

Design Editorial - Revista Tipográfica

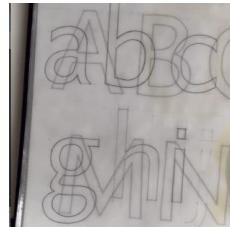
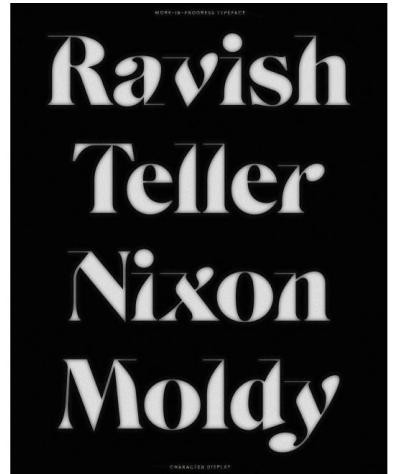
Laboratório Editorial

_Ana Inês França _2019213315

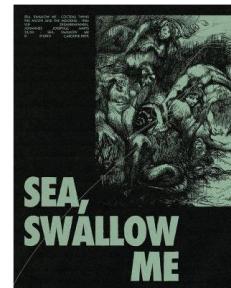
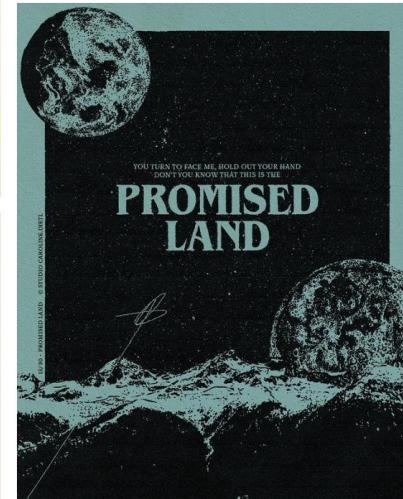
_José Antunes _2019208836

