switch as they are simple and smooth. The switch doesn't have any bump or tactile feel. More advanced versions of this switch gives you a milky creamy feel. My favorite switch is a black ink linear switch.

PCB Stabs These are the most common. They simply clip into the PCB and hold up the keys. When you add lube to these, they will still work well, but they aren't the best you can do and you would tell a difference compared to screw-ins.

Screw-In Stabs These are the cream of the crop when it comes to quality and performance. They are lighter and rattle less. gold plated screw-in stablizers. These have to be lubed to make sure they don't rattle and feel smooth to the touch. Modified stabs are a must.

Stabilizers Stabilizers are one of those things you would never think about when you think of keyboards. Most people don't even know what they are in the first place. Their job is to support the larger keys like spacebar, enter, shift, backspace, and enter. Most stock keyboards have a terrible rattle in the stabilizer keys and improving this on a custom mechanical keyboard really makes a difference.

Podcast Listen to my podcast on mechanical keyboards for more information.

TschaTypes Visit my website for more information.

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Brown (Tactile) Brown switches are the second most common. They provide a tactile feel when typing on the switches. They really shine with someone looking for something in-between a red and blue switch. This bump is for feel only, not sound.

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FINAL SUBMISSION –

After testing a bunch of different options and getting feedback from my family, I finally decided on the design you see below. I was super happy with how it turned out and I feel like it would make a really great pamphlet. If I had more time, I would definitely change things and improve the design. I didn't get time to mess around with content overlapping more than one area so I would definitely want to do that. If I was to do this project for a company I would definitely want to have professional grade photographs of the items used throughout the pamphlet as I just go them through a variety of different websites.

I really enjoyed using the QR codes throughout the pamphlet and I think they are a really cool addition to it because people can have an AR experience with it. I wish that we got more

licenses for ZapWorks because that can definitely elevate this experience. I hope you enjoyed learning more about Mechanical Keyboards!

-Keycaps-

The keycaps are the shining stars of the mechanical keyboard. When paired well with the actual board, you feel unstoppable and you want to show your board to everyone.

Group buys are really popular with keycaps because they drive down the price of making the keycaps when they are purchased in bulk by the community.

The problem is, the groupbuys typically run for a month and then after a month can take a few weeks to actually ship to you. These are the premium keycaps that you see in my examples and they typically cost over \$100-\$150 for a set.

Keycaps come in all different profiles and themes and this really helps the community to show who they are.

Keycaps are generally ABS or PBT and this specifies how they are made. ABS is more common, but doesn't last as long as PBT.

You can purchase keycaps for cheap on Amazon, but this results in degraded quality and more rough to type. They often break the switch and cause other problems. You can definitely tell a difference between premium keycaps and cheap ones.

Here is my favorite premium keycap website: Omnitype!

Omnitype – [Omnitype.com](#)

-Lube-

The Purpose –

Applying lubricant to a keyboard sounds crazy and over the top, but trust me when I say this makes a world of difference. Not only are you enhancing the sound of the board but you will create the most satisfying tool you own. Every enthusiast will tell you this is mandatory.

My Portfolio – [TysonCottam.com](#)

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IMAGE 6 - FINAL SUBMISSION COVER / BACK

-The Board-

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Red (Linear)
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Brown (Tactile)
Brown switches are the second most common. They provide a tactile feel when typing on the switches. They really shine with someone looking for something in-between a red and blue switch. This bump is for feel only, not sound.

Blue (Clicky)
These switches are the loudest but also the most "type-writer" feel and sound. Just try not to use these in an office environment or else...

Stabilizers

Stabilizers are one of those things you would never think about when you think of keyboards. Most people don't even know what they are in the first place. Their job is to support the larger keycaps on the keyboard like the spacebar, backspace, enter, and shift. Most stock keyboards have a terrible rattle in the stabilizer keys and improving this on a custom mechanical keyboard really makes a difference.

Podcast – Listen to my podcast on mechanical keyboards to hear the stab's sounds!

TaeHaTypes – Watch the most influential keyboard enthusiast talk about stabilizers!

Screw-In Stabs
Screw-in stabilizers are the cream of the crop when it comes to quality and performance. They are tighter and rattle less. In this picture, you see gold plated screw-in stabilizers. These have to be lubed to make sure they don't rattle and feel smooth to the touch. Modified stabs are a must.

PCB Stabs
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IMAGE 7 - FINAL SUBMISSION INSIDE