

Process Material

# Typography

**VISUAL**  
MEANING &  
MESSAGING

Camille Wilkie

# The Project Brief

[1]

## The Brief

Visually communicate a recipe in a series of compositions by using specific typographic variables.

## Target Market

The target market would be tea drinkers. People who love lattes and green tea so much that they want to make it at home.

## Requirements

Must create a series of 10x10 different compositions that deliver a message while also exploring each of the six typographic variables-proximity, weight, size, weight and size, color, and visual punctuation. All plates must follow the same grid, however, no two compositions should look alike.

## Guidelines

One typeface is allowed per plate. Also, there are only a select few fonts that are allowed to be used -Baskerville, Didot, Franklin Gothic, Futura, Garamond, Helvetica, Rockwell and Univers. Distorting the typefaces in any way, and the use of small caps is not permitted. However, upper case is allowed in all plates.

[2]

# Visual Research

[3]

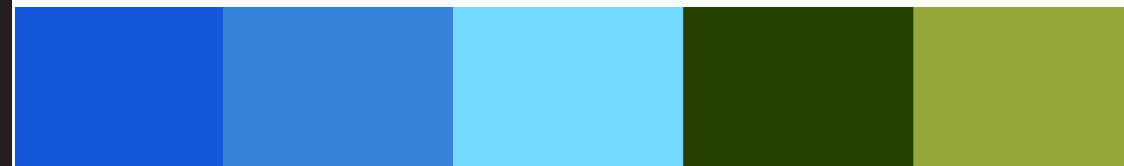
# COLORS



^ This color scheme has a good variety, but too bright.



^ These are some great "leaf" greens, but still oo much green.



The colors below were found from a book. They were great colors to get inspired from, however none of them were really capturing exactly the colorscheme I was looking for.

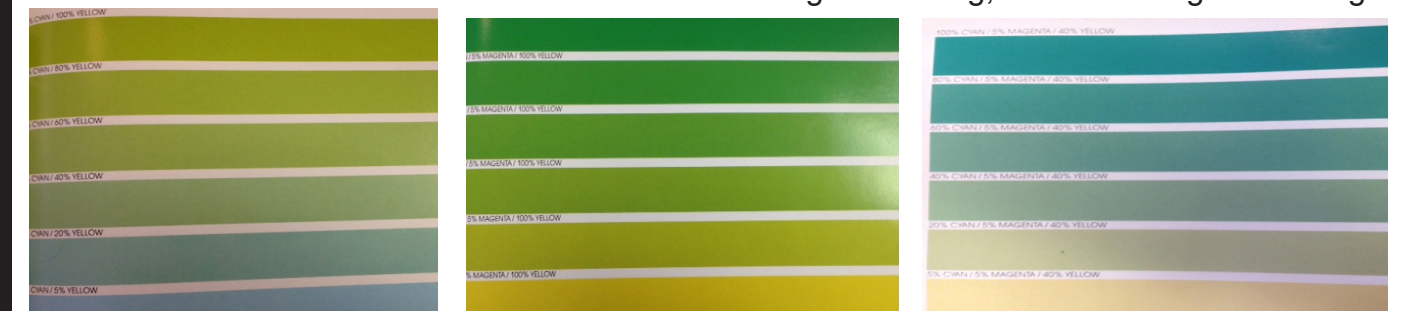
^ I like the greens, but the blues are not "icy" enough.



^ These colors feel relatable to green tea lattes, however, too similar to starbucks.

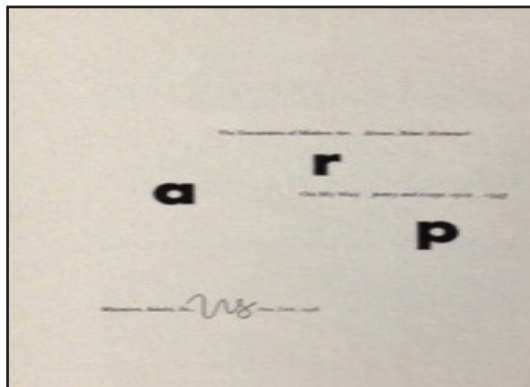


^ I like that these colors are more organic feeling, however not green enough.

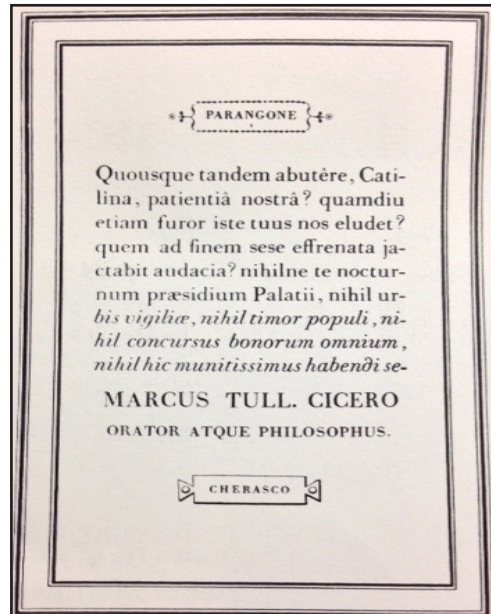
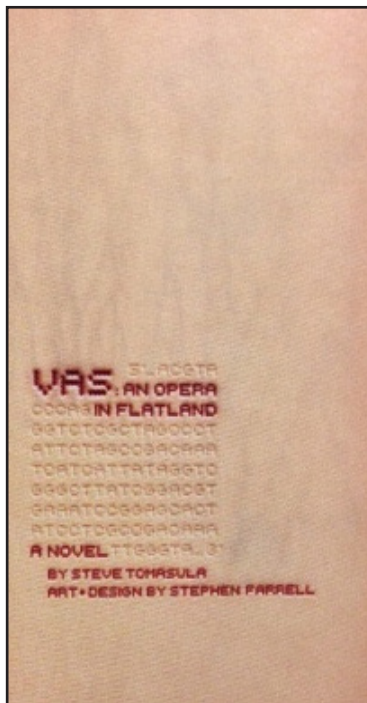
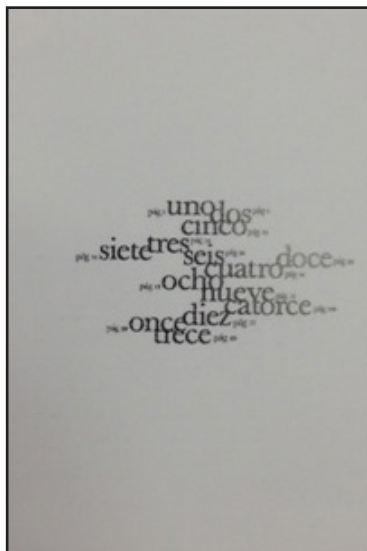
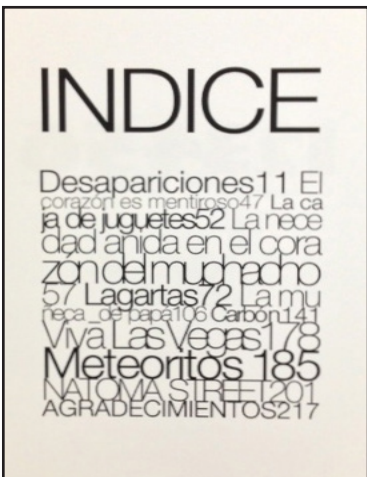
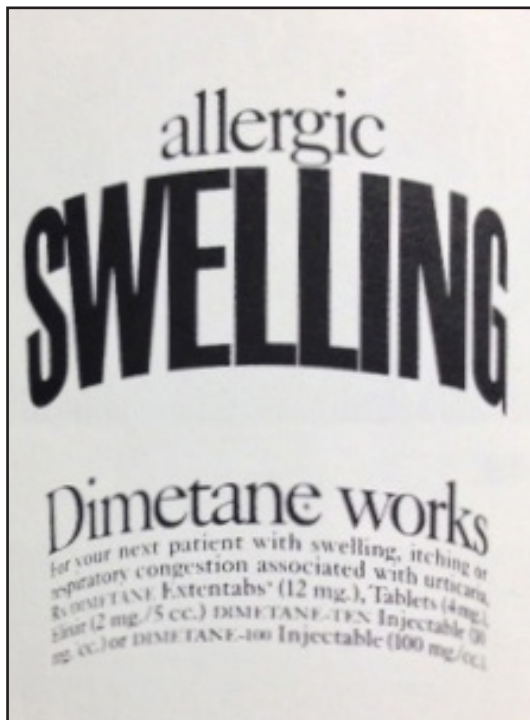


When I drink a rich and creamy Green Tea Latte, I feel happy. Everything from the color, and taste makes me fall in love everytime. The powdery texture that sits at the bottom of the glass is almost chalky, and feels organic. I wanted to capture that creamy "latte" essence, while also capturing the freshness of Green Tea.