_Thomas Fresco _2019219057

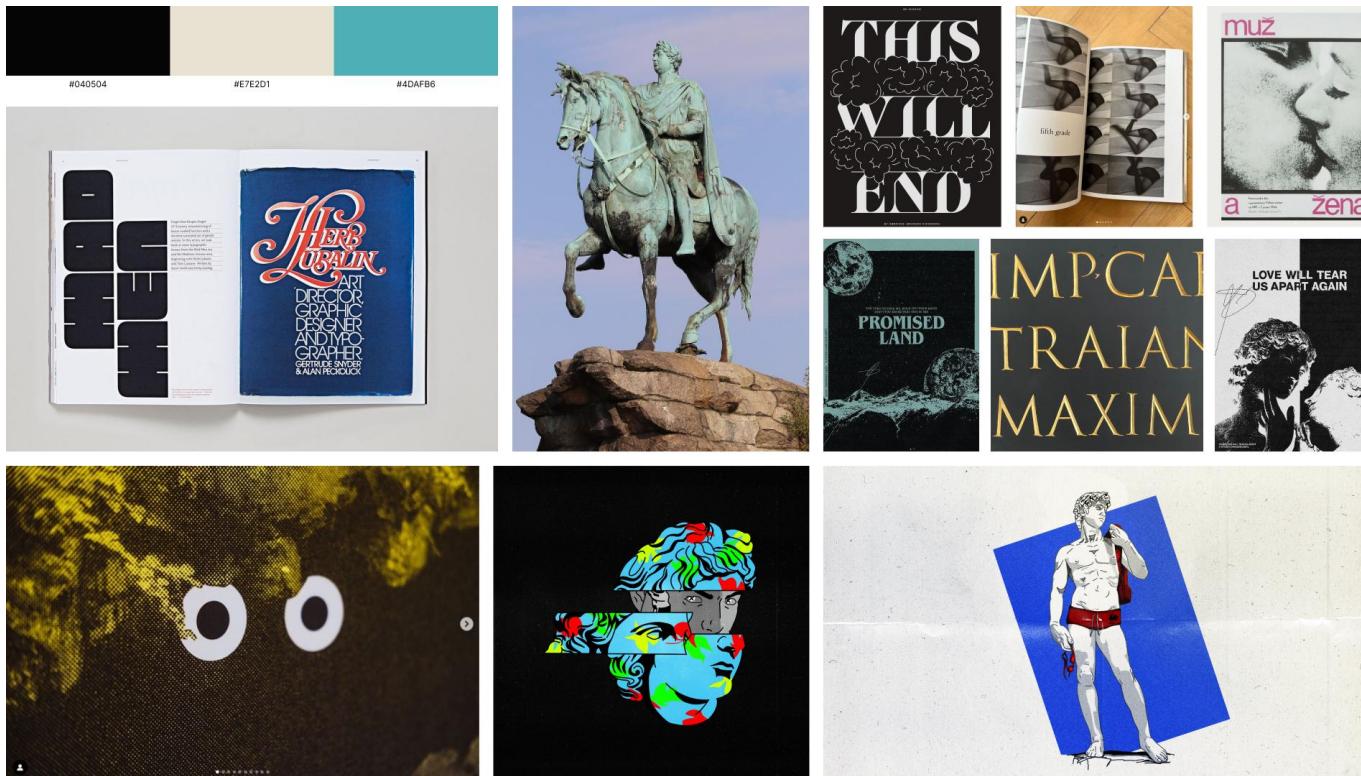
Pesquisa



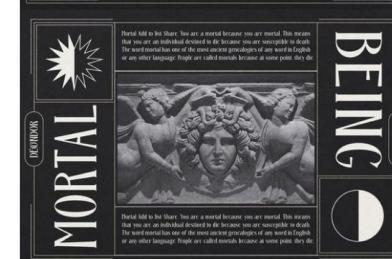
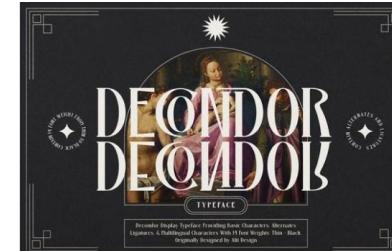
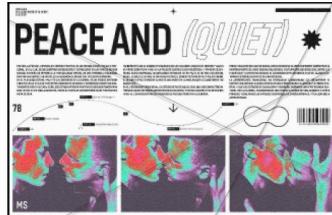
The quick brown fox
over the lazy river o'
over again until the riv
flowing from left to rigl
starts going the oposit
this happens because
fox's natural magnet
Why is the spacing s
s because of the size
box. Ok. Cool. Surer.



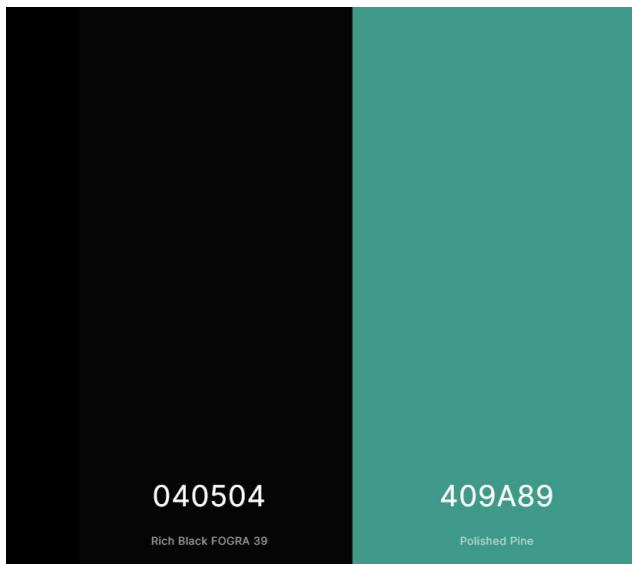
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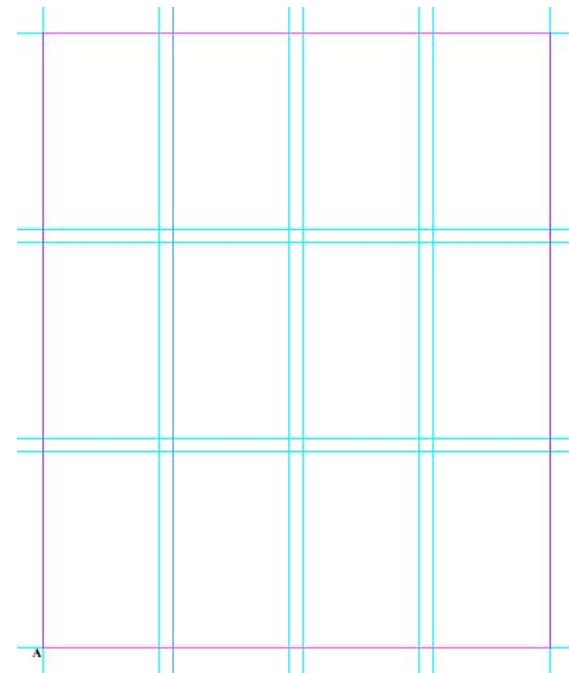
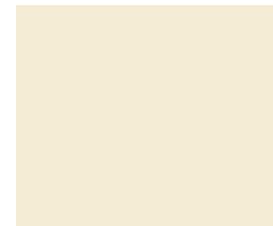
Pesquisa



