

TYPOGRAPHY 03
CODE 2021-003
TUESDAYS / THURSDAYS
11:30AM–2:45PM

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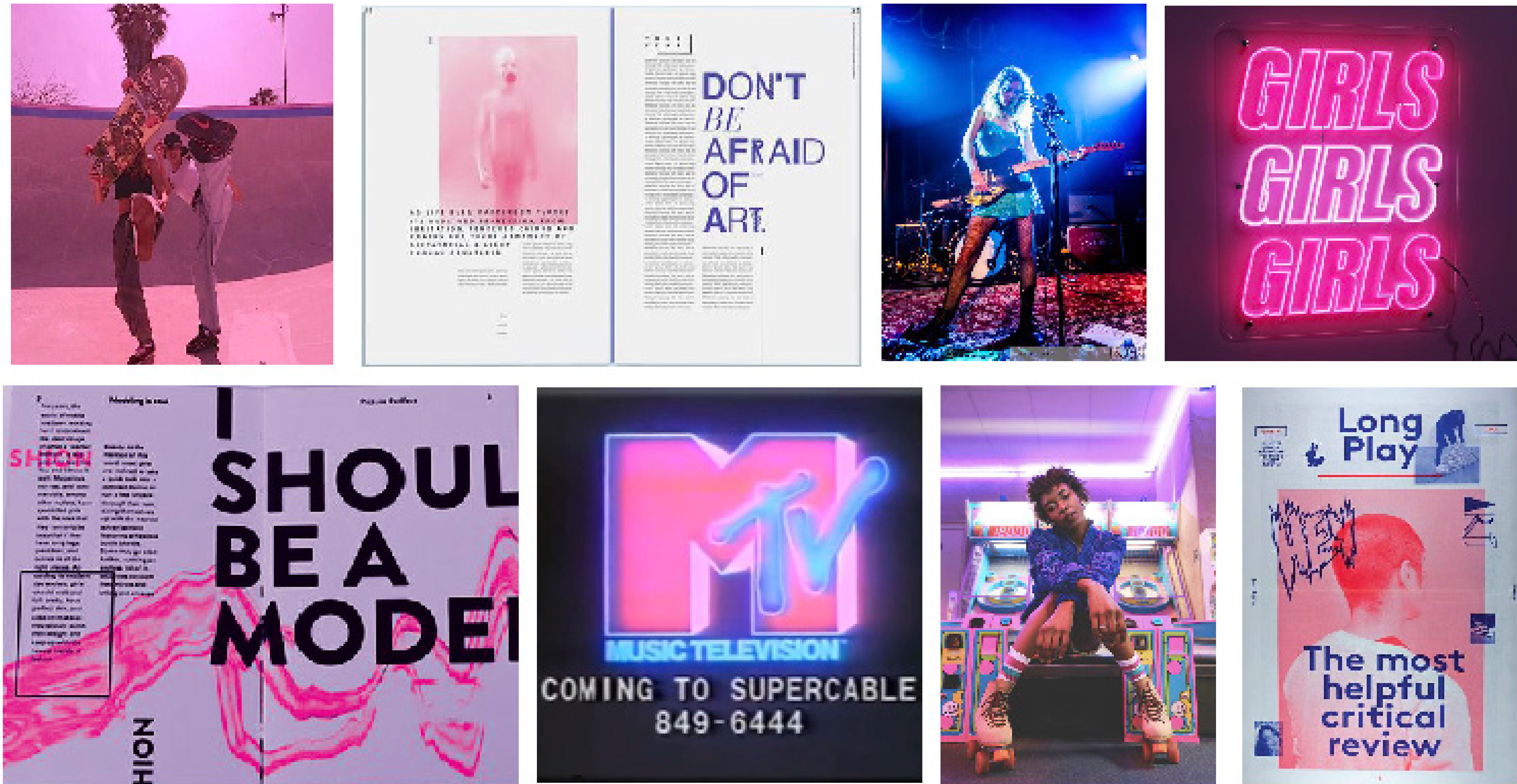
ANYA GRIEZE
08 / 06 / 2020
CUTTHROAT
WOMEN IN MUSIC

Typography 03 — Process Book

Cutthroat is a woman-centric music magazine that aims to promote and portray the diversity, attitudes, and styles of women in the music industry. To do this, Cutthroat utilizes bold colors, eye-catching imagery, funky typography and covers a range of artists from different genres and backgrounds.