# Process Material

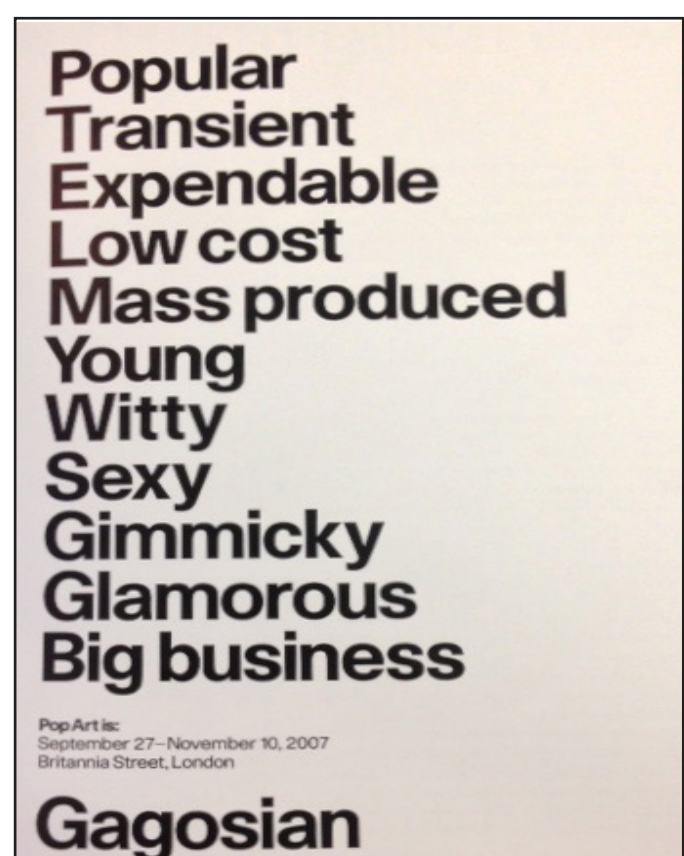
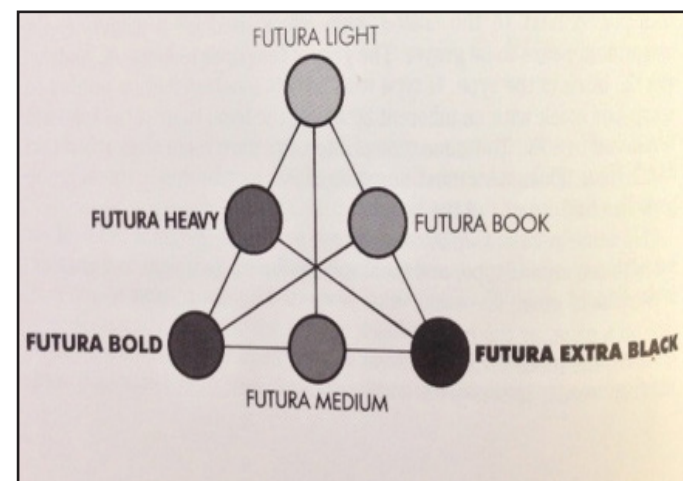
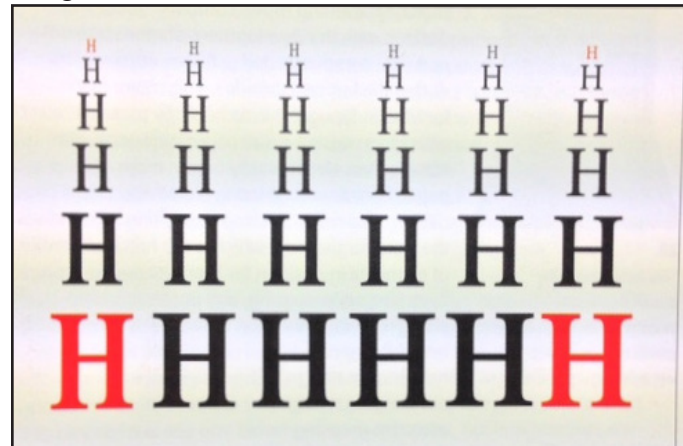


These are a few examples of spacing, alignment, stacking, and bolding. Hierarchy is clearly demonstrated through these variables.



# Process Material

These are a few examples to look at when considering fonts and the impact of size and weight.





# Work Cited

Carter, Rob, Ben Day, and Philip B. Meggs. *Typographic Design: Form and Communication*. Hoboken: John Wiley & Sons, 2007. Print.

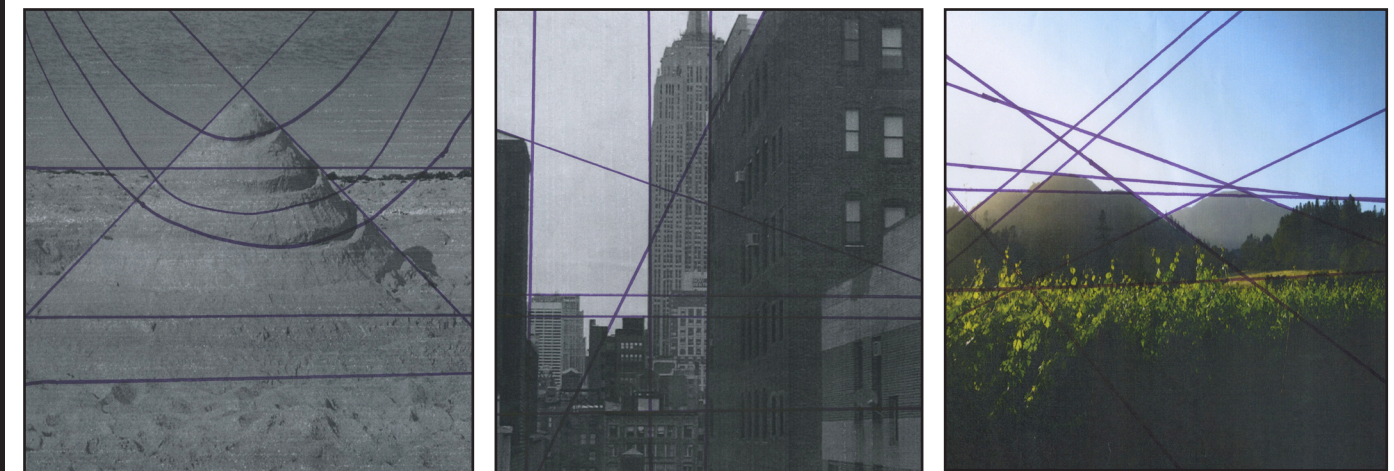
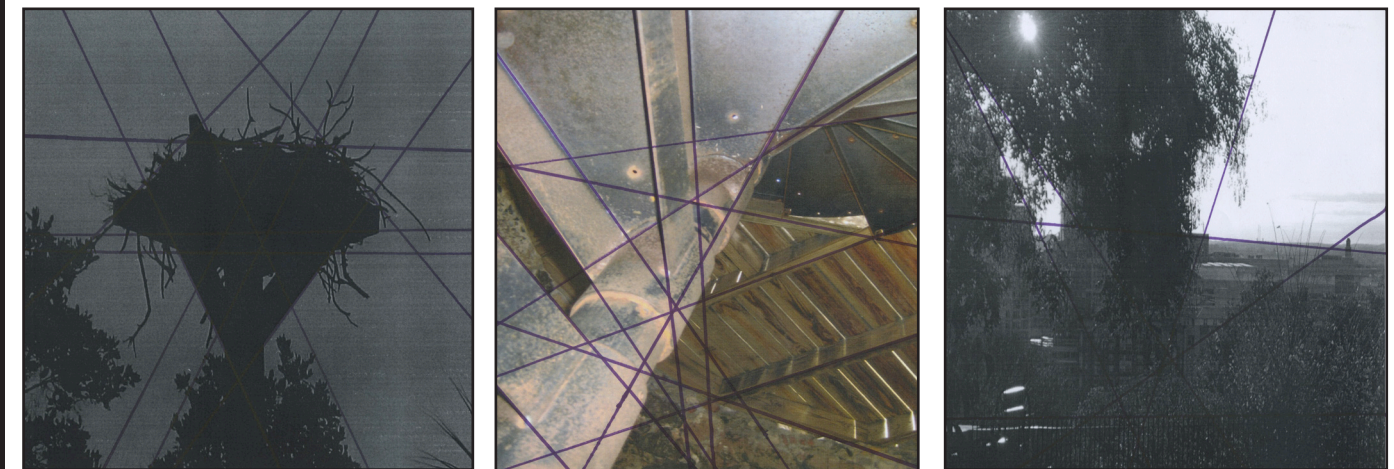
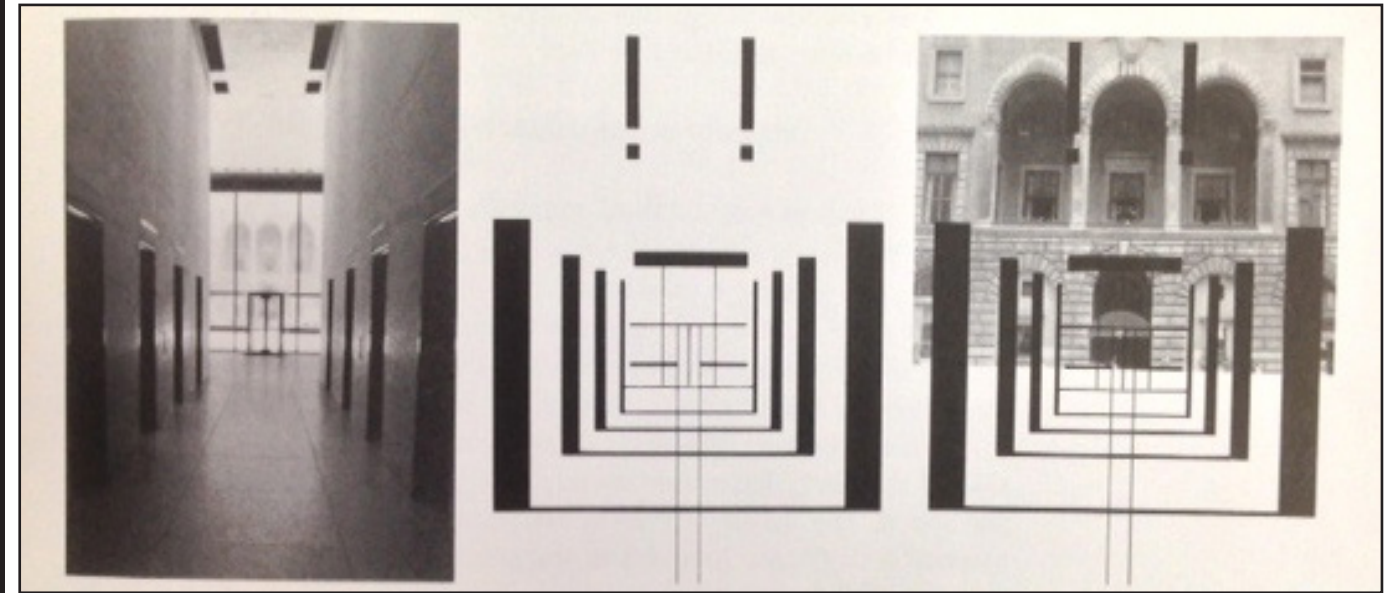
Cook, Alton, and Robert Fleury. *Type & Color: A Handbook of Creative Combinations*. Rockport, MA: Rockport, 1989. Print.

Hardisty, J. Namdev. *Function, Restraint, and Subversion in Typography*. New York: Princeton Architectural, 2010. Print.

