

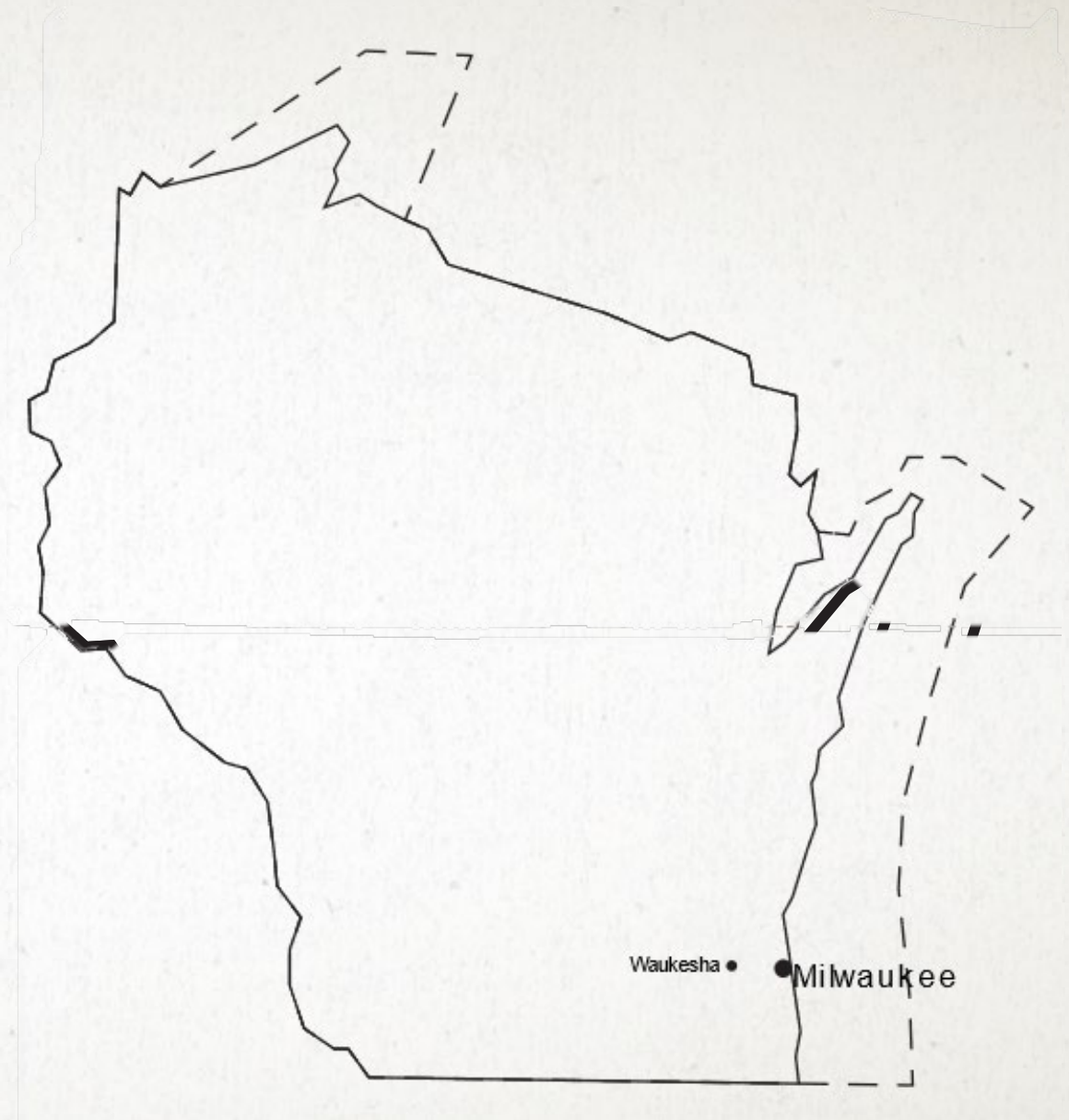
EXERCISE 5: TYPOGRAPHIC EXPRESSION

MADLINE WALZ

RESEARCH

WAUKESHA

- Founded in 1834 by Morris D. Cutler, 14 years before Wisconsin became a state in 1848
- Originally known as Prairieville, was renamed Waukesha in 1847, after a local Potawatomi leader
- In 1916, the Waukesha Pure Food Company began production of Jiffy-Jell, a precursor to Jell-O
- Home to 2 Wisconsin governors; four Olympians; football players the Watt brothers; musicians the BoDeans and Les Paul; and many people from the film industry, including silent film pioneers the Aitken brothers, stage director Alfred Lunt, actor Fred MacMurray, and screenwriter David Koepp
- Known for spring water, ponza rottas, Wisconsin's first college, and the first legal forward pass in football