Inspiration Board

When looking for inspiration, I wanted to create a rebellious but feminine vibe. For my mood board, I tried to find images that had a feeling of confidence and attitude to reflect the confidence and attitudes of women in music, such as Rico Nasty who I focused on for my feature article. I also wanted my images to have a pink cast over them to create a cohesive color palette going forward. For typographic inspiration, I focused on finding typography that had structure but still had unique elements that broke convention. I used this concept going forward to influence my type for both of my articles.



Process

For type pairings, I wanted to combine bold and fun typeface with a more reserved and legible typeface for the body copy. I also was looking for fonts that were fun without being too tacky or out there because I still wanted there to be an element of sophistication. Through trial and error, I was able to find a few pairings that I could see being successful and eventually narrowed it down to one.

Paralucen Text + Helvetica Neue

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

Germania One + Georgia

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

AMBOY + Proxima Nova

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

NIMBUS SANS EXTD + Nimbus Sans

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

HEADLINE GOTHIC ATF + Avenir

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

fairytale + Athelas

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

Realist Wide + DIN 2014

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

Neue Haas Grotesk Display Pro + Myriad Pro

Large Header

Medium Header

Small Header

Body Copy

Quote

Graphic Element

Caption

Caption

Germania One + Georgia

Although I was stuck between a few pairings, when I started applying them in the context of my publication, the Germania One and Georgia pairing worked the best in my eyes and also seemed the most unique. The decorative feeling of Germania One contrasts, but still corresponds to the simple serif font, Georgia, creating a balance. I also liked how Germania One made a statement and created its own presence that I didn't see in some of the other typefaces I was looking at. Overall, I found that this pairing reflected the mood and goal of my publication the best.

Germania One + Georgia

Large Header

RICO NASTY

Medium Header

One of the most spirited voices in rap got to where she is by trying on different identities. Now she just has to be herself.

Small Header

By Tasbeeh Herwees

Body Copy

When she was in sixth grade, her parents enrolled her in a boarding school in Baltimore, in the hopes of providing her a better education than the one her school district offered. A bus would pick her up from a local rec center every week and return her to spend weekends at home. After three years, when she was 14, a boy named Martinez invited her outside to smoke weed. She was so young, she says, she didn't even know how to use a lighter. The pair got caught at a bus stop. They weren't even stoned yet — "and that was the secret part about it," she says — but she was expelled and sent back to a public school near home.

That, she says, is when Maria Kelly became Rico Nasty.

Quote

"I started doing shit the way I like to do it 'cause I got tired of waiting on everybody else to do shit for me."

Graphic Element



Caption

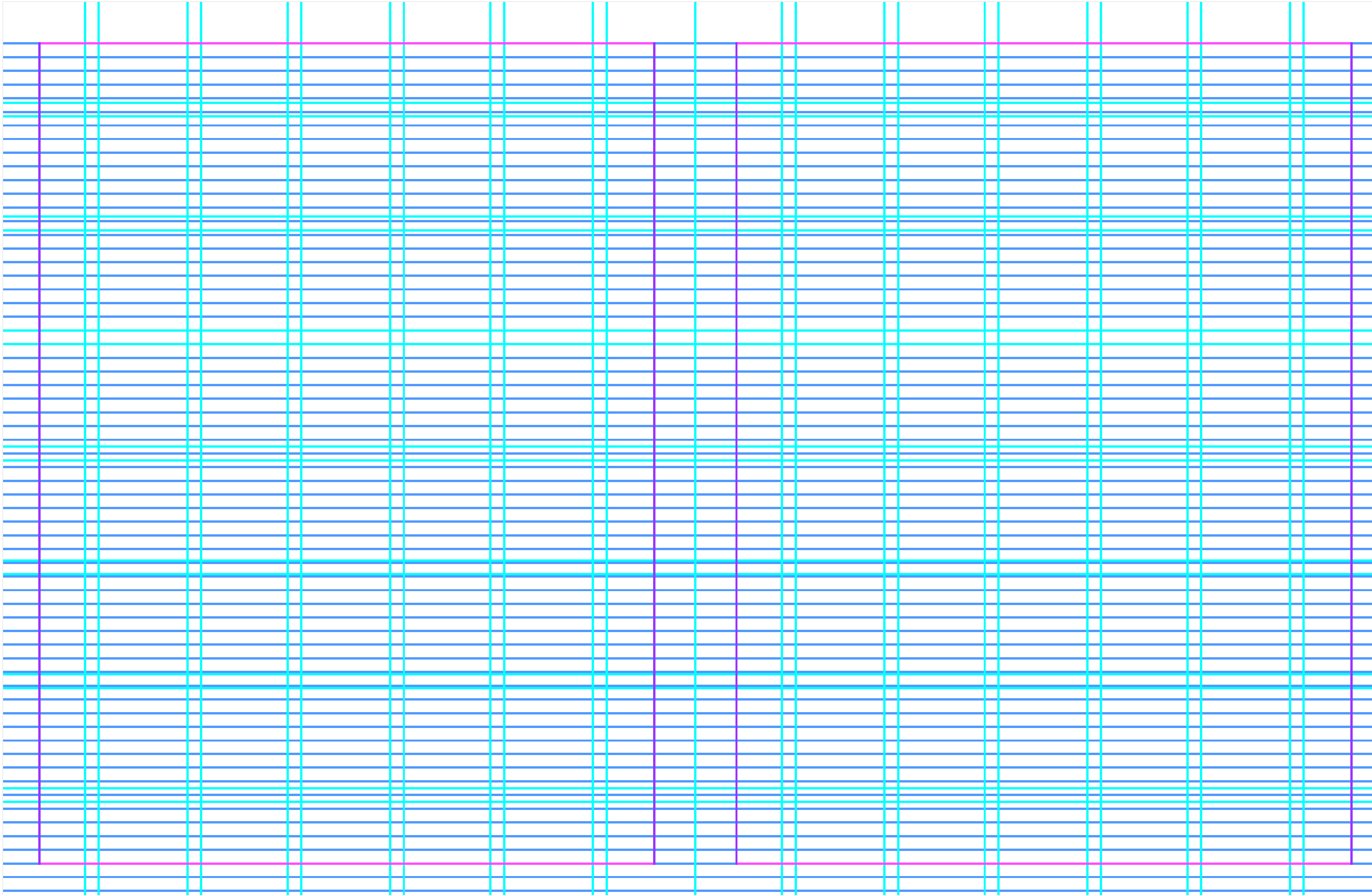
Photographer Katie McCurdy Fashion by Shiloh Kennedy