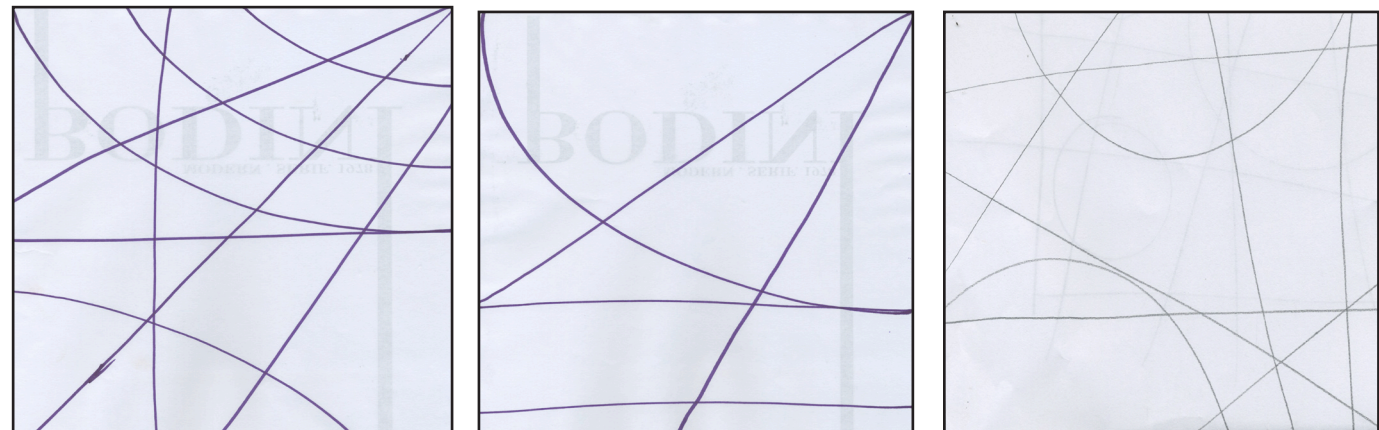
Ordóñez, Hernán. *Typex: Typography : A Teaching Experience*. Barcelona, Spain: Index Book, 2010. Print.

Solomon, Martin. *The Art of Typography: An Introduction to Typo-icon-ography*. New York: Watson-Guption Publications, 1986. Print.

# GRIDS

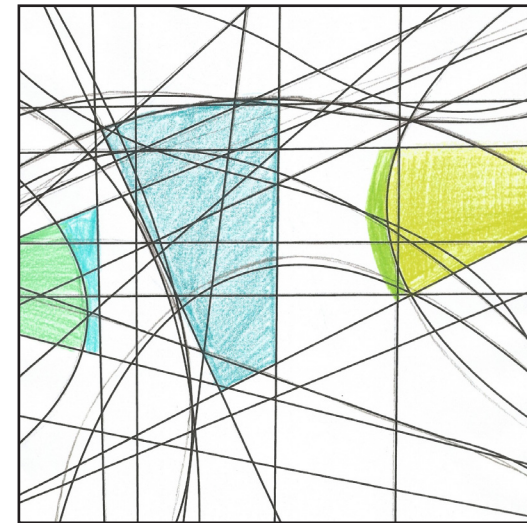


# Process Material



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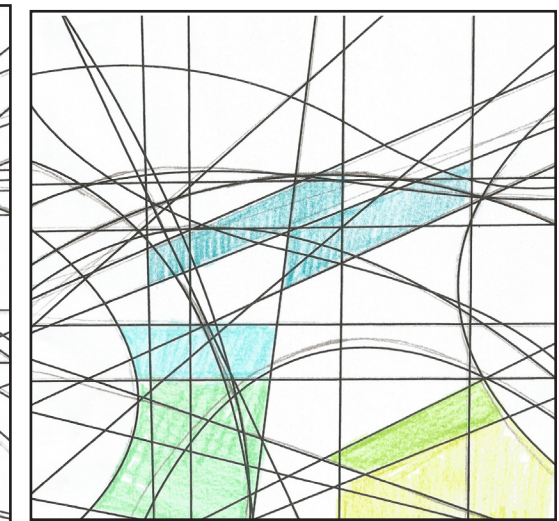
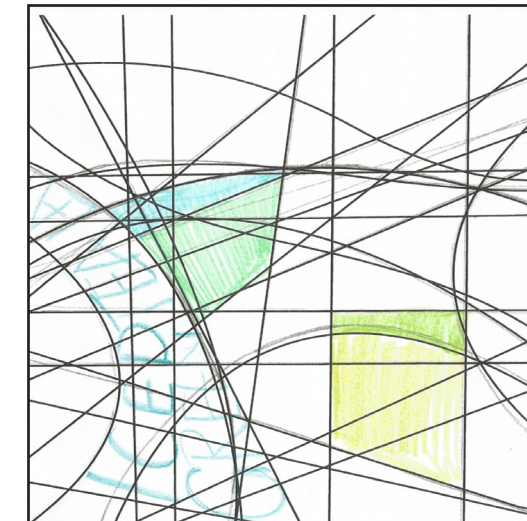
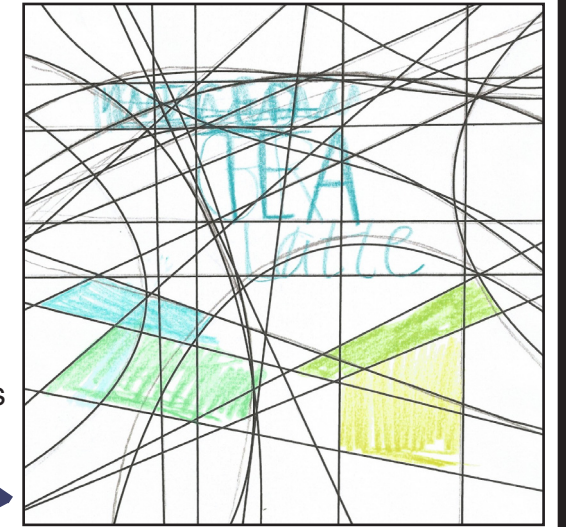
## SKETCHES



Too far apart. The title would be too big for it to work in the grid.



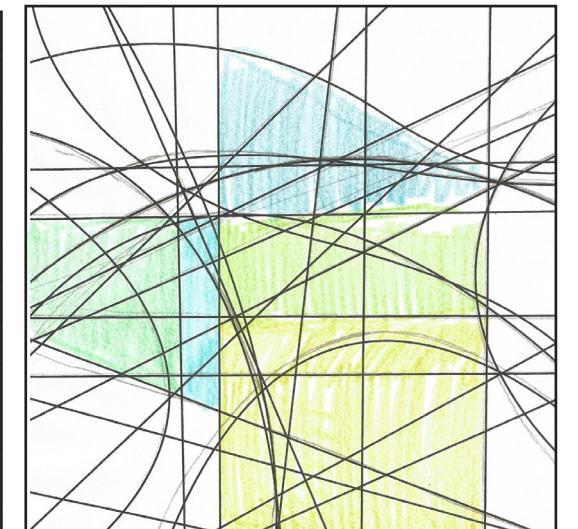
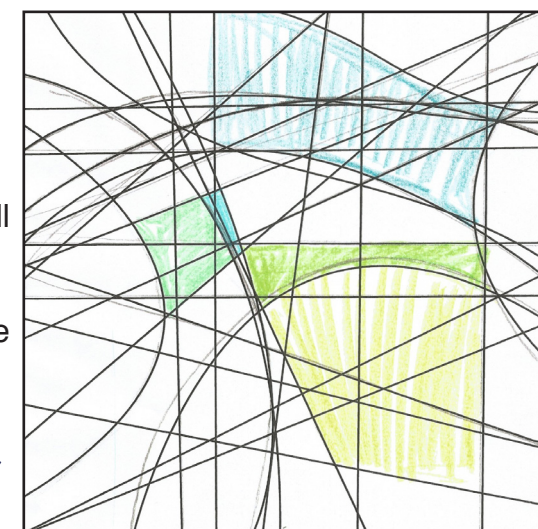
This is worth trying. Demonstrates curves and diagonals.



I like the staggering of the title, try again somewhere else if title is not working.

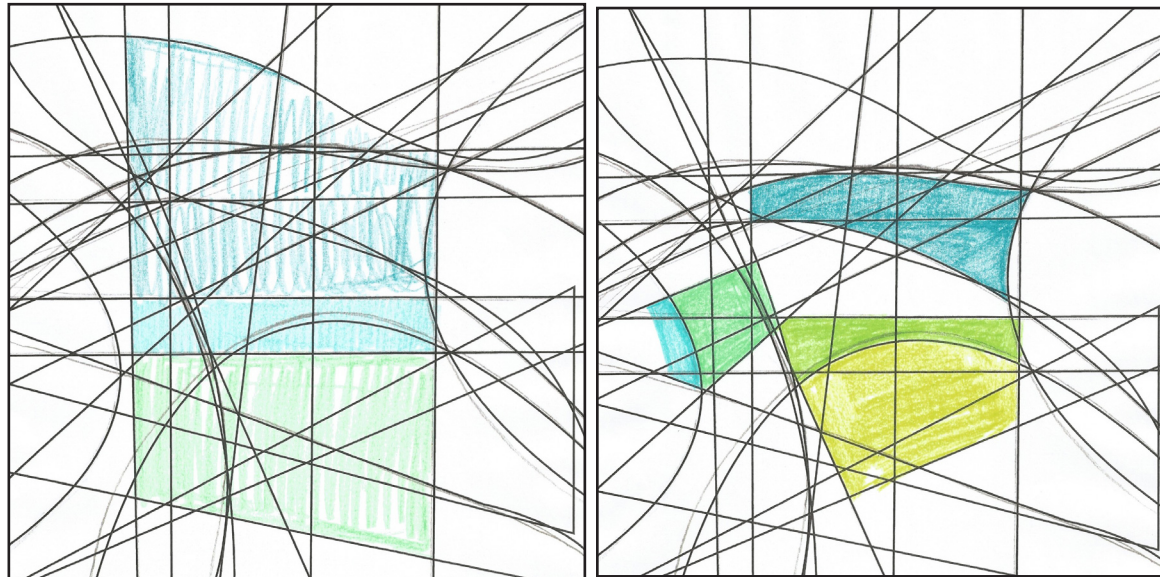
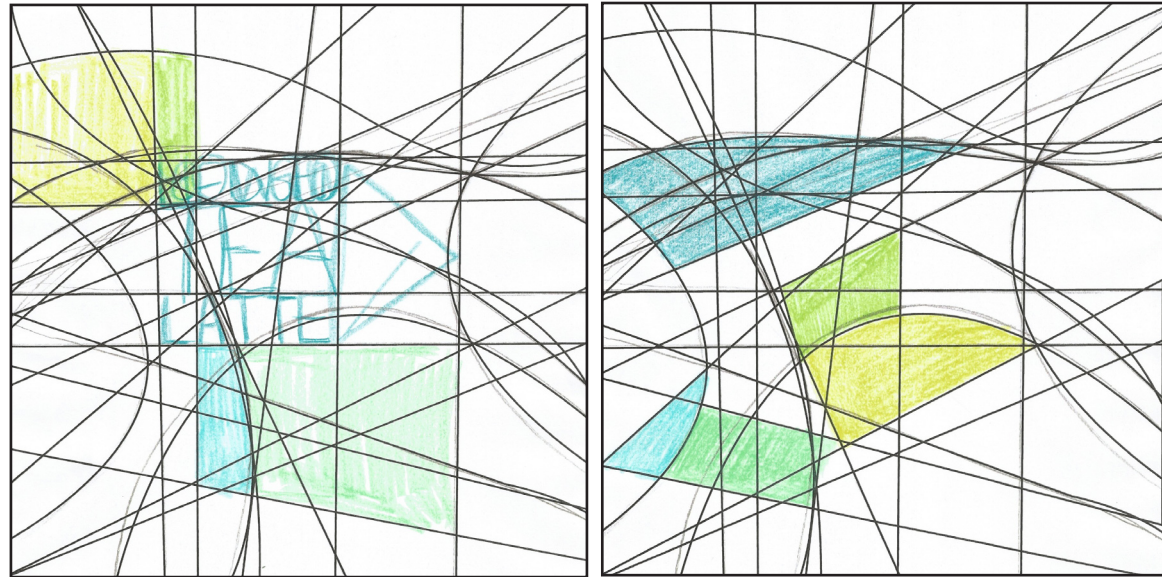