Bases



+ cor do
papel



21x25cm

Conceito



Conceito



Conceito



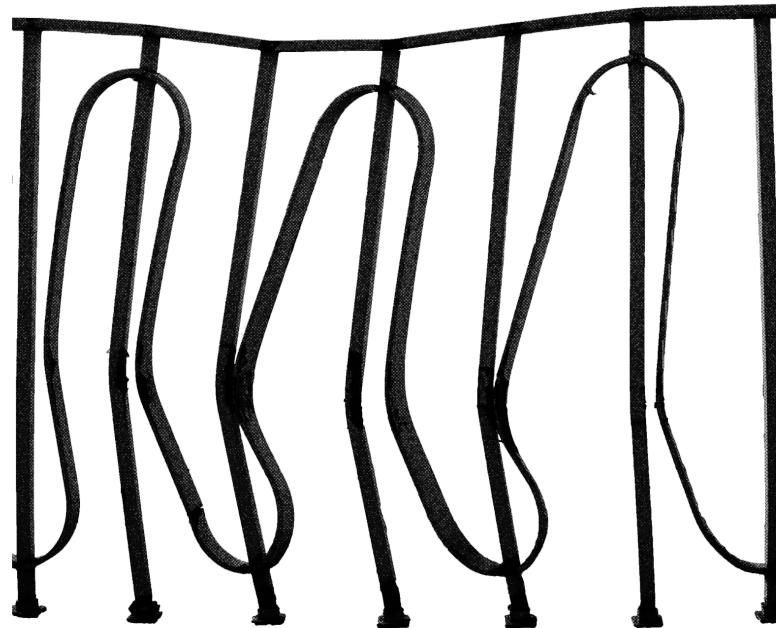
Conceito



Conceito



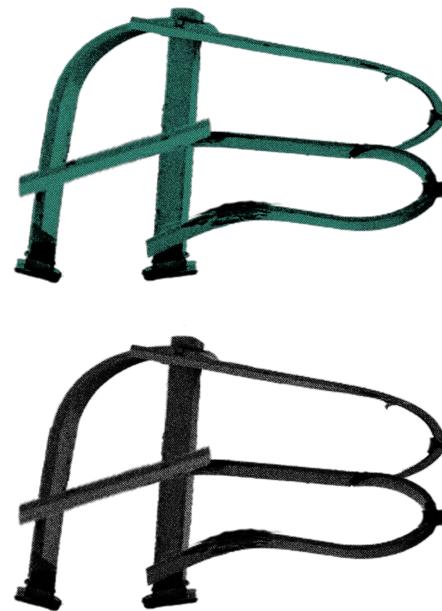
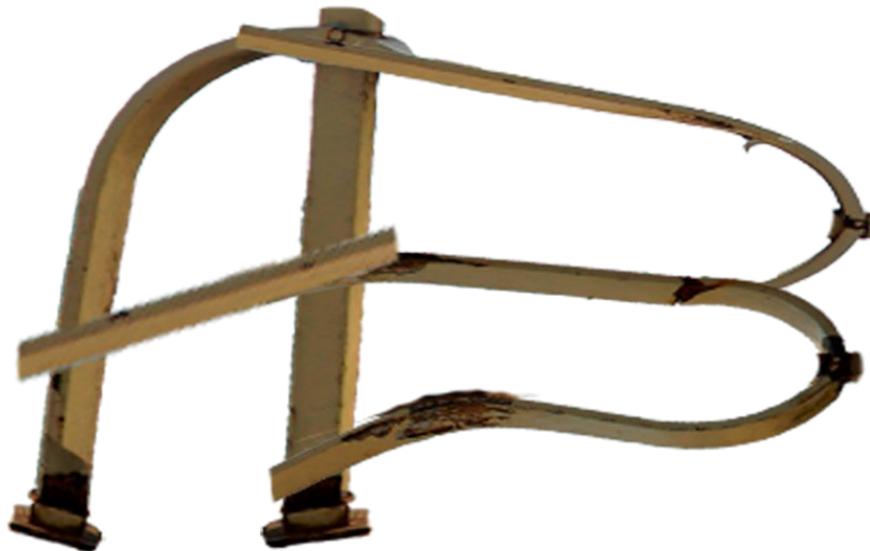
Experiências



Experiências

ft&Jap &
Baixaq

Experiências/Apropriação



Experiências



Aplicação (tentativa)

Avenir Next

I've heard of several projects where the designer found a font that was created the same year the client's organization was founded. This must give the recommendation an aura of manifest destiny that is positively irresistible. I haven't had that luck yet, but still try to find the same kind of evocative alignment. For instance, I was never a fan of Aldo Novarese's Eurostyle, but I came to love it while working on a monograph on Eero Saarinen: they both share an expressiveness peculiar to the postwar optimism of the 1950's.

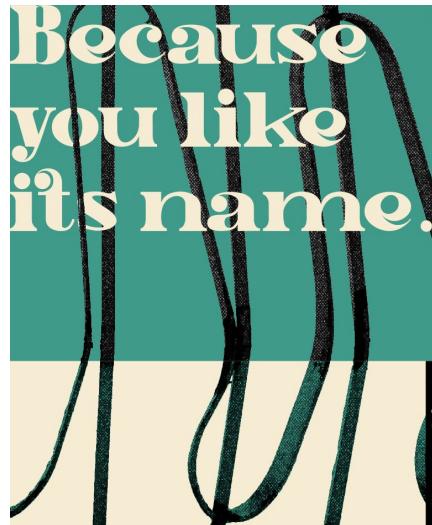
Because
it works.

Albra Text

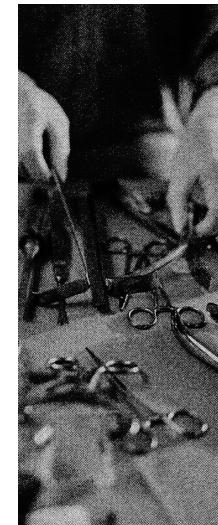
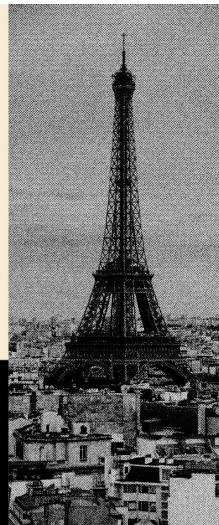
Some typefaces are just perfect for certain things. I've specified exotic fonts for identity programs that work beautifully in headlines and even in text, but sooner or later you have to set that really tiny type at the bottom of the business reply card. This is what Franklin Gothic is for. Careful, though: some typefaces work too well. Frutiger has been used so much for signage programs in hospitals and airports that seeing it now makes me feel that I'm about to get diagnosed with a brain tumor or miss the 7:00 to O'Hare.

Because
you like its
history.

Aplicação (tentativa)



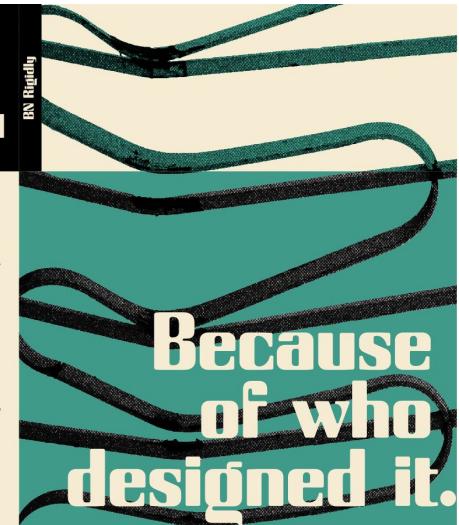
Once I saw a project in a student portfolio that undertook the dubious challenge of redesigning the Tiffany's identity. I particularly disliked the font that was used, and I politely asked what it was. "Oh," came the enthusiastic response, "that's the best part! It's called Tiffany!" On the other hand, Bruce Mau designed Spectacle, the book he created with David Rockwell, using the typeface Rockwell. I thought this was funny.