Caption

01

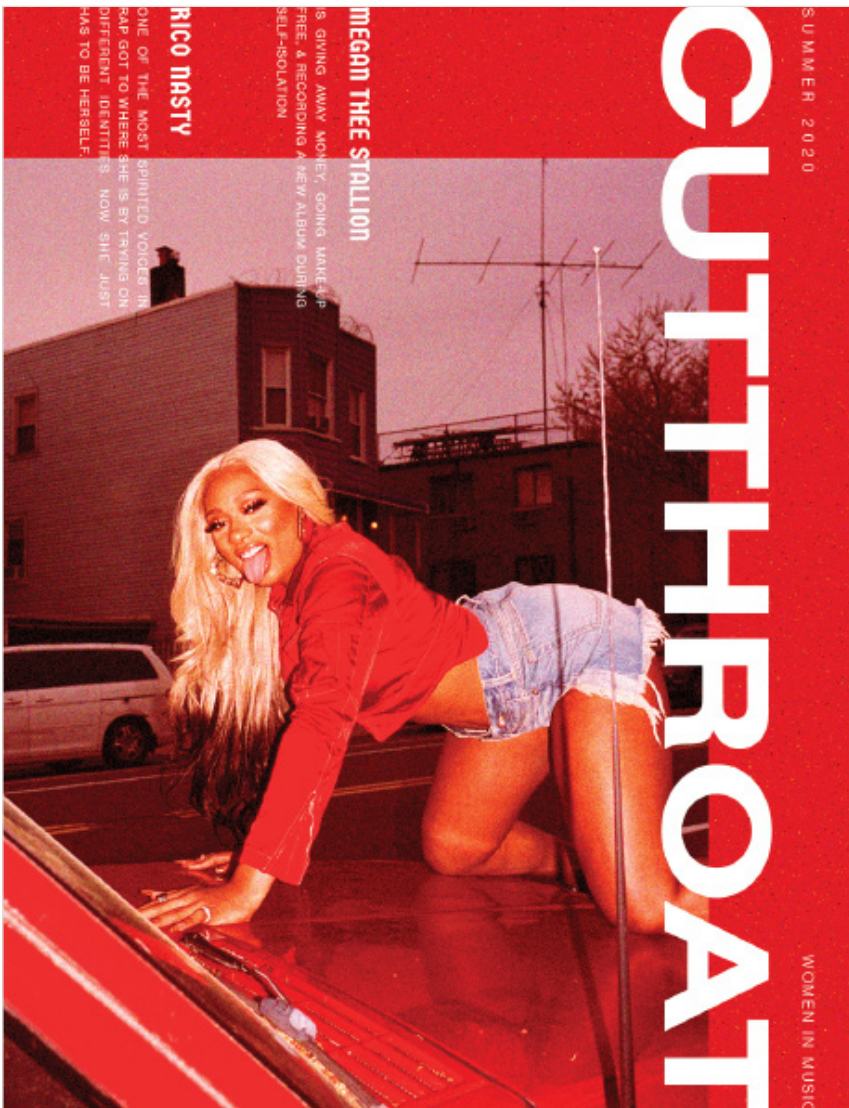
