

BRIAN RIO

TYPOGRAPHY 2 : SPRING 2009 : PROJECT 1

The Early 20th century was a turbulent time for America. Industry was everywhere, soot filled the air and a boom in immigration sent overcrowding to new heights. The Great Depression loomed and the world's first War made our future uncertain.

“Here is a population, low-class and mostly foreign, hanging always on the verge of starvation and dependent for its opportunities of life upon the whim of men every bit as brutal and unscrupulous as the old-time slave drivers; under such circumstances, immorality is exactly as inevitable, and as prevalent, as it is under the system of chattel slavery.”

SERIES

Upton Sinclair
The Jungle
Boston: A Novel
They Call Me Carpenter: A Tale of the Second Coming

AUDIENCE PERSONA

Megan just finished her Junior year at Redmond High School in Redmond, Washington and is preparing for the family's annual Summer road-trip. This year Megan's father has a business meeting in New York City, a first visit for Megan. Thinking back to Mr. Judge's American History class, Megan remembers enjoying the section on Ellis Island and the intrigue and wonder of early 20th century immigration. Being a bit of a bookworm, she tries to look past the standards in search of something a little less expected and decides to devote her summer reading to this time period. On her lunch break from her part-time job at the optometrist's office, Megan strolls down to the Elliot Bay book company to pick through their used selection of American writers. There she finds a dusty copy of Frances Kellor's *Out of Work* and skimming the back cover, chuckles a little at the word "muckraker". She's heard the term before, in her honors English literature class and reading over the titles on the shelf she finds Upton Sinclair's *The Jungle* and remembers Sinclair's name mentioned in a conversation with Mr. Judge. Megan pays for her paperbacks (always \$2 for used titles at Elliot Bay Books) and heads downstairs to the cafe for an iced chai tea and to begin her reading during the remainder of her lunch break.

TO SUGGEST

The 1920's; greed vs humility; the elite vs the humble; dimensionless stereotypes; dark and overworked industry; immigration and segregation; social unrest; chunky screenprints; socialist propaganda; being part of a cog in a system; newspaper tabloids; underhandedness; noir; flashbulbs and front pages.

THE BASICS

The Jungle - The corruption of the American meatpacking industry during the early 20th century provides a backdrop for Sinclair's commentary on industrial labor and working conditions, food safety and child labor are largely discussed. Foreign sales of American meat fell dramatically. Considered a classic example of muckraking tradition in journalism.

Boston: A Novel - Sinclair's fictional interpretation of the Sacco / Vanzetti trial - "Probably the most tumultuous trial in the early part of the last century." Cornelia (fictional) leads us through the story of two Italian workers accused of murdering and stealing money from two payroll carriers in suburban Boston. Cornelia befriends Vanzetti through her job in a rope factory and experiences poor working conditions and abuse common to factory work of the time. Throughout the book she becomes sympathetic to social change.

They Call Me Carpenter: A Tale of the Second Coming - The second coming of Jesus during the 1920's. Shows hostility between varying races and social classes in Los Angeles

SIGN : INDEX : SYMBOL

Signs: events or things that direct attention or are indicative of other events or things. Signs serve as a token or icon of the thing they represent.

Index: something used or serving to point out; a sign, token, or indication. Indexes are indications or reference points that lead to something else. Tears for example would generally indicate pain or sadness.

Symbol: something used for or regarded as representing something else; a material object representing something, often something immaterial; emblem, token, or sign. 2. a letter, figure, or other character or mark or a combination of letters or the like used to designate something. Symbols are completely arbitrary representations that hold their meaning when dissasociated from their context.

SERIES : SEQUENCE

Series: a set or number of related things or events relating via subject, proximity or sequence.

Sequence: the following of one thing after another; an order of succession or list based generally on a time frame.