WAUKESHA GITARTOWN

In 2012, Gibson Guitars named Waukesha a GuitarTown because it is the birthplace of Les Paul, a jazz, blues, and country guitarist; luthier; songwriter; inventor; and pioneer of the solid-body electric guitar. His work was the inspiration for the Gibson Les Paul guitars. Today, there are dozens of guitars designed by southeastern Wisconsin artists, placed outside and in buildings all over downtown Waukesha. Some are ten-foot-tall fiberglass statues, some are actual-size playable guitars. The website is no longer active, but the guitars can be seen all over Waukesha.

There are several other statues and many murals all over Waukesha. Many were added as part of Waukesha GuitarTown.

Other GuitarTowns include Hollywood, Cleveland, Miami, Orlando, London, Austin, and Nashville.



LIVE LOVE WAUKESHA

The Waukesha Downtown Business Association – local business owners dedicated to the development of downtown Waukesha – host several events through their community organization, Live Love Waukesha. One of those events is Waukesha's Friday Night Live, a block party in historic downtown Waukesha every Friday night during the summer.



WAUKESHA'S FRIDAY NIGHT LIVE

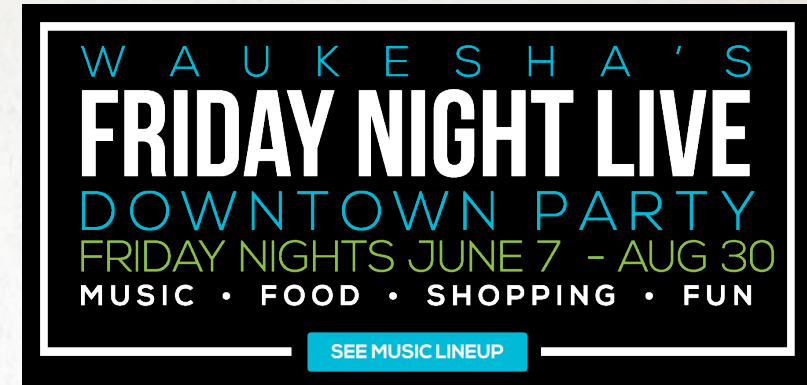
“Back in the 40s, 50s, and 60s, people gathered in the streets of downtown Waukesha to dance; sell and trade produce, meat, and other foods; and simply to have a good time while socializing and listening to live music.”

—waukeshafridaynightlive.com

By 2004, this tradition had ended. By 7 pm on Friday night, downtown Waukesha was abandoned. Businesses closed early because of a lack of customers. Anyone who was still around spent the evening in one of the local taverns.

A few local musicians, business owners, and organization officials wanted to revitalize downtown. They began sponsoring musicians to play on stages in downtown Waukesha every Friday.

Now, fifteen years later, hundreds of people – locals and visitors – enjoy live music, late night shopping, and food in downtown Waukesha every Friday night during the summer. There are nine stages and over seventy musicians from around southeastern Wisconsin. Dozens of restaurants, shops, and galleries are open late during the event.