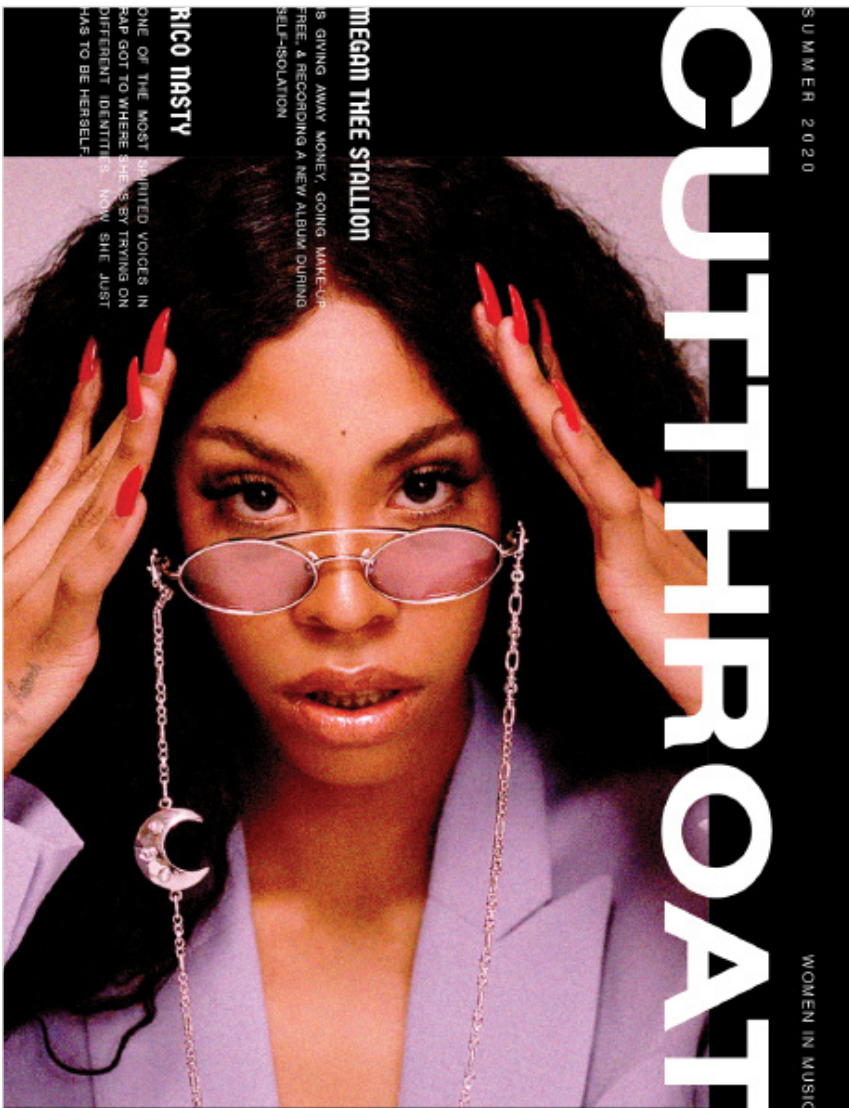
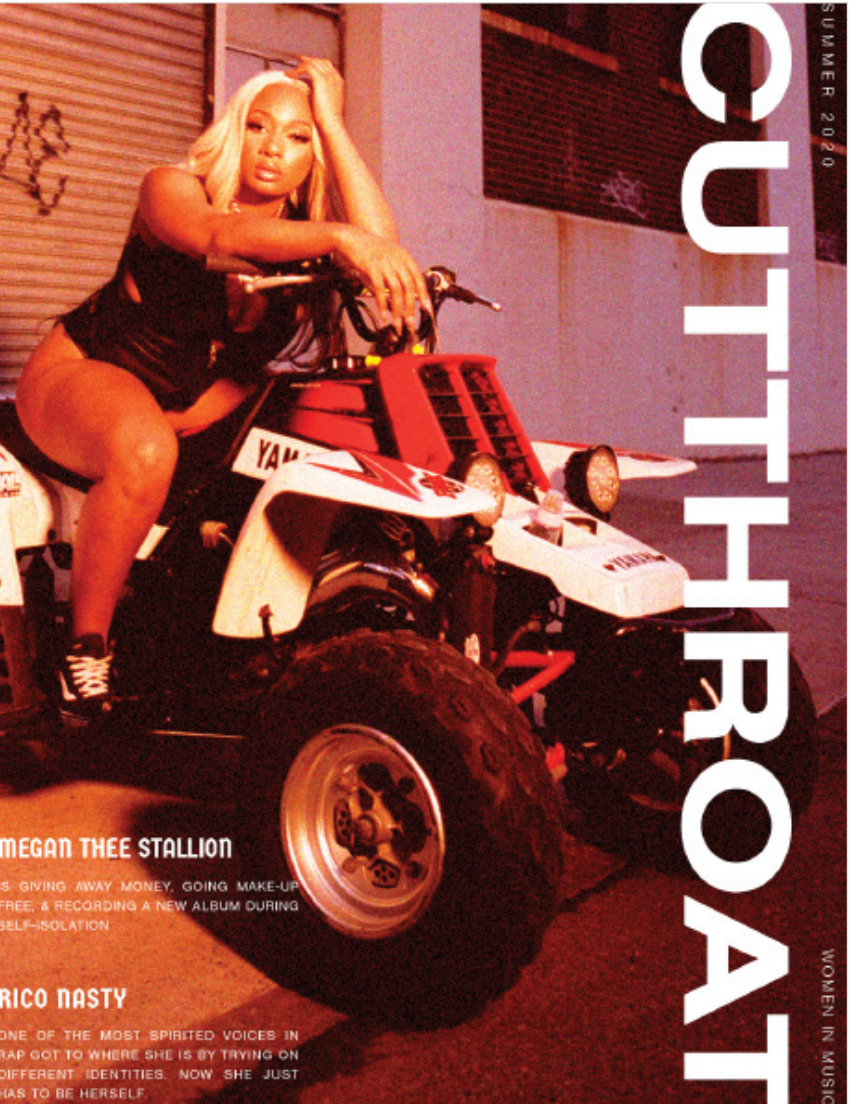
