

USAGE OF
DIFFERENT
STYLES:



world alphabet

PROJECT



I was inspired to dedicate this project to my cat, who had recently passed away. I decided to choose the Japanese language due to the fact that cats are a huge part of their daily culture.

I used three different mediums to create several styles in order to expand my creativity using the same word. I had used:

- Acylic Paint -
- Watercolor Permanent Ink -
- Marker -

2 type anatomy PROJECT

All three pages of the brochure shown in detail:

CAT

Name of font: Bodoni

C The uppercase "C" in Bodoni includes unbracketed serifs. Also, the serifs are thinner than the rest of the letter. There is a great contrast between thick and thin lines, as the serifs are thinner than the rest of the letter. This also includes an open counter which is the open space where it is open on one side.

A The uppercase "A" in Bodoni includes a thick Apex (where two lines meet to create a point), as the crossbar is contrasted with a thinner line. All the serifs are bracketed.

T The uppercase "T" in Bodoni also includes serifs. The top part of the letter has bracketed serifs, while the bottom part is not bracketed. There is also a contrast between thick and thin lines; as the stem is very thick in comparison to the serifs.

TOM

Name of font: Birch STD

T The uppercase "T" in Birch STD contains a serif (bottom of the letter), as well as half serifs (top right & left). Also, the serifs seem to be semi-bracketed, as the bracketed are a bit pointed, as opposed to it being more rounded. Every ending point of the letter is pointed, giving it a very sharp look. There isn't too much of a contrast as far as thick and thin lines because the stem isn't too thick compared to the top line; the main contrast between the lines are the thinner pointed ends.

O The uppercase "O" in Birch STD is very narrow with its oval shaped "open space". There is a slight difference when it comes to thick and thin lines because the left and right sides of the letter is more thick in comparison to the top and bottom.

M The uppercase "M" has strokes in the middle which ends in half serifs on top of the letter, while the bottom ends in serifs. The serifs are also straight and are not angled on both the top and bottom of the letter. This uppercase "M" looks very modern, but can also be classy due to the fact that the bracketed areas are rounded as a typical old style bracket would be.

GHB

Name of font: Broadway

G The uppercase "G" in Broadway is a sans-serif with an extreme contrast between thick and thin. The right side of the letter is very thick, while the left side consists of very thin lines. Since the left side is so thick, the counter space (open part) is not very open. The end points are also rounded, as opposed to it being pointy (indicated in red circle).

H The uppercase "H" in Broadway is also a sans-serif. Similar to the "G", it also has a high contrast between the thick and thin lines. The thick lines have a rounded end point, while the thin lines have a delicate, as shown in the red circles.

B The uppercase "B" in Broadway is a sans-serif. The upper lobe is rounded and curved to provide decorative style, while the end points are rounded (indicated in red circle). There is also a very high contrast with thick and thin lines, where the left side of the letter is extremely thick, in comparison to the lines on the right side.



Used three different fonts: Bodoni, Birch STD, and Broadway. For all three pages, I used a different color, using different hues to represent several moods depending on the style of the font.