Both are very similar. Not sure if the composition will look better larger or smaller. I like it diagonal line on the left.

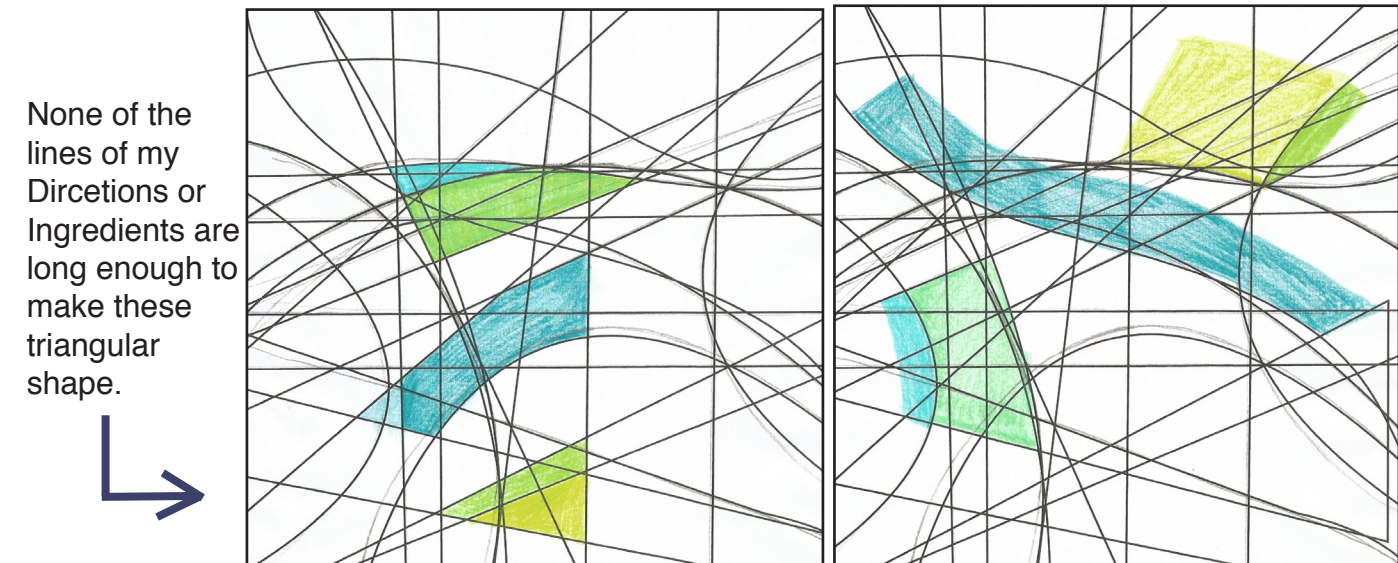


# Process Material

Too much push on the right side. Slide over the top "Ingredients" to the right to balance.



This could help unify the piece as a whole, or make it look empty with the hole. Worth attempting.

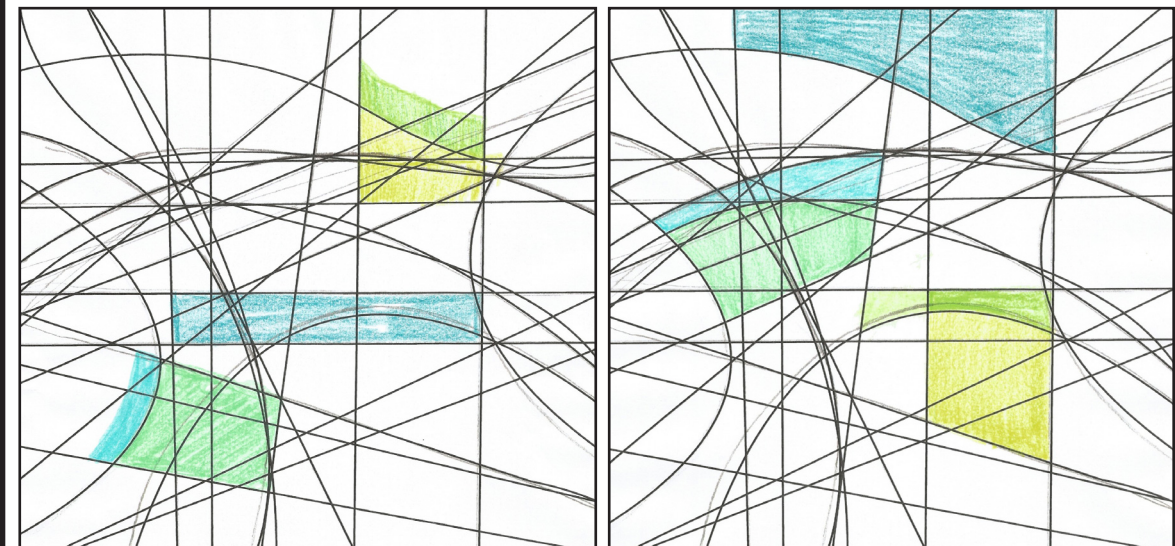
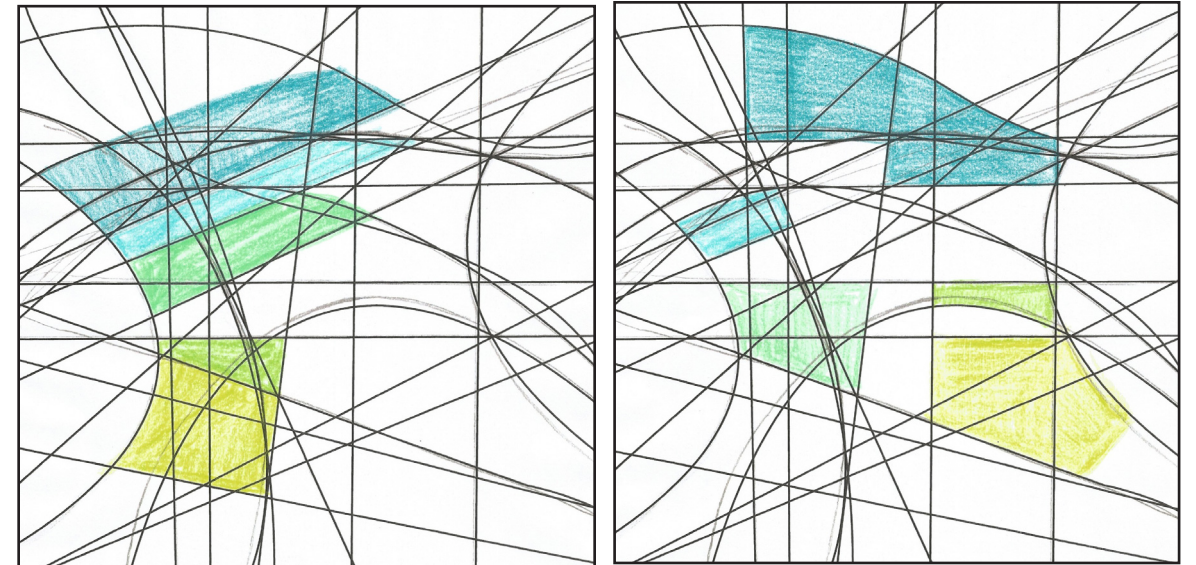


None of the lines of my Dircetions or Ingredients are long enough to make these triangular shape.

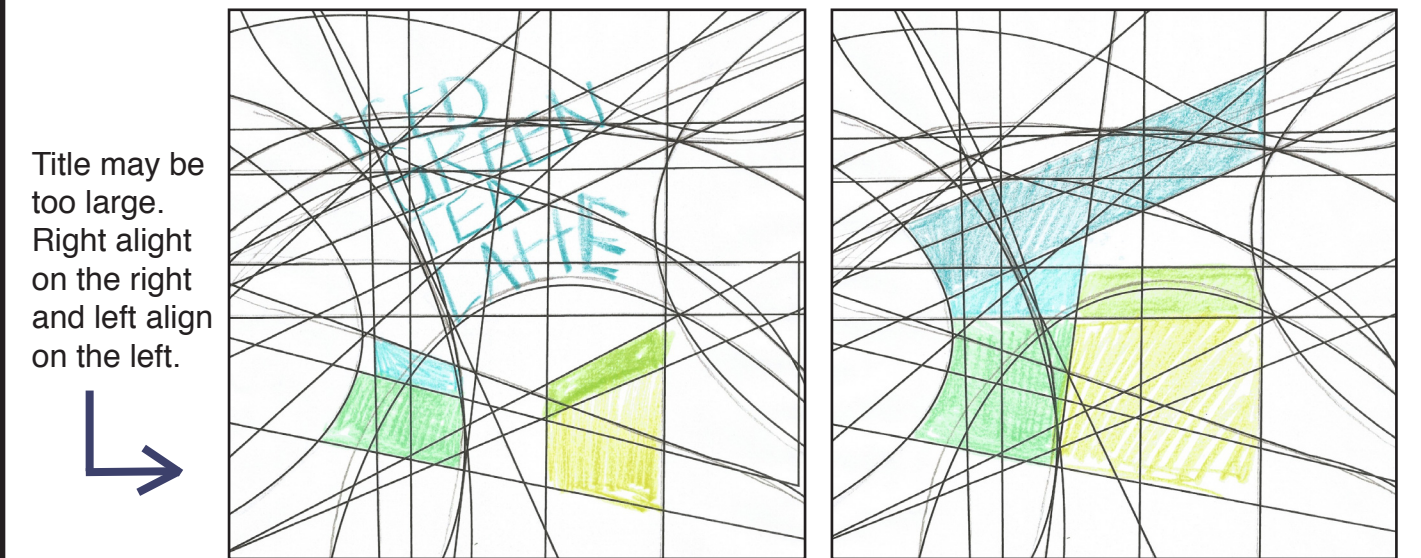


# Process Material

This looks like a grid should try to use for proximity, or a variable with small fonts.