WORD LIST

Socialism	dirty	crude	salacious - suggestive or tending to moral looseness
Capitalism	off-color	raspy	sullen - darkened by clouds
possessions	soiled	removed	unrefined - rough, crude, uncouth
wealth vs poverty	grimy	detached	break (as in a story) - make known to the public
poor	soot	immigration	information that was meant to be kept a secret
hapless	smokestack	segregation	pulp - inexpensive, poor quality printing
misfortunate	theatrical	unpolished	
destitute	dramatic	reveal	
needy	glowering	unmask	
hard up	sour	desolate - crushed by	
impoverished	isolated	grief	
broke	rough	desperat	

TYPE SELECTION

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DARKHEART

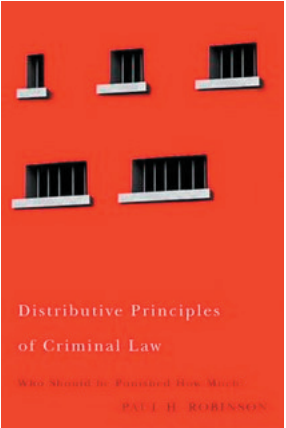
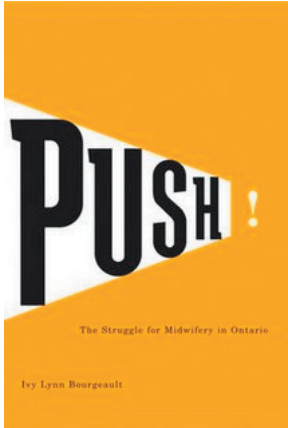
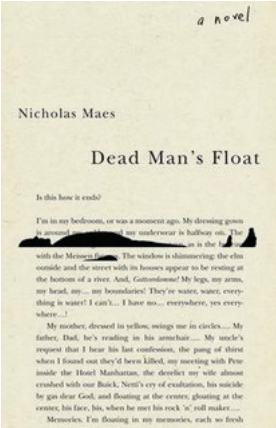
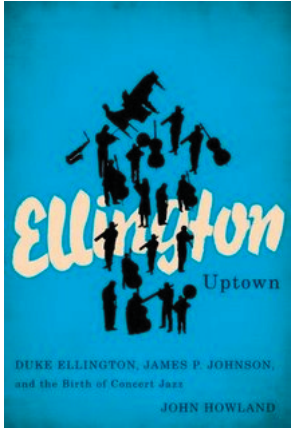
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COLOR PALETTE



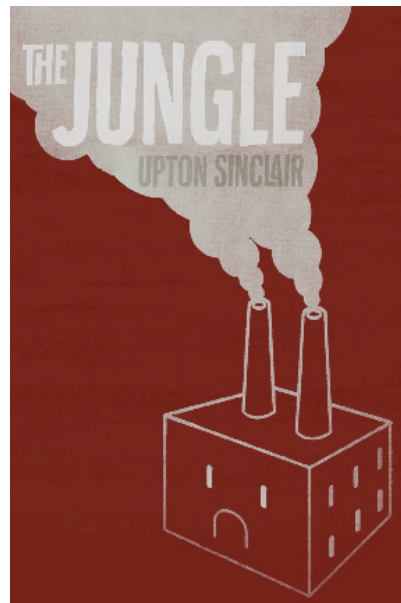
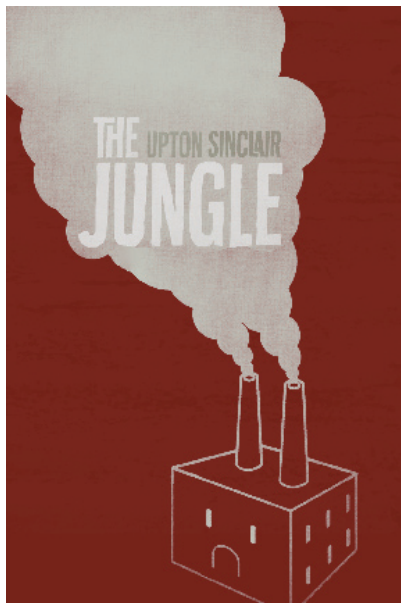
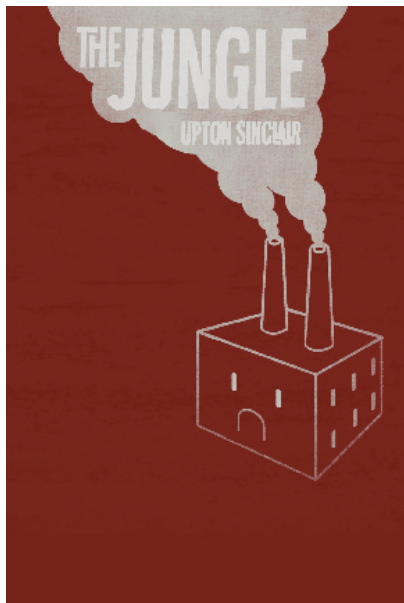
RESEARCH EXAMPLES