04

BN Rigidly

Some typefaces are just perfect for certain things. I've specified exotic fonts for identity programs that work beautifully in headlines and even in text, but sooner or later you have to set that really tiny type at the bottom of the business reply card. This is what Franklin Gothic is for. Careful, though: some typefaces work too well. Frutiger has been used so much for signage programs in hospitals and airports that seeing it now makes me feel that I'm about to get diagnosed with a brain tumor or miss the 7:00 to O'Hare.

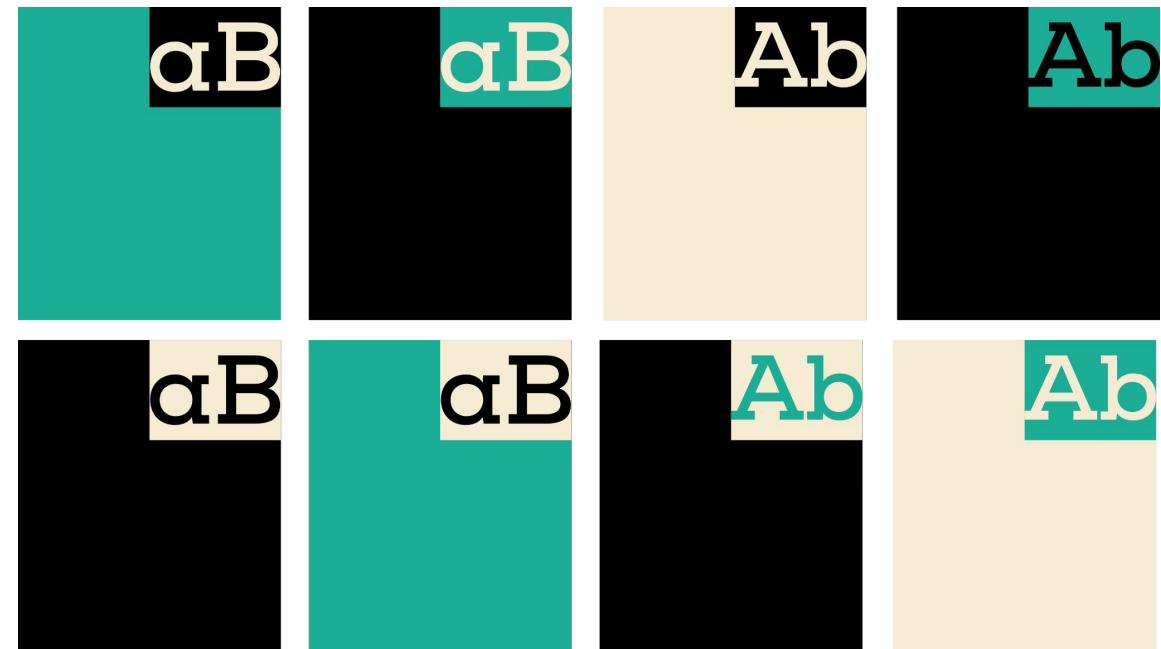
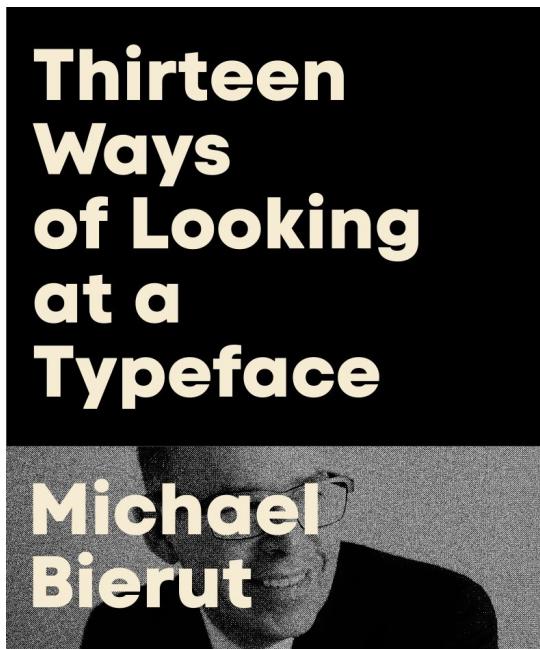


Aplicação (tentativa)