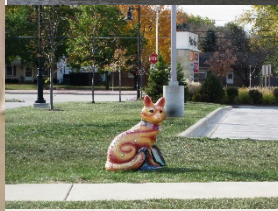
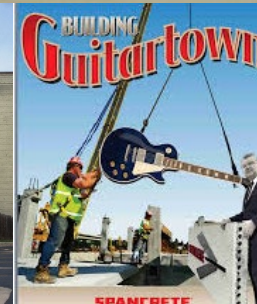
WAUKESHA'S
FRIDAY NIGHT LIVE
DOWNTOWN PARTY
FRIDAY NIGHTS JUNE 7 - AUG 30
MUSIC • FOOD • SHOPPING • FUN

[SEE MUSIC LINEUP](#)

HISTORIC DOWNTOWN
LIVE  **WAUKESHA**



DOWNTOWN
WAUKESHA



DESIGN

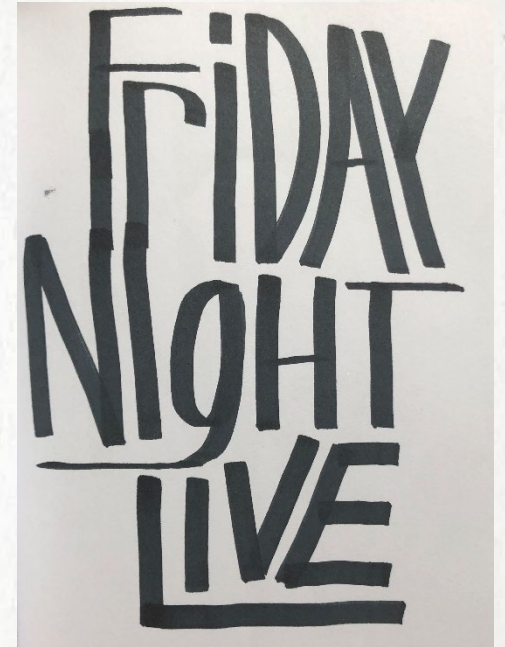
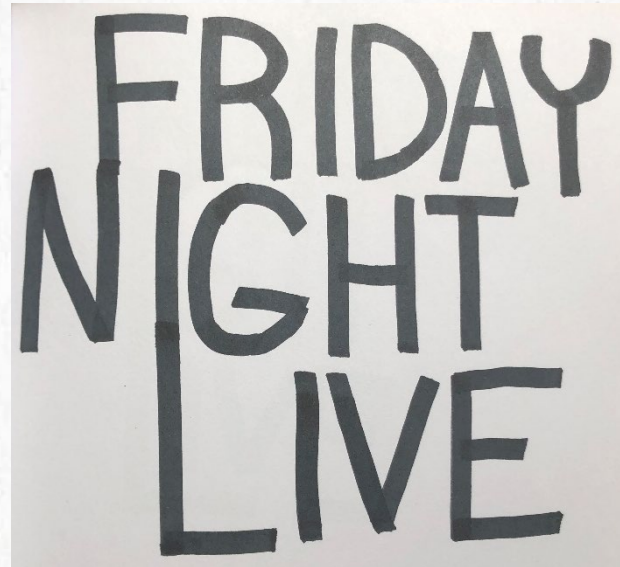
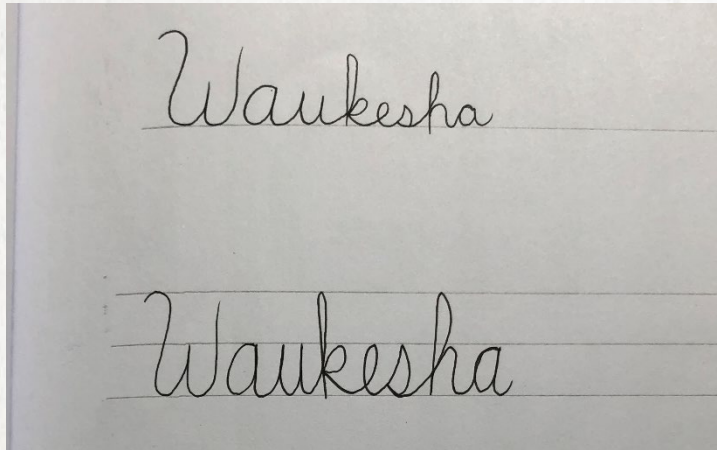
MEDIUM EXPERIMENTS