MIXED VISUALS



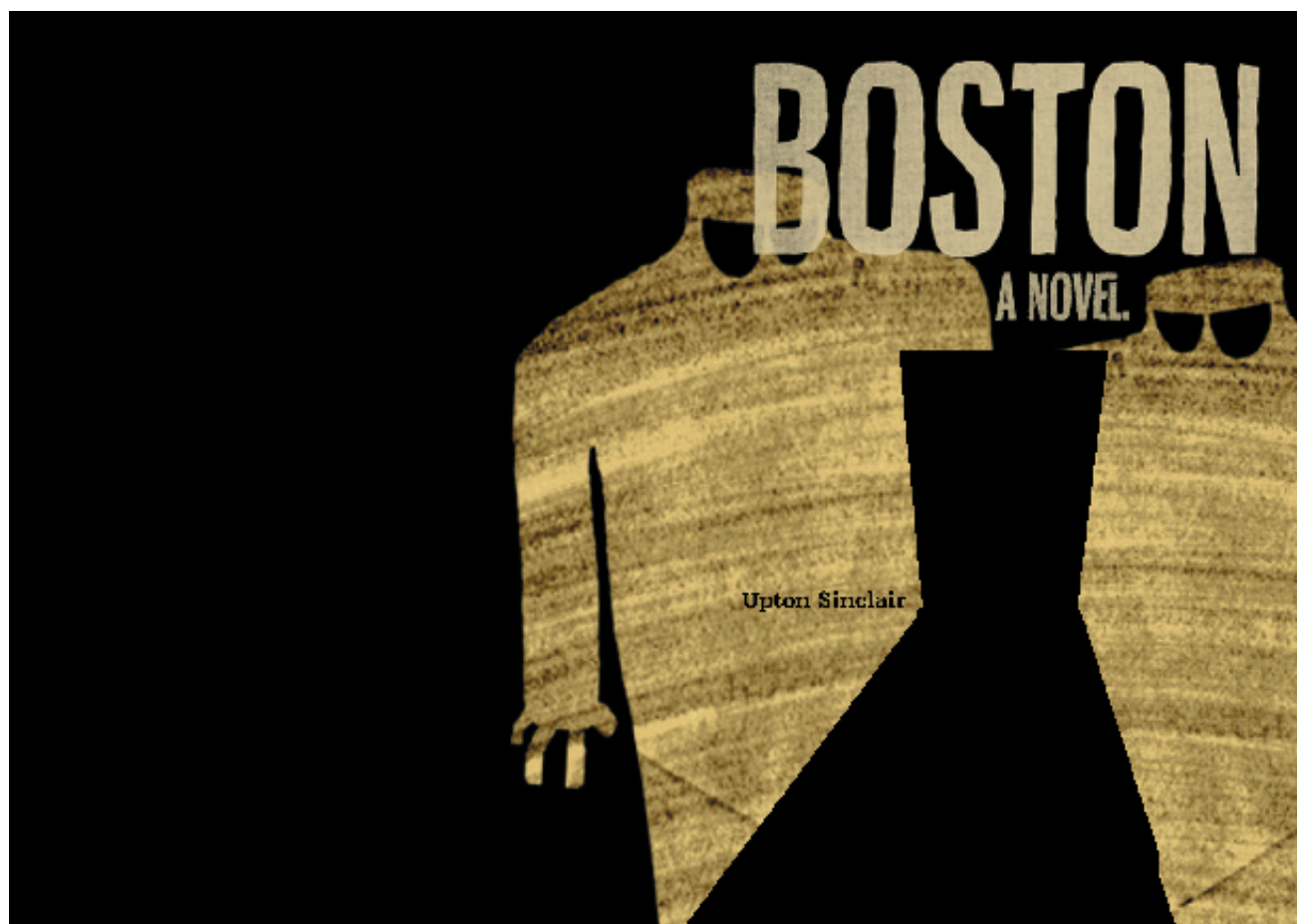
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