expressive type

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PROJECT

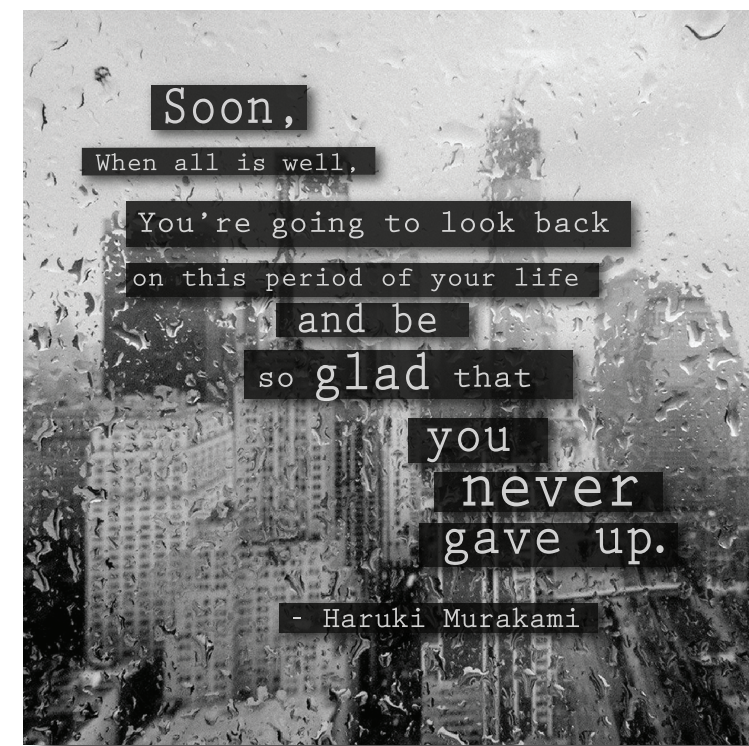
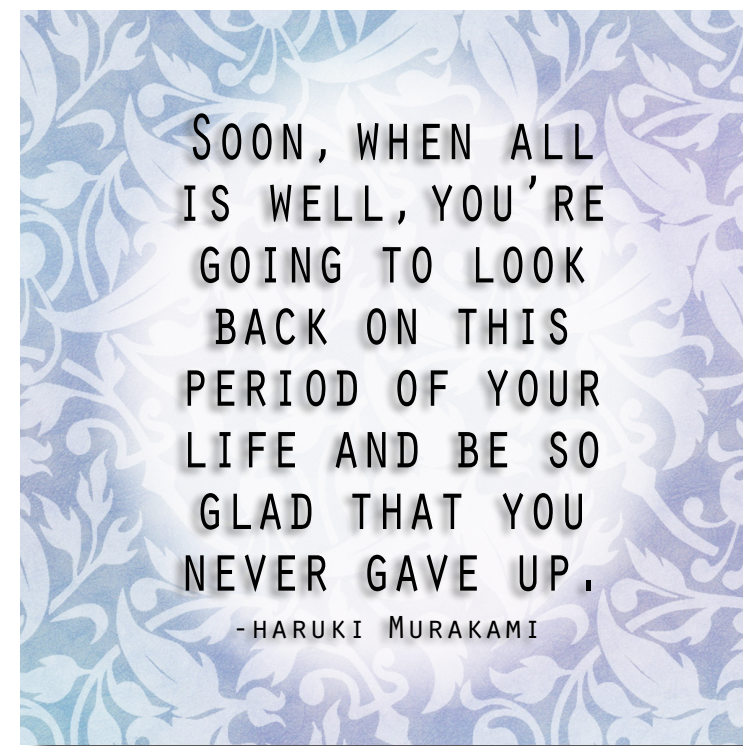
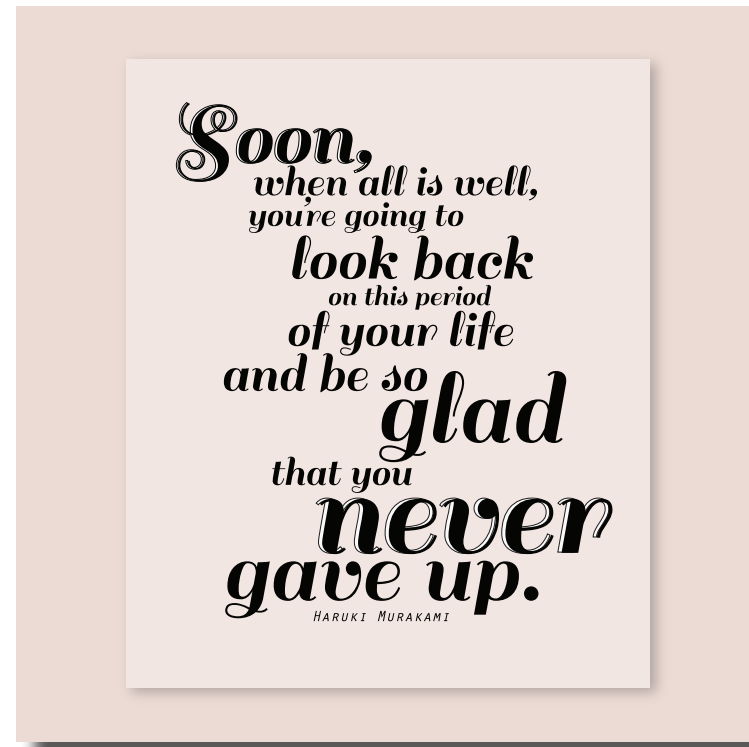
This project portrays graphic design's huge role when it comes to projecting different moods and feelings through various representations of patterns, colors, shapes, and objects depending on the expression. I decided to provide three completely different vibes in order to enhance my skills and show that I'm capable of designing numerous types of styles outside of my comfort zone.

Two alternative designs to portray various feelings & moods towards different expressions.



