

# Typography Book: Objectivity to Subjectivity

Design Narrative

## **Client & Audience**

This book is my personal typographic study. I explore the use of the grid, hierarchy, flow, and negative space, and create many different layouts in the process. The study progresses from basic to very expressive layouts in five steps. Then, I used my experiment in two different ways. First, I used an experiment layout to design the book cover. Second, I used a very structured layout to layout a book about Adrian Frutiger.

## **Design Research**

A big part of this project was a research in a way. The process was to search and create layouts in different steps, with different elements. After the project was finished, I changed some of the original book and made it more my own. I explored more on expressive type, and looked at how I could create a design that is based on the typographic study. I then found I could use it as the cover of the book so I did some research and mock ups on how that is usually done.

## **Design Goals**

My Goal was to create a book that provides a typographic study and experiment. Then, the typographies and layouts could be used in different ways, in various designs.

## **Design Layout and Development**

The overall concept was to create a book that shows layout and typography experiment. The text used comes from a chocolate wrapper. I unwrapped the package, took the text. Then, I explored different layouts by using that text. To design the book cover, I chose an expressive layout from step five of the book because the happiness, joy of having chocolate matches an expressive layout and typography. The book is black and white but I added red to the cover to create hierarchy. Red also matches the experimental typography and chocolate happiness, both. The typefaces I used are Garamond and Helvetica. These were the typefaces assigned, and I decided to keep Helvetica in the book cover to get a more modern look.

## **Outcome**

I created a cohesive book that shows my typographic study and experiment. I found a good way to design a book cover by using my study and experiment.