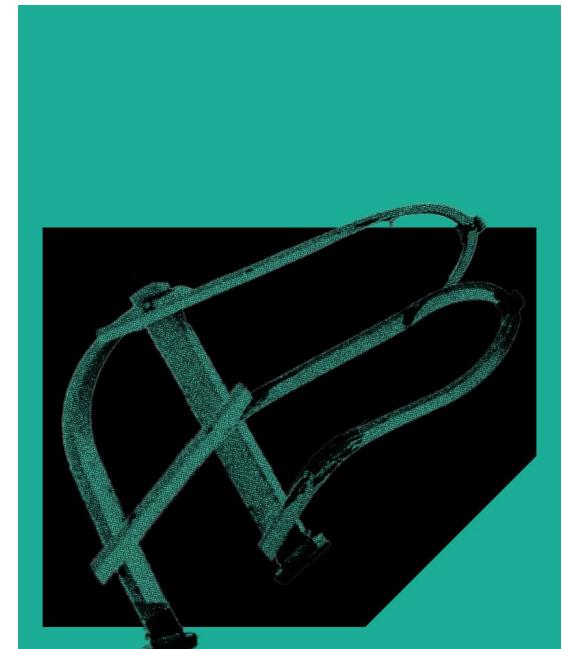
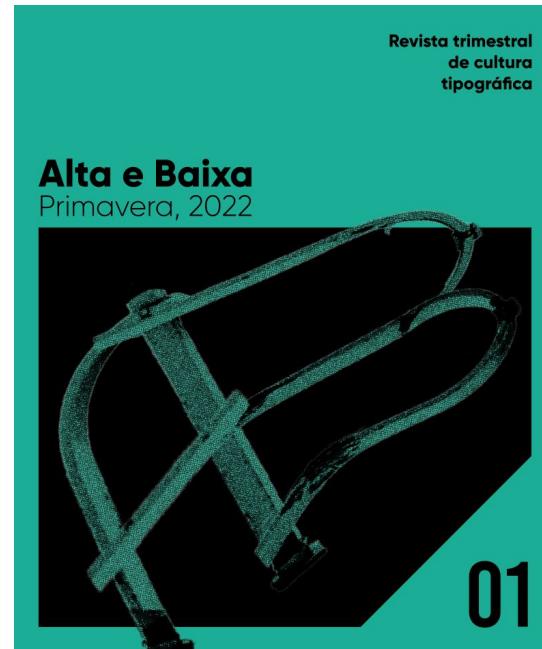
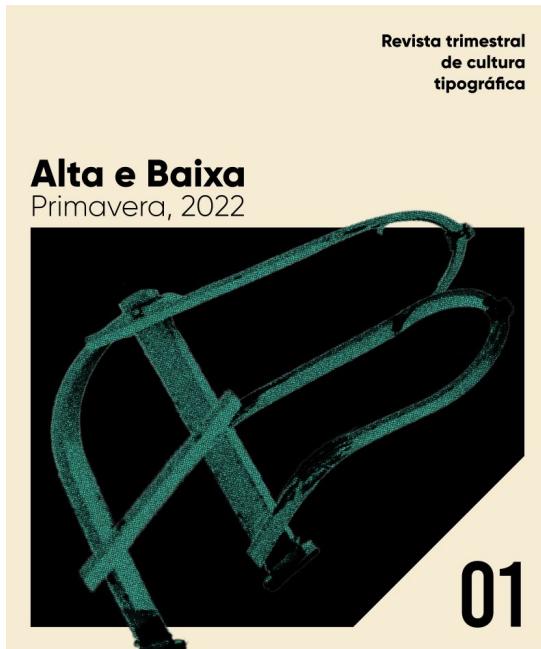


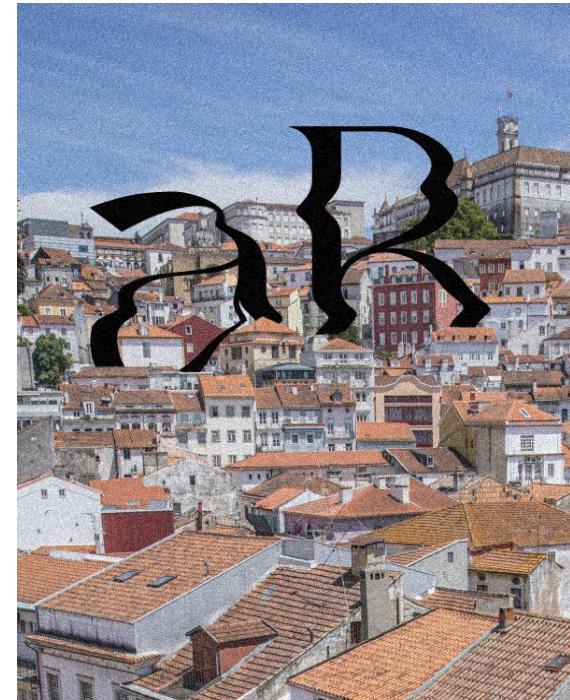
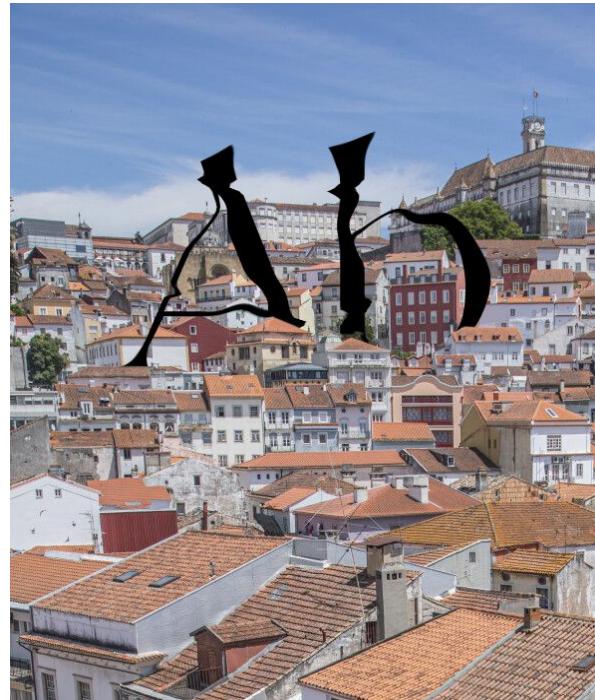