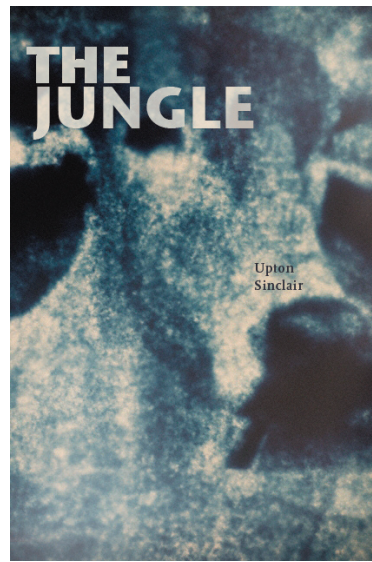
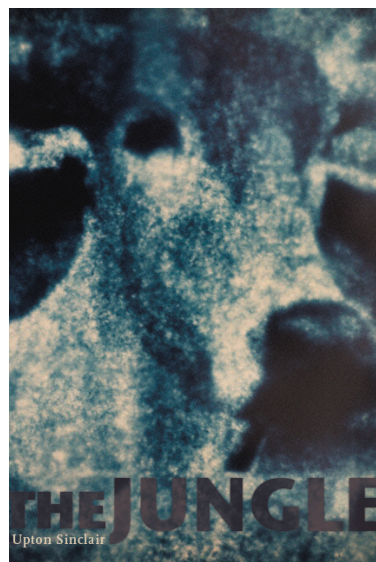
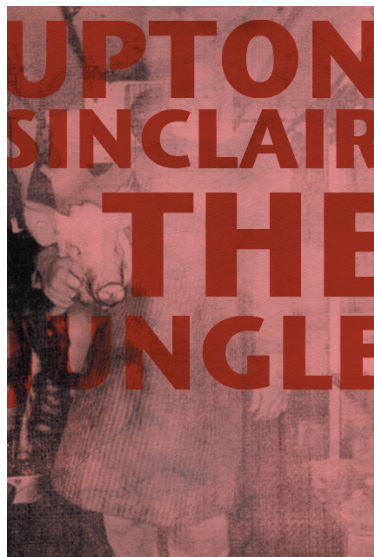