The title is too high, but if that was moved down this could be very nice. I like the use of space in this composition.



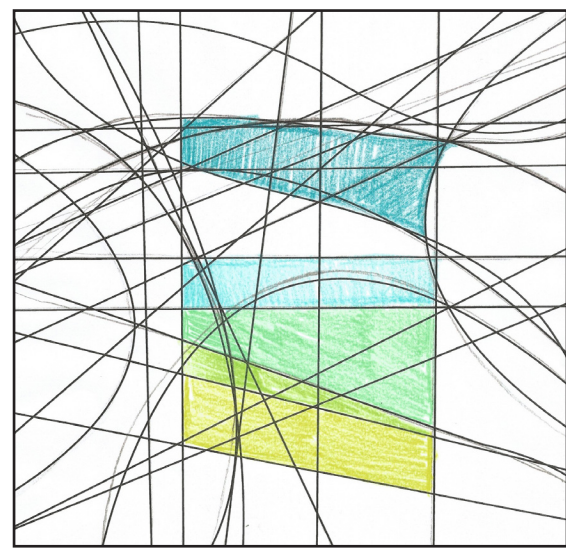
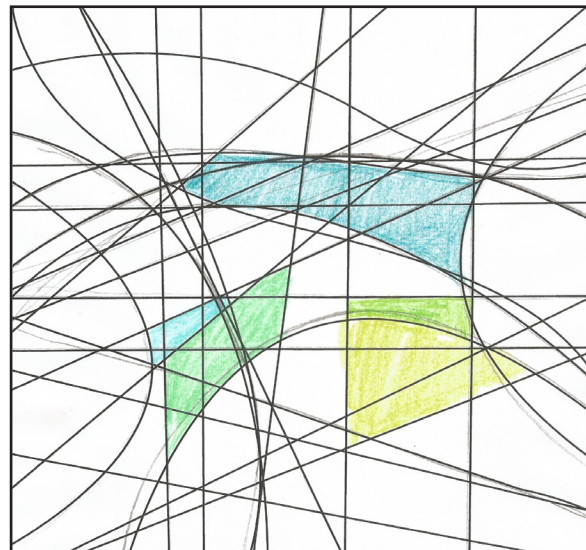
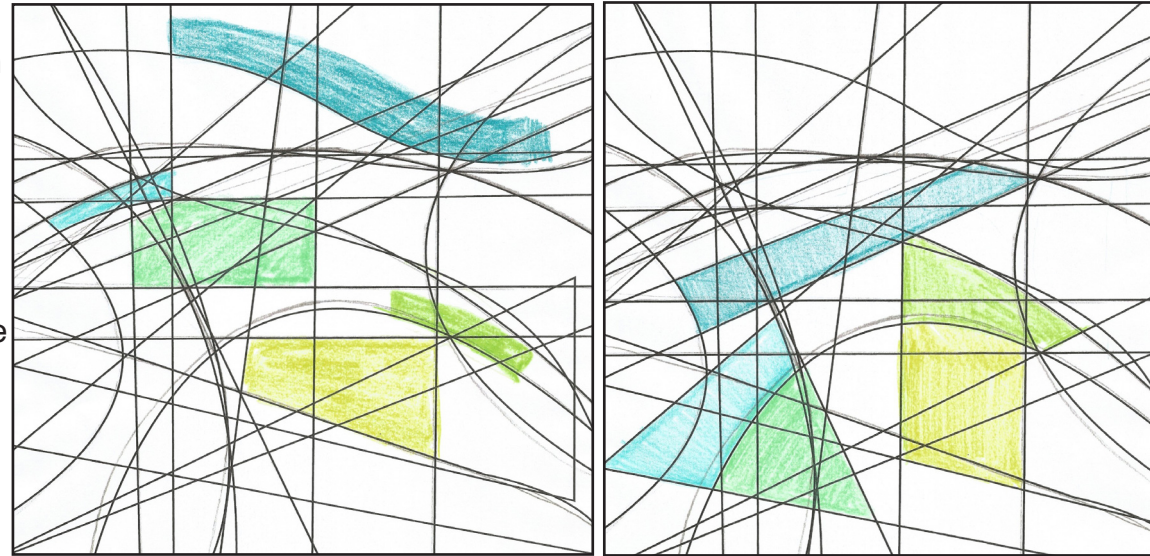
Title may be too large. Right align on the right and left align on the left.



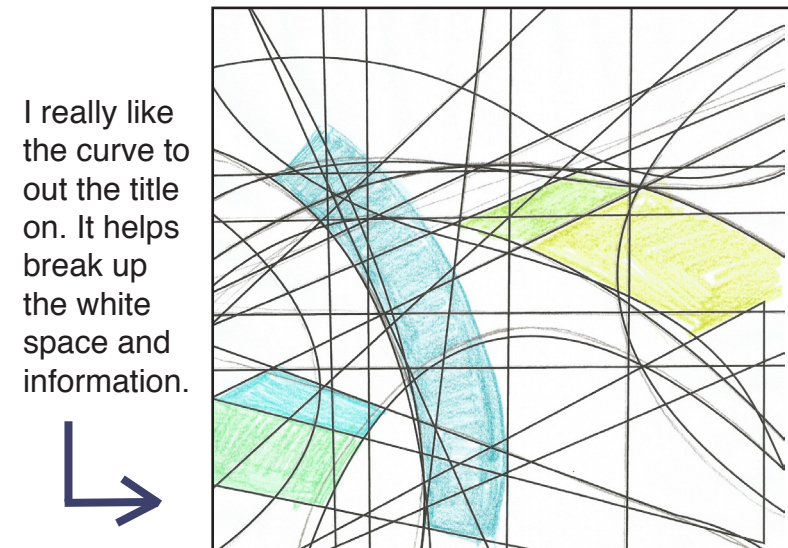


# Process Material

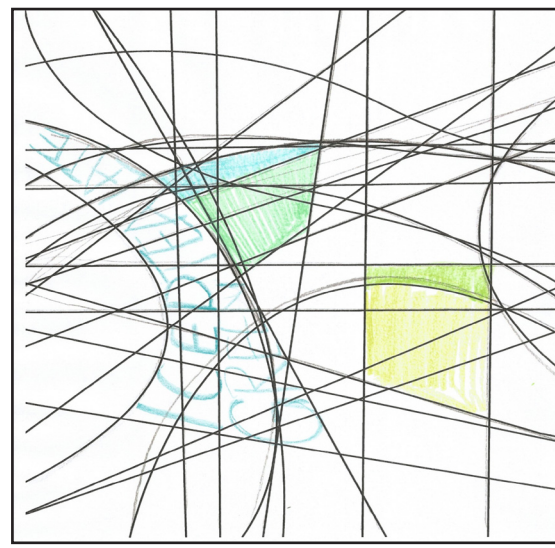
This composition has real potential. In class we discussed the use of curves. So I attempted to utilize more of the curves on the grid.



This is a good set up to try stacking for the title and the other information.

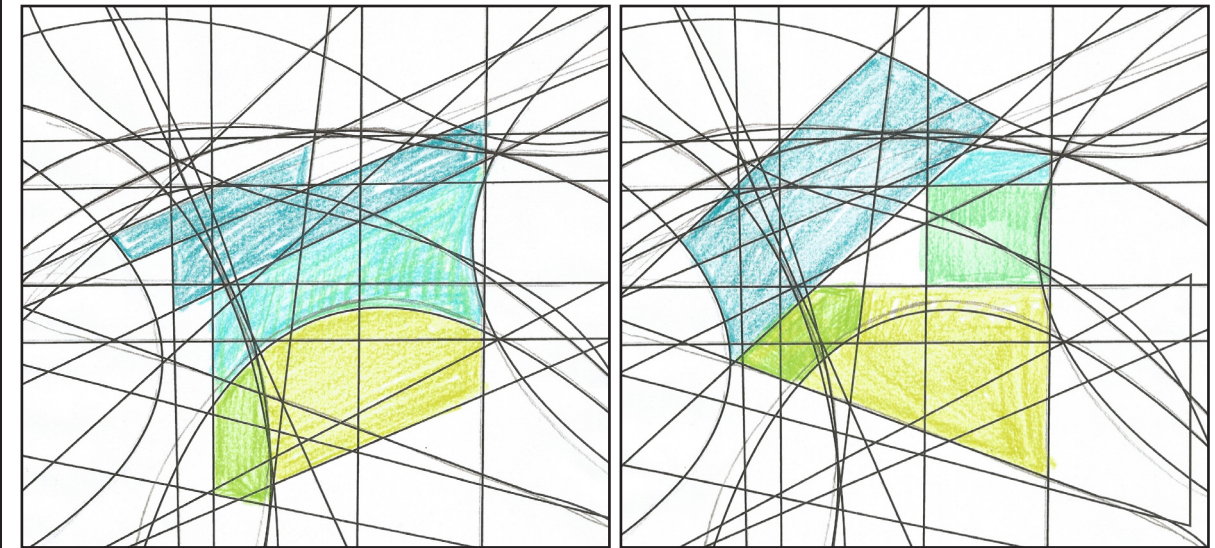


I really like the curve to out the title on. It helps break up the white space and information.