Aplicação (tentativa)



Aplicação (tentativa)





Alta Baixa

Revista de cultura tipográfica
Coimbra, Portugal



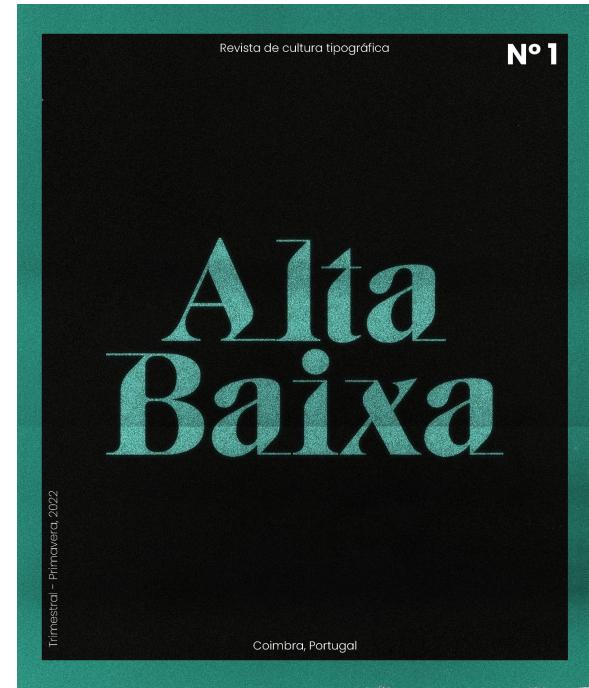
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Trimestral

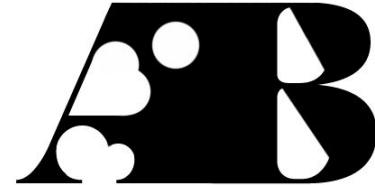
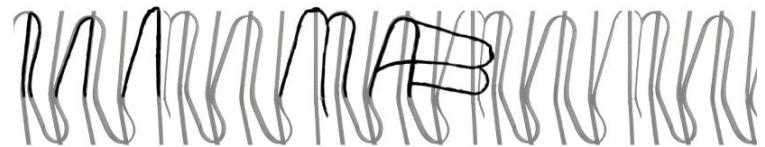
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Revista de cultura tipográfica
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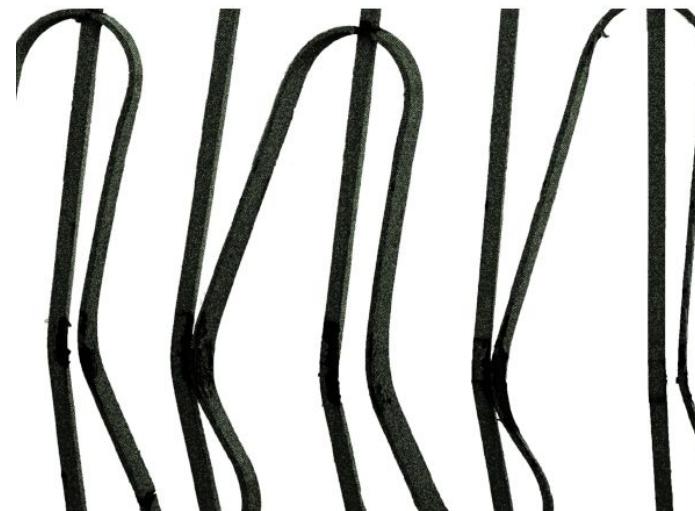
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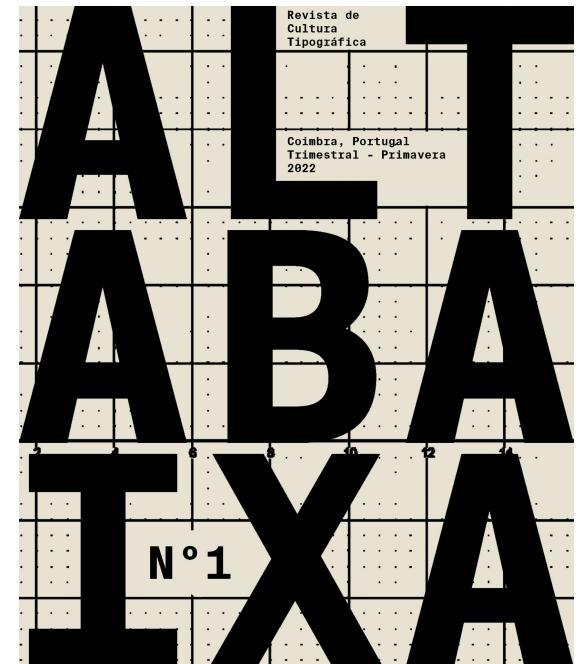
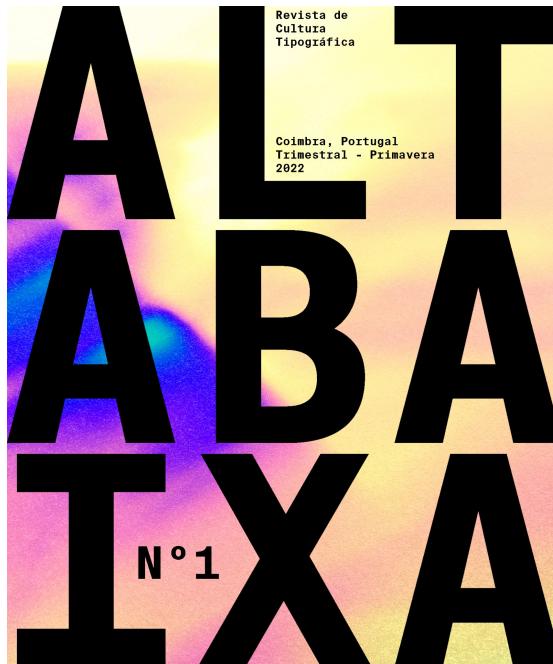


