

PROJECT 2: WORD AS IMAGE

TURQUOISE FIRE
FALL 2024
GRDS 201 - N01
PROFESSOR FATHI BAKKOUTH

DEFINTION / BRAINSTORM + IDEAS

I chose three words from the list and three of my own:

Imitate: To take or follow as a model.

- model, echo, copy, emulate, twins, matching.

Gravity: The force that attracts a body toward the center of the earth.

- weight, attraction, force, pull.

Perspective: A particual attitude toawrd or way of regarding something.

- angle, mindset, viewpoint, porportion, microscope.

Moon: The natural stalite of the earth, visible by reflected light of the sun.

- cresevnt, planetoid, night, spotlight.

Lyric: The words of a song in music.

- text, music, melodic, feeling, score.

Storm: A violent disturbance of the atmosphere with strong winds, rain, lightning, etc.

- dark, gloomy clouds, eletrocution, rain.

RESEARCH

d u s on	HDDEN	GalileoGalilei
'MAG'NE	withering	ESPRESSO
BICYCLE	UNEVEN	om'tting
ENDEN	dali	float
redaction	HELLO Humanitarian ROBERTO FRANKLIN	EUCLID
LAMP	MONALISA	PARENT

t:me

melt

F lling
a

EVOLVE TENSION

longing

closed

Obsession

PARANOID

Carissa Hackman

<ode

dr p
o

TURBULENCE

STEPS

GAMBLE

HORIZON

F CUS

transition

INSPIRATION / MOOD BOARD



The background is a solid light blue color. There are three large, overlapping teal-colored circles. One circle is in the top-left corner, another is in the center, and the third is in the bottom-right corner. The word "THUMBNAILS" is written in a dark, serif font across the center of the middle circle.

THUMBNAILS

IMITATE

1)

 m i t a t e

2)

 m  i t a t e

1-Alt)

 M  T A T E

3)

I m i t a t e

4)

 m  i t a t e

5)

 m  i t a t e

6)  i  m i t a t e

GRAVITY

1)

Gravity

2)

Gravity

3) GRAVITY

4) Gravity

5) Gravity

6) Gravity

PERSPECTIVE

1)

Perspetive

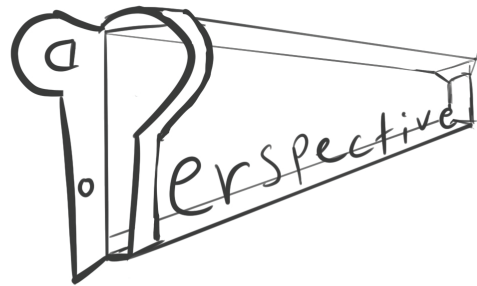
2)

Perspective

3) БЕЗБЕЛИНЕ

4) 

5)



6)



MOON

1)

MOON

2)

Moon

3)

MOON

4)

MOON

5)

MOON

6)

MOON

LYRICS

1)

Lyric

2)

Lyric

3)

Lyric

4)

Lyric

5)

Lyric

6)

Lyric

STORM

1)



2)



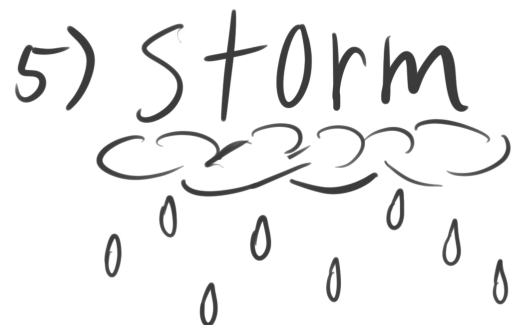
3)

Storm

4)