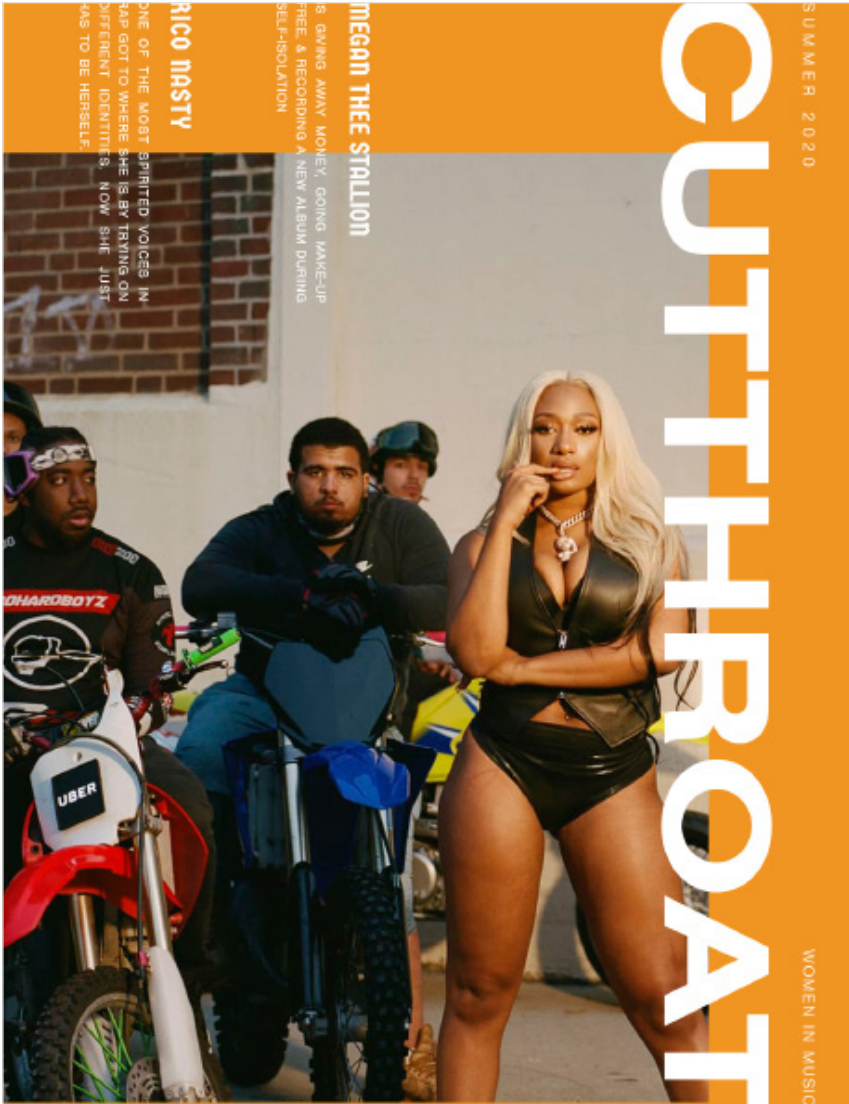
4 x 5 Grid