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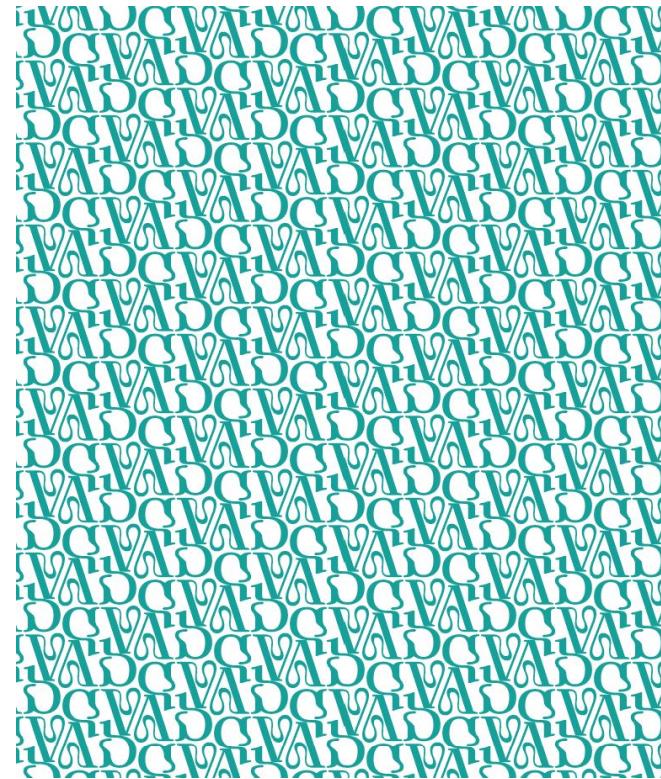
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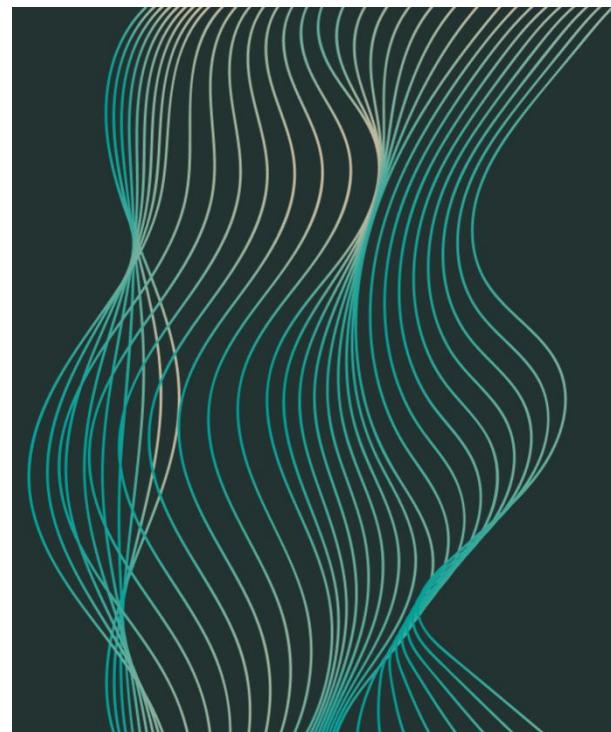
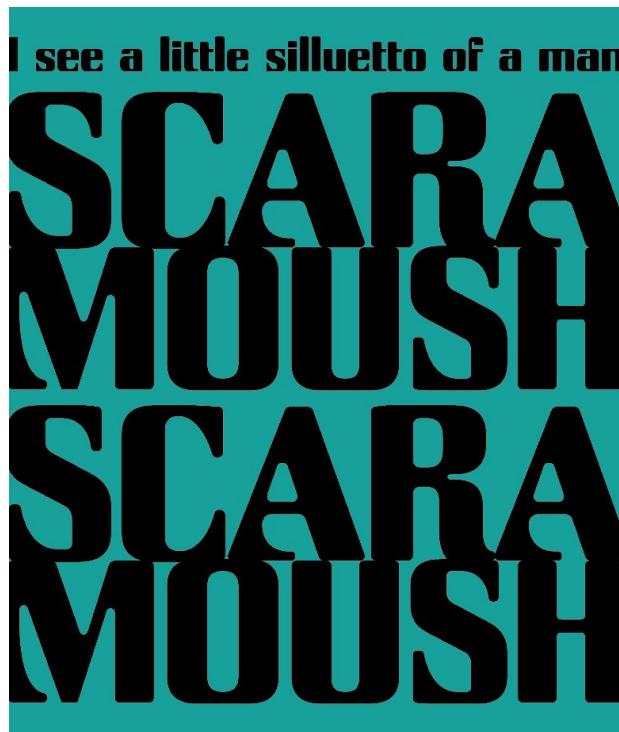