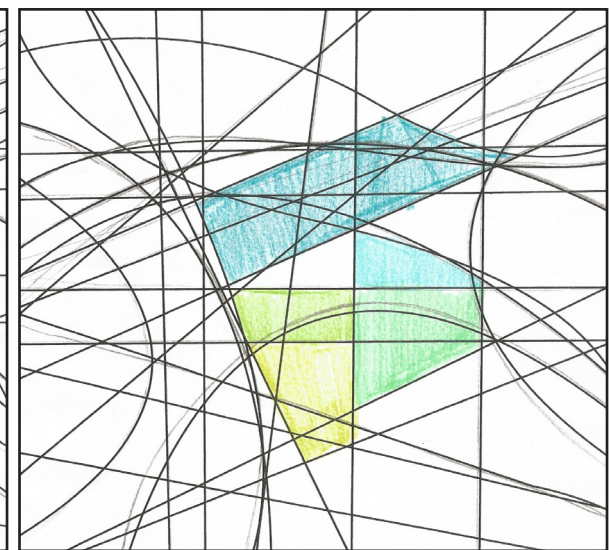
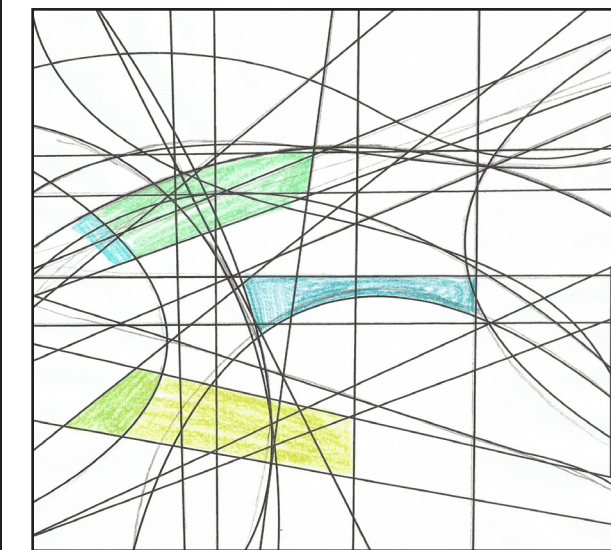
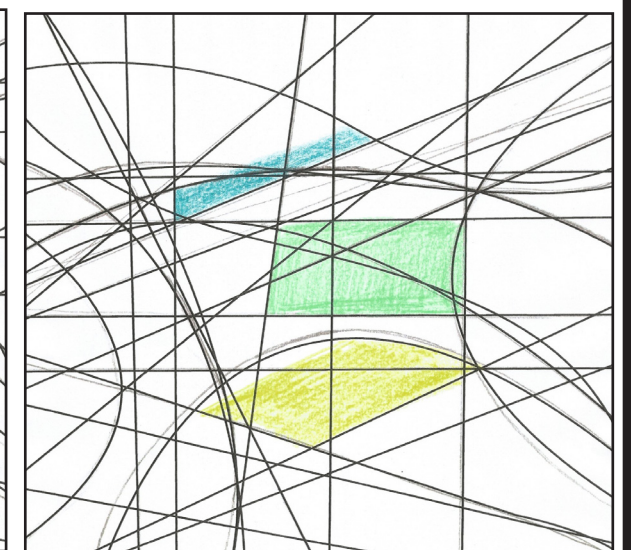
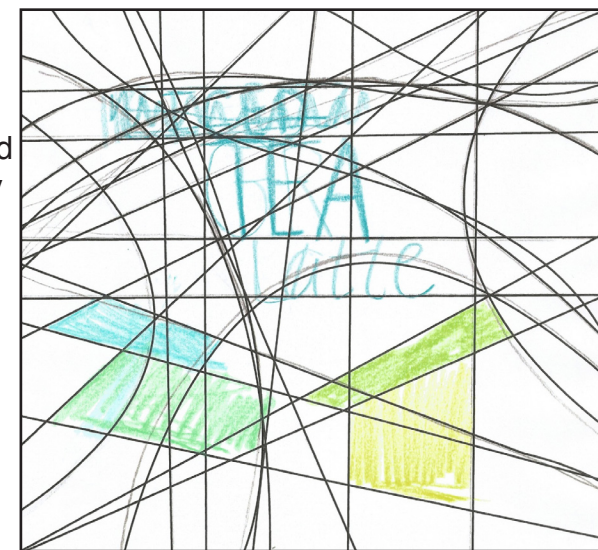


# Process Material

Make the title stacked. The large space for visual punction or bigger fonts.



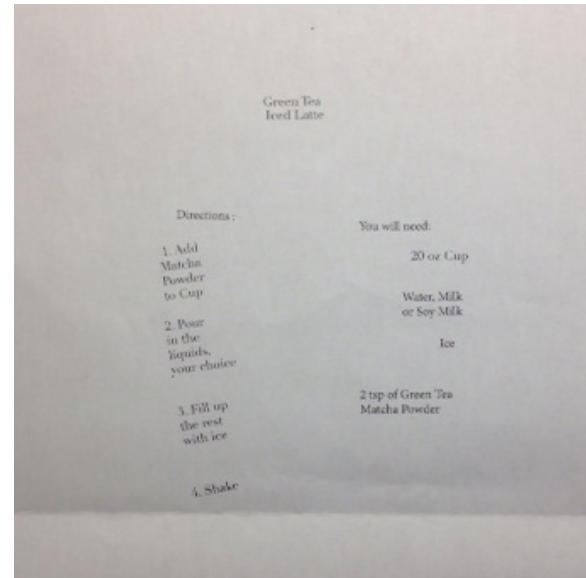
Like the grid above, only stagared titles. Adds movement and fills up some white space.



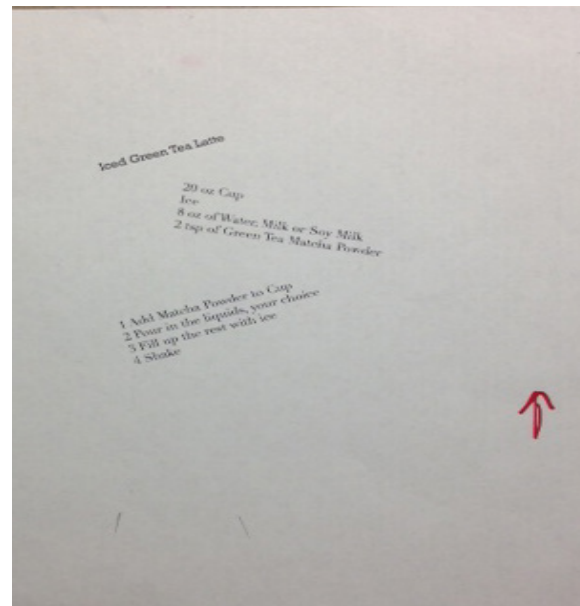
This could either look to clustered or it could work. Worth trying. Boxy squares so good for my shorter text.



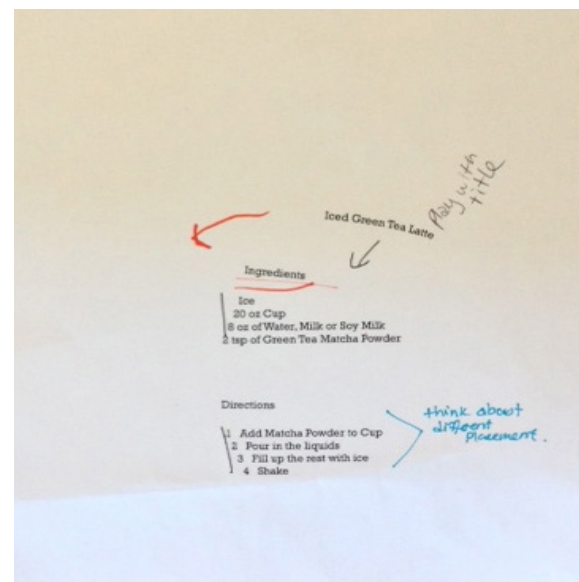
# Proximity



This composition I was trying too hard to make it look like a leaf. I realized that this composition is just not really working. There is too much space, not easy to read, or look at.



This plate was a large improvement. For not having a lot of text, it is easier to read when each item is on its own line, and closer together.

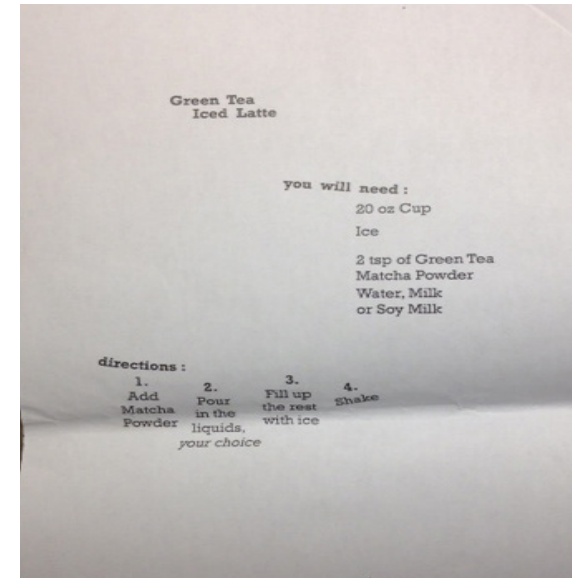


I liked this composition because it kind of captured the essence of a leaf. The line length is longer so it is easy to read. The hierarchy is demonstrated through spacing and the layout. Some of the line spacings are off, but are fixable.