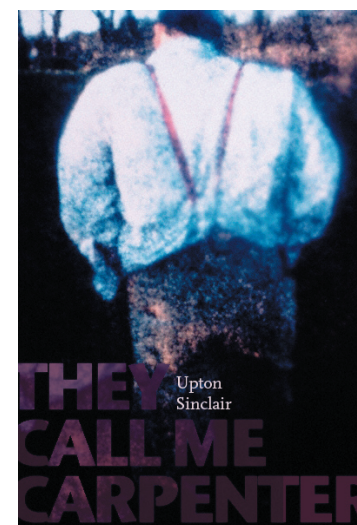
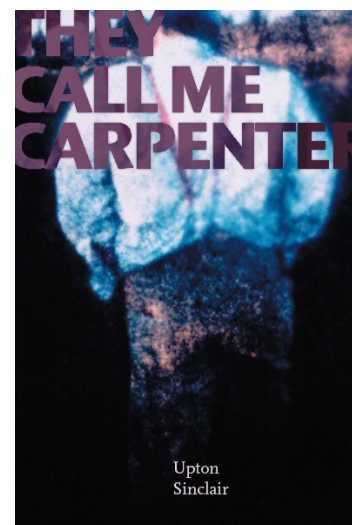
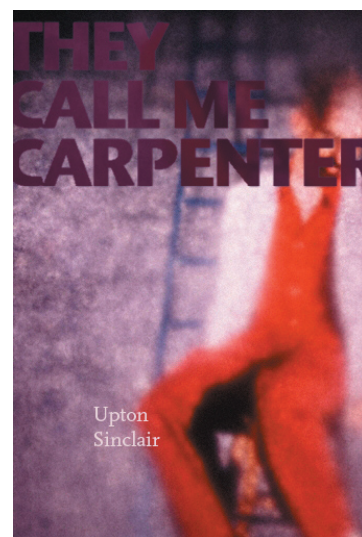
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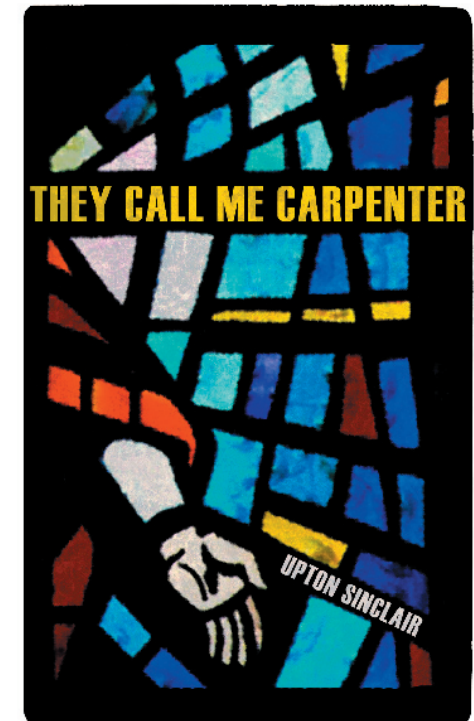