I chose a 7 collumn, 8 row grid to allow for more flexibility for my work since I wanted to use lots of shifting text and variables. Additionally I have a half inch margin and a baseline grid to further organize and tighten up my work.



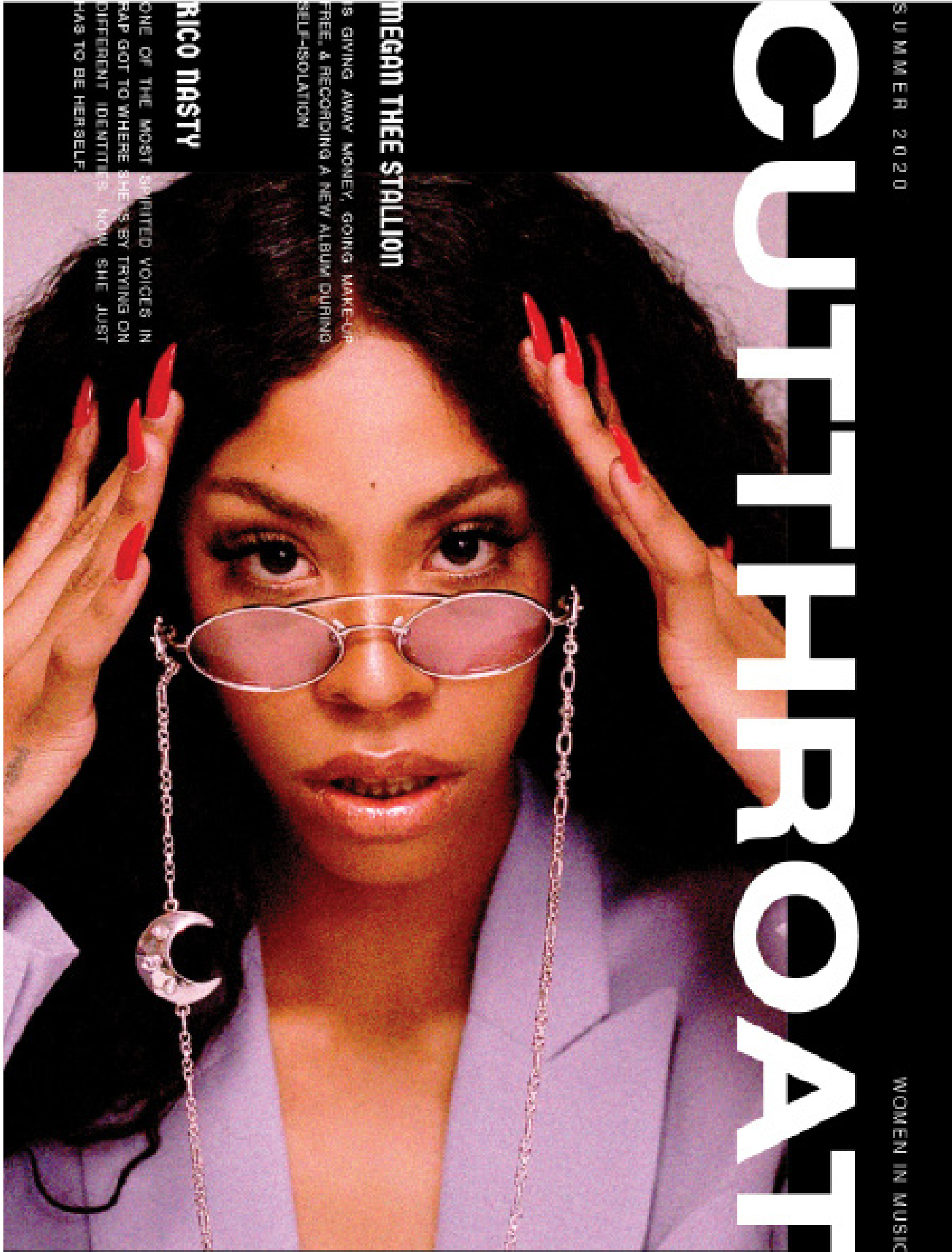
Cover Design

When working on my cover design, I stuck with similar typography for each of them and tried to have that type mirror the style of what I had used for my articles. I played more with color and image to find a cover that I thought best fit the vibe I was going for without being too similar to the spreads.