FNL FNL
FNL FNL
FNL FNL
FNL FNL
FNL

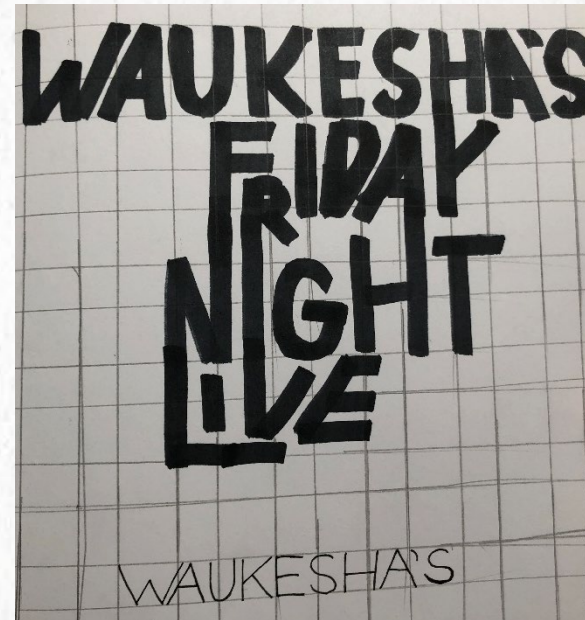
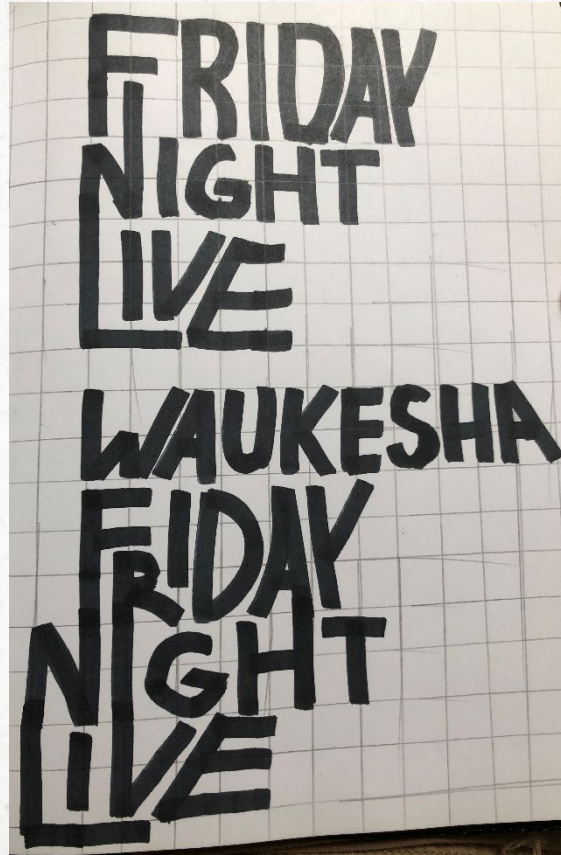
FNL fnl #512
FNL fnl #56
FNL fnl #99
FNL fnl #108
FNL fnl #107 *favorable*
FNL fnl #102

FRIDAY
FRIDAY FRIDAY
Friday

INITIAL DESIGNS



ADDING A GRID



NARROWED TO THREE

WAUKESHA
FRIDAY
NIGHT
LIVE

WAUKESHA'S
FRIDAY
NIGHT
LIVE

WAUKESHA'S
FRIDAY
NIGHT
LIVE

ADDING COLOR

WAUKESHA WAUKESHA'S WAUKESHA'S WAUKESHA'S
FRIDAY FRIDAY FRIDAY FRIDAY
NIGHT NIGHT NIGHT NIGHT
LIVE LIVE LIVE LIVE

WAUKESHA'S WAUKESHA'S WAUKESHA'S WAUKESHA'S WAUKESHA'S
FRIDAY FRIDAY FRIDAY FRIDAY FRIDAY
NIGHT NIGHT NIGHT NIGHT NIGHT
LIVE LIVE LIVE LIVE LIVE

NARROWED TO THREE

WAUKESHA'S
FRIDAY
NIGHT
LIVE

WAUKESHA'S
FRIDAY
NIGHT
LIVE

WAUKESHA'S
FRIDAY
NIGHT
LIVE

T-SHIRT DESIGN



FINAL LOGO

WAUKESHA'S
FRIDAY
NIGHT
LIVE