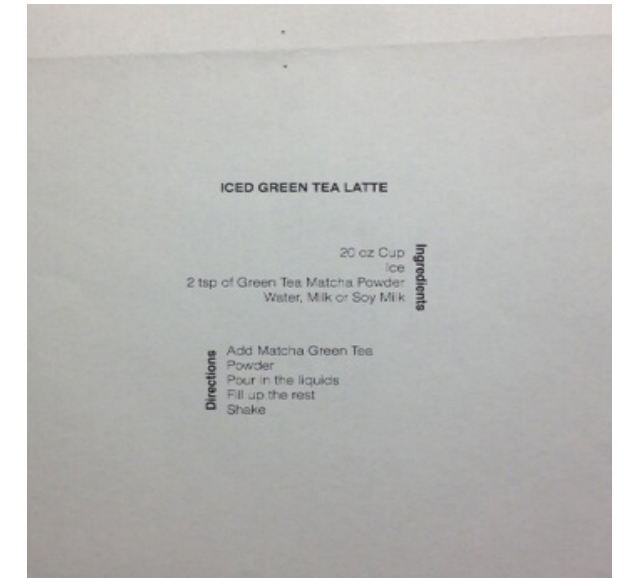


[17]

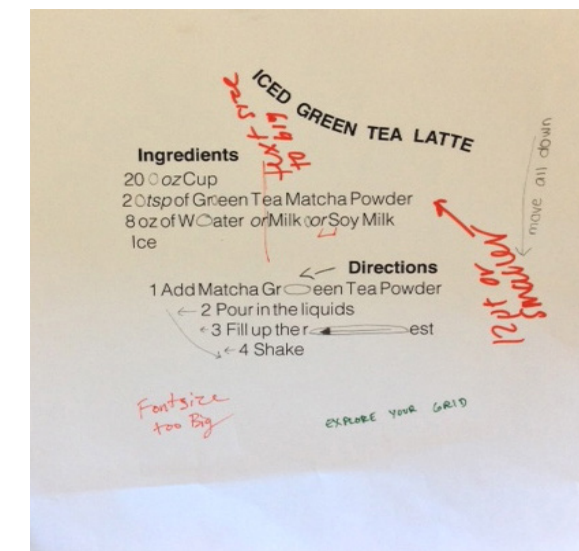
# Weight



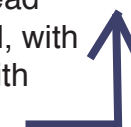
This was the first attempt at the grid, and kind of failed. Nothing about it looks good.



This is a little bit better, and is easier to read. It also looks prettier to look at. Still could use improvement.



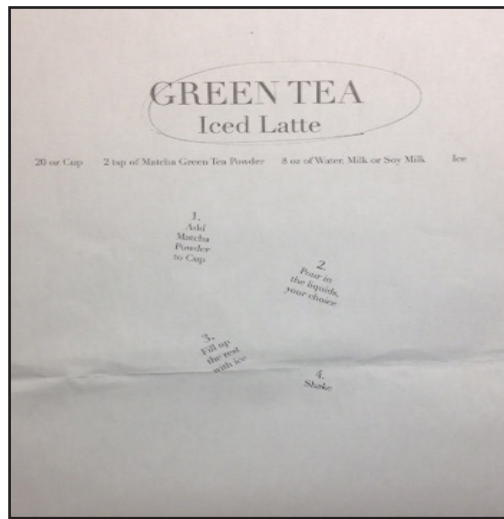
This one looks like a leaf as well. I think that it is both easy to read and visually pleasing. Overall, with a few changes I am happy with this composition.



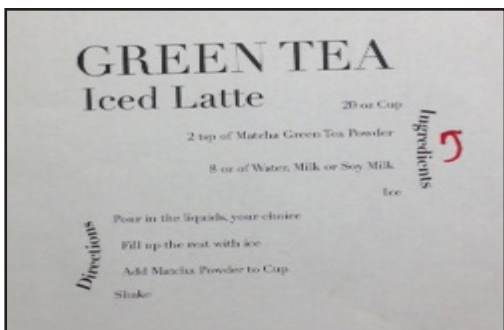
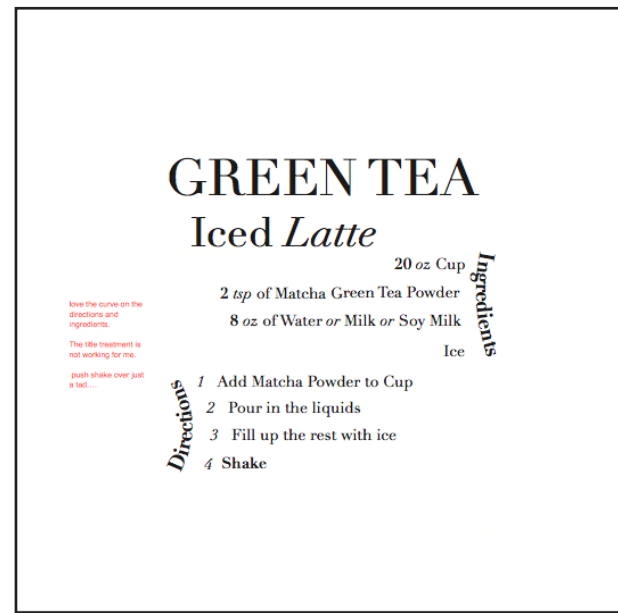
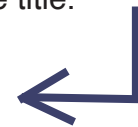
[18]

# Process Material

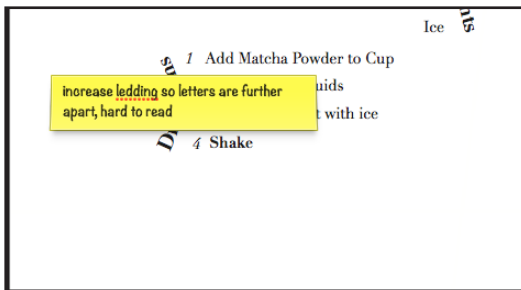
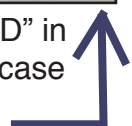
## Size



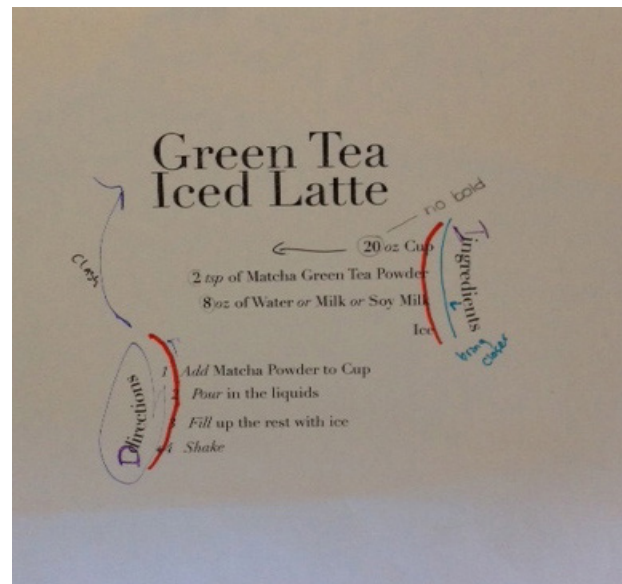
This was the first attempt at the grid. Hate everything about it, except the title.



The "I" in ingredients, and "D" in directions need to be lowercase to help hierarchy.

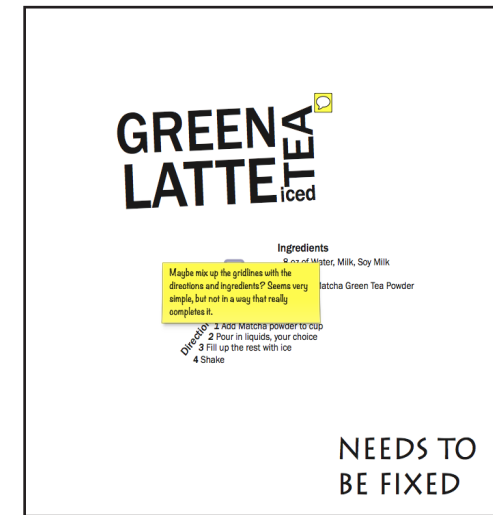


I don't think the directions clash with the title. Also, if the 20 oz was moved, it would mess up the alignment on the other side. Some of those need to be more precise. The spaces between the headings and the information needs to be closer.



# Process Material

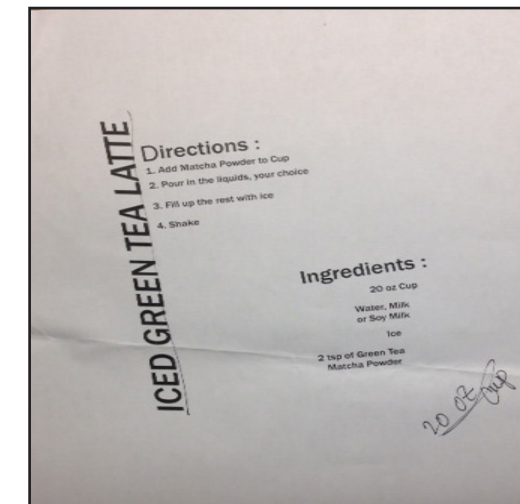
## Weight & Size



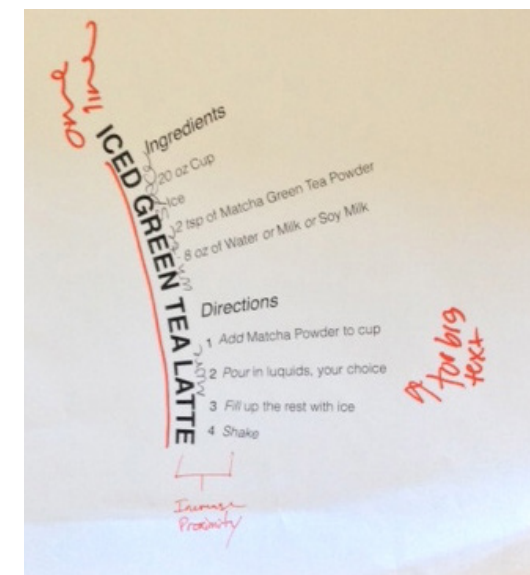
To the left is my first draft, and again, the first attempt at the grid. I think it has some potential. However, I think the stacking would be more successful in a different variable composition.



To the right is my second attempt. I tried to push more of the weight and size. Too spread out, definitely a better way to unify it.

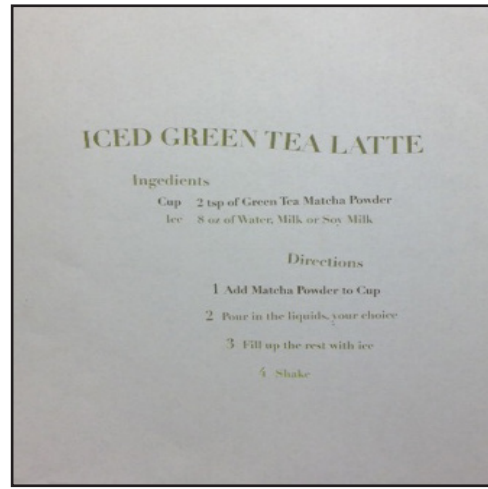
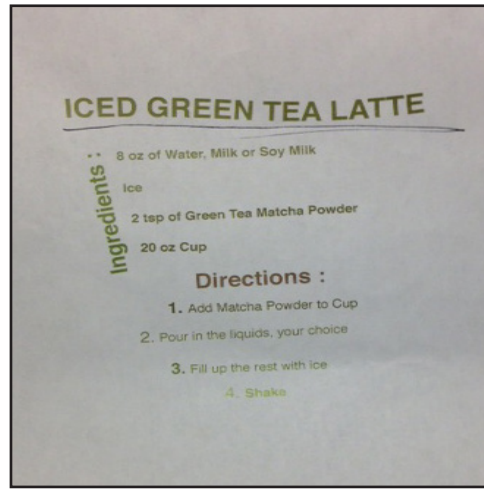


I like the curve, but there is definitely a better way to differentiate the information to create more hierarchy. Title could look better if it was not all on one line. For the peer comments, if the sentences were made into little paragraphs, they begin to look too blocky.



