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cschoch_PD_Final Project

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The DESIGN DIARY

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THE DAWN OF DIGITAL TYPE

Technologies that replace or modify human labor inspire fears that are fascinating in retrospect. Were anxieties about the industrial and digital revolutions too pessimistic?



WHAT POINT SIZE IS THAT? SNASK GOES BIG IN MALMÖ

When asked to create the poster for Malmö's annual city festival, the design, branding, and film agency Snask thought big, and created an ambitious set for the poster's photograph.

Since the letters weighed up to 150 kilograms, spacing them was a challenge; final instructions were shouted down from a crane high above. Clever planning allowed for near-perfect spacing before the shoot. The letters had to be placed so they would cast the right shadows five hours later, and the designers had only two hours to take the photo they wanted.

Retrieved From: <http://www.tdc.org/news/what-point-size-is-that-snask-goes-big-in-malmo/>



Retrieved From: <http://www.tdc.org/articles/the-dawn-of-digital-type/>



SIGN PAINTERS: SPECIAL FILM SCREENING DIRECTED BY FAYTHE LEVINE & SAMUEL MACON

The Type Directors Club opens its doors for an intimate, one-night-only screening in celebration of the Sign Painters film.

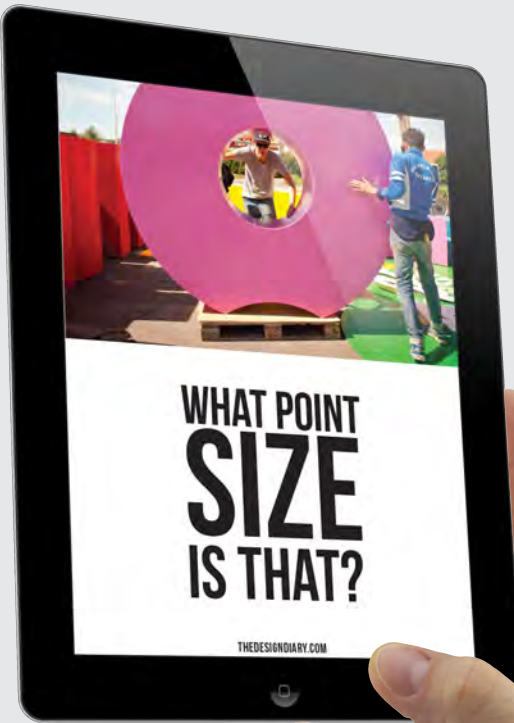
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WHAT POINT SIZE IS THAT?

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SECONDS
SMALL MEALS, SMALL PRICES, BIG PALETTE



Recipe booklet to match previous restaurant. Created and photographed own salads for entire booklet.