ALTERNATE SERIES



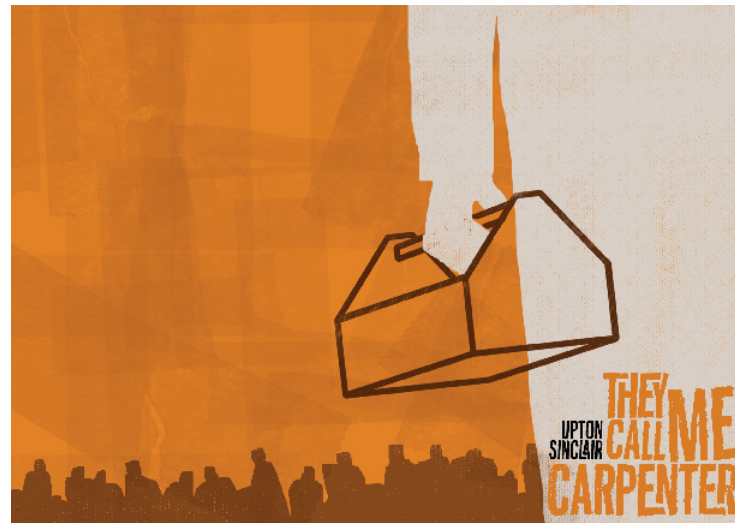


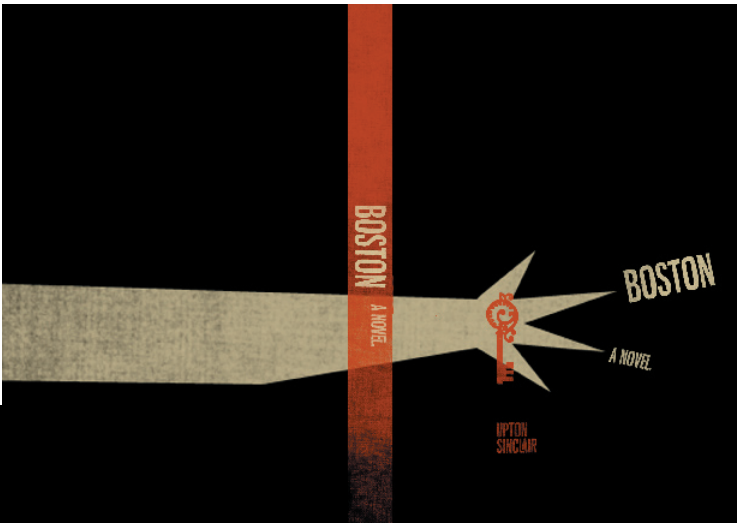
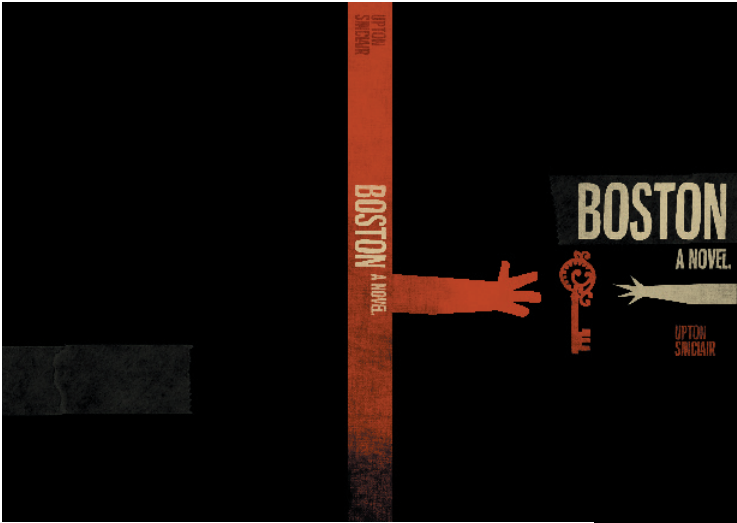
ALTERNATE SERIES