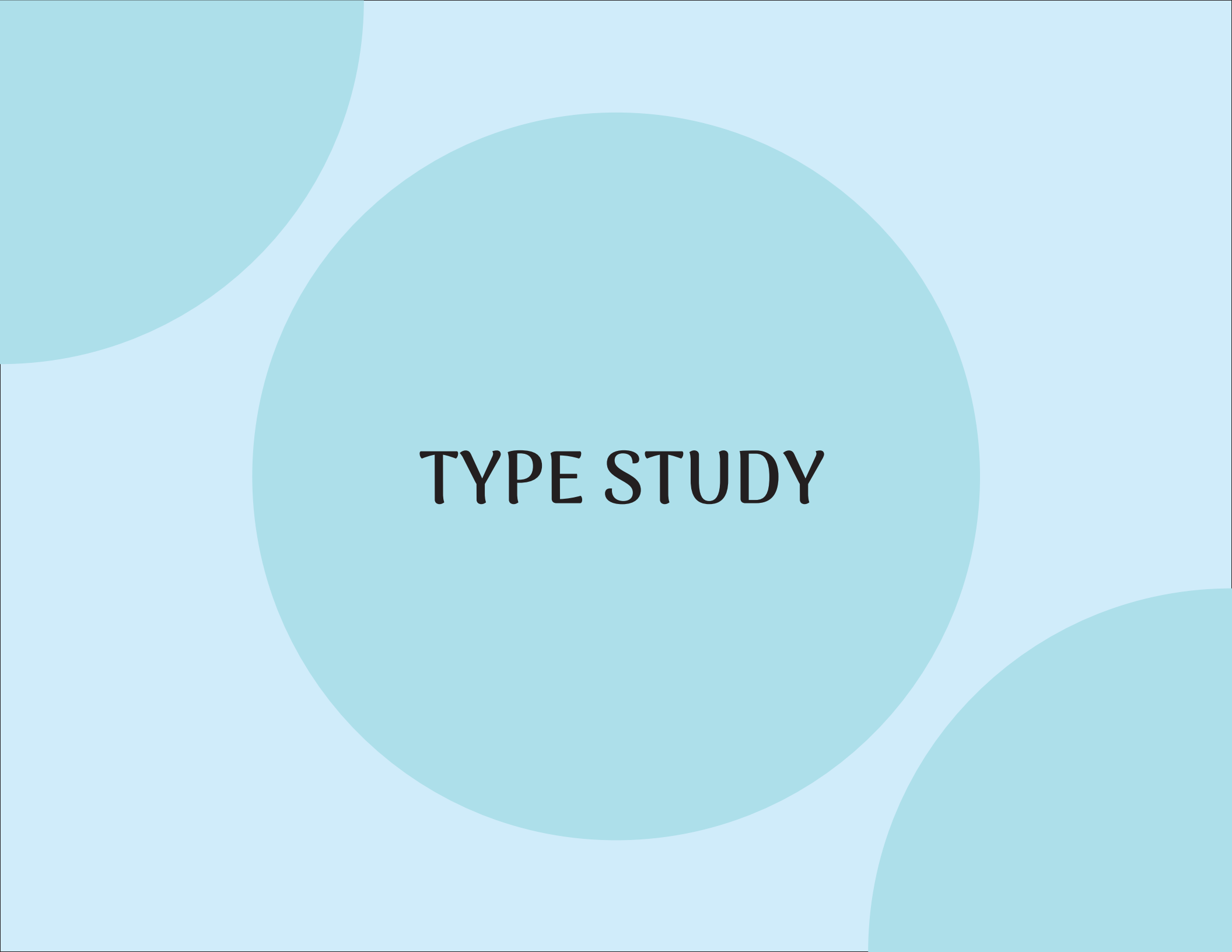
St~~o~~rm

5)



6)

ST~~o~~RM

The background is a light blue color. There are three large, overlapping teal circles. One circle is in the top-left corner, another is in the center, and the third is in the bottom-right corner. The text 'TYPE STUDY' is centered within the middle circle.