Cover Design

I chose the black iteration of my cover because I thought it packed the best punch. For this composition, I mimicked the editing seen in the rest of the magazine (pink cast with grain) and utilized vertical type to add more interest. Additionally, I decided to have the type bleed slightly off the page to create another layer of complexity and make the cover more dynamic in general. Because the image has such a powerful presence, I aimed to make the rest of the cover, through color and typography, have the same feeling.



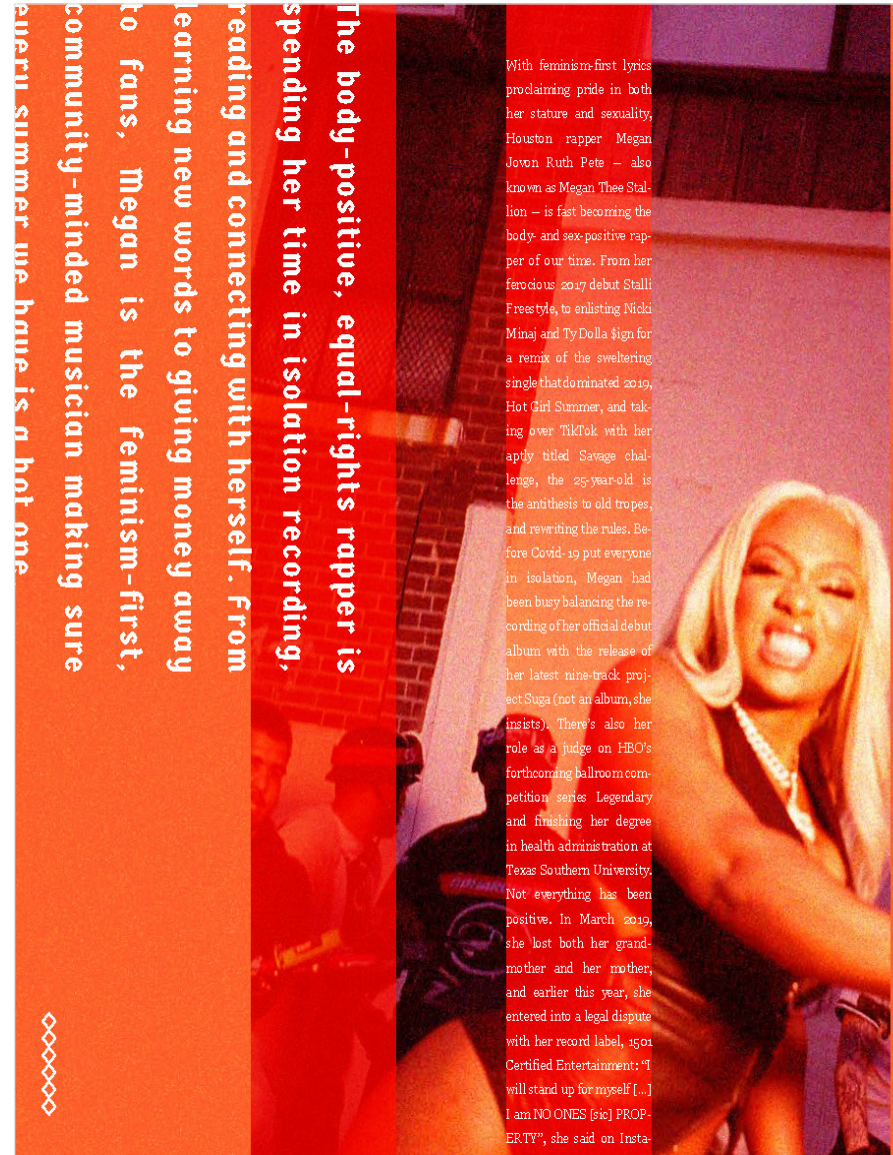
Interview Article

While working on my interview article, my goal was to play with vertical columns, bold typography, and overlapping text. I also had to find a way to reflect Megan Thee Stallion's carefree confidence through the typography and color palette. For this reason, I went for an eye-catching starter spread and warm, intense colors. I also had to navigate how to differentiate the interview questions and her answers to make it legible but still engaging.



