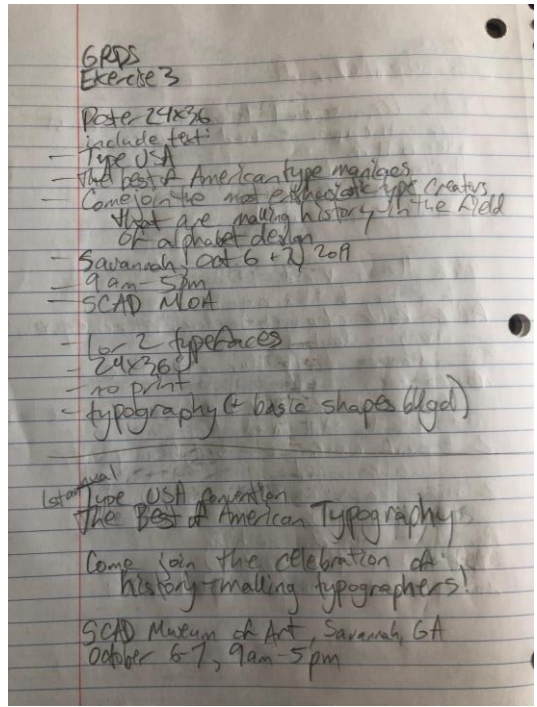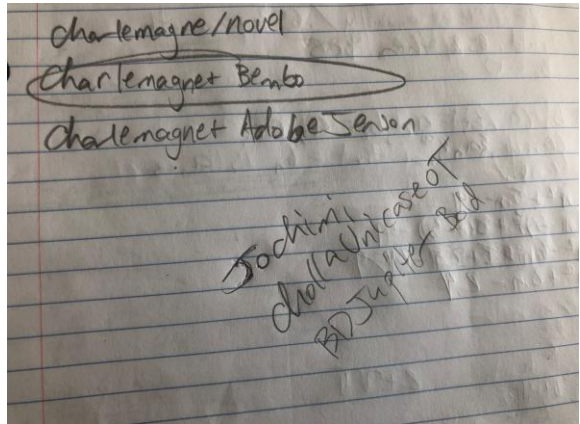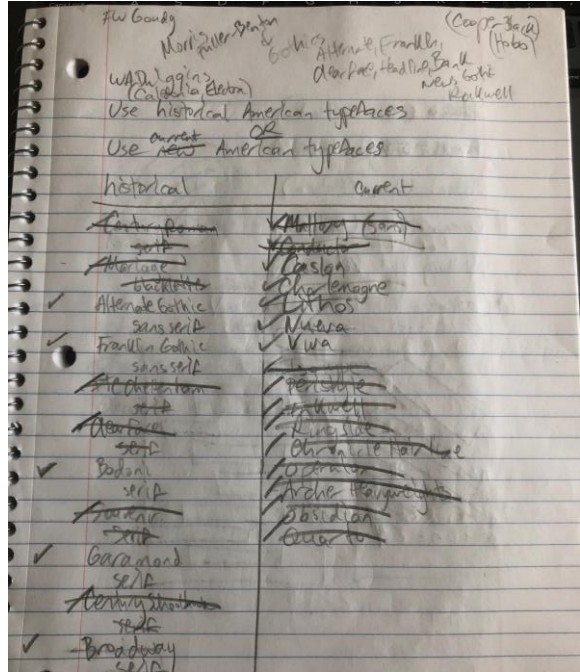# Exercise 3: Typographic Poster

Madeline Walz

Research and Design

Fonts

I originally wanted to use only American-made fonts, possibly one old, one new. I did a lot of research into American typeface designers and typefaces I liked. I wasn't able to come up with a typeface pairing I liked, though, so I ended up not doing that. For my first four drafts, I used Charlemagne and Bembo. For my fifth draft and final design, I used a custom font based on Joschmi, paired with Aktiv Grotesk Condensed.