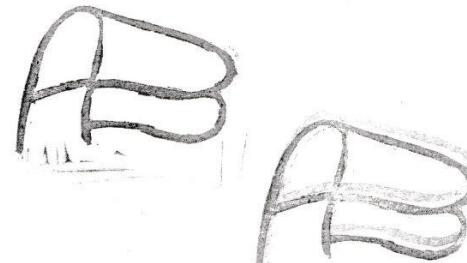
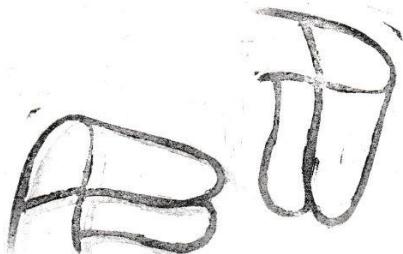
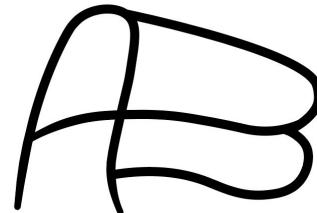
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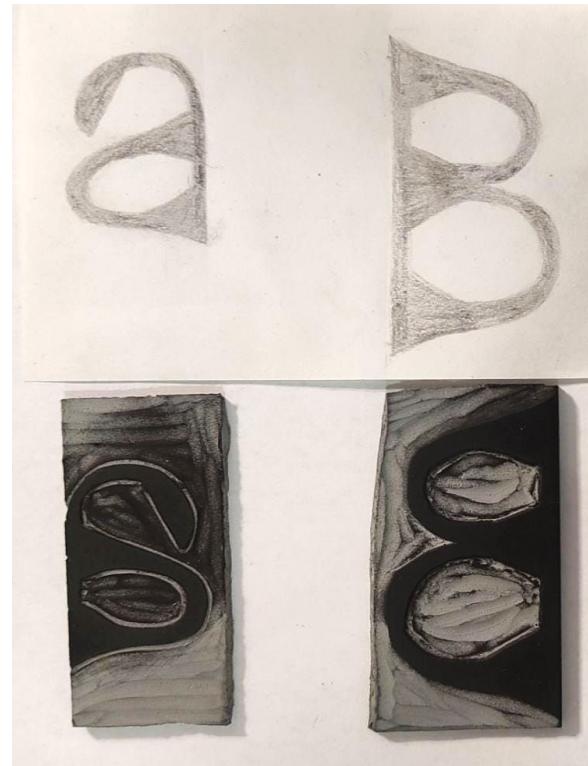
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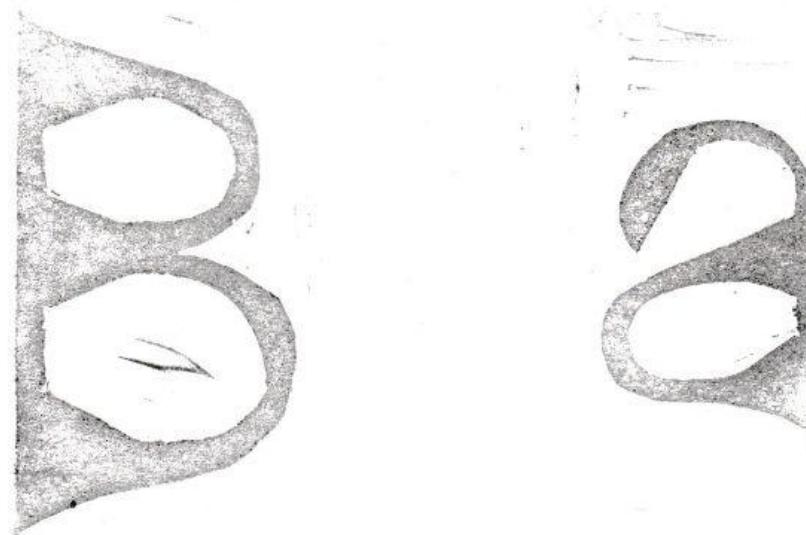
Apropriação



Conceito



Conceito



Conceito



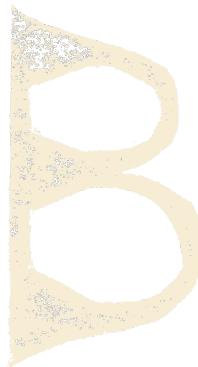
a



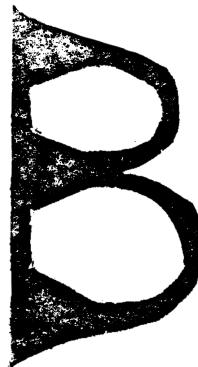
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a



b

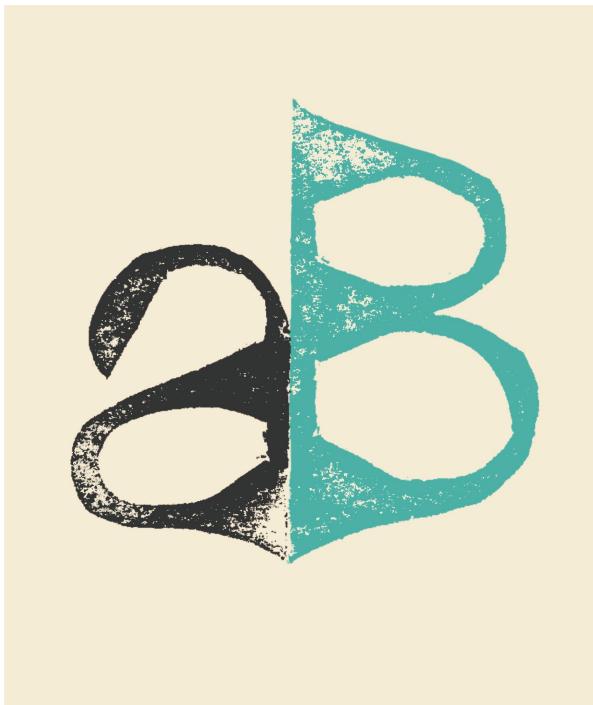


b



b

Aplicação



Apropriação