4 setting a quote

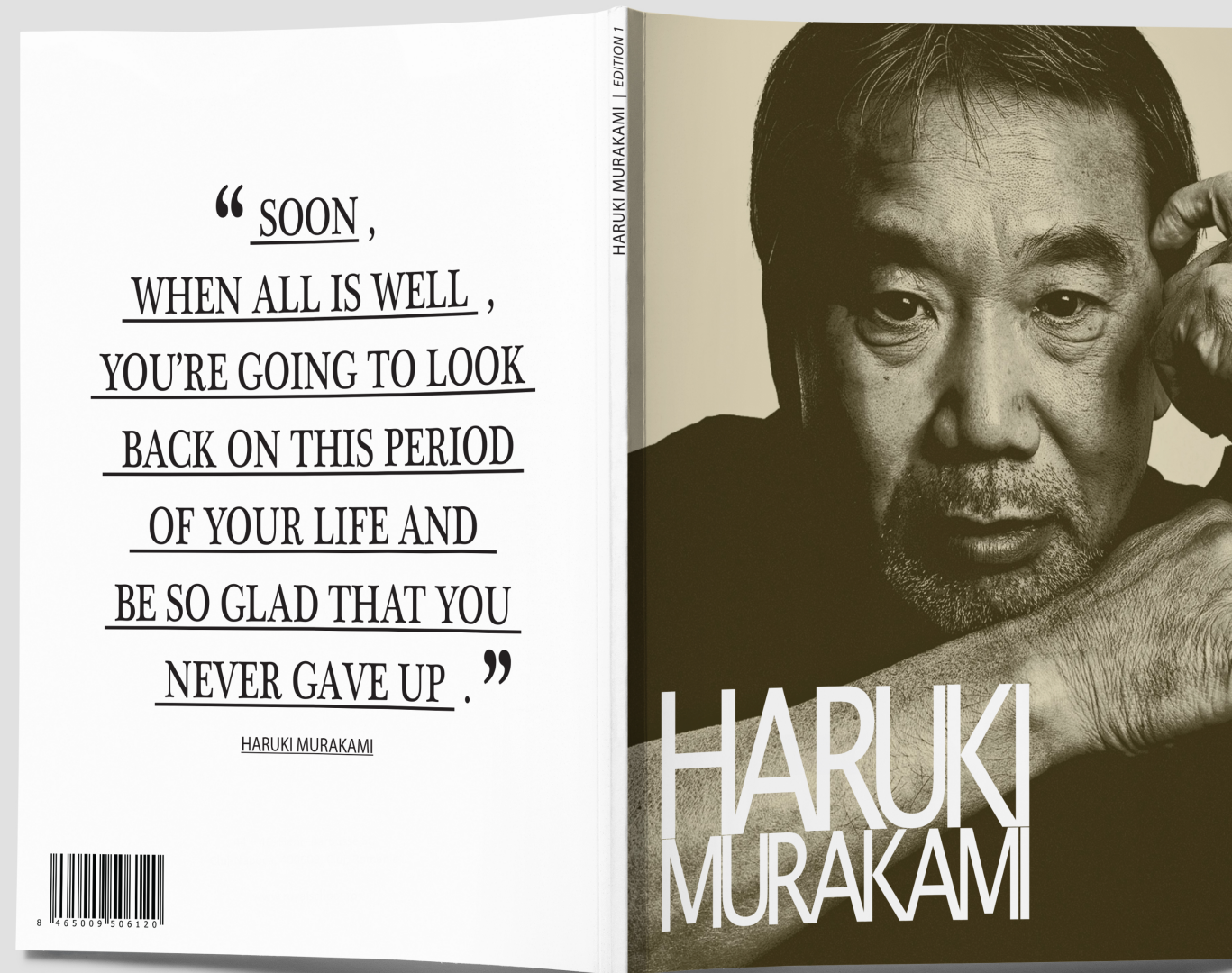
PROJECT



Five other designs in order to portray that the same quote can provide several different moods, while still having the same meaning.



I was inspired by a Japanese novelist, Haruki Murakami's, quote about never giving up no matter what hardships we go through in our lives, as this quote should be a staple in anybody's life.



FRONT/BACK



INSIDE PAGES

zine 5 PROJECT

I created a magazine dedicated to Haruki Murakami's background. I decided to go for a very simplistic, modern look and to make it more appealing for viewers to read, I added different shapes which include some of his famous and inspirational quotes. For the title, I wanted to go for a minimalistic look, but still make it look visually appealing, so I made both his first and last name in line, while "Haruki" is much larger in size than "Murakami". Although, the words are different sizes, they balance each other really well. I made the text white and added it on top of a monochromatic photo to make his name stand out.

6 graphic design history

PROJECT



Closer look at my Paula Scher inspired poster.



This design was inspired by Paula Scher, as I'm fascinated by her modern style using typeography. I love the fact that she uses type as her focal point to intrigue a viewer. For this design, I had actually took one of her pieces and turned it into my own using her style, while incorporating her story.