Layout Sketches

These are my first three layout ideas. I used lines and boxes to mark the location of each section of text. I did not sketch out my fourth layout, just made a computer rough in class. The fifth layout came after I went back to browsing for fonts. I liked Joschmi, but not its resemblance to a stencil font, so I altered it to make it my own. Thanks to Professor Montero for the logo idea!
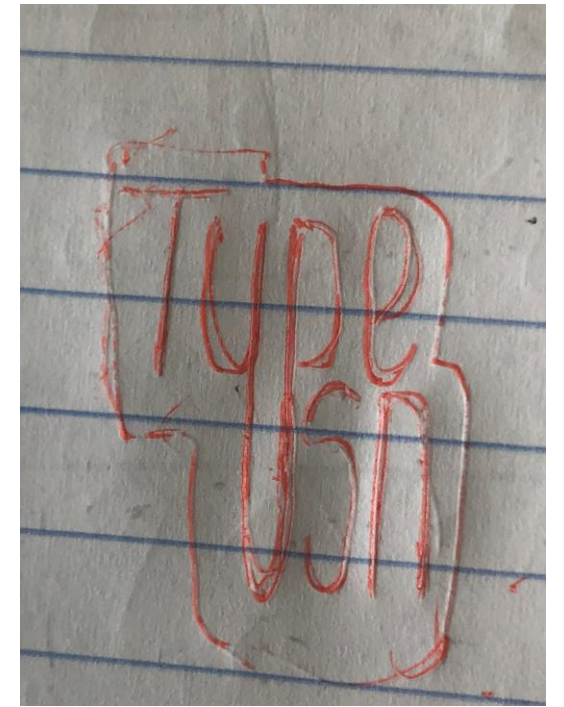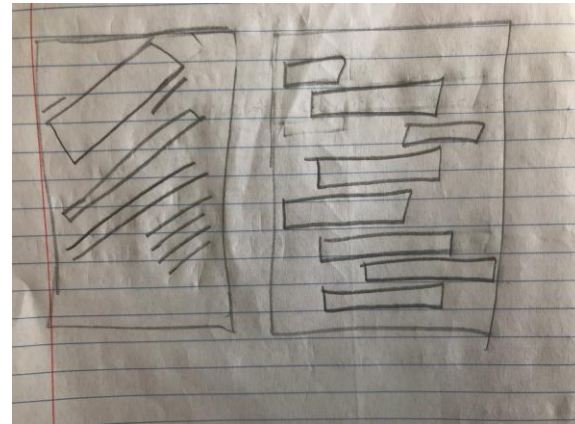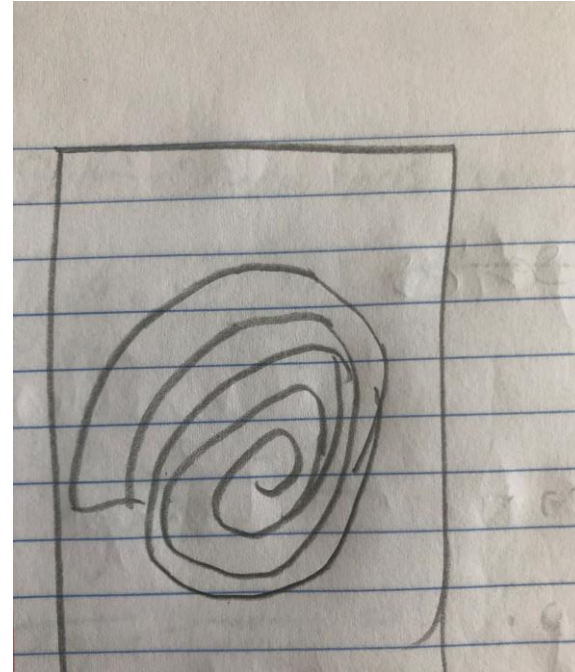
Computer Roughs

