

CREATING A POSTER FROM AN ASSIGNED TYPEFACE, RECEIVED CASLON, A MORE CLASSICAL AND TRADITIONAL TYPEFACE THAN I WAS FAMILIAR WORKING WITH. THE POSTER REFLECTS HOW I ENVISIONED CASLON COULD BE USED IN A MORE MODERN AND NON-TRADITIONAL FORMAT, DOING THIS OPENED MY EYE TO TAKING CLASSICAL AESTHETICS AND USING THEM IN UNCONVENTIONAL WAYS.

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