TYPE STUDY

MOON

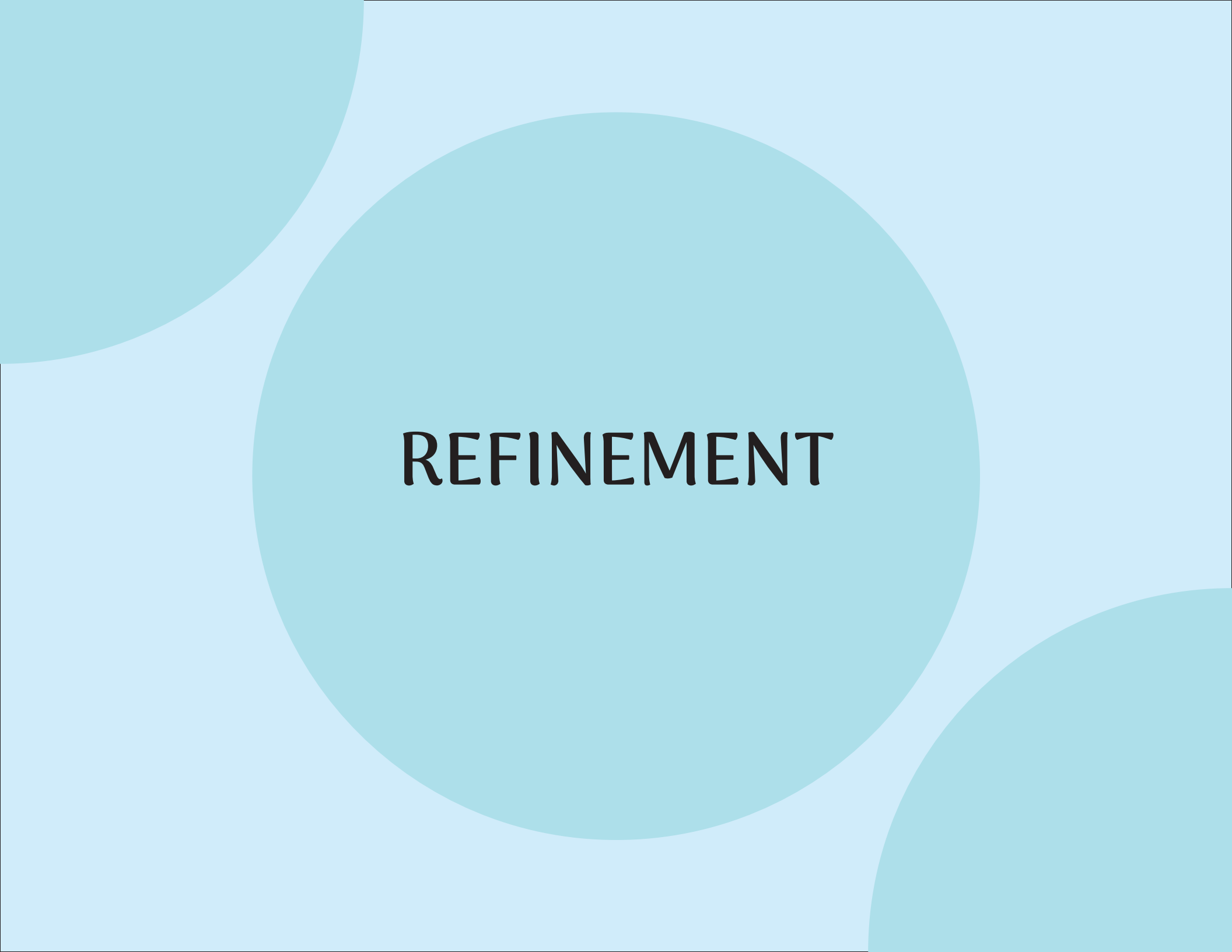
All Caps	Caps & Lower	Lowercase	Font Name
<i>MOON</i>	<i>Moon</i>	<i>moon</i>	<i>Charm</i>
<i>MOON</i>	<i>Moon</i>	<i>moon</i>	<i>Charmonman</i>
MOON	MŦŦN	MŦŦN	EPITAPH
MOON	Moon	moon	Gill Sans Nova
MOON	Moon	moon	Big Caslon Medium
MOON	Moon	moon	Catseye
MOON	Moon	moon	Khmer MN
MOON	Moon	moon	Optima
MOON	Moon	moon	Lava Telugu
MOON	Moon	moon	Minion Variable Concept

LYRICS

All Caps	Caps & Lower	Lowercase	Font Name
LYRICS	Lyrics	lyrics	Athelas
LYRICS	Lyrics	lyrics	Big Caslon Medium
LYRICS	Lyrics	lyrics	Bradley Hand Bold
LYRICS	Lyrics	lyrics	Charmonman
LYRICS	Lyrics	lyrics	Katari
LYRICS	Lyrics	lyrics	Arima Koshi
LYRICS	Lyrics	lyrics	Hoefler
LYRICS	Lyrics	lyrics	Lava Kannada
LYRICS	Lyrics	lyrics	Wreath
LYRICS	Lyrics	lyrics	Palatino