My five black and white computer roughs. The first four use Charlemagne and Bembo. The fifth rough, which has two variations, uses a custom version of Joschmi paired with Aktiv Grotesk Condensed.
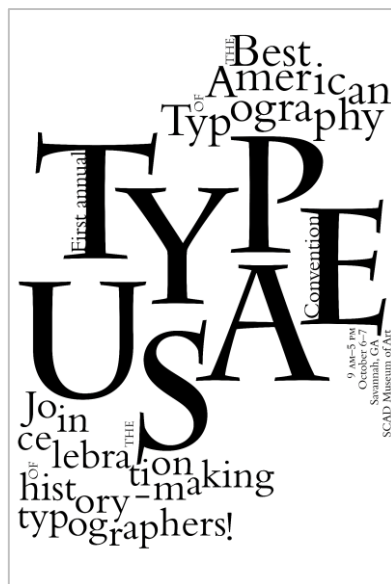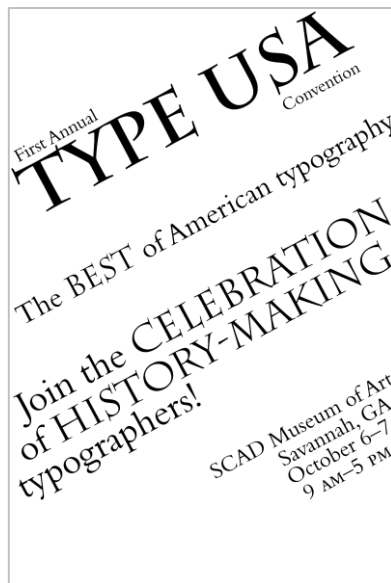
Final Black and White Design

Final Black and White Design

I chose the fifth rough's first variation.

Adding Color

Color Variations

I experimented with different color schemes, sectioning the background in different ways. Some were more successful than others.
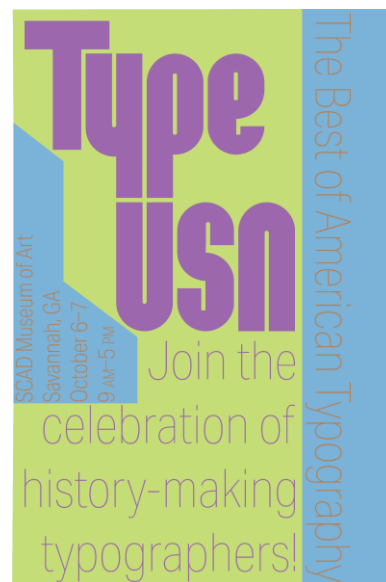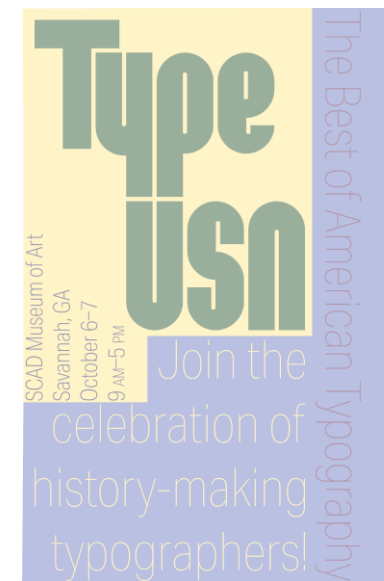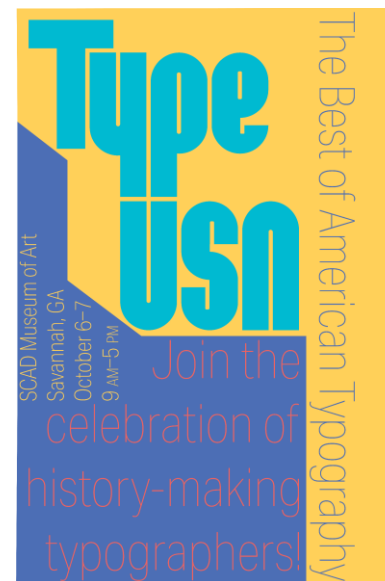
Final Color Design
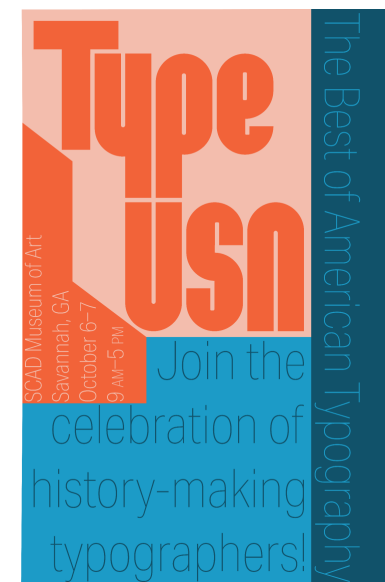
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