FURTHER EXPLORATION





REFINEMENTS AND VARIATION





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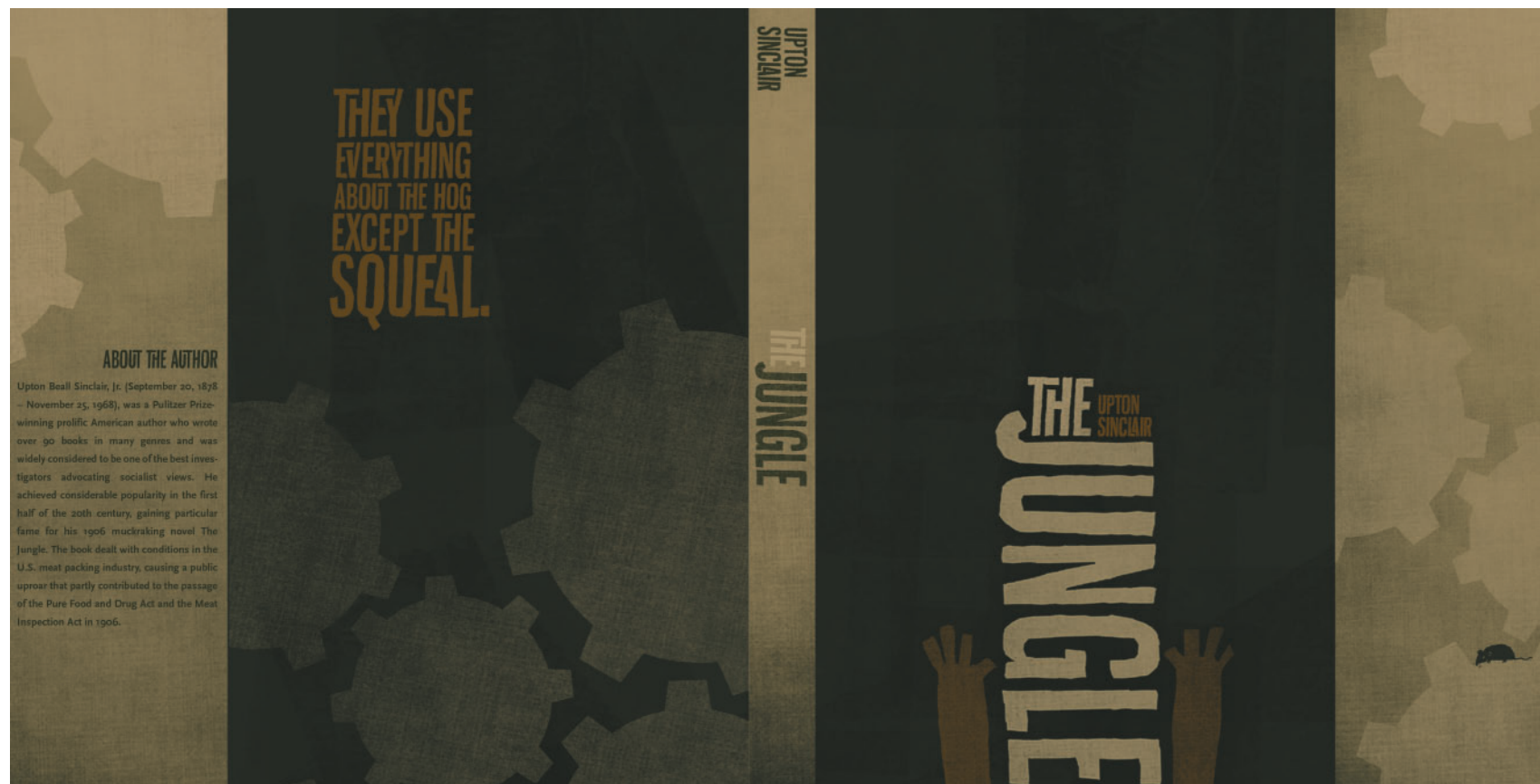


FINALS





FINALS



PROJECT DESCRIPTION

Design a series of bookjackets. You are responsible for the concept and content of your bookjackets.

The series can be: 3 books by the same author, genre, topic etc. Choose a author/genre/topic that interests you.

For example: if you choose Environment as your topic, your three subjects could include deforestation, recyclable furniture, farming. Although the three subjects are different, they still fall within the environment topic as a whole.

The solutions should be an organic, kinetic series not a cookie cutter series. When you are looking at examples look for bookcovers that are a series but are not designed in the exact same way. Your solutions should be dynamic and compelling. The your audience shouldn't resist picking it up and finding out more.

Judging a book by its cover is fun.

There isn't anything I don't like about design, but if I had to pick one medium for my designs to last throughout my career it would undoubtedly be bookcovers. Since completing the assignment, I still feel I could design book covers and only book covers and be very, very happy. There are so many ways to interpret the written word and the visual accompaniment is an interesting problem to deal with. Book covers are the inside joke of the literary world, they're a tease for what's inside, they're the hushed words of a secret and you want to know the rest.

That said, I don't often look back with regrets but I feel like I could design these three covers again, differently and perhaps with a better solution. But maybe that's the fun of bookcover, there's no concrete solution, it's truly about interpretation and capturing that interpretation for a specific moment and audience. Whereas there's usually a range for getting it right, here there is no right.

Also, there's no substitute for printing it out full size.