STORM

All Caps	Caps & Lower	Lowercase	Font Name
STORM	Storm	storm	Athelas
STORM	Storm	storm	Basco Std Regular
STORM	Storm	storm	Bodoni 72
<i>STORM</i>	<i>Storm</i>	<i>storm</i>	<i>Charm</i>
STORM	STORM	STORM	EPITAPH
STORM	Storm	storm	Katari
STORM	Storm	storm	KoHo
STORM	Storm	storm	Luminari
STORM	Storm	storm	Thonburi
STORM	Storm	storm	Rockwell



REFINEMENT

LYRICS REFINEMENTS

- 1) Lyrics-1
typeface: charmonman

The word "LYRICS" is written in a highly decorative, calligraphic script. The letters are intertwined, with the 'L' and 'Y' having long, flowing tails. A small eighth note is placed above the 'I'.

- 2) Lyrics-MusicSheet
typeface: wreath

The word "LYRICS" is written in a stylized, cursive font. It is integrated into a musical staff graphic that includes a treble clef, a key signature of one sharp (F#), and a bracket on the left side. The letters are slanted and follow the curve of the staff.Two examples of the "LYRICS" typeface. The top example shows the word in a tall, condensed, serif font with a small eighth note above the 'I', accompanied by the text "- typeface: katar". The bottom example shows the word in a similar serif font but with more spacing and a larger eighth note above the 'I', accompanied by the text "- typeface: Hoefler".

- 3) Lyrics-MusicBar
typeface: Arima Koshi

The word "Lyrics" is written in a clean, modern, sans-serif font. It is positioned on a musical staff with a treble clef and a small eighth note above the 'i'. The letters are aligned with the staff lines.

STORM REFINEMENTS

1) Storm-Cloud
typeface: charm



- typeface: Luminari



2) Storm-LightningBolt
typeface:



- typeface: Athelas

3) Storm-RainDrop
typeface: rockwell



- typeface: Bodoni 72



FINAL

CONCEPT PAGE

WORD: *LYRICS*

TYPEFACE: *Charmonman Bold*

CONCEPT/EXECUTION:

I came to the conclusion of choosing “Lyrics” with the charmonman typeface and a bold font style. For my concept, I replaced the ‘L’ and period of the ‘i’ in Lyrics with a treble clef and an eighth note. I then utilized the typeface and font, choosing the charmonman bold because it matched the elegant style of the illustrations due to its elongatedness, being a bit naturally italicized and curvy. Lastly I chose the bold font due to the impact it made, matching the lineweight of the music notes perfectly. Overall giving the whole piece a whimsical feel that is easy to understand.

TYPE SPECIMEN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + { } | : " < > ? - = [] \ ; ' , . /*

FINAL

A large, stylized graphic of a musical treble clef and a single eighth note, positioned to the left of the word 'Metrics'. The word 'Metrics' is written in a large, elegant, black serif font. The treble clef and note are also in black, creating a cohesive musical theme.

Metrics

PROJECT 2: FINAL PRESENTATION

TURQUOISE FIRE
FALL 2024
GRDS 201 - N01
PROFESSOR FATHI BAKKOUTH

CONCEPT PAGE

WORD: *LYRICS*

TYPEFACE: *Charmonman Bold*

CONCEPT/EXECUTION:

I came to the conclusion of choosing “Lyrics” with the charmonman typeface and a bold font style. For my concept, I replaced the ‘L’ and period of the ‘i’ in Lyrics with a treble clef and an eighth note. I then utilized the typeface and font, choosing the charmonman bold because it matched the elegant style of the illustrations due to its elongatedness, being a bit naturally italicized and curvy. Lastly I chose the bold font due to the impact it made, matching the line-weight of the music notes perfectly. Overall giving the whole piece a whimsical feel that is easy to understand.



A stylized logo for 'Metrics' where the word is written in a black serif font. The letter 'M' is replaced by a large, ornate treble clef. A small eighth note is positioned above the letter 'i'. The entire logo is rendered in a dark gray color.

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