# Process Material

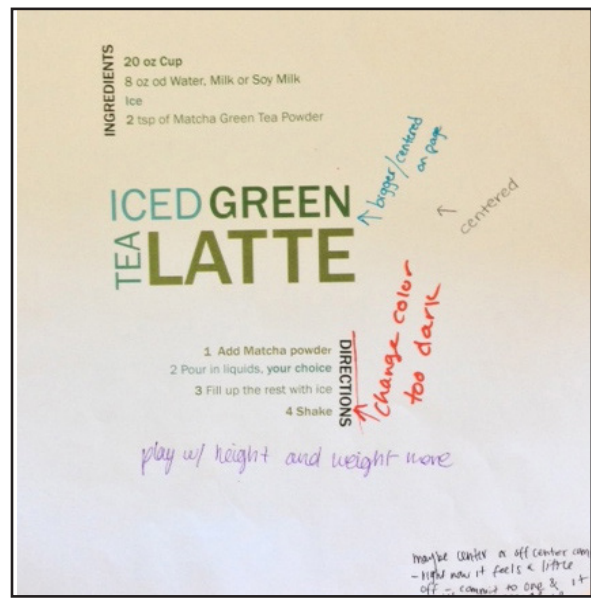
## Color



Really liking the colors, but not the compositions so much. They are too spread out, and it just not working.



MAKE LARGER AND NEEDS TO BE FIXED

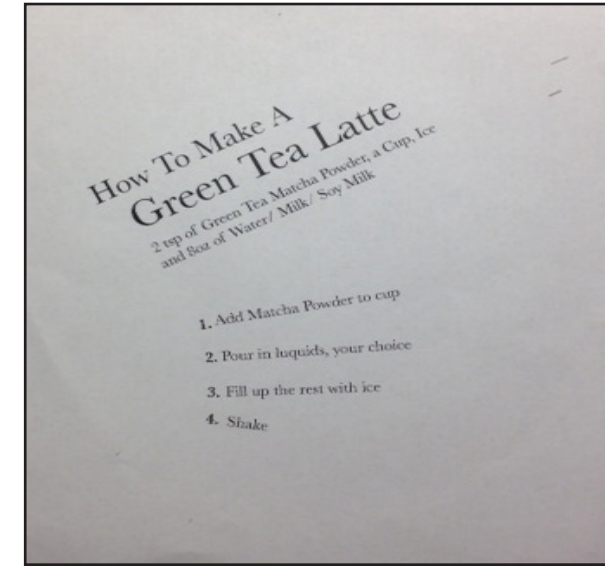


I liked the stacking idea from a different composition. I thought it could be a great place to add color because of the size and weight. The one above works, however the triangle in the middle is throwing it. So I moved the Directions and Ingredients, image on the left, and I think it is easier to read and visually pleasing, after a few edits.

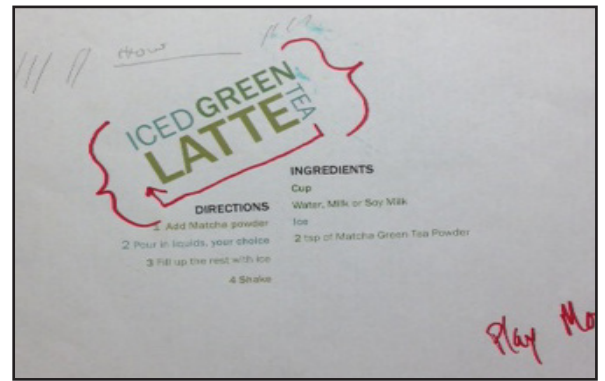
[21]

# Process Material

## Visual Punctuation



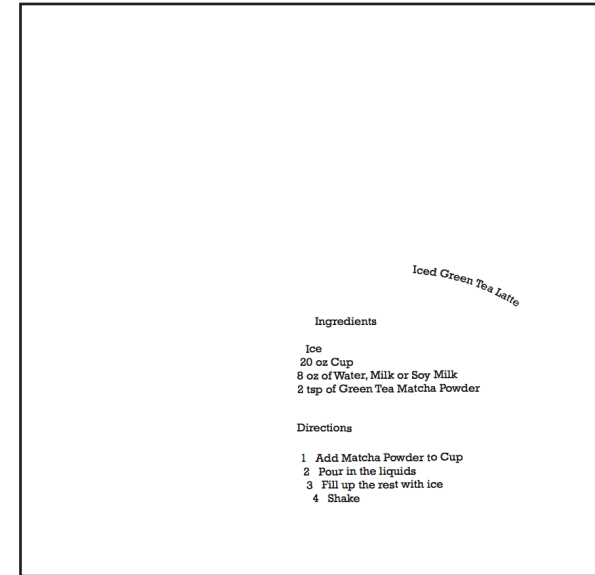
This composition I really liked, and saw room for improvement and opportunities for visual punctuation.



I listened to my peers critiques and added some visual punctuation to this composition.

# Final Designs

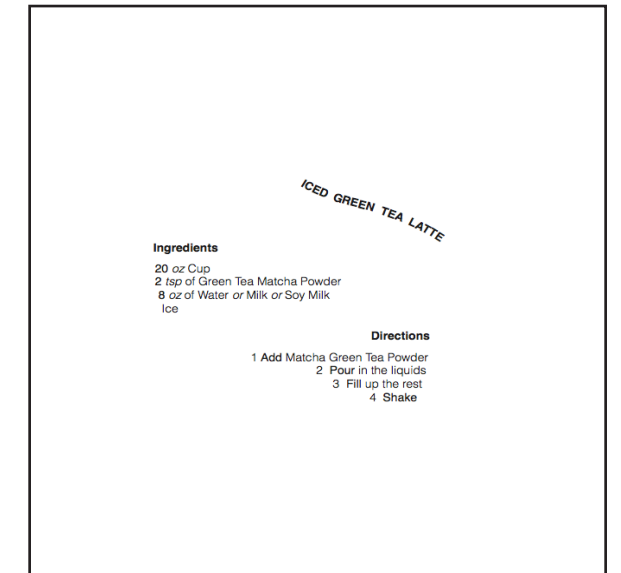
[23]



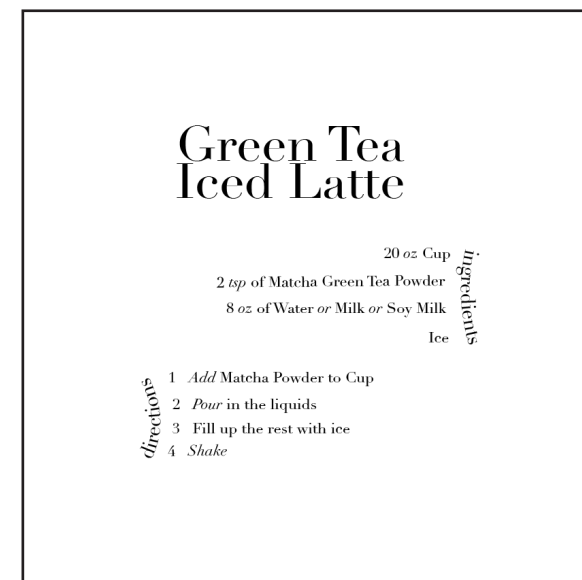
Proximity



Weight

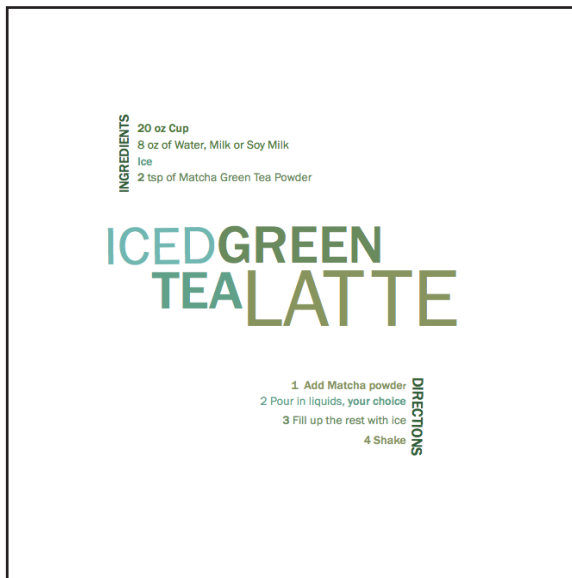
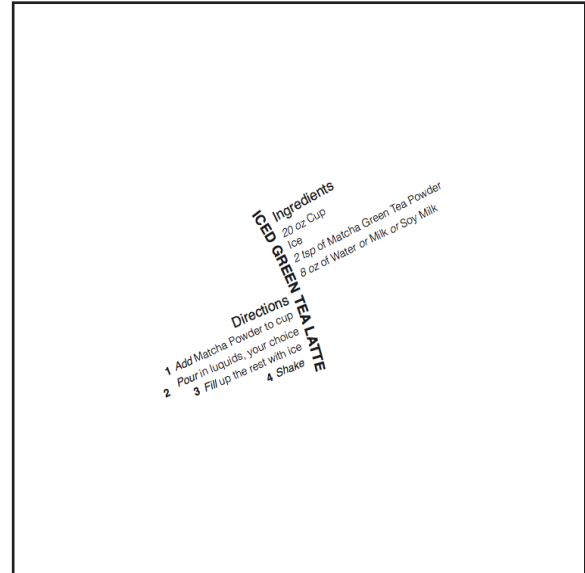
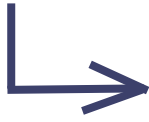


Size



# Process Material

## Weight & Size



## Color



## Visual Punctuation