Interview Article

For my final iteration of the interview article, I made a few changes to make it really pop. After a few critiques, I found that some of the overlapping text was hard to read. To aid this, I added a translucent orange graphic element behind the text and carried it out throughout to keep consistency. Additionally, I tweaked the text to fix spacing issues and changed the orange shade a bit to better correspond to the rest of the magazine.



Feature Article

My feature article, which I made first took a lot of exploration until I figured out a system that could work. When I started, I wasn't really sure what I wanted to do with the typography and only really had the color and imagery set. After working more on it, I decided to work with shifting and overlapping type. At first, it lacked consistency, so I worked on making the details and spacial relations more refined which led to the last set on this page. Additionally, I added a light texture to the last one to mirror the image editing.



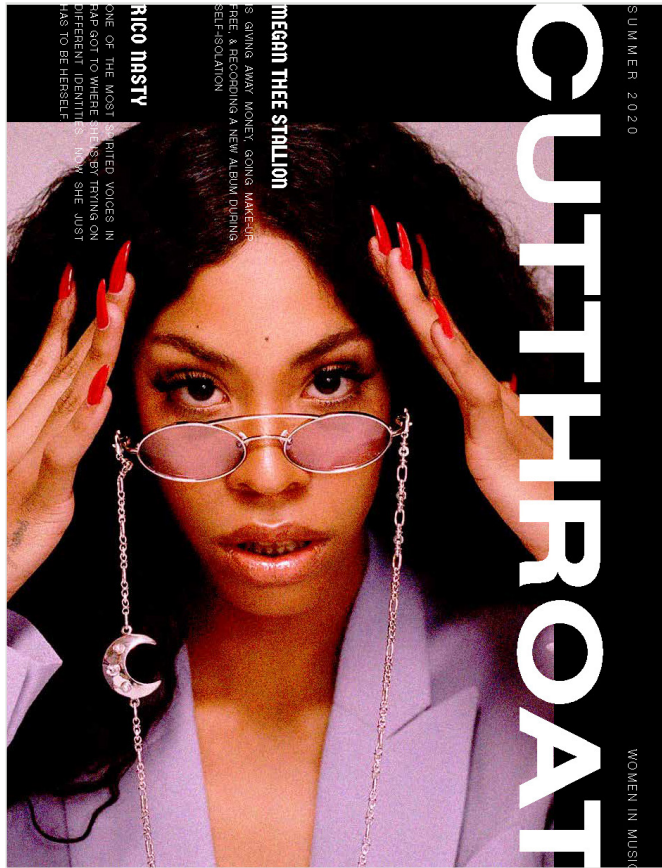
Feature Article

After a lot of trial and error, I created my final version. I added the pink block graphic elements to further emphasize the overlapping type (like in the interview article). I found that this added an extra pop and help integrate the type, imagery, and pink background. Additionally, I changed the title on the starter page some to make it work better with my new changes.



Body of Work

Overall, for my system I decided to use one that involved overlapping typography, bold color, graphic elements, shifting text, and occasionally some vertical type. By combining these elements I wanted to make my publication really reflect and add to the artists I was covering (who both have outgoing, bold aesthetics) and the mood of my magazine in general. To get rid of monotony between the two articles, I made the interview article's typography opposite of the feature articles'. To achieve this, I made the text columns vertical and had them move vertically across the page instead of horizontally. In addition to this, I made the feature article's starter page have more vertical text as well as a solid background piece whereas with my interview article's starter page utilizes a full bleed image with large, horizontal text reaching edge to edge.



01.
What are the strengths of your final design?

I think my design is strong in that it has a solid system throughout and the color and imagery reflects the mood I was going for well. Additionally, I think it grew a lot from where I started.

02.
What weaknesses do you see in your final design?

I think my design is weak in that it could've been pushed more from the start to really reflect my moodboard in a typographic sense. I really think it could've benefitted from more experimentation in the beginning phases.

03.
Did you thrive at any point during the design process?

Yes, definitely thrived when I had a breakthrough with my first article. I think figuring out that first article's system and becoming happier with it made me excited to move forward. I also really enjoyed making the moodboard and figuring out the aesthetic I wanted to have throughout.

04.
Did you struggle at any point during the design process?

Yes, I definitely got stuck a few times throughout, especially starting. I had a hard time trying to translate my ideas into my design. I created a pretty clear vision from the start but it was difficult for me to reflect that with typography and composition.

05.
Was there anything you wish you had more time to work on?

I think I would like more time to experiment with different ideas since I didn't really get my system together until later and got less time to try things out as a result.

06.
Was there anything you felt wasn't explored or further explained?

I would've liked to explore more experimental forms of typography but I definitely learned more about formatting and using grids, especially